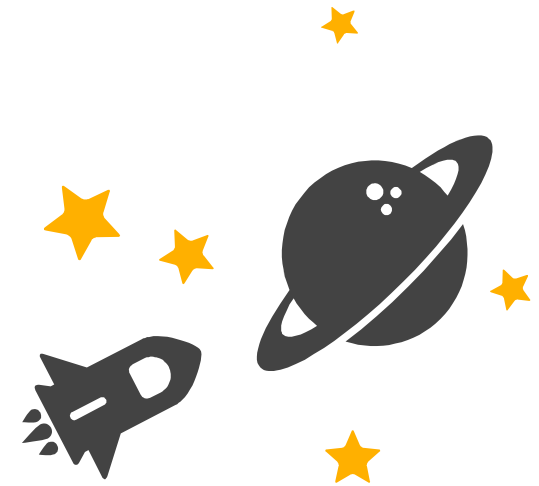


Ayuda





Product Vision



Be the hope and helping hand to people affected by calamities. We intend to make lives better during testing times by enabling communication between people affected by distress and people who can help

Introduction



What do you do when life as you know it has changed upside down one fine morning?

- No water
- No way to cook food
- No Wifi!!
- Unable to drive safely
- Isolated and separated





User Problems



Helplessness

Unable to find help and resources

Inaccessibility

People who want to help don't know how and whom to aid

Unavailability

Essential services which people and communities use are unavailable

Lack of information

Critically affected masses do not know about relief resources – shelters, medical camps, etc.

Business disruption

No means to businesses to publish information about in-stock essentials

Absence of forums

Service providers have a tough time trying to figure out which communities need their expertise



SOLUTION



Platform for the needs

The platform seamlessly connects people with people, information, and resources during stressed times

Interoperability

Both Internet and SMS native – ensuring constant availability despite of disruption

Consumer availability for businesses

Businesses can post their services and maintain availability to the consumer markets even during testing times.



A PRODUCT WITH A PURPOSE



One place to find, request and get help when the unexpected happens

Centralized availability of critical information from governmental agencies and other relevant organization

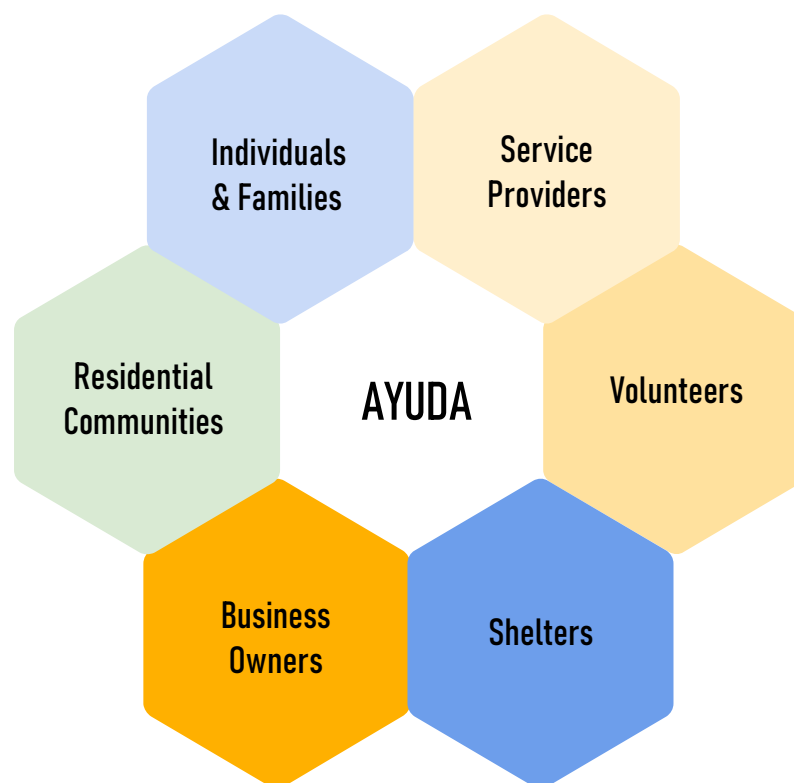
Bring communities, people, and businesses together to ensures minimal disruption to lives

Platform for connecting resources and services with people who need it



Ayuda's Customers and Users

Segments



User Samples and Needs



Imani Jackson

Mother and a wife, Imani is experiencing essential supply shortages due to a snowstorm in her area



Marcos Galán

Marcos owns a truck and wants to volunteer, and help affected people



Rachel Valdía

Rachel is a residential community manager and is trying to figure out how to control and repair the damages caused by the snowfall

User Samples and Needs (Contd.)



Ken Plumbing

The family owned business is trying to help affected homes by providing services at minimum cost



Four Seasons Market

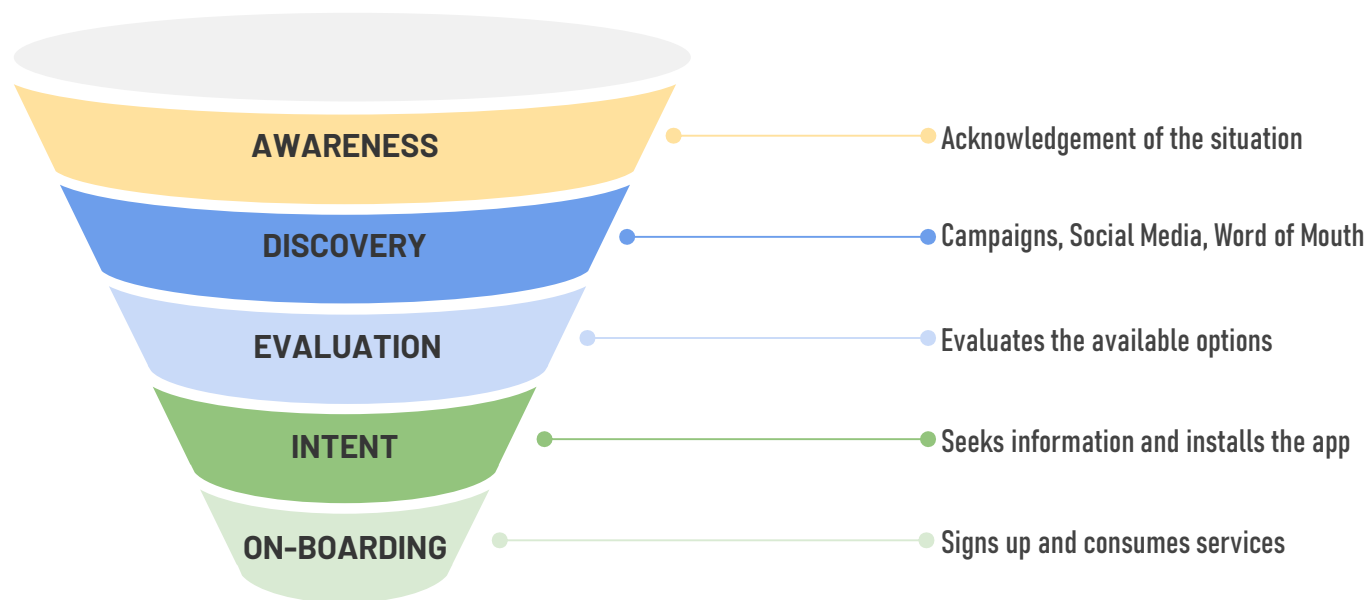
Local farmers market that has supplies available to affected people

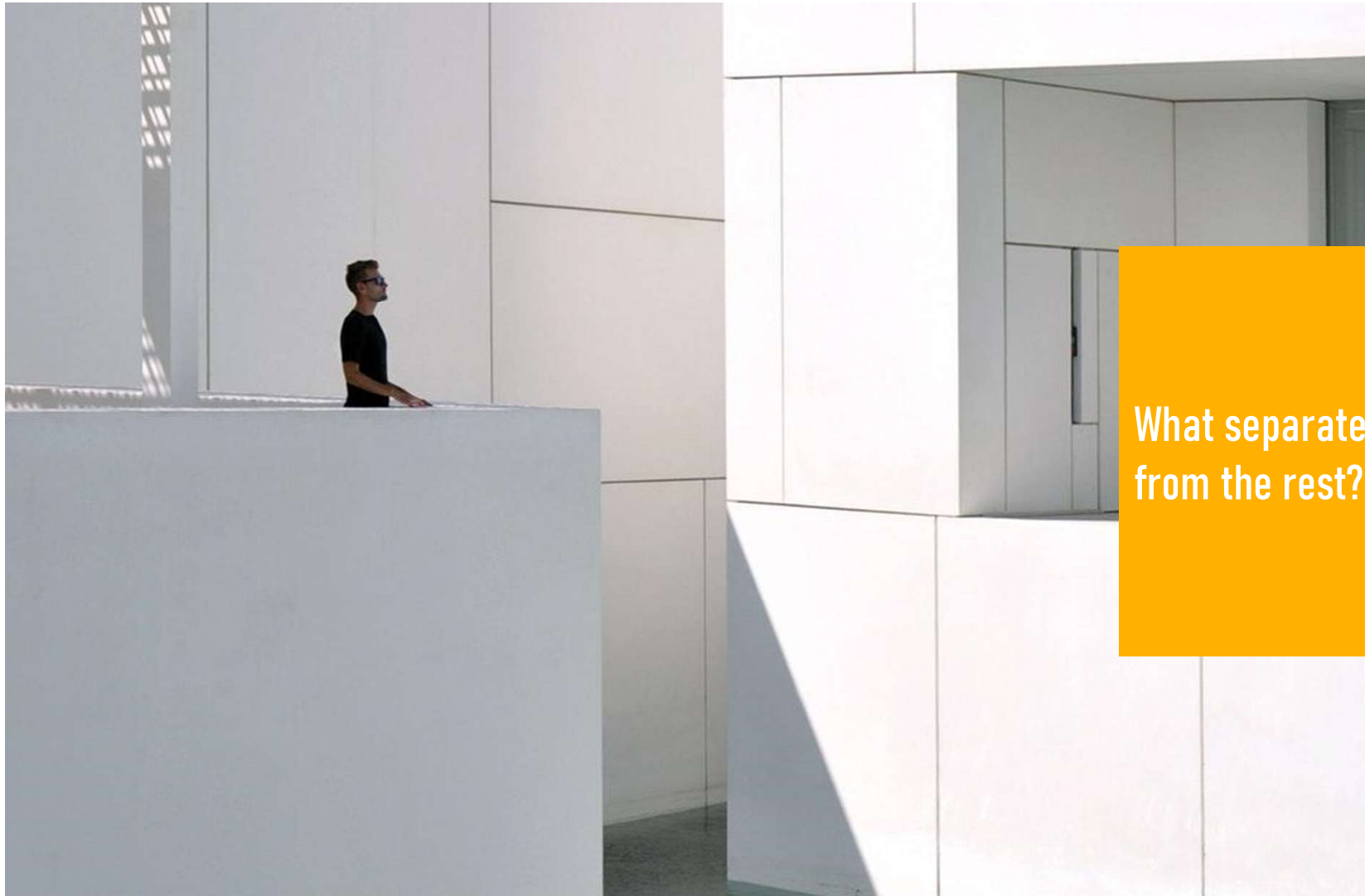


YMCA Richardson

A government designated shelter for affected people with power and water for free

ON-BOARDING FUNNEL





What separates Ayuda
from the rest?

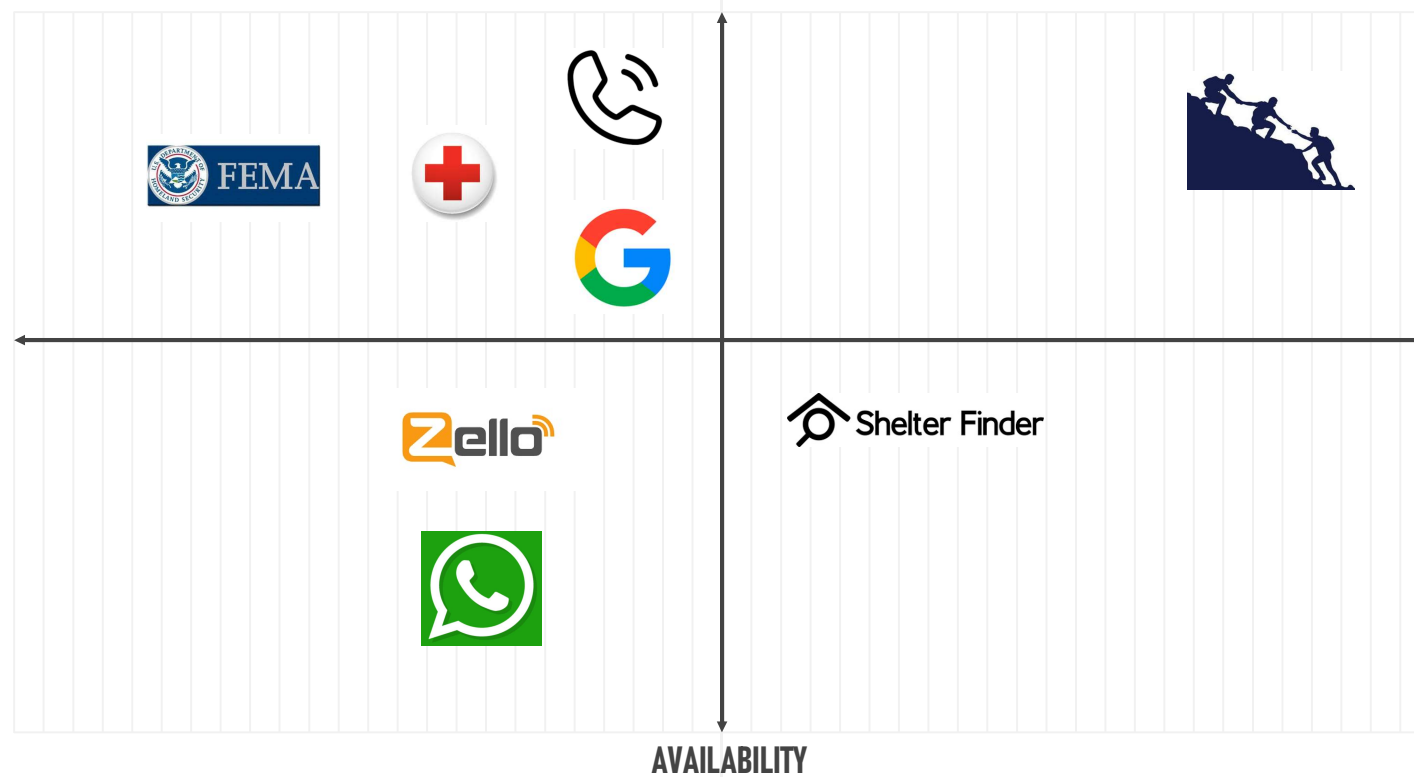


A PRODUCT WITH EMPATHY AT ITS CORE



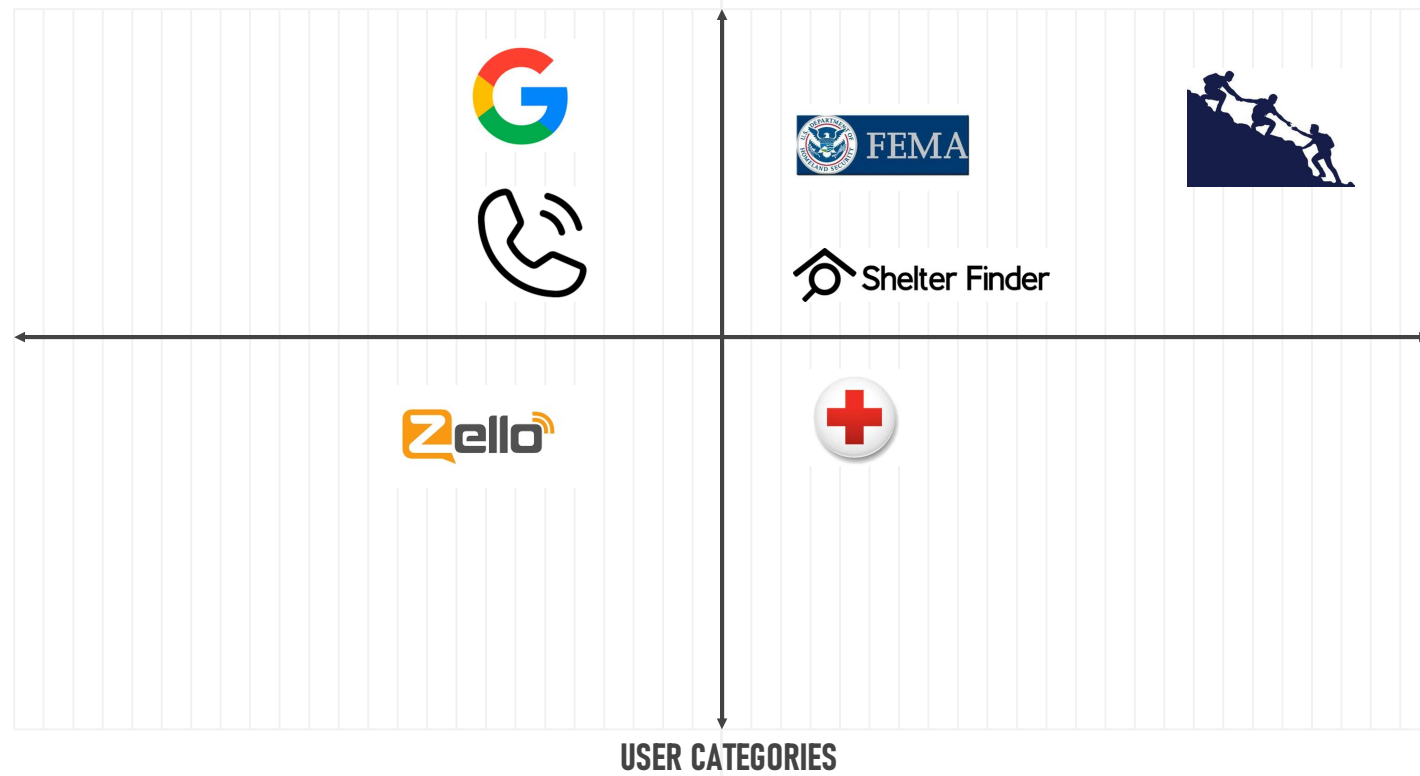
For people, communities, volunteers, and the businesses affected by calamities,
Ayuda is a disaster service platform that offers essential services at all times
So that customers can remain informed, have access to resources, and help communities in need
Because ThinkerBells care about keeping the life going during testing times by ensuring availability of essentials

COMPETITORS



RANGE OF SERVICES

COMPETITORS



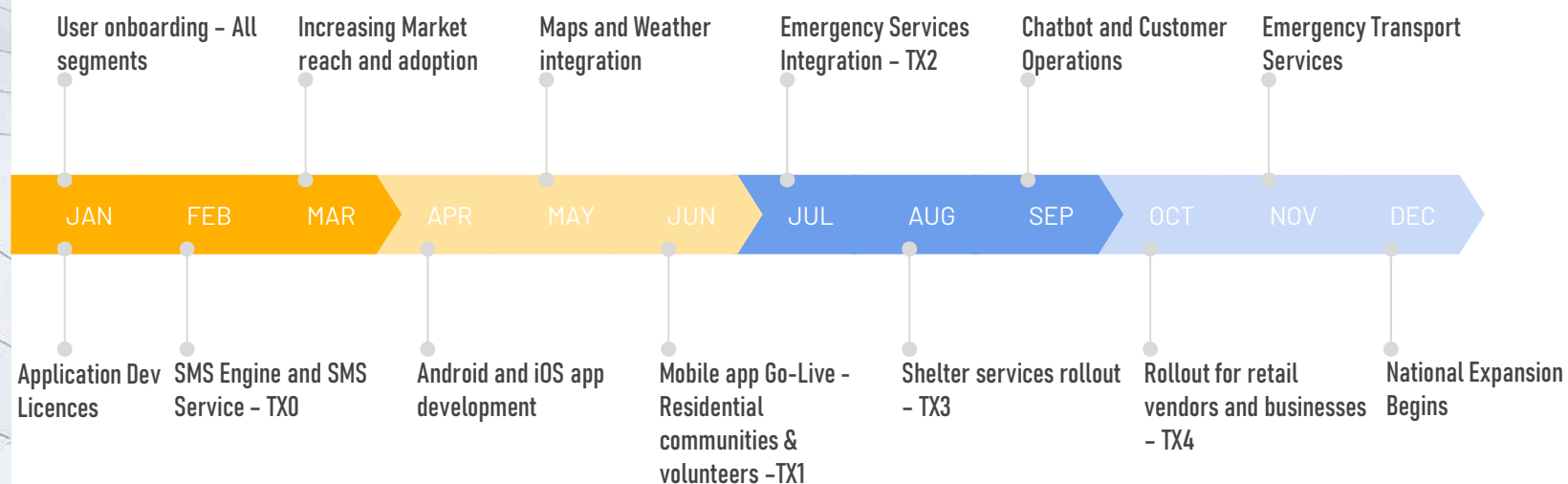


Roadmap, Features, and Timelines

ROADMAP



FEATURE & DELIVERY TIMELINE – Calendar Year 2022



FEATURE - VALUE CATEGORIZATION



INTEGRATION

Emergency Services
Businesses
Communities
Volunteers



LEVERAGE & STRENGTHEN

Disaster services
Collaboration
Awareness
Community Needs &
Capabilities



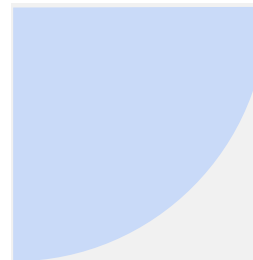
Always-ON Services
Maps and Weather
User-centric design

TECHNOLOGY AND DESIGN

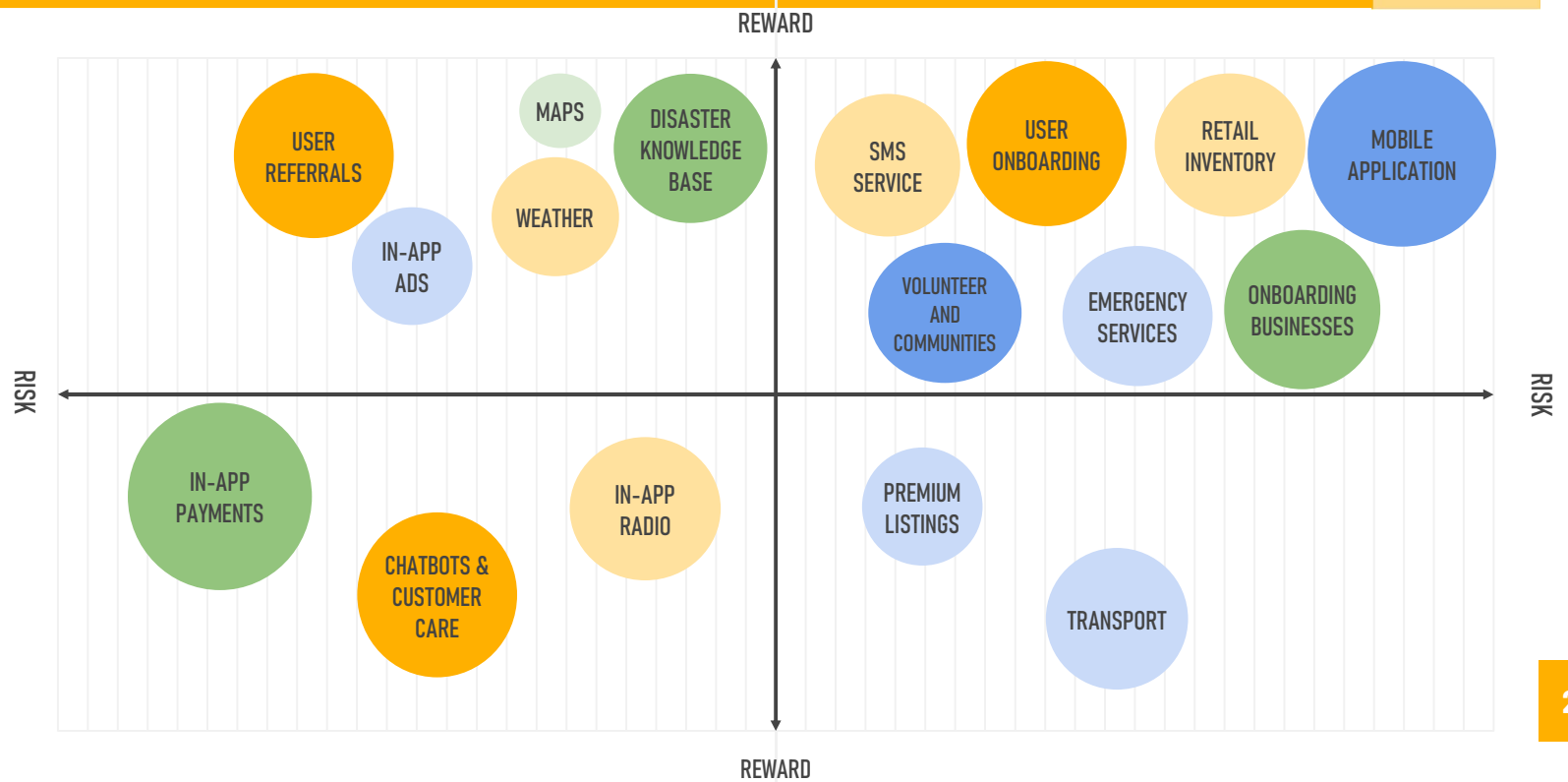


Social Media Connects
Interviews
Awareness drives

MARKETING



Prioritization



GRACIAS