

Dial: Silent Emergency Response App

Business Pitch

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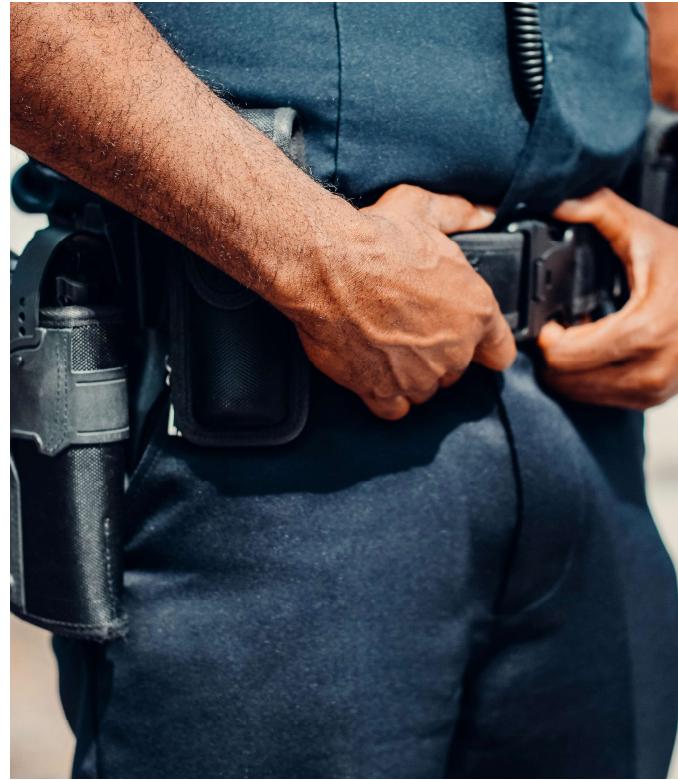
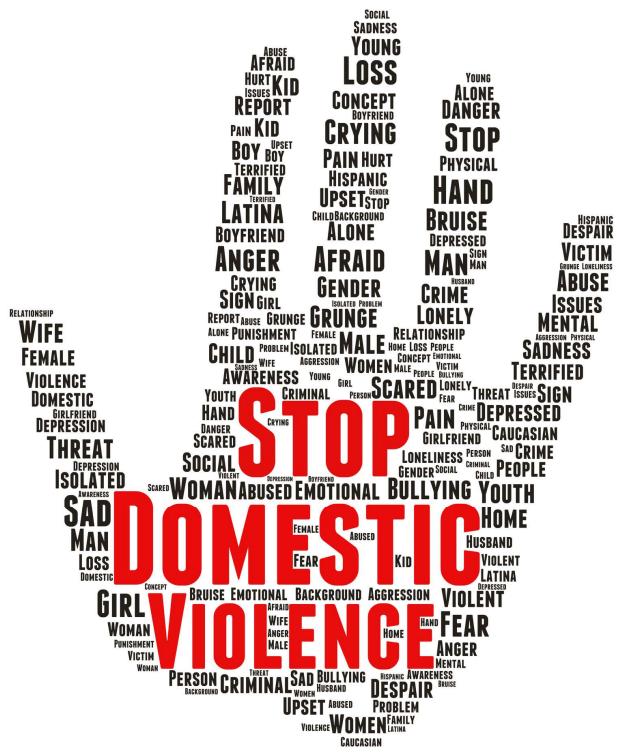
Executive Summary

- Dial: Emergency response app for silent alerts
- Targets victims of domestic violence, kidnappings, etc.
- Silent activation, GPS, camera/mic auto-on
- Serves citizens and government agencies
- B2C and B2G revenue models



Value Proposition





Customer Segments

- B2C: Victims, disabled, students, gig workers
 - B2G: Police, EMS, public safety departments





Customer Relationships

- Guided onboarding and tutorials
- 24/7 support and feedback channels
- Built on trust and accessibility



Channels



App Stores: iOS and
Google Play



Government
programs and direct
sales



Social media safety
campaigns



Key Activities



App development and maintenance



Cybersecurity and legal compliance



Partner outreach and user education



Resources & Partners

- Resources: Dev team, cloud (AWS), legal, gov. relations
- Partners: Law enforcement, NGOs, tech platforms





STARTUP: \$300K (APP
DEVELOPMENT)



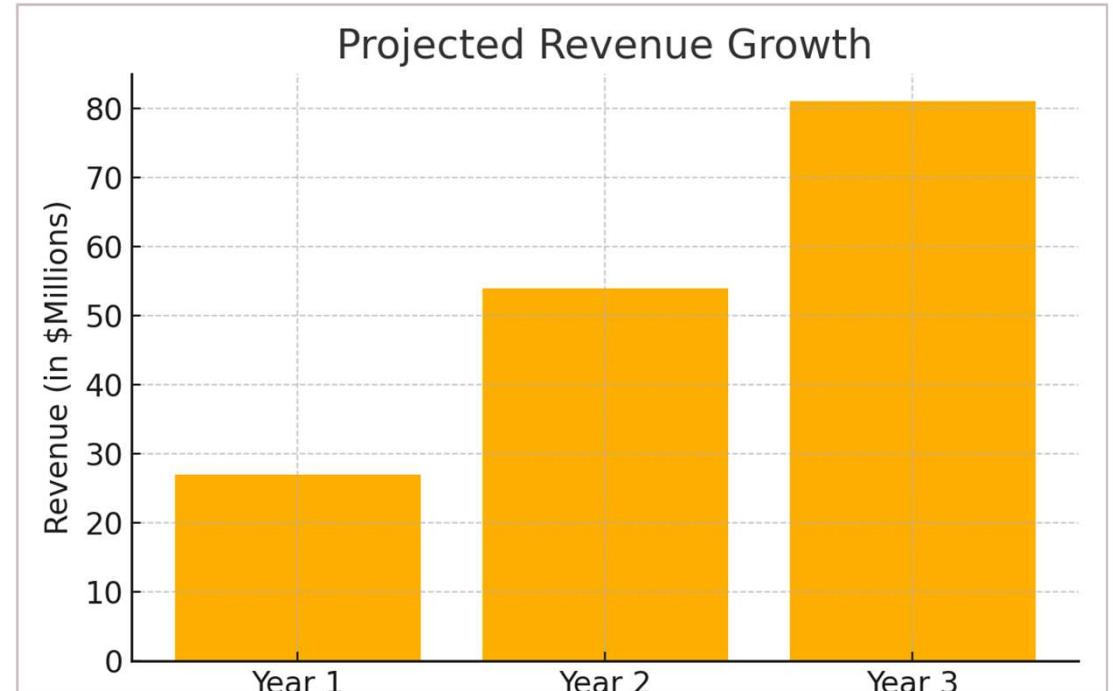
OPERATIONS:
\$600K/YEAR TOTAL



\$0.50/USER/MONTH
AVERAGE UNIT
COST

Cost Structure

Revenue Model



- B2C: \$2.99/month subscription
- B2G: Licensing contracts
- TAM: \$3.6B | SAM: \$540M | TM: \$27M



Conclusion

- Dial modernizes emergency response
- Empowers users, enhances public safety
- Scalable, secure, and socially impactful

