

Dial: Silent Emergency Response App

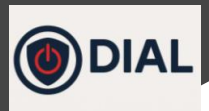
Business Pitch

Reed Kelly

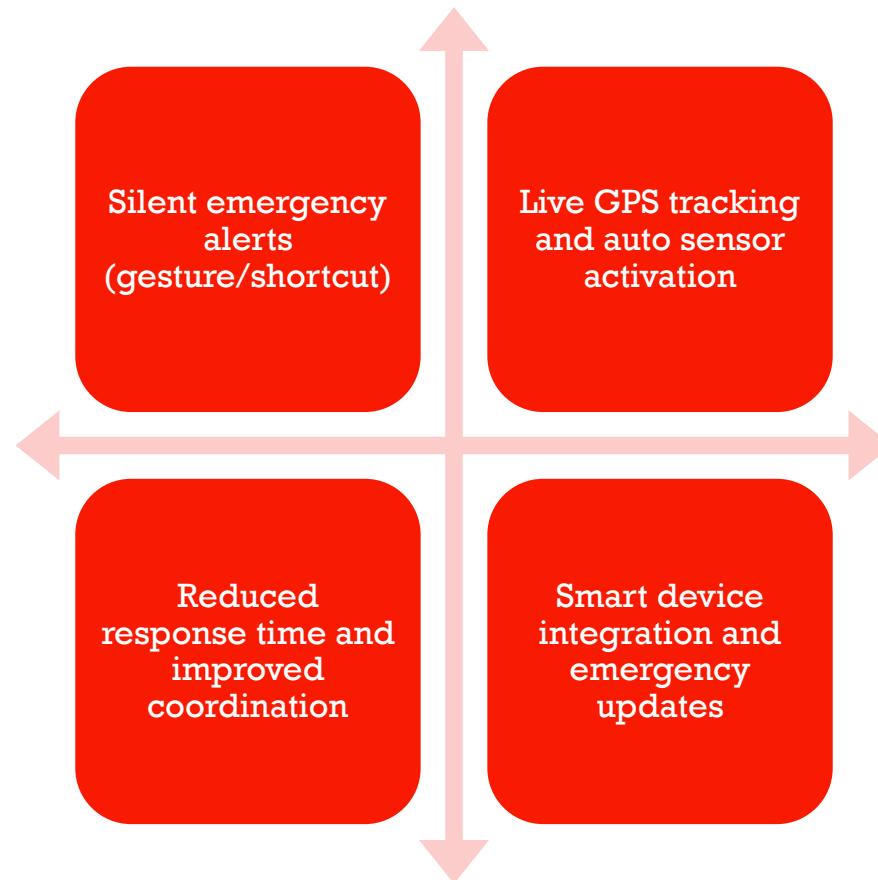


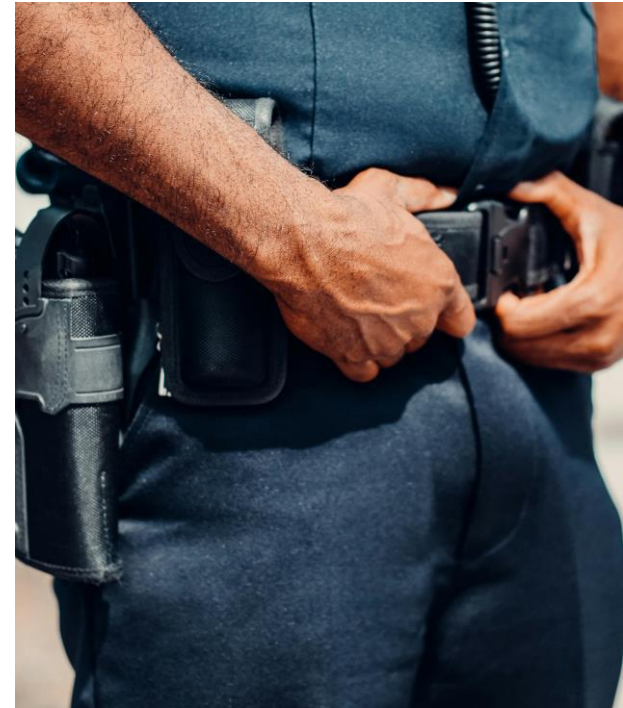
Executive Summary

- 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

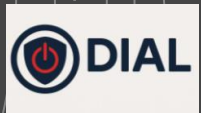


Value Proposition





- 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)**



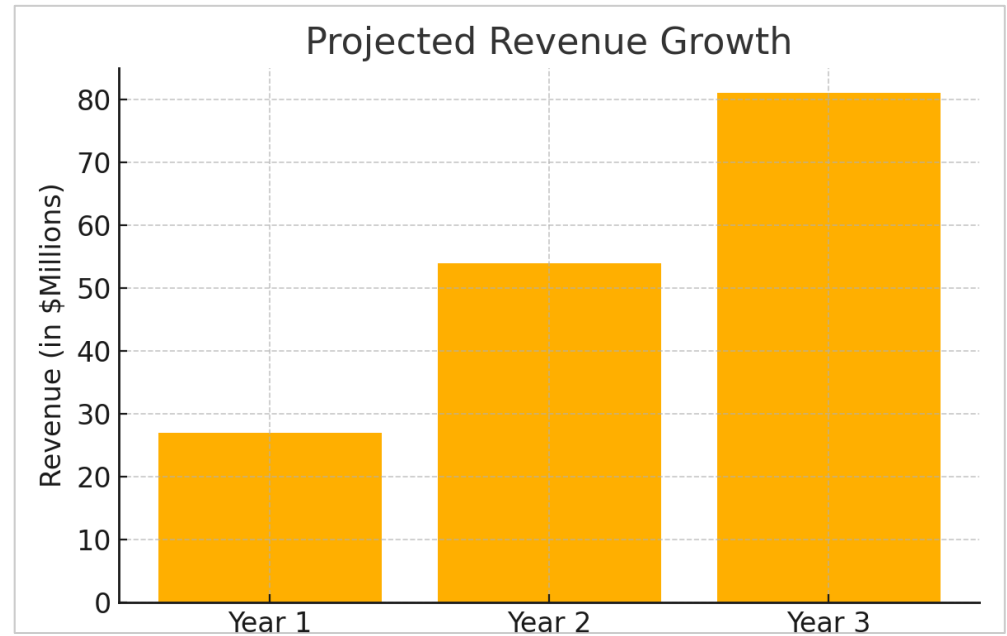
**OPERATIONS:
\$600K/YEAR TOTAL**



**\$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