

# Dial: Silent Emergency Response App

Business Pitch

Reed Kelly



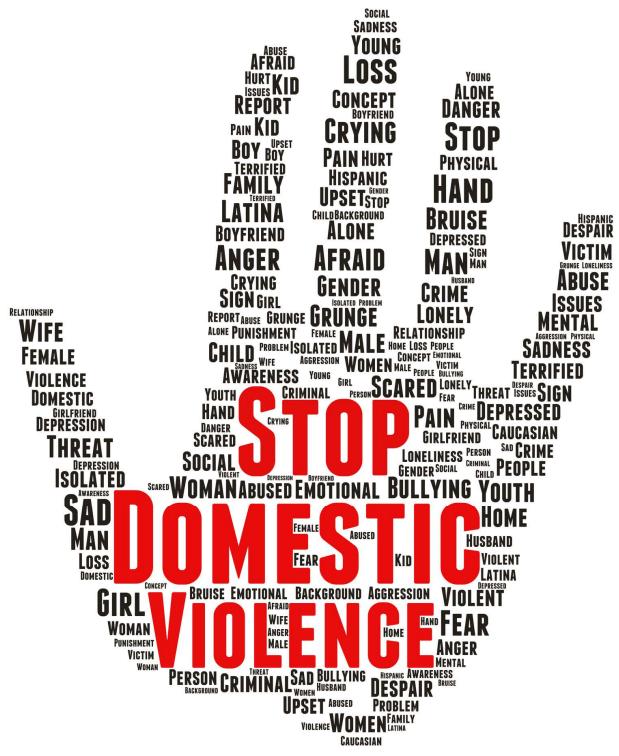
## Executive Summary

- 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





# 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)



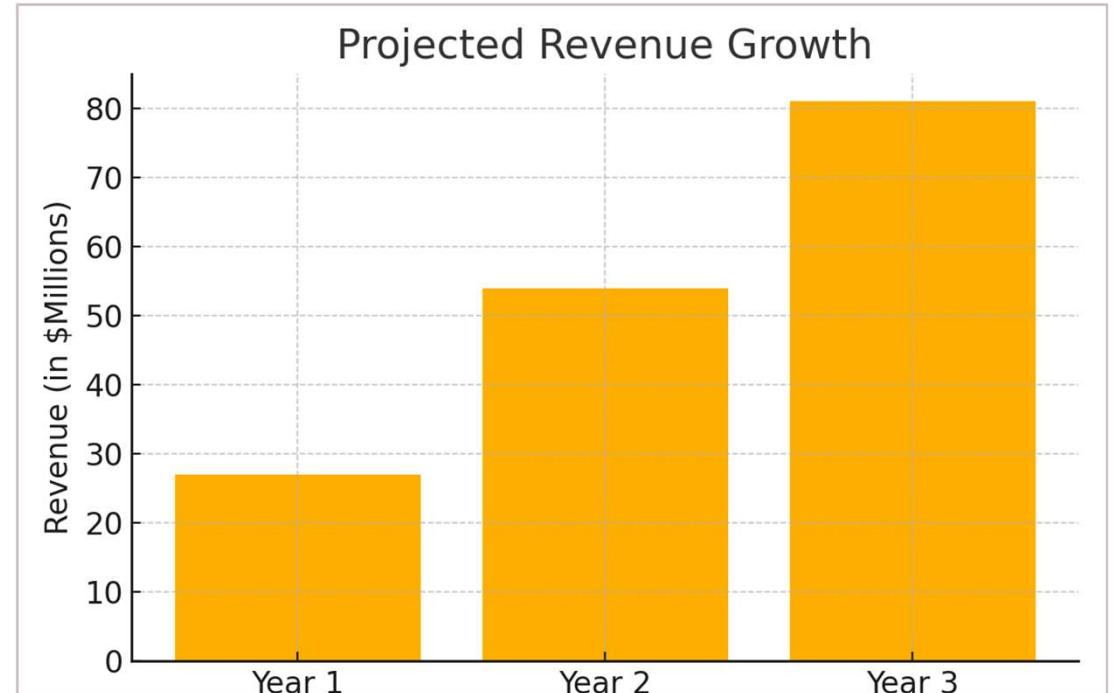
OPERATIONS:  
\$600K/YEAR TOTAL



\$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

