

SheSafe

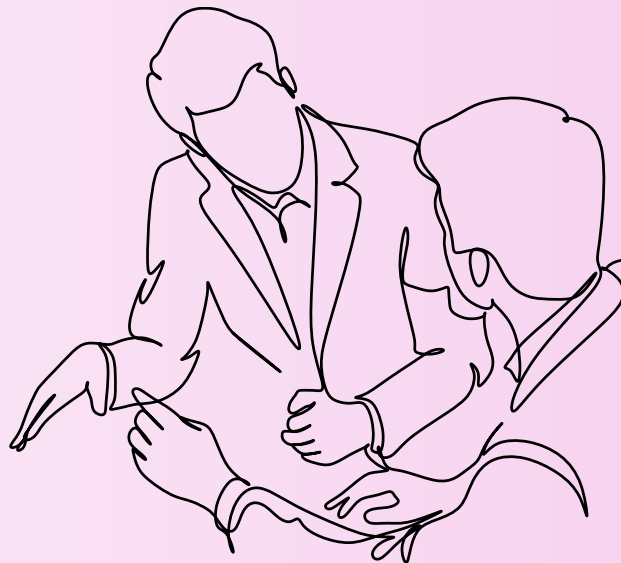
Your Digital Guardian



Team SheSafe

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PROBLEM AND SOLUTION



Despite significant progress made in women's empowerment and rights, women all over the world still face a multitude of safety challenges, ranging from harassment to physical assault.

A solution to address this issue is a women safety app that provides a reliable and user-friendly way for women to protect themselves like

1. Call for help
2. Report incidents of harassment or assault.

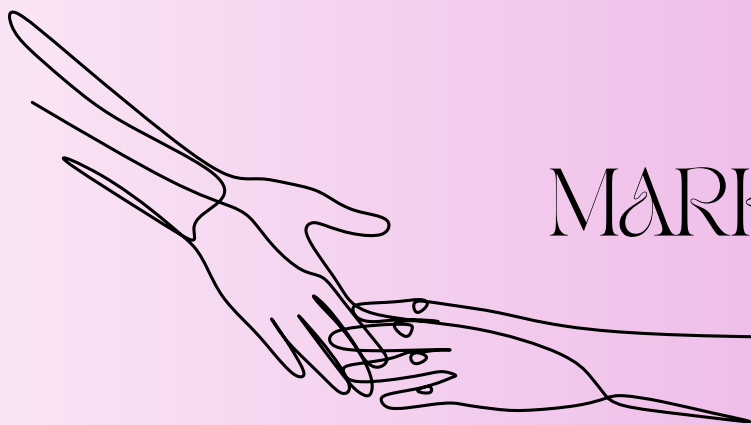
WHY DO WE NEED THIS APP?

Rape Rate (Global Average)

13,900 per 100K (13.9%)

According to TheHindu (year 2021)

India registered **31,677** cases of rape in 2021 - an average **86 daily** - while nearly **49** cases of crime against women were lodged every single hour.



MARKET ADOPTION

1. Empowering women's security app with two urgency levels. Low level alerts close contacts and high level alerts close contacts as well as police.
2. Targeting women of all ages in urban areas.
3. Strong demand shown in market research and surveys.
4. All-in-one solution for emergencies, community support, and education.
5. Digital marketing campaigns and strategic partnerships for awareness.
6. Prioritizing user education through tutorials and workshops.
7. Intuitive interface, real-time tracking, and quick access features.
8. Self- defence videos for women to protect themselves in emergency situations.

COMPETITION ADVANTAGE

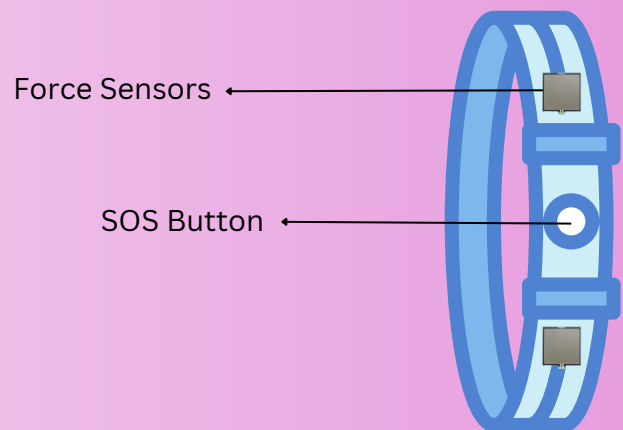
1. Customizable emergency contacts
2. GPS Tracking
3. Multi-level alerts
4. Privacy settings
5. Community Chat
6. Custom voice commands
7. User-Friendly
8. Quick Response Time



PRODUCTS

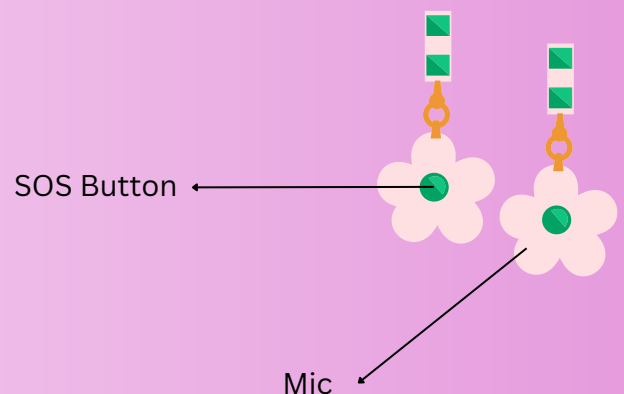
1. WRISTBAND FEATURES

- Emergency Alerts
- Location Tracking
- Audio/Video recording
- Community Support
- Voice Commands
- Alerts from other users



2. EARRINGS FEATURES

- A button that sends emergency alert texts
- Audio recording (when it crosses threshold limit in decibals)



BUDGETING

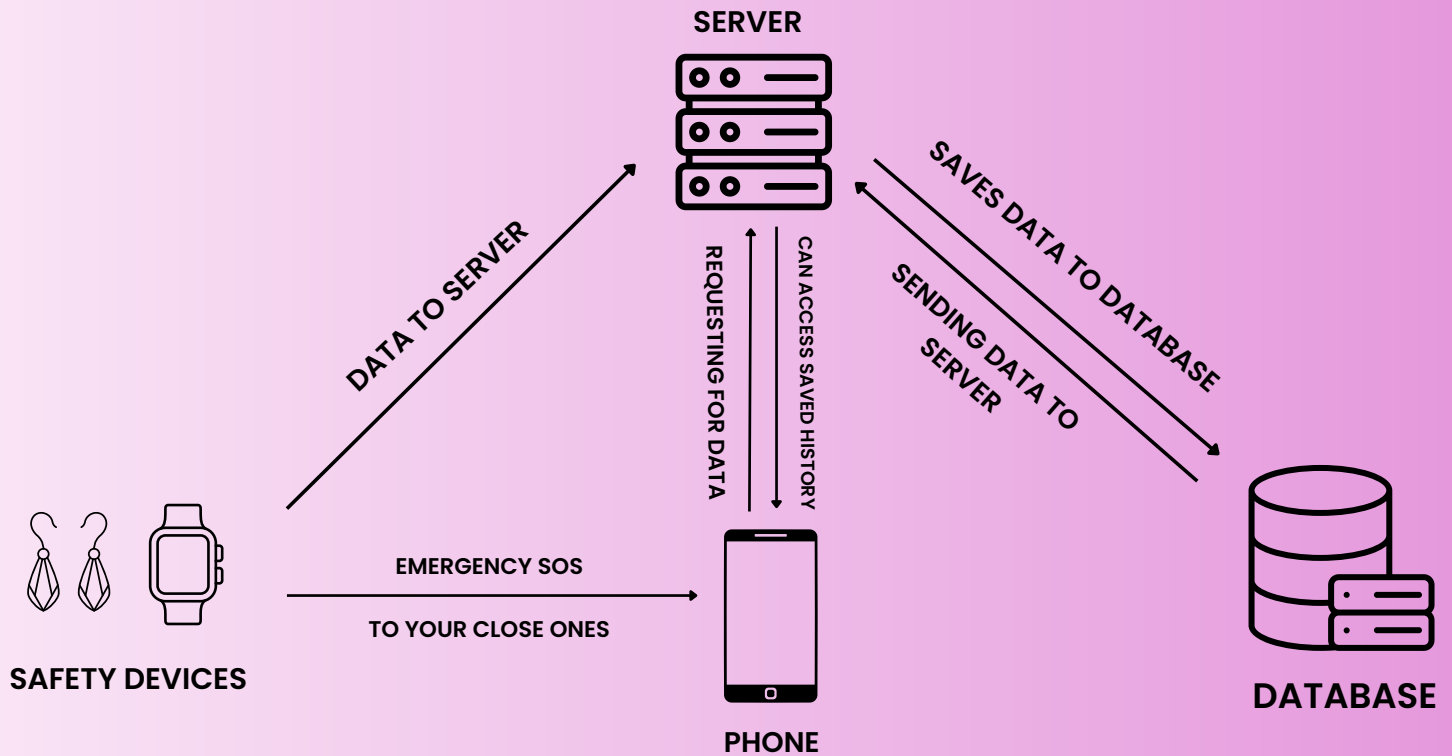
EXPENDITURE

PURPOSE	COST
Application making	Rs. 50,000
Hosting and DB	Rs. 45,000
Advertisement	Rs. 1,50,000
Product making (500)	$400 * 500 + 700 * 500 =$ 5,50,000
TOTAL ANNUAL EXPENDITURE	Rs. 7,95,000

PROFITS

From	Profit
Application	5rs on each download = 5,00,000
Advertisement	Rs. 1,50,000
Product	$(700-400) * 500 + (1000-700) * 500 =$ 3,00,000
TOTAL PRESENT	Rs. 9,50,000

WORKING MODEL



LEAN CANVAS BUSINESS MODEL

