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.





- 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

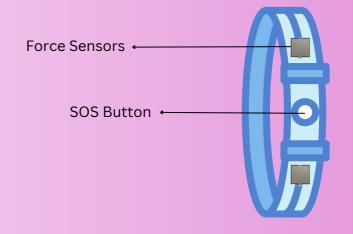
- 1. Customizable emergency contacts
- 2. GPS Tracking
- 3. Multi-level alerts
- 4. Privacy settings
- 5. Community Chat
- 6. Custom voice commands
- 7. User-Friendly
- 8. Quick Response Time



PRODUCTS

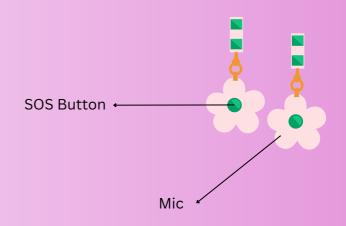
1. WRISTBAND FEATURES

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



2. EARINGS FEATURES

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



BUDGETING

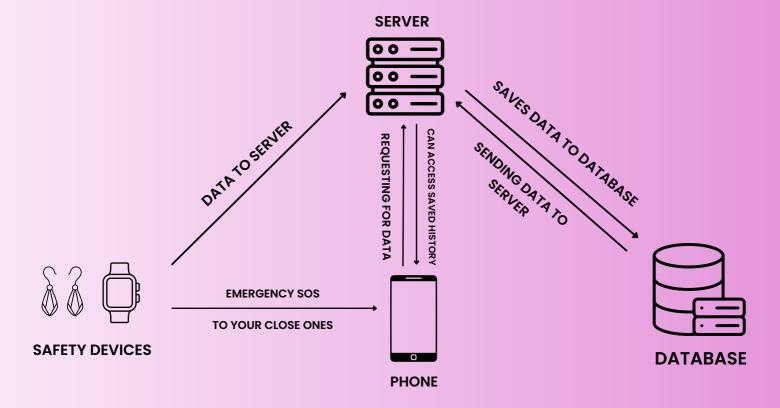
EXPENDITURE

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

WHY WOMEN FOR WOMEN?

In a world where women are considered less significant and less capable of doing things when compared to men even in terms of physical strength, women for women application is huge step for all the women to come together and help each other in their day to day life making it less difficult to survive.

WHAT IS WOMEN FOR WOMEN?

The safety and well being of women are the two most important aspects in this concept, just like a coin has two sides. It features a social network where a lady can learn more about the events taking place in the outside world. Also, it provides various degrees of assistance according on the circumstance.

HOW WOMEN FOR WOMEN?

The safety net for women has two folds, which are represented by two buttons: high and low. You can select one of those options depending on the threat you are facing. High - Notifies all emergency contacts and the closest police stations of the location. Low - You select the distance and include a brief message; this alerts all the women who have signed up and they will come to your aid. There are other distinctions within the social group. Women can ask questions in the community and discuss their working lives.

WHO HAS THE PROBLEM MOST OFTEN?

As the title suggests and literally every other word in this document keeps referring to, this is targeted to women's problems.

CONTEXT

On a daily basis, a women go about their day there is fear underlying their every move. Be it their experiences in if is or those of offers, livey contribute to this fear. Fear of what? Thats the million dotted passion. And we aim to reassure these fears. A community of women, the knowledge of it, right in the pain of their hand as they walk through a dark alley adnow who pew lip provide not just a sense but a material sense of safety.

WHAT IS THE ROOT CAUSE OF THE PROBLEM?

contributed to the problem, viewing women as commodities rather than humans and despite the improvement in treatment of women, with quotas and awareness, it is to be notes that a chang in the core beliefs alone can bring about the change, which if the history of mankind indicates anything is going to take a few more centuries.

HOW DOES THE CUSTOMER FEEL ABOUT IT?

On a daily basis, a women go about their day there is fear underlying their every move. Be it their experiences in life or those of others, they contribute to this star. Fear of what? That the million ofsilar question, And we aim to reassure these fears. A community of women, the knowledge of it, right in the paim of their hand as they wait. through a dark alley allone we hope will provide not just a

ALTERNATIVES

Women rely on men and the police to protect them. It sounds incredibly antiquated. Almoy them is definedly progress being made by our police department, it is not enough. We must exert ourselves more. Invest more. Consider every possibility, Left give women the importance they have never had today, Left make an effort of light them what they desire rather than what we believe they should have.

ALTERNATIVE SHORTCOMINGS

- All the existing solutions(applications) either offer safety or social
- community alone but not both.

 There are a lot of people who are unaware of the existing solutions

WHAT IS THE MEASURABLE IMPACT

- Money, measured in rupees as per Indian standard. A lot of money is spent yearly on campaigns and events and for fixes offered after the problem has occurred.
- Mortality rate of women can also be reduced drastically, all the women that are killed in heinous acts of crimes when given proper assistance, receive a fighting chance. This could be the thing that stands between them and a certain death
- Suicide rate of young women has been increasing at an alarming rate in this country. One could only hope our GDP sees such growth.

Depression and PTSD from events that are perfectly avoidable, our country's youth is dying and the perperturators of crime are not being held accountable and being let out on technicalities.