

Panic Grip

Peace of Mind in Your Pocket. Security in the Palm of Your Hand.

The Problem

When it comes to personal safety, every second counts

Personal safety is a significant concern, particularly for women and children in today's society.

Existing safety solutions lack comprehensive emergency response, speed of use, and an “always with you” presence, leaving users vulnerable in emergency situations.

The Solution

Panic Grip is the first and only comprehensive personal safety app that offers immediate single-step activation using voice command, or a quick squeeze



Immediate Deterrent

Activates a bright flash and high-pitched alarm to deter attackers



Emergency Communication

Immediately alerts emergency contacts and triggers a call to 911



GPS Tracking

Empowers users and their loved ones with up-to-the-minute location information



Evidence Collection

Instantly records audio and snapshots from both sides of the phone



Market Potential

Addressable Market, Size, Growth, Adoption & Potential

Personal Safety

A Growing Concern

The need for personal safety solutions has been on the rise due to increasing crime rates and safety concerns worldwide.

Women and men are actively seeking reliable and convenient tools for themselves and their children to enhance and ensure their protection.

Addressable Market

The need to feel safe is universal

The market for personal safety apps is not limited to any specific demographic; it caters to a wide range of users.

For launch, our primary focus will be women who often face higher safety risks. However, the app is also relevant for children, men, and individuals with specific safety concerns, which significantly increases the addressable market size.

Market Size & Growth

Significant Opportunities

The global personal safety market is projected to reach \$20 billion by 2025, indicating substantial growth opportunities.

Within this market, the personal safety app segment has witnessed 20% year-on-year growth, driven by increasing smartphone penetration and rising safety concerns.

Market research indicates a compound annual growth rate (CAGR) of 7.8% in the personal safety app and wearables market.

Market Adoption and Potential

Favorable landscape for market entry and growth

Panic Grip has the potential to cater to a global market, as personal safety concerns are prevalent worldwide.

Expanding the app's availability across multiple countries and regions, with an initial emphasis on North America and APAC, can unlock substantial growth opportunities and revenue streams.

While several personal safety apps exist, none offer the comprehensive and differentiated features of Panic Grip.

These indirect competitors have amassed millions of downloads, positive user reviews and testimonials that highlight the overall market demand for enhanced safety solutions.

Value Proposition

Panic Grip will capitalize on its unique selling proposition of rapid one-touch, one-word activation to attract users seeking quick access to comprehensive and simultaneous emergency features that no other competitor offers, using a device that they already carry with them, 24/7.



One Word, One Touch

Activate with a quick squeeze, or use your safe word without even being within sight of your device



Comprehensive

No other app or device offers our unique combination of immediate deterrents, outbound alerts and evidence and location collection



Global Reach, Local Support

Worldwide presence, and integration with existing local emergency services for a seamless response



Reliable evidence

Comprehensive recording capabilities to gather evidence and ensure accountability



Competitive Analysis

Blue Sky Opportunity

Competitors



Wearables: Apple Watch; Sabre; Invisawear, Flare, Garmin Watch, Arlo Safe Buttons

Smart Phones: iPhone, Android

Personal Safety Apps: Noonlight, Arlo Safe, ADT SoSecure, SafeZone, Guardian Angel

FEATURES COMPARATIVE	PANIC GRIP	WEARABLES	SAFETY APPS	SMART PHONES
Location Sharing	✓	✓	✓	✓
Alert Local Authorities	✓	✓	✓	✓
Alert Emergency Contacts	✓	✓	✓	
Panic Button	✓	✓	✓	
Evidence Creation	✓		✓	
Deterrent Alarm	✓			
Single-Step Activation of Comprehensive Services	✓			
Hands-Free Activation	✓			
Visual Interaction Not Required	✓			

Competitive Differentiation

Single step activation with immediate access to comprehensive emergency support

Whether with a single squeeze or just a word, Panic Grip works in the user's hand, purse or pocket, without even a glance at the device that they already carry with them, 24/7. Simultaneously activating comprehensive emergency responses that no other competitor offers.



Go To Market Plan

First Year Focus

Year One

Build brand awareness, drive app downloads, and generate user engagement

App Store:

Implement app store optimization for increased visibility and organic downloads

Partnerships:

Partner with safety organizations and influencers in personal safety, women's empowerment, and child safety

Develop partnerships with educational institutions and other safety-minded corporations to promote safety among employees and students with a solution that works on, and off campus or premise

PR:

Secure media coverage in major outlets through public relations

Social Media:

Utilize social media platforms, reaching 125,000 users via targeted ads and influencer collaborations

#SafetyInSeconds campaign to highlight the fact that every second counts when it comes to personal safety and promote the app as a reliable solution

#SafeTogether Challenge for user stories, testimonials and tips

Collaborate with micro-influencers and safety advocates for niche reach

Use referral programs and user-generated content for organic growth

Host live Q&A sessions on Instagram or YouTube

Excite users with feature spotlights, updates and app-related giveaways

Projected Growth & Engagement

	Growth	Engagement	Interactions
Facebook	35,000	7%	1,750 per post
Instagram	50,000	10%	3,500 per post
Twitter / Threads	15,000	5%	500 per tweet
YouTube	7,000	12%	660 per video

Product Roadmap

Patent pending. Strategy, analysis and development planning complete.



Future Iterations: Adverse motion-based activation, FaceTime integration, Home Security features

5-Year Growth Projections

	User Acquisition	Revenue	Profit Margin
Year 1	25,000	\$949,500	17.89%
Year 2	50,000	\$1,299,000	18.07%
Year 3	100,000	\$1,923,000	17.95%
Year 4	200,000	\$2,946,000	17.98%
Year 5	500,000	\$5,640,000	18.01%

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Founder Story

Simon Tejada is an innovative entrepreneur driven by a personal experience that deeply impacted his life. His unwavering dedication to creating a safer world led him to develop a groundbreaking personal safety app.

Inspired by a loved one's incident, Simon recognized the need for a reliable tool that provides immediate assistance during emergencies. With a passion for technology, he assembled a talented team to bring his vision to life.

As shining example of how personal experiences can inspire revolutionary solutions, Simon's journey has been marked by tenacity and a strong belief in the app's potential to make a meaningful global difference.

Seed Round Request

Seeking a \$375,000 seed round to fund:



Application Development
\$167,000



**Logo development &
trademark registration**
\$22,000



**Product demo video
production**
\$13,000



**Testimonial videos from early
adopters**
\$10,000



**Social media marketing
campaign**
\$163,000

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