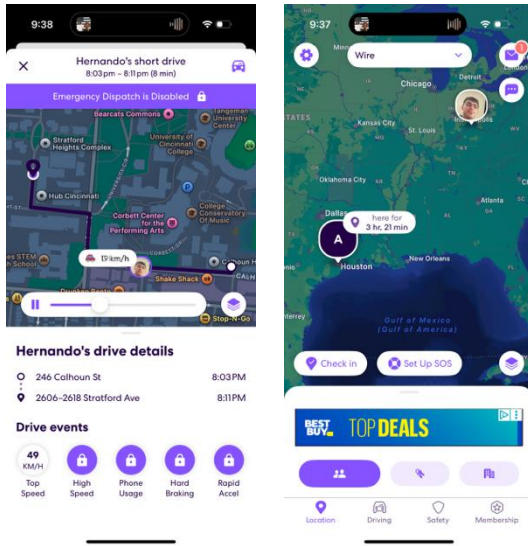


# Wire: The Next-Gen Safety App, Our 4 Pillars

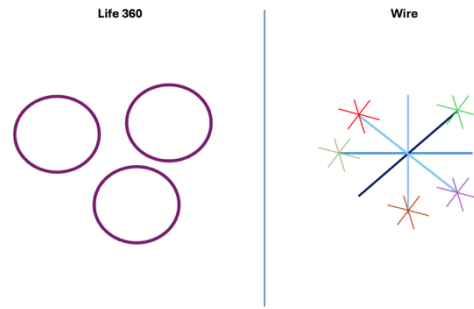
## Simplicity



### UX/UI

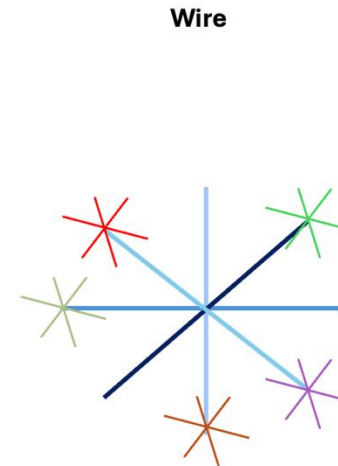
- Menos es más
- Jerarquía visual clara (SOS)
- Interacciones mínimas
- Diseño limpio

## Privacy



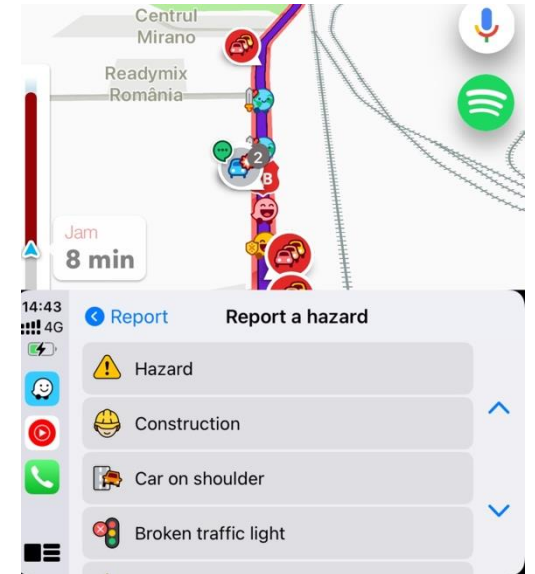
- Uno define las reglas, no hay admin

## Customization



- Cada “wire” es único

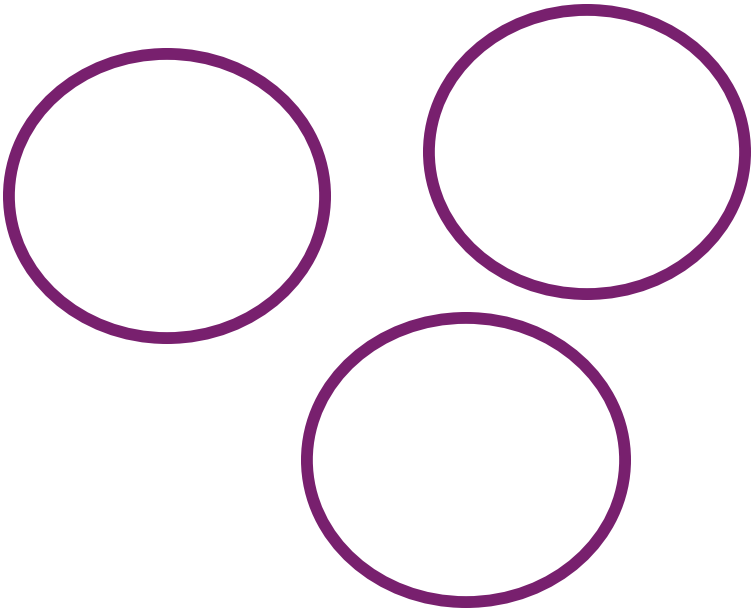
## Awareness



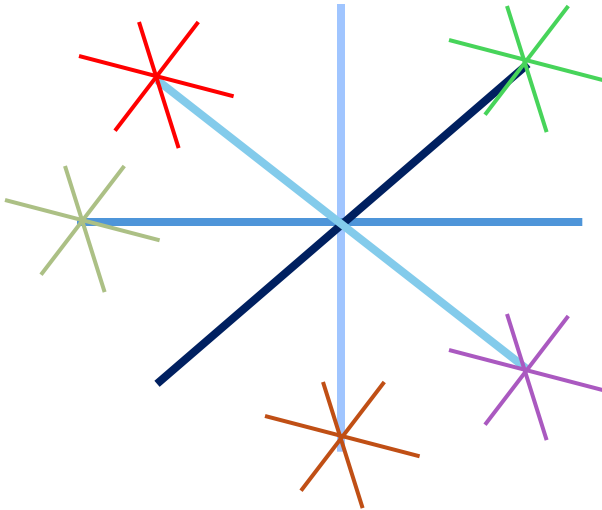
- Desde el individuo hacia la comunidad

Core: Life 360 vs Wire

Life 360

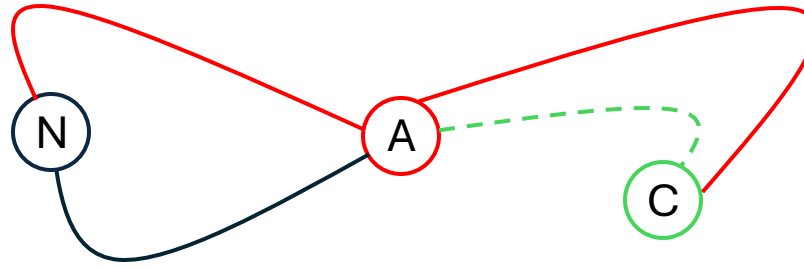


Wire

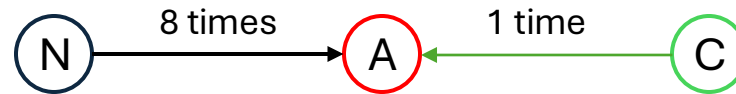


# Privacy

## 1. One-way sharing



## 2. Who viewed me? (LinkedIn)

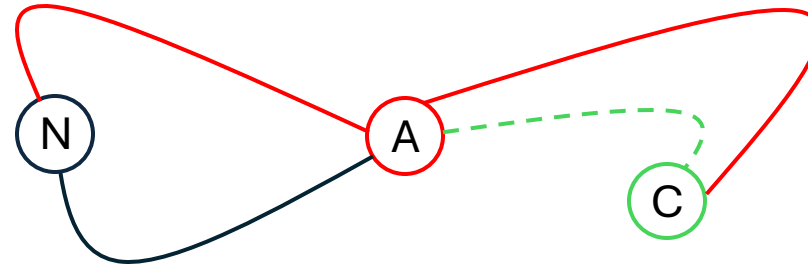


## 3. Hidden/Pause mode

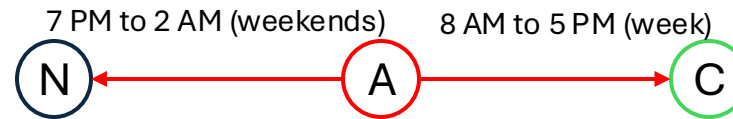


# Customization

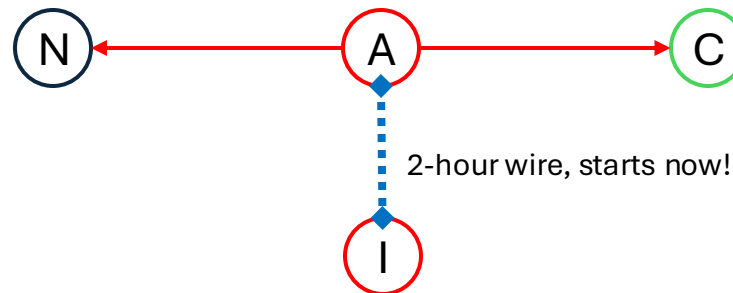
## 1. One-way sharing



## 2. Location, time, and person



## 3. Flash wires



# Awareness

1. Waze-like *hazard report* via Wire (totally private)



One user reported **low lighting**



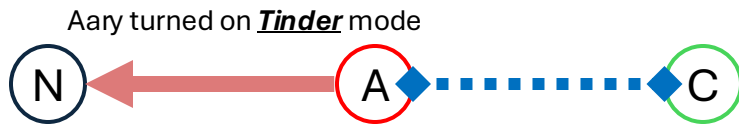
One user reported **a fire** in this location

☐ Three users reported **a theft**

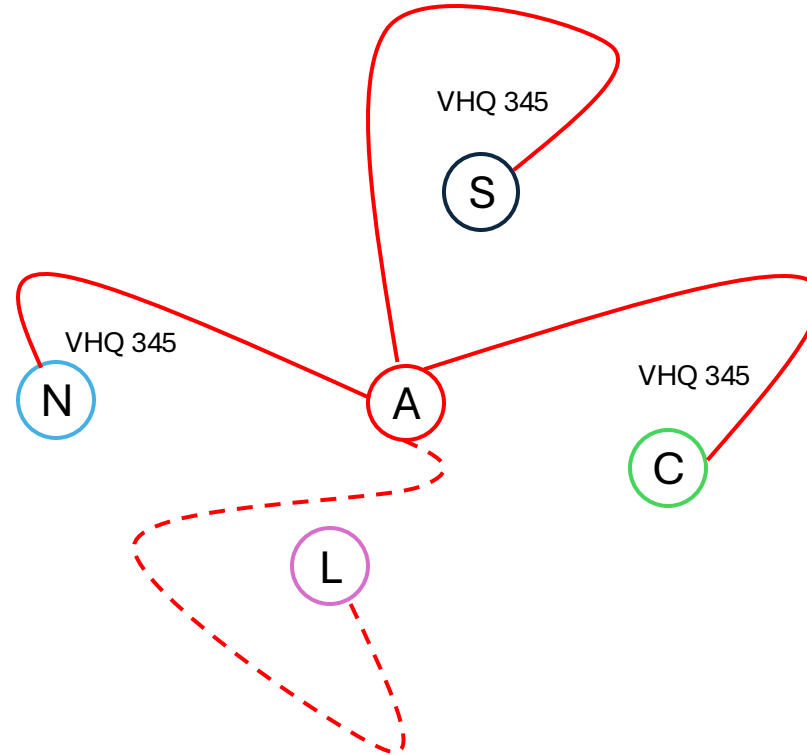
2. Share the license plate with your wire!

1 message, multiple receptors VHQ 345

3. Tinder/Bumble/Hinge/etc dates mode



Aary turned on **Tinder** mode flash wire – 4 hours starts now!



4. Share with your wire: photos – texts

5. Check in together: after a concert, must tap “I arrived home” instead of texting one by one via WA

You don't join a **Circle**. You create a **Wire**.

Each Wire is a **private**, **consensual**, and **customizable** connection, not an all-or-nothing surveillance net.