

 **EchoPulse**

Motivation

- Less than 5% of Australians have formal first-aid training
- Over half a million Australians live or work remote
- Roughly 60% of remote tourist locations in Australia do not have cell service
- An estimated 1200 Australians living or travelling remotely die each year due to delayed first-aid delivery

The Functional JTBD

“

*When assisting in a remote medical emergency,
I want to correctly diagnose the issue and perform
the appropriate emergency medical procedure/s
without any prior knowledge of how to do so,
So I can keep the victim alive until emergency
services arrive.*

”

The Emotional JTBD

“

*When I am assisting in a medical emergency,
I want to stay calm and responsive,
So I can provide the best care possible.*

”

The Social JTBD

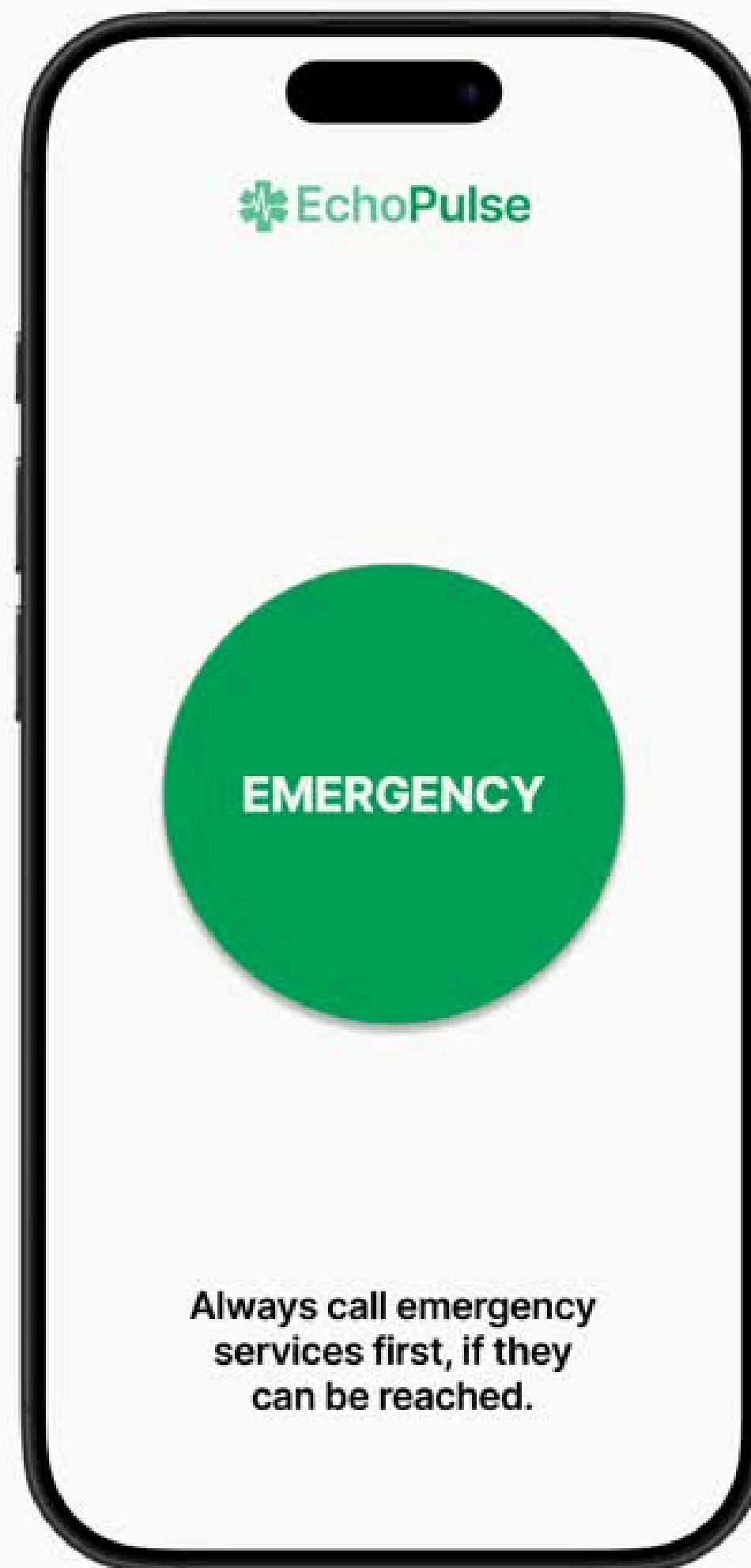
“

*When I am in a remote area,
I want to others to be confident that I can assist
them in a medical emergency,
So they can feel safe in my company.*

”

The Solution





Resources for MVP

Have:

- Wireframes and prototypes
- Single developer/designer, marketing and financial specialists

Need:

- Recruitment of AI specialist
- Ongoing medical and legal consultations

Funding

- Initial reliance on Kickstarter:
 1. It's an "All-or-nothing" model which drives urgency
 2. Transparent and strong startup community presence
- Future partnerships with St. John's Ambulance and high-end EPIRB manufacturers.

Legal & Ethical Considerations

- Consultation with lawyers with tech and/or medical background
- Develop explicit disclaimers and thorough terms of use
- Include warnings that we are not liable for outcomes, including in cases of death or injury

Market Opportunity

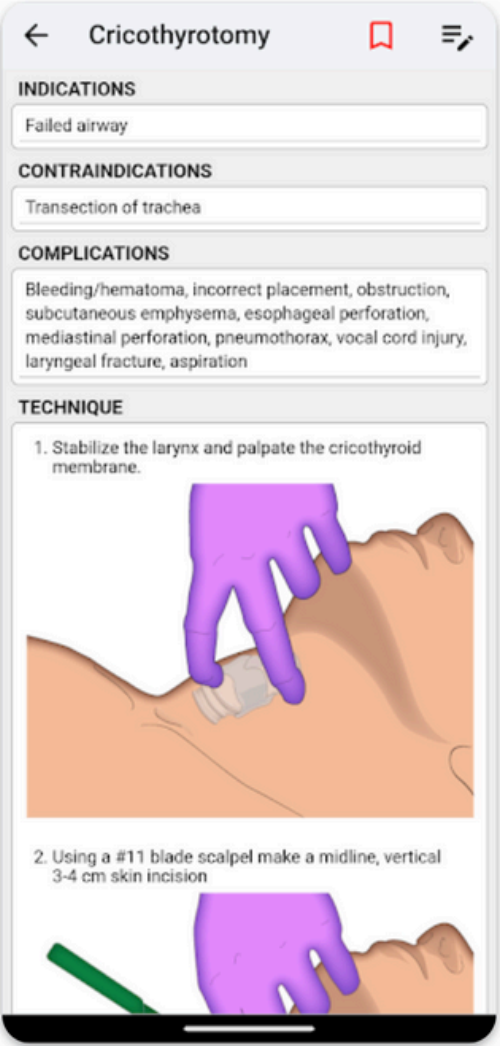
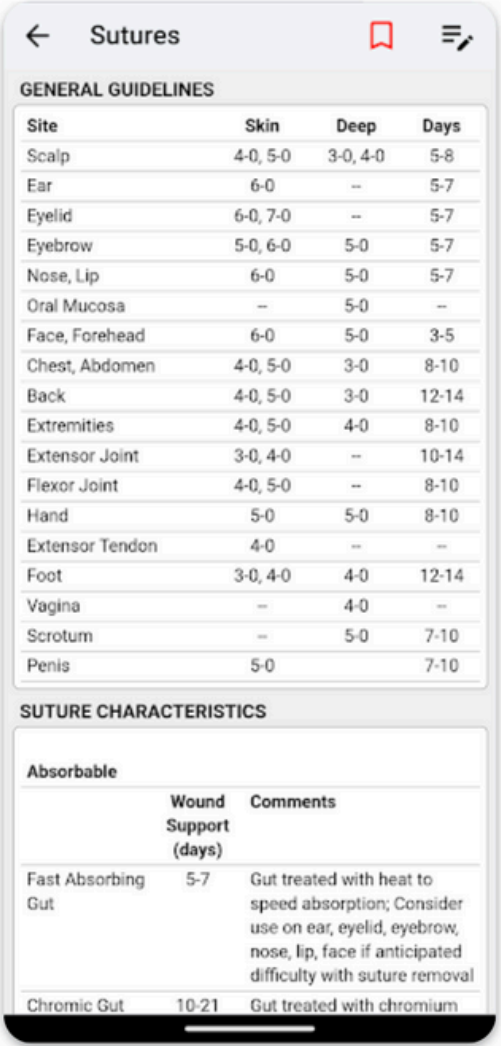
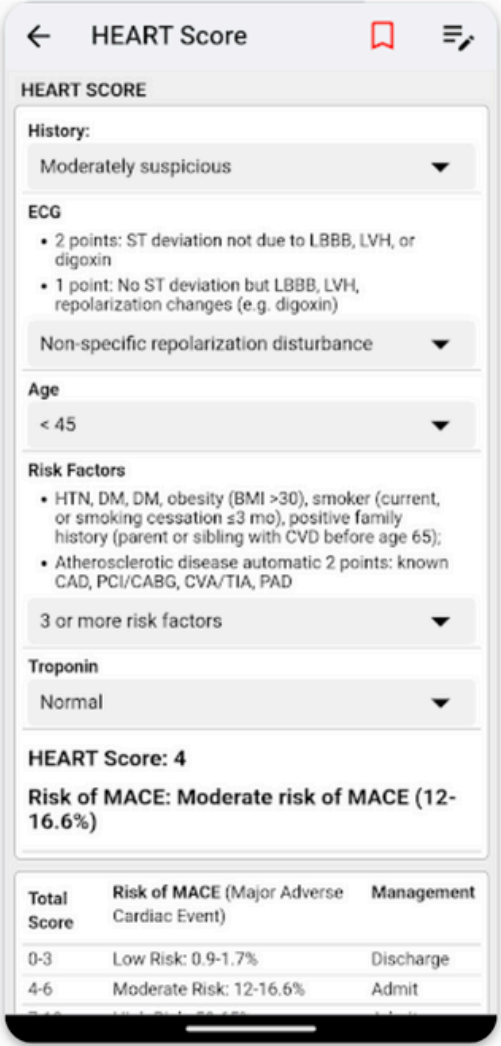
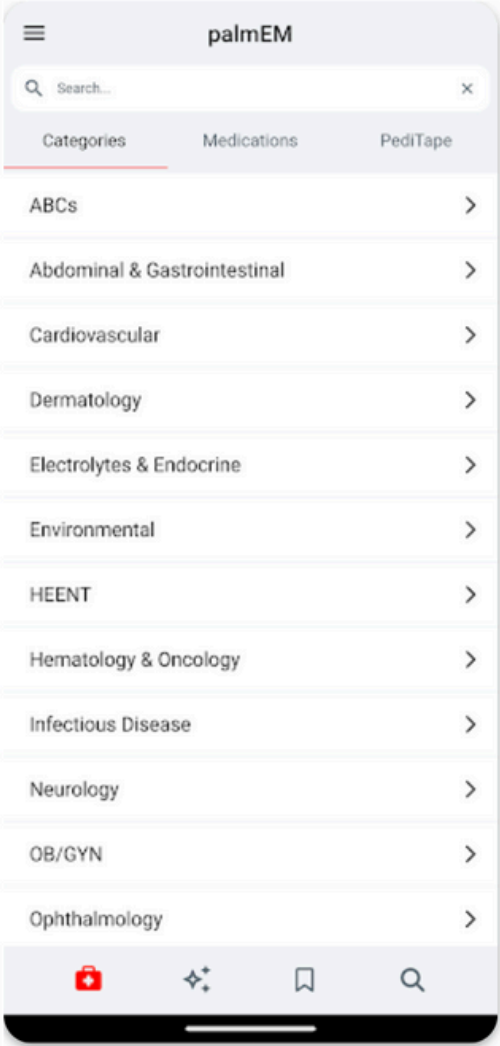
Target Customer

- People who live or work remote
- Remote tourists e.g. hikers, mountaineers, researchers
- Carers & Family Members of At-Risk Individuals
- Aboriginal and Torres Strait Islander Communities

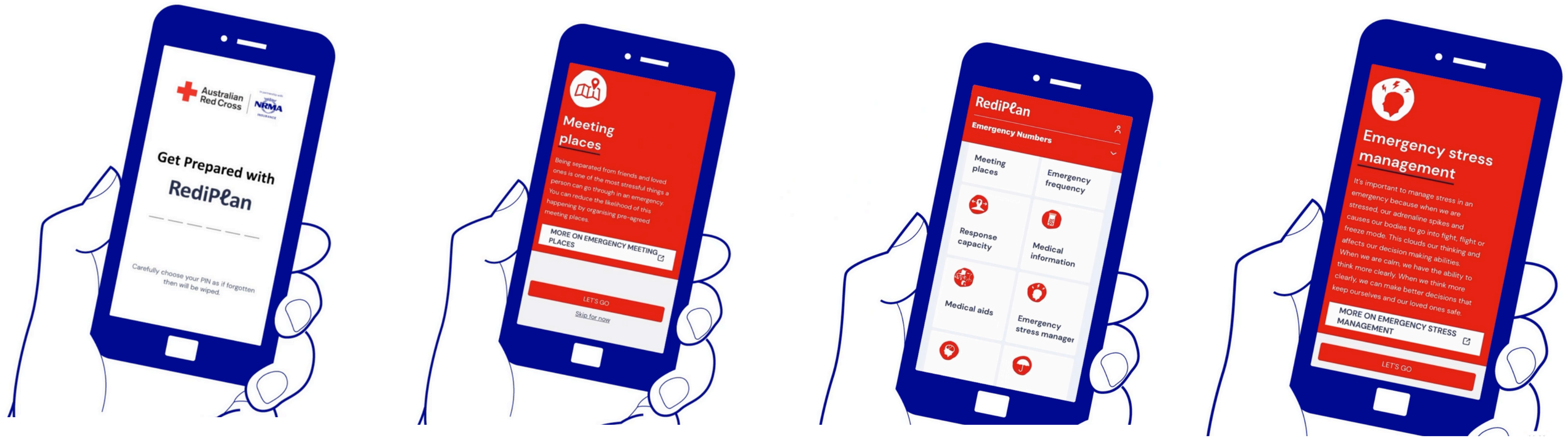
Not just a “first line of defense,” but a first line of attack—an active, accessible tool ready in someone’s pocket.



Competitors



Competitors



- First Aid App by Australian Red Cross

Validation and Evidence



“I wouldn’t be confident” “Not really comfortable, I don’t know the procedures”

- ✓ Prefers voice guidance + animations
- ✓ Wants training mode/reminders to practice
- ✓ Would pay <\$10 and recommend to others



“People are likely to show hesitations” “I think it comes from a lack of knowledge”

- ✓ Confirms that early action is critical (eg. stroke victims)
- ✓ The app must be validated by healthcare professionals before deployment
- ✓ Voice guidance helps people stay calm

What We Learned

EchoPulse

- ✓ There is a demand for clear guided emergency help
- ✓ Our target market (rural area) will benefit tremendously from EchoPulse
- ✓ People would prefer an app with the ability to work offline
- ✓ Voiced guidance = Most preferred way to receiving instructions

Response to the feedback

- ✓ Will explore the idea of implementing training mode
- ✓ App's primary method = Step by Step voice guidance
- ✓ Changed revenue model to Non-Profit

Questions?