

EchoPulse

[View online \(video playback working\).](#)

The Problem



The Problem

- Less than 5% of Australians have formal first-aid training.
- 1,296 deaths on Australian roads from 04-2024 to 04-2025.
- 76.1% were in remote areas: 986 human lives lost.
- Two thirds of Australia's land mass does not have cell service.



The Solution



 EchoPulse

EMERGENCY

Always call emergency
services first, if they
can be reached.



Resources for MVP

Have:

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

Need:

- Recruitment of AI specialist
- Ongoing medical and legal consultations
- Use a scripted voice-guided prototype (e.g. Twine, low-code apps) to simulate the user experience without a specialist



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



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



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.

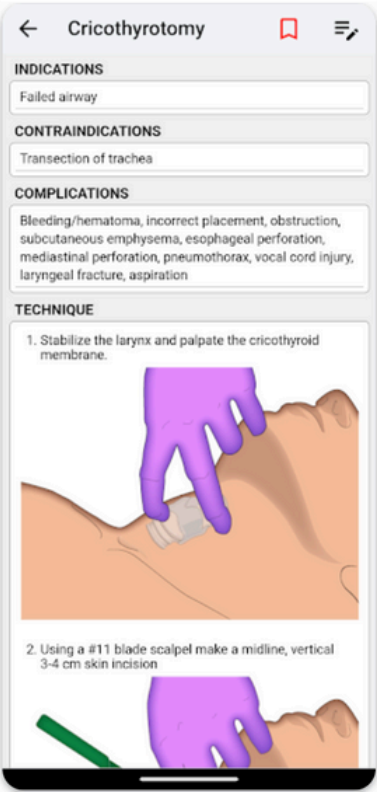
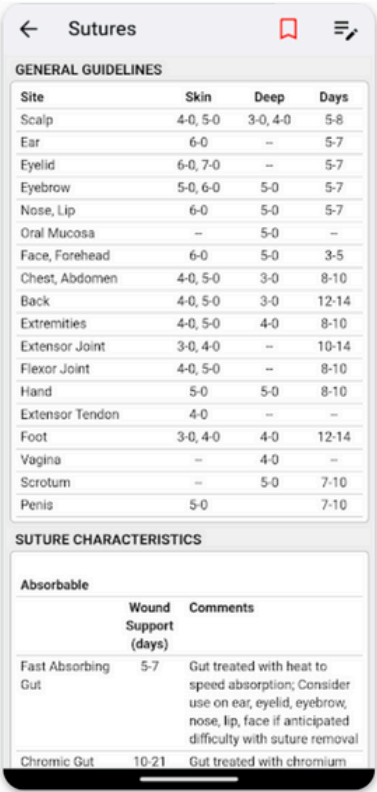
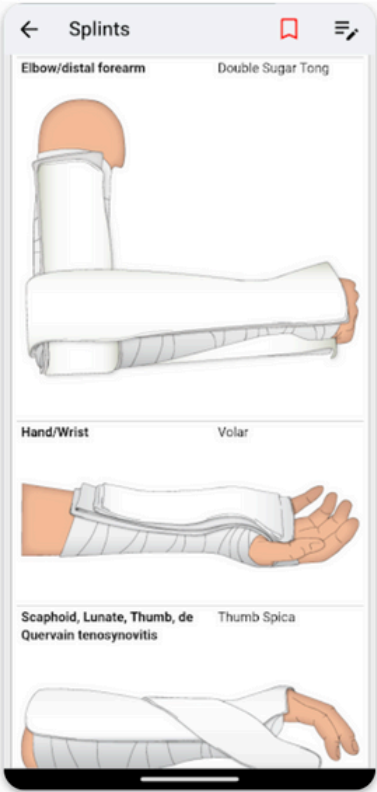
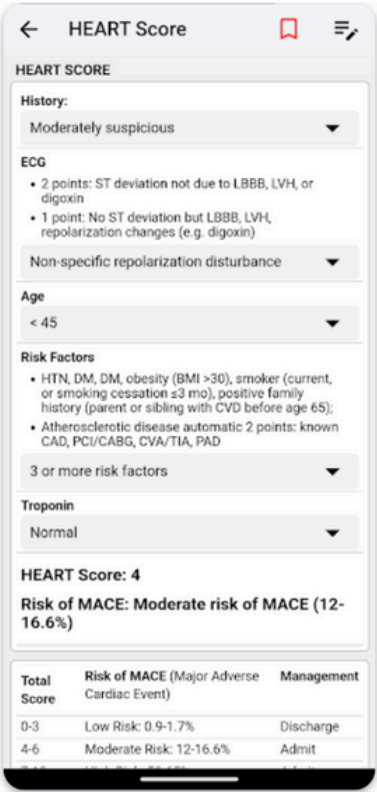
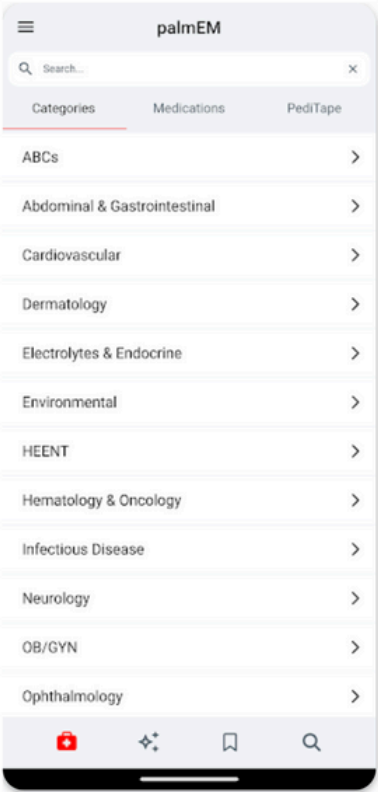




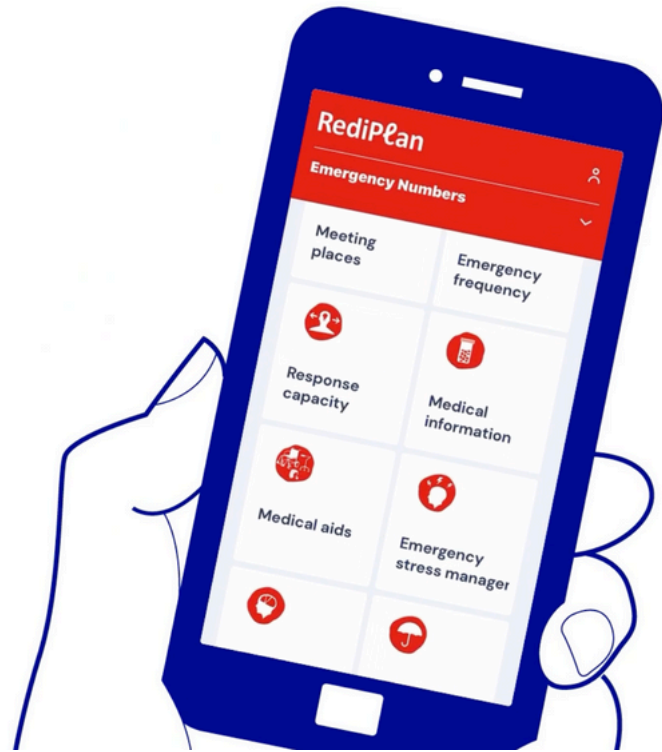
Competitors

How EchoPulse Stands Out










Brand	AI-Driven 	Offline Access 	Emergency Focused 
EchoPulse			
PalmEM			



Competitors



First Aid App by Australian Red Cross

Brand	AI-Driven 	Offline Access 	Emergency Focused 
EchoPulse			
Australian Red Cross			

How EchoPulse Stands Out



Funding

- Initial reliance on Kickstarter:
 1. “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.



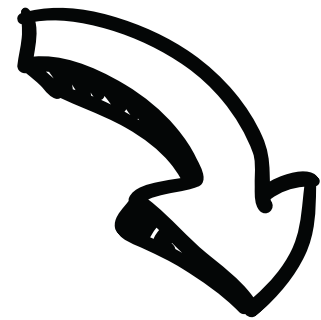
Revenue Timeline



- All revenues reinvested to expand features

Thank You!

Want to get in contact?



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