

# 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





**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

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

## Response to the feedback

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- ✓ 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.





**HEART Score**

**Splints**

**Sutures**

**Cricothyrotomy**

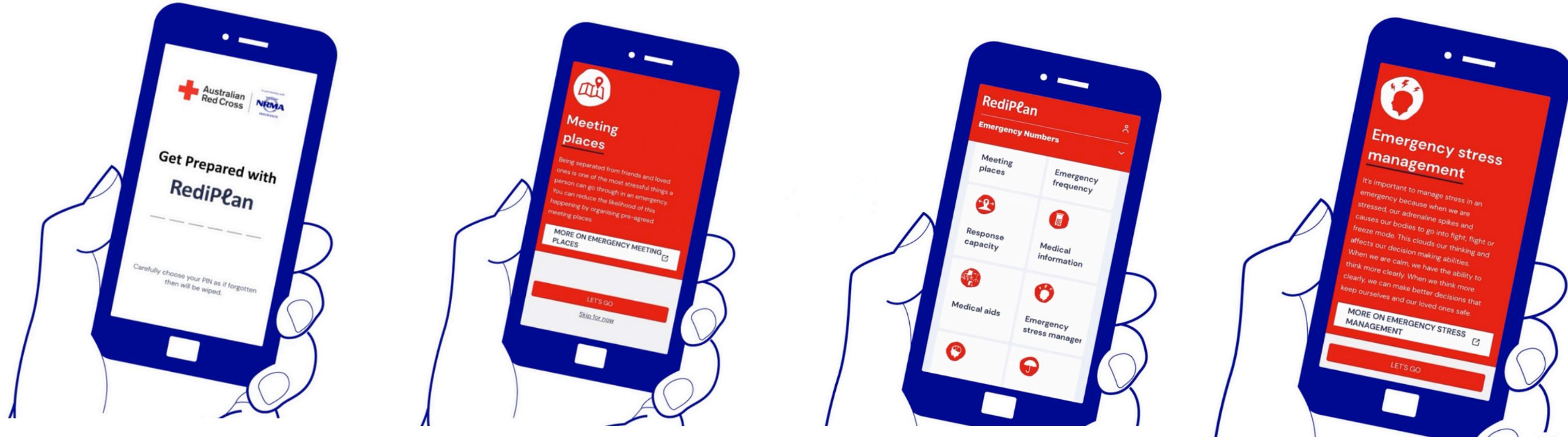
# Competitors

*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.



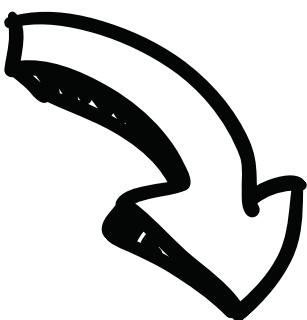
# Revenue Timeline



- All revenues reinvested to expand features

# Thank You!

Want to get in contact?



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