safenet

by
Tech 4, Inc.

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Executive Summary

- ❑   Business Name: SafeNet
     Location: 755 Ocean Avenue, San Francisco, 94112

- ❑   Android Personal Safety App

- ❑   Purpose: To Launch an App that will benefit the community

The Company

Tech 4, Inc. is a start-up, non-profit company made up of 4 young high school women passionate about their work in the field of tech and in creating an app designed to help their community.

Mission Statement
SafeNet's mission is to give people piece of mind when in the process of commuting they feel they may enter a potentially threatening or dangerous situation, SafeNet will act as an alarm or alert to family and/or friends.

Founders and Roles
Hannah Hanif: Software Engineer
Patricia Tse: Software Engineer
Ylva Bosemark: Business and Product Development
Christie Lum: Software Engineer

Target Market
Tech 4 Inc. plans to target commuters and any urban residents, but it could be useful for anyone who would like to stay connected with family and/or friends so that they may arrive safely to their destination. It also helps connect the community to other organizations in the neighborhood.

Brief History
When we began brainstorming ideas and problems related to our lives as young adults but also want to have a goal of targeting all ages. A problem we discussed we all have experienced was the issue

of safety. After school, after practice, or on the weekends when we may not be with a chaperone or guardian, we realized that we all shared the same experience. Oftentimes, our parent(s) and/or guardian(s) consistently ask us to text when we leave a place and when we arrive at our destination. We thought it would be a great problem to solve: an app that would not only make us feel safe but that would ensure that our parent(s), guardian(s), or whomever we choose to be our emergency contact, could monitor our travel and who the app could immediately alert in the unforeseen case of an emergency.

Future Goals
We hope to expand to all of the US and eventually globally. We also plan to partner with other organizations such as the police, security organizations, schools and more, to help inform communities of how they could empower themselves to not only feel safe but to also be aware of their surroundings. We feel that most abductions occur because the person was possibly not attentive or was distracted somehow. This would be a great way to inform and educate young adults, the elderly, and really anyone, for that matter, of how to take control and of how they could be safe and know that they could have an family member or friend monitor them during potentially unsafe situations.

Product Description

SafeNet is a new free app available to those with Android devices. At the start of the app, the user will enter an emergency contact or select 911 as their go-to contact. Whenever the user is going to a potentially unsafe area, they can enter the amount of minutes that they will be there so that if they encounter danger, the app will notify their emergency contact with a video recording, location, and SOS. This SOS can also be disabled if the user is in no danger. The app will send notifications to remind the user to disable the SOS, if safe. If the perpetrator knows of the app, the user can send an SOS while making the app look disabled. We hope that with this app, people will feel secure while walking on the streets and create a safe environment no matter where and when they are somewhere.

<u>Competitive Edge</u>
Although there are multiple apps that have similar functions as SafeNet, SafeNet is unique in many areas:

- simple and user friendly
- ability to audio and video record
- provides GPS location to emergency contacts
- does not require wifi
- ++<u>*does not*</u> require emergency contacts to download the app

<u>Competitor Apps</u>	<u>SafeNet</u>
bSafe • can be used to privately alert friends that you've arrived at your destination • send info about your changing GPS location and even set up fake phone calls to slyly escape uncomfortable dates and similar situations • must be downloaded by friends to be able to receive alert • selected emergency contacts must accept invitation from user to receive alerts • wifi required	• SafeNet is more intuitive whereas bSafe was difficult to use • SafeNet has clear instructions on how to use • friends do not need to download to receive alerts • no wifi needed • Immediately records audio and video and keeps record • Sends GPS location to friends on emergency contact list
SOS StaySafe A simple shake activates the **SOS alerts** • A text message and/or email are sent to your selected contacts with your name and a voice recording of the situation just after you shake your phone. • **The exact location** of a user is sent in the alert. • The battery level of your phone is sent in the alert. • These messages are sent at regular intervals which can be set, to help **identify** if the user is moving.	• Does not send GPS location nor does it record audio or video

<u>Product Development</u>
SafeNet is approximately 90% functional in terms of its ability to send a text message (or text messages) and GPS location to the emergency contact(s); it is able to also video record and the SOS button is also functional.
The product will continue to be refined and built by our software engineers and will be downloadable on the Google Play Store.

<u>Research and Development</u>
We understand that customer feedback is crucial in SafeNet's continued evolution into an app that the community will find useful and user friendly. Having said that, we will continue to work with customers to make suggestions on how we could improve the app. The following are research ideas we have explored:
- Reviews via the Google App Store
- Reviews on a website we would like to create in the future that could possibly encompass other areas of safety.
- Attending workshops or entrepreneur gatherings and/or workshops to gather feedback from colleagues in the tech industry
- Create surveys to distribute via the app or via our online website

<u>Market Analysis</u>

<u>Description of Market</u>
Our key competitors are other personal safety apps.

Tech 4, Inc., is confident in its app, and has even received positive reviews from a team of female computer programmers from Salesforce. The believe that the app could grow into something all ages and genders could use.

SafeNet will attract users of all ages, but in particular young adults or students who feel unsafe on the streets as they go from one location to other.

Possible groups of customers for SafeNet:
1. Students

2. Teenagers / young adults
3. Other people, such as adults who feel unsafe (i.e., women)

Start-up Summary
We estimate our start-up expenses to be roughly $15, 000 to provide for the following:
- 1 web designer
- 1 full stack developer
- 1 business developer
- 1 marketing director
- 1 consultant

Strategy and Implementation Plan
The steps in which SafeNet could be advertised and therefore expand are as follows:
1. Reach out and pitch our app idea to school administrators in San Francisco so that their students can hear about the app and can use it to get to and from school safely without worrying family members.
2. Identify users that would test out the app. Allow them to try it themselves with trials and user it to see how intuitive the app is.
3. Partner with outside organizations to create partnerships, such as the police, schools or security companies.