

Aug 2024

elta

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Our app leverages AI to reliably plan and execute safety and emergency instructions, empowering users to confidently navigate challenging situations.

We reduce anxiety and provide peace of mind for our users and their loved ones in everyday activities.

Problem Statement

Pain Points

- Planning for emergencies can be psychologically challenging and easy to procrastinate.
- Lack of welfare and well-being checks when living alone or visiting unfamiliar places.
- Desire to maintain independence without burdening loved ones with everyday activities.

Target Audience

- Outdoor enthusiasts
- Workers in risky areas (e.g., high crime, severe weather, accident-prone)
- Individuals with diminishing memory and physical abilities

Solution

- A tool to monitor time spent in potentially risky activities
- Communicates and acts in the user's best interest
- AI-powered proactive planning for emergency situations
- Execution engine for automated safety and well-being instructions
- Tailored to individual needs and continuously updated
- Social, gamified, peer-to-peer engagement model
- Significantly lowers the barrier for emergency planning

Market Opportunity

Market Size: ~80 million potential users

Active hikers in the US : ~ 50 millions

Elderly at risk of injury from falls: ~14 millions

Workforce in high risk (crime, climate, job) areas: ~16 million

Trends:

Increasingly people stay alone and with pets

Pursue activities independently, hesitant to bother loved ones

Climate change becoming sudden and extreme

Work and volunteering activities expose people to high-risk locations

The Outdoor Industry Association reports that about 16% of Americans participate in hiking activities. ($331 \text{ million} \times 0.16 = 52.96 \text{ million}$). Approx 13 million elderly individuals in the US may fall each year, and about 2.6 million may sustain serious injuries from these falls.

Product features

- Highly-personalized, readymade templates for emergency preparedness
 - Reliable communication to those who care about you when you need help the most
 - Deliver all the critical information to those who can help you - maximizing your speedy exit from difficult situations
 - Well Architected: Resiliency tested and maintained to ensure high state of readiness when you need most help
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- Gaming and Social Apps inspired design to reduce stress in planning
 - Privacy by design and by default
 - Designed with solid legal framework at its core

[Demo \(mock\)](#)

Business Model

Revenue Streams: Subscription, Share of Value-added Services

Pricing Strategy:

- Freemium - basic set of features (pre-defined templates, notification to a selected contacts)

- Subscription for value-added services

- Sponsorship - partnerships

Sales and Distribution: Word-of-mouth, Social Media Marketing, Influencer Marketing

Competition

Notes, Spreadsheets

Specialized Outdoor Gear (GPS, Satellite)

Wearables, Location tracking features on phone

Our Competitive Advantage:

- Comprehensive planning with various scenarios planned ahead of time

- Powered by AI for planning and monitoring

- Tested and reliable plan

- Usability

Milestones and Roadmap

Short-term Goals

Development kick-off in Aug 2024

Launch Freemium MVP in Nov 2024

5-10k Sign-ins by end of Jan 2025

10k Daily Active Users, 500K total downloads/sign-ins by end of 1Q/2025

Paid subscription 10k by end of June 2025

Launch AI-powered (RAG w/ own content, expertly authored templates);

Medium-term Goals - 2025

250k Daily Active Users; 1m downloads;

Investment Opportunity

Use of Funds:

- Scale development team to 5

- Cloud & other technical infrastructure

- Marketing Operations

Investment Opportunity <>

Summary

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—Contacts—

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Thank You!