“NEVER OFF GUARD”
V 2.0

Responsive Application Developed By:

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Safety of women a major issue in developing countries

Not all countries have an efficient 911 for quick police response.

Tweets and news about slow police response

Woman attacked by mob of men. Police took 45 minutes to respond. Woman was stripped, burnt and beaten. Link for the news.
<table>
<thead>
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<th></th>
<th>Weights</th>
<th>Never Off Guard</th>
<th>Women's Safety</th>
<th>Family Safety</th>
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NOVELTY

- No application (in class) helps save a life with a single click

- Unique APIs (in class)
  - Callfire – Makes calls
  - Twilio – Send text messages
  - Paypal – for donations

- Unique Algorithm
  - Fetches user location and instantly creates link to share google map location in social media

- Unique Analytics - No competitor alerts a user if he enters in a high crime stricken area.
- No competitor gives training in self defense inbuilt in the app.
- Huge potential to harness social media boom
MEMBERS | OBJECTIVE | DESIGN | COMPETITORS | REVENUE | FUTURE

- Free Version
  - Only Social Media Integration
  - No Analytics
  - No Calling + SMS
  - Advertisements

- Premium Version ($1.99)
  - Full location Analytics
  - 5 Numbers for Call and SMS
  - Facebook + Twitter Integration

- Donations
Timers – APIs called once currently. Auto call APIs every 7-9 seconds until stopped

Real Time Path tracking – Implement Glympse API for real time path

Camera – Automatically Click pictures when app invoked

Misclick: Concerned about misclick because of the simplicity of app.
  - Small embarrassment < Threat to life
  - Person’s heart rate. Additional step for normal heart rates (60-100)