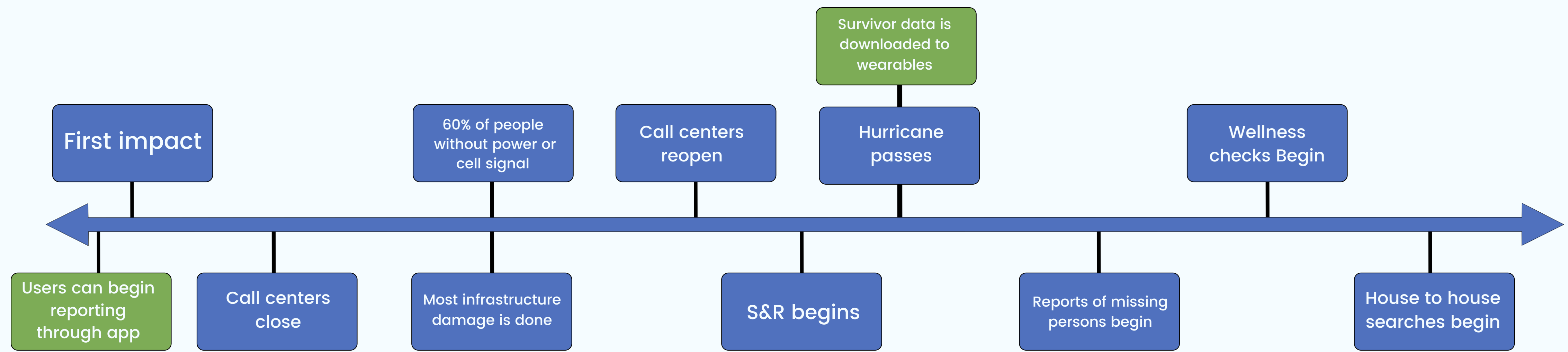




How might we increase the probability of surviving a hurricane within 48 hours of its landfall by improving the search and rescue process?



CURRENT SOLUTIONS

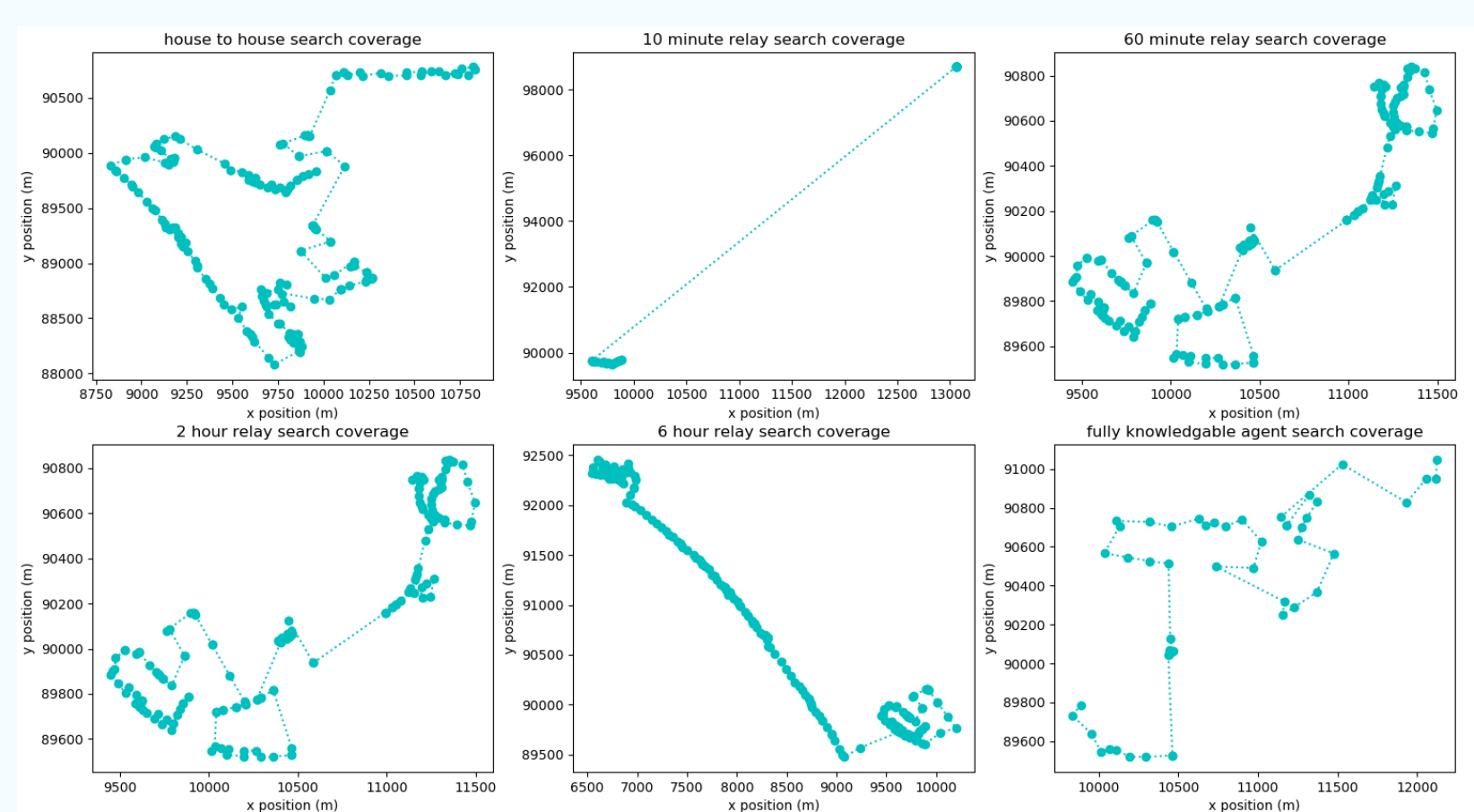
- Single Channel Radio for Communication
- EPIRB / PLB Technology
- House-to-House Searches

KEY INSIGHTS

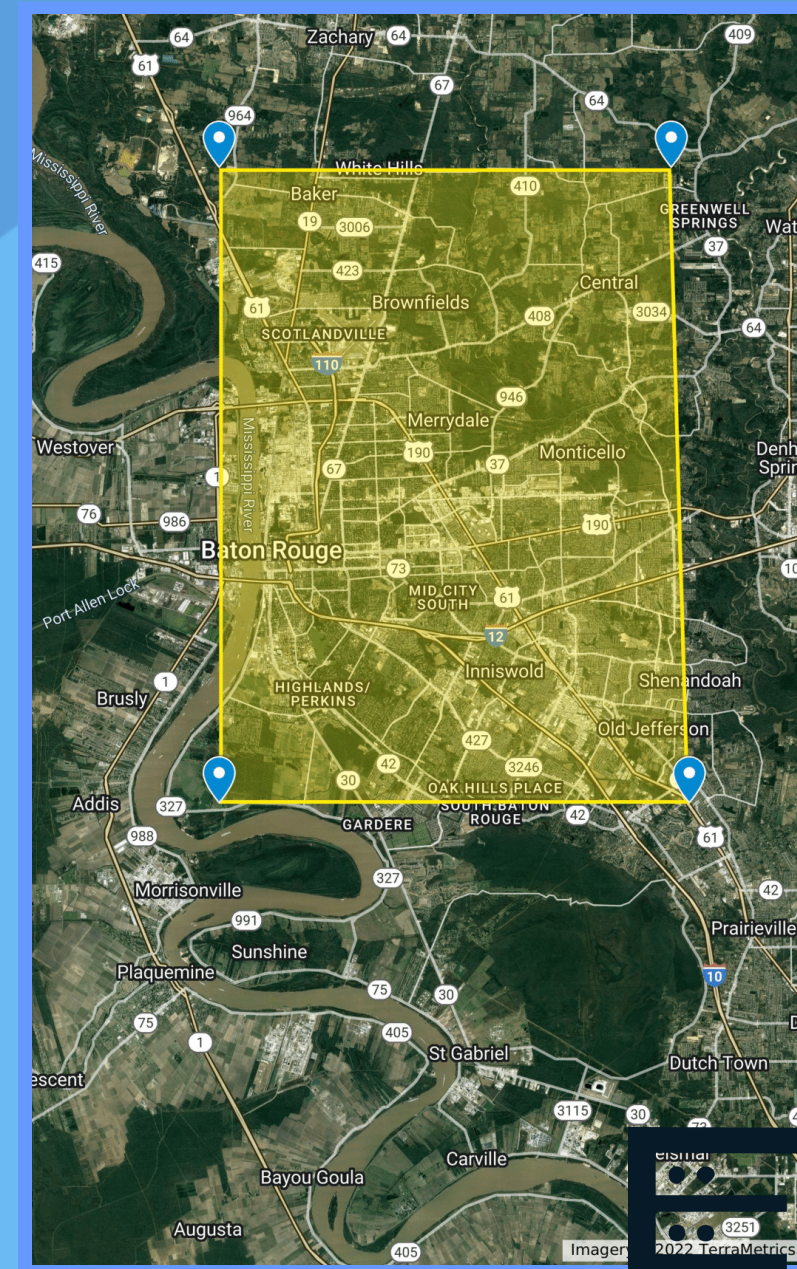
- Most survivors still have cell connection
- 911 call centers are shut down during a hurricane
- Social media is very active during disaster events

EARLY ADOPTERS

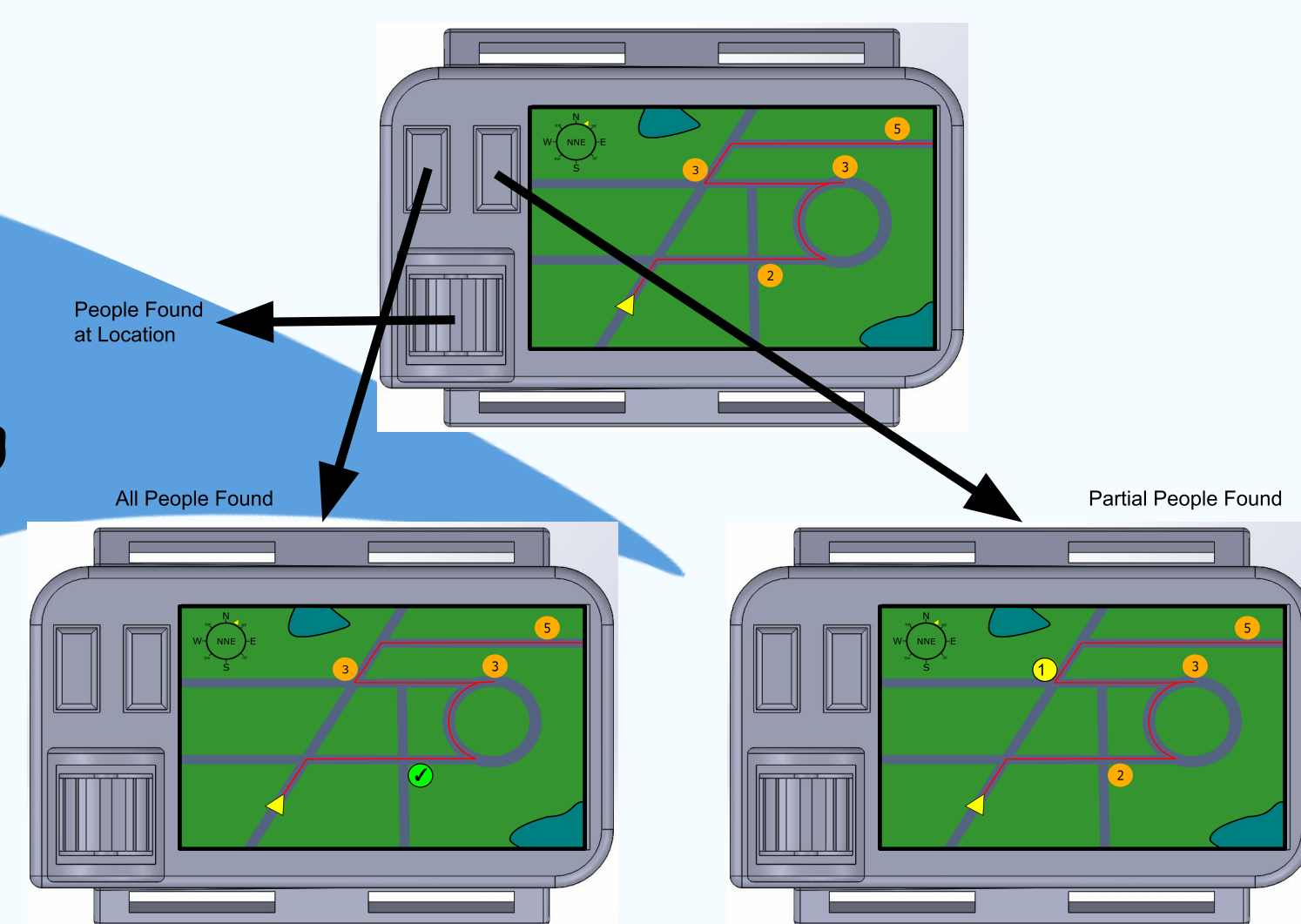
- EMS Services
- Type I USAR Task Forces
- Residents of hurricane-prone areas



Given an area, survivors' locations are marked, and the most effective path is determined for a rescue team

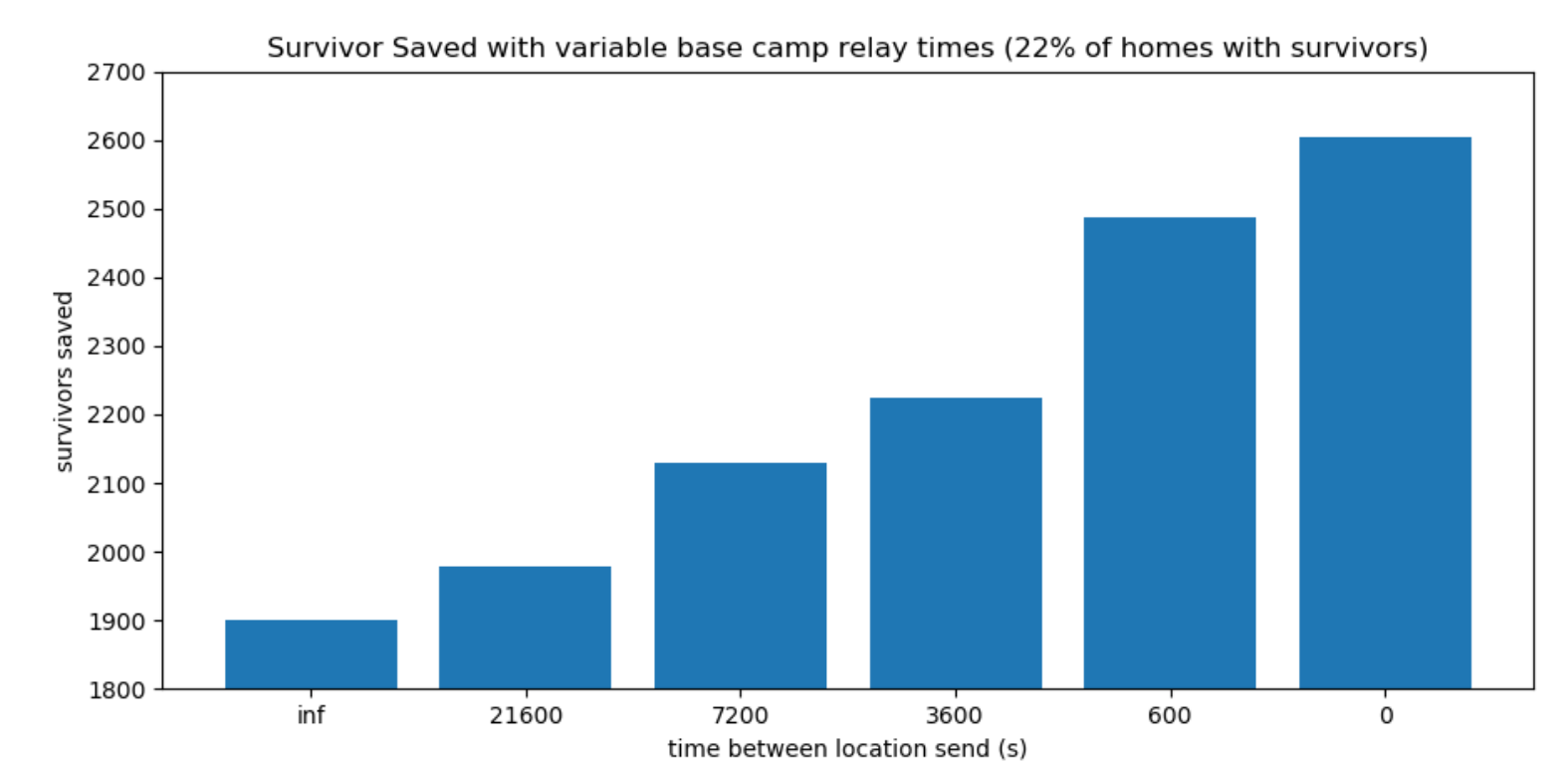


Form data for an area is analyzed and optimized for task forces



A house is marked as occupied or vacant via responses from a mobile app

<p>SearchParty</p> <p>Children: <input type="checkbox"/> X</p> <p>Adults: <input type="checkbox"/> Y</p> <p>Seniors: <input type="checkbox"/> Z</p> <p>Need Rescue: <input type="checkbox"/></p> <p>Submit</p>	<p>SearchParty</p> <p>Update Information</p> <p>Thank you very much, we are sending your location and data to</p> <p>[FEMA GUIDELINES + ACTIONABLES]</p> <p>Current Rescue Status: [STATUS]</p>	<p>SearchParty</p> <p>First responders are outside, they will provide you with pertinent information for your safety.</p>
--	---	---



Hourly-updated location data can result in over 15% more survivors

UNIQUE VALUE PROPOSITION

- Efficiency → targeted search and rescue
- Actionability → survivors actively participate in rescue process
- Reliability → standardized and consistent way of relaying data

PLAN FOR ADOPTION

- Acquire contracts with local governments and task forces
- Market free app on phone app stores
- Expand to acquire contracts with FEMA and DoD