

GuardHaus

“safety away from home”

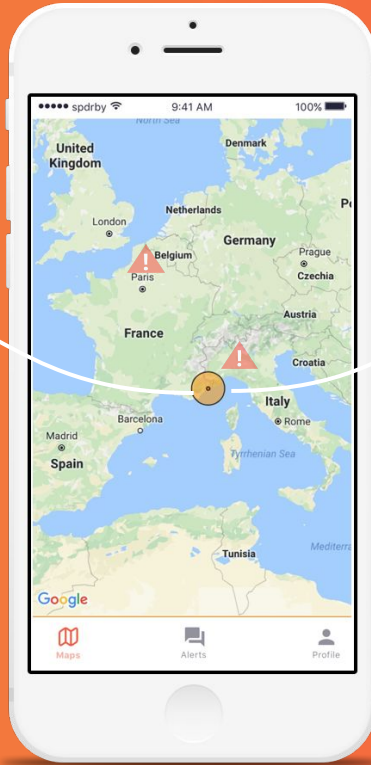
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Picture This!



- Investment Banker for HSBC
- 35 years old
- 4th time visiting France for business



- Art History Student at UCSC
- 19 years old
- 1st time studying abroad



About Us

Our B2B service will **connect** you with local "GuardHäuses" or **designated safe spaces**, across the globe, where you can relocate in the event of an **emergency**. Even without access to the internet, you can still find a "GuardHaus".



Safety Abroad

Be safe wherever you travel by having GuardHaus on your phone!



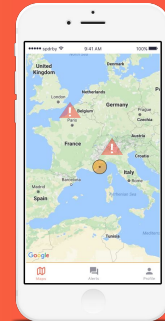
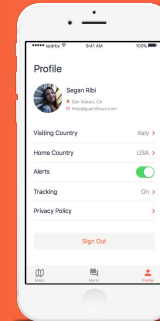
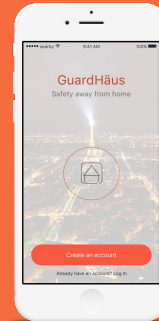
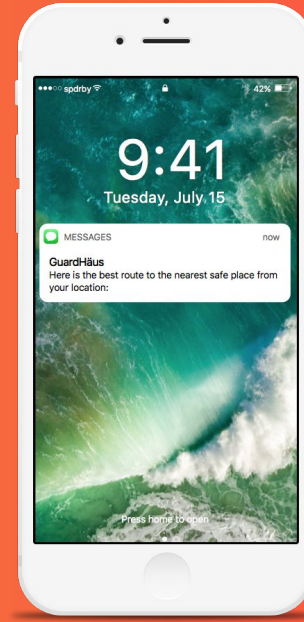
Instant Alerts

Be alerted when there is an incident near you, and how to get to safety!

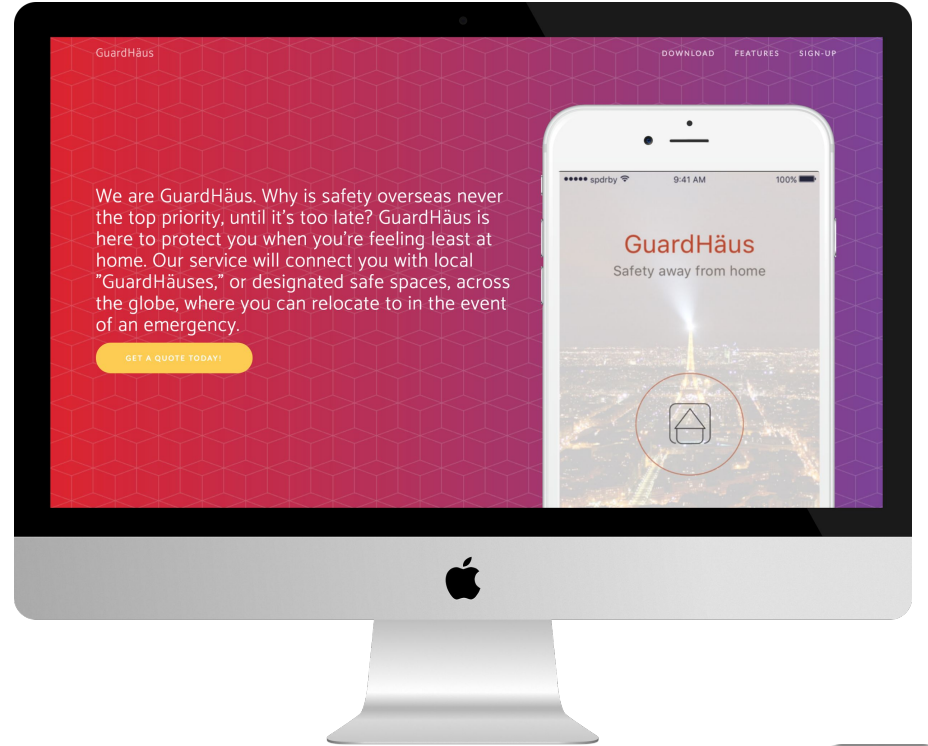
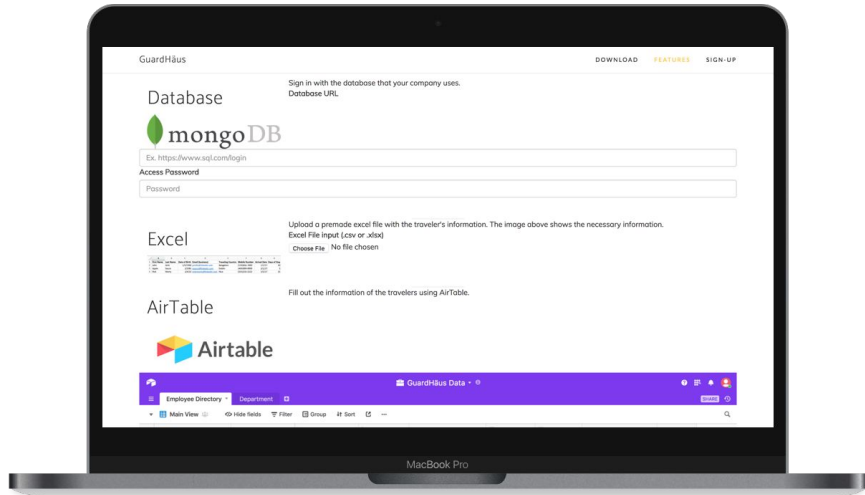


How It Works

- **Machine Learning + Artificial Intelligence Platform**
 - Performs analysis on disaster alerts & local advisories
 - Determines the safest and quickest route to a generated “GuardHäus”
- Integrated with Google Maps: Waypoints
- Twilio API for SMS messaging



Integrating Web to drive Business



How We'll Market and Sell

MARKETING STRATEGY:

- Promote w/ Technology Evangelists
- Increase online visibility through online search
- Utilize Fear Based Marketing



SALES STRATEGY:

- B2B Sales
- Promotional Pricing
- Boost Repeat Business

TARGET:

- Businesses w/ International Branches
- Universities w/ Study Abroad



GOALS/OBJECTIVES:

- Increase subscription renewal due to brand loyalty



Subscription Packages & Revenue

0+ users

ONE-TIME

Catered to short-term travel plans.

Perfect for week-long trip/conference.

100+ users

UNIVERSITY

Choice of 3, 6, or 12 month subscription.

Discount for sign-ups of 100+ students.

500+ users

ENTERPRISE

Choose between Annual or Monthly Payment Plan.

Sign up within first 6 months, to guarantee controlled rate for up to 5 years.

Discounted renewal package



A Decade of Expansion

2 years

- User research
- Recruit Brand Ambassadors
- Crowdfunding with startup accelerators and angel investors
- Test service on UC System, travelling to Western Europe

5 years

- Expand to Middle East, Eastern Asia, and North Africa
- Roll out enterprise model for companies in international commerce

10 years

- Sell to the U.S. government and ally governments
- GuardHaus and facilities throughout Europe, Africa, Asia and South America



Q & A

