

swaize

feel **safe** in any **space**

A close-up photograph of two young women standing in front of a red brick wall. The woman on the left has dark, curly hair and is wearing a white long-sleeved shirt with horizontal red stripes. She is smiling and looking towards the right. The woman on the right has long, dark hair and is wearing a blue denim jacket over a light blue and white striped shirt. She is holding a bright pink smartphone in her hands and looking at the screen with a wide smile. The background is a blurred red brick wall.

swaze

Traveling while staying **safe is a problem!**



swaze

353

**THOUSAND MISSING PEOPLE
REPORTED EACH YEAR**

Vision & Value Proposition

swaze

Personal security at your fingertips.
A preventative tool that gives you
awareness of the risks of anywhere
you go in real-time.

Main Customers - Commuters and Tourists

swaze

US\$3.6

JAMAICA

US\$20

SOUTH AFRICA

US\$30

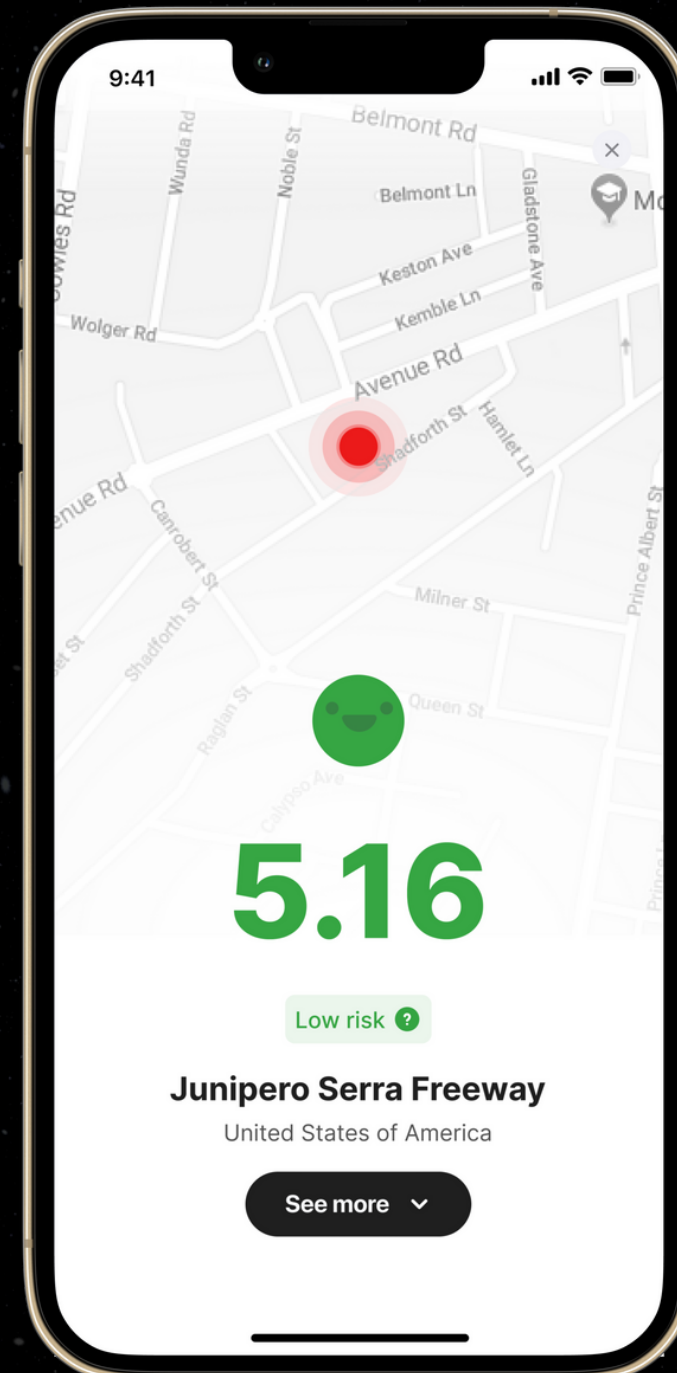
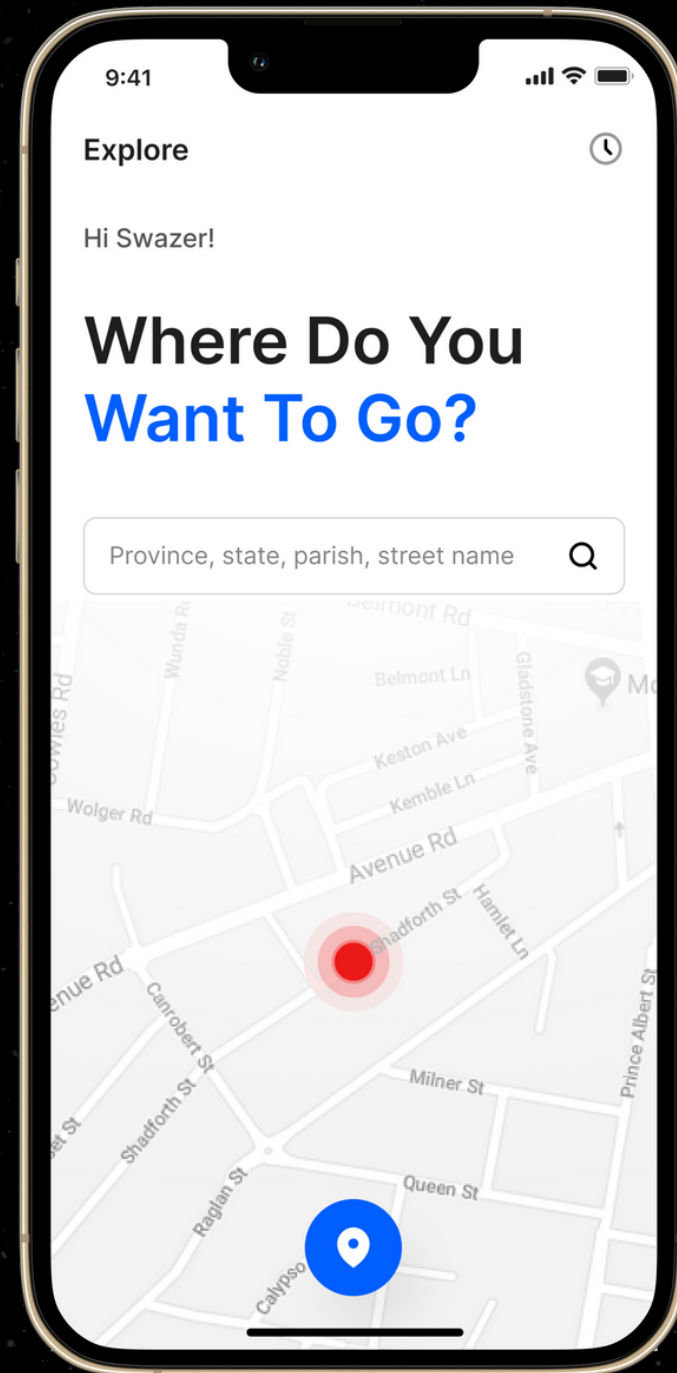
INDIA

Tourism (2019) in billions



The Solution

swaze



The **swaze index** is a predicted value of how safe you are in a specific location anywhere in the world.

Collaboration - Key Partners

swaze

JAMAICA
TOURIST BOARD



- **Travel agencies**
- **Tour operators**
- **Government tourism boards**

Driving **Passion** for our app

swaze

- **Story-telling**
- **Personalised communication**
- **Encourage feedback**
- **Cause-marketing**

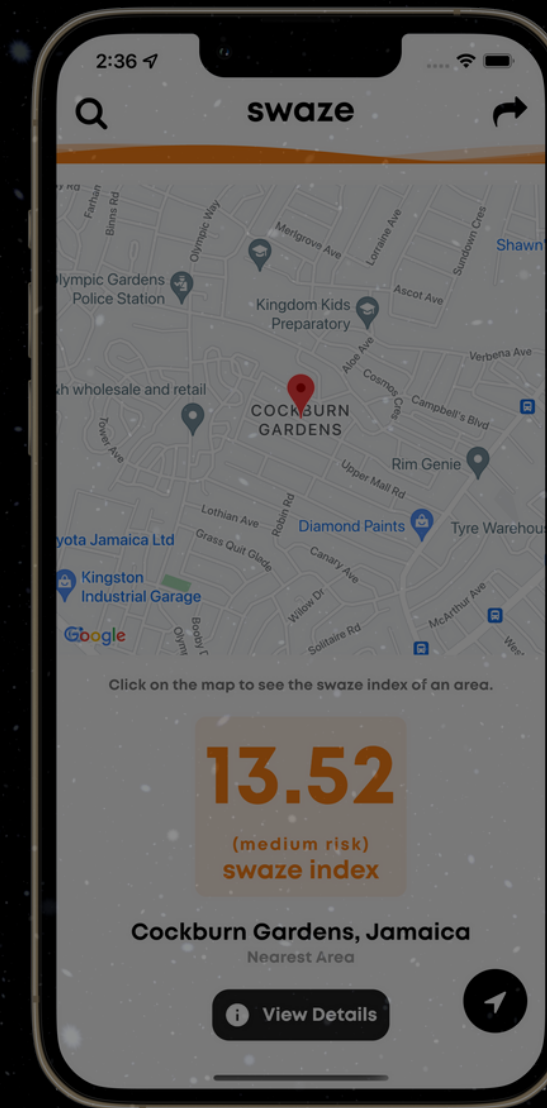
I recently downloaded the Swaze app and it completely changed the way I travel. Before using the app, I was always worried about the safety of the places I was visiting, but now I feel so much more at ease. The app provides a detailed safety index for different locations and even shows the safety level of popular tourist attractions. I also love the feature that shows the distance between different places and their corresponding safety index, it helped me to plan my itinerary in a more safe way. I highly recommend this app to any traveler, it's a must-have for anyone who wants to have a safe and enjoyable trip.

I never thought I'd be the type of person to travel alone, but with the help of the Swaze app, I've become a solo travel enthusiast!

Proof of Concept

- Conduct **market** research
- Monitor customer **engagement**
- Analyse **customer** feedback
- Continuously **Iterate**

swaze



Costs for **Implementation**

swaze

	Quantity	Unit Cost	Total Cost (US\$)
Google Play Registration (one time fee)	1	25.00	25.00
Developer (per hour)	60	30.00	1,800.00
Apple App Store Registration (Annual)	1	100.00	100.00
Web Domain Registration (Annual)	1	12.00	12.00
Business Registration	1	16.31	16.31
Total Capital Outlay			1,953.31

US\$1,953.31

TOTAL CAPITAL OUTLAY

Sustainable Development Goal

swaze



Revenue Streams

swaze

US\$4.99

BI WEEKLY

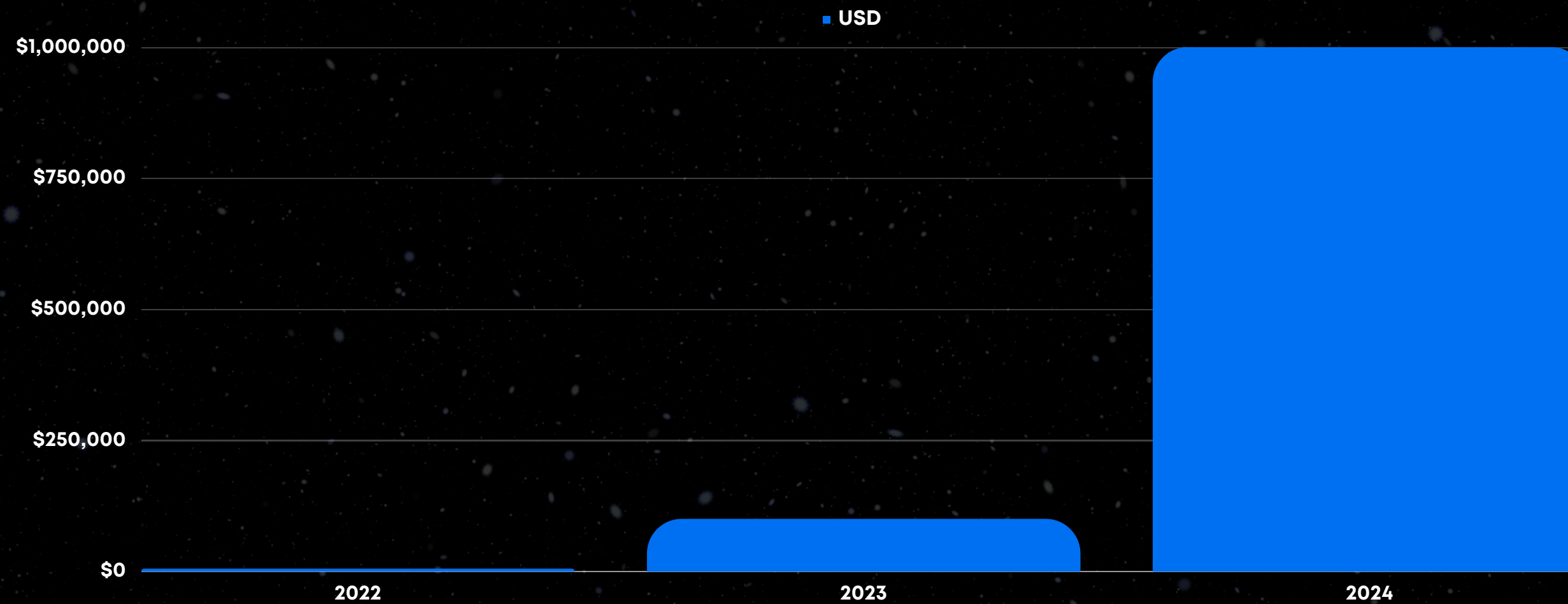
US\$9.99

MONTHLY

- **Subscriptions**
- **Advertisements**
- **API Access**
- **Data Monetisation**

Opportunities- Revenue Projections

swaze



end of **2023** - **100-500** subscriptions (**1,000-5,000 USD**)

end of **2024** - **10,000** subscriptions (**100,000 USD**)

end of **2025** - **100,000** subscriptions (**1,000,000 USD**)

Meet the **Team**

swaze



Carl Duncan
Bsc. (Hons)
Founder

**Scaled & Managed
multiple apps with
100k + users.**



Rowhel Rowe
UI Designer

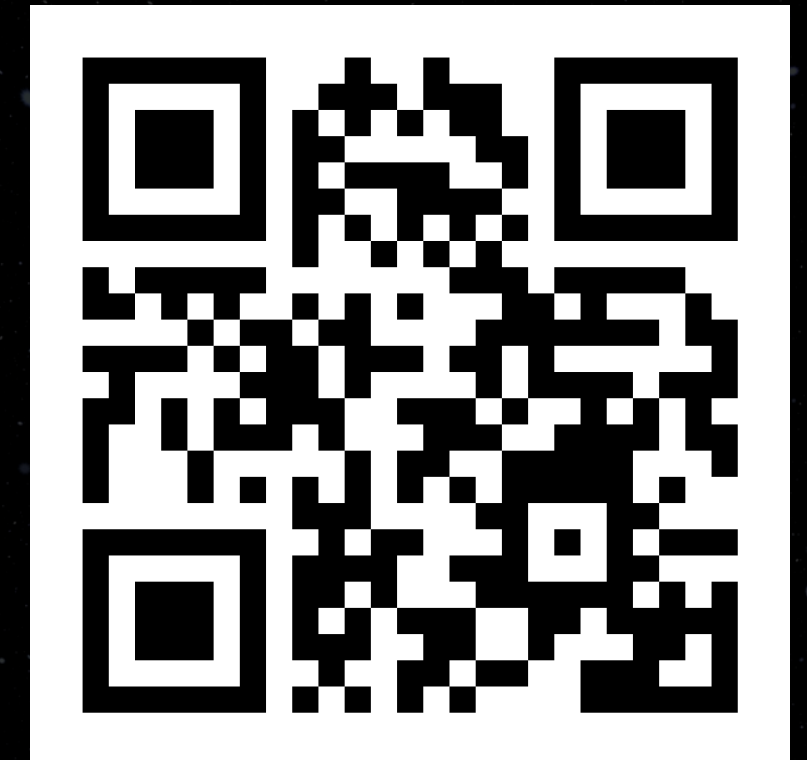
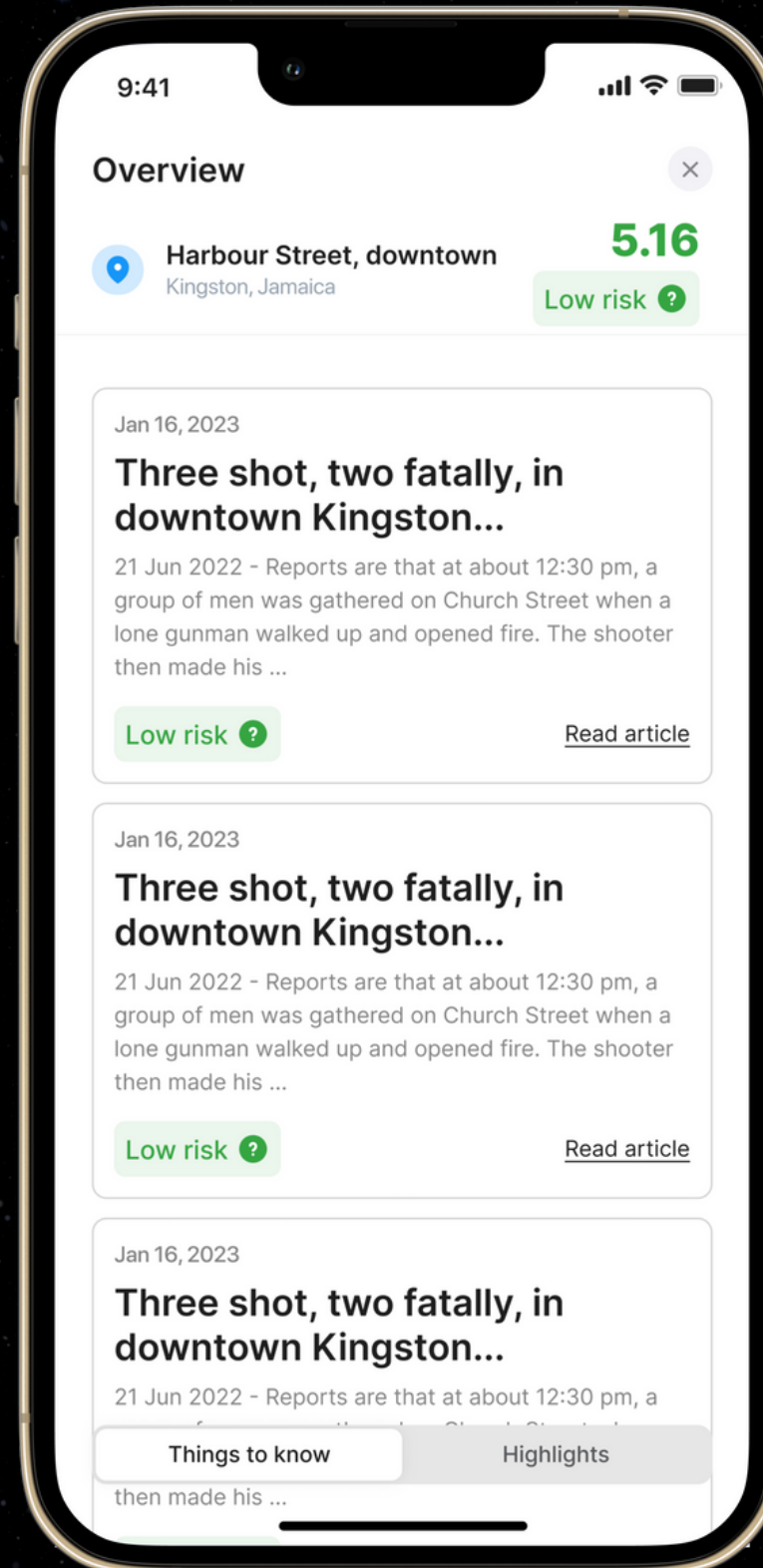
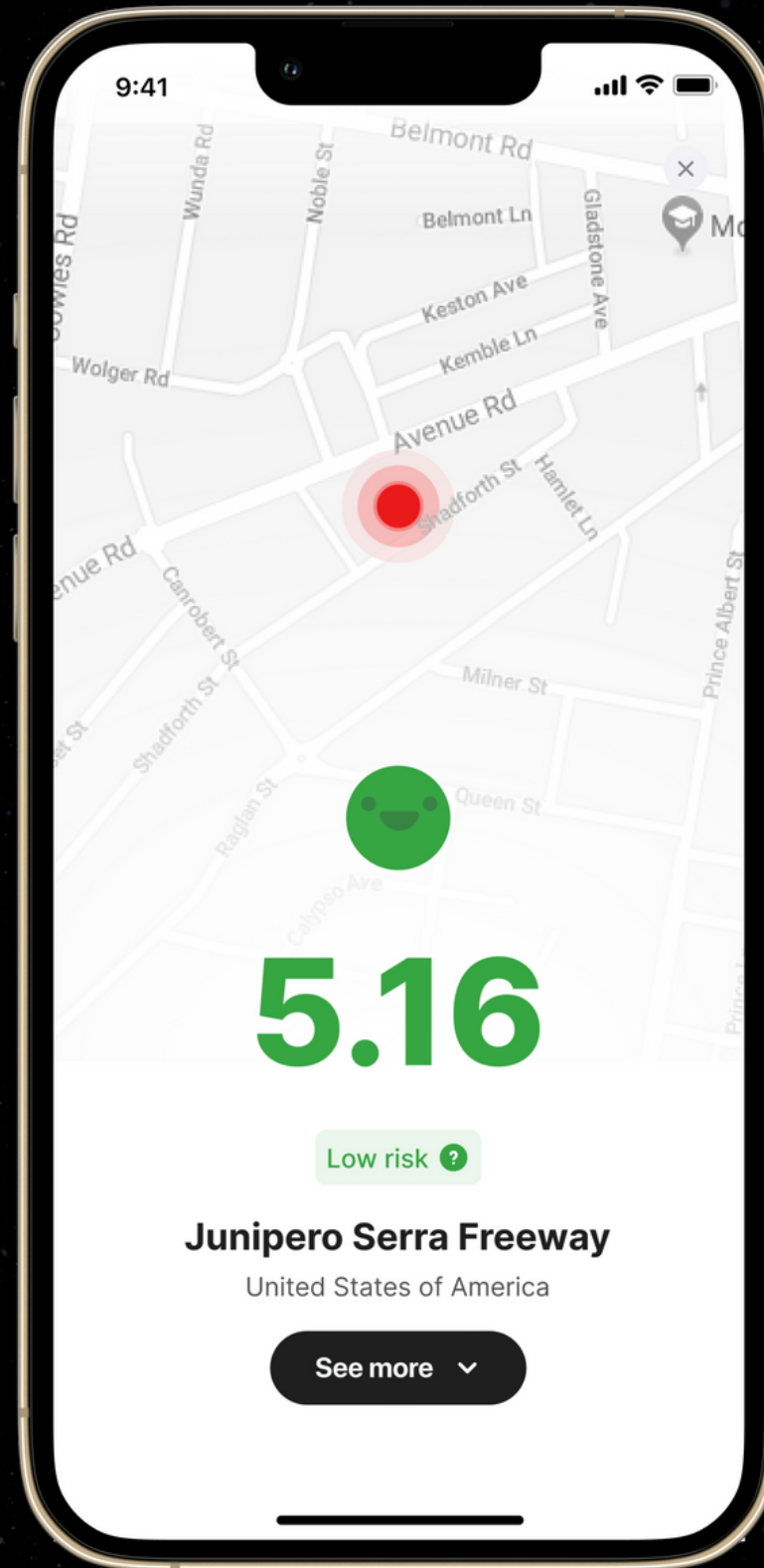
**4 years of
professional
experience in
UI/UX.**



Akeem Morris
UX Designer

**2 years of
professional
experience in
UI/UX.**

swaze



www.swaze.app

