



AI-Powered Safety

For Daily Life, Urban Safety, Travel
and Emergency Support.

A project by **INFOMYCITY OÜ**



Urban safety is still fragmented, reactive and too slow

Across large cities, daily mobility and travel, people face vulnerable moments with no single trusted safety layer.

✦ Risk happens in everyday situations

- harassment, gender-based violence, bullying, stalking,
- aggression, robbery, accidents, sudden illness, isolation while travelling or commuting

✦ Some groups are first to feel it, but the problem affects everyone

- women, young people, travellers, seniors and vulnerable users experience heightened risk

✦ Current responses are fragmented

- emergency numbers, chats, location sharing and local services are disconnected, leaving people alone in critical moments

The gap: no single **trusted way** to access help in critical situations.





The AI-Powered Evolution

Help Me Now is evolving into an AI-powered safety platform that understands risk, interacts with the user, and coordinates the right response across daily life, mobility and travel.

Conversational AI Agent

Real-time dialogue, contextual understanding and guided support

Smart Signals & Wearables

Biometric signals, wearable inputs and device data to detect distress earlier



Intelligent Escalation & Orchestration

- Alerts, location and support activated depending on the situation

Global Helpers & Trusted Networks

Broad safety network linking users, partners and future responders

From safety app to coordinated, AI-powered safety ecosystem.

Beyond emergency alerts: toward intelligent, connected and global safety coordination.



WHY NOW – SMART CITIES STILL LACK A TRUSTED PERSONAL SAFETY LAYER

ACCELERATING URBAN PRESSURE

- denser cities
- faster mobility
- more night-time activity
- rising everyday vulnerability

INCREASING DAILY EXPOSURE

- exposure in mobility and transit
- isolation during urban life transitions
- nightlife and commuting vulnerability

A GROWING SAFETY GAP

- fragmented response
- delayed support
- weak coordination
- no trusted safety layer

Smart cities are evolving – but personal safety tools remain outdated. Now is the time to build a smarter safety layer for modern urban life.



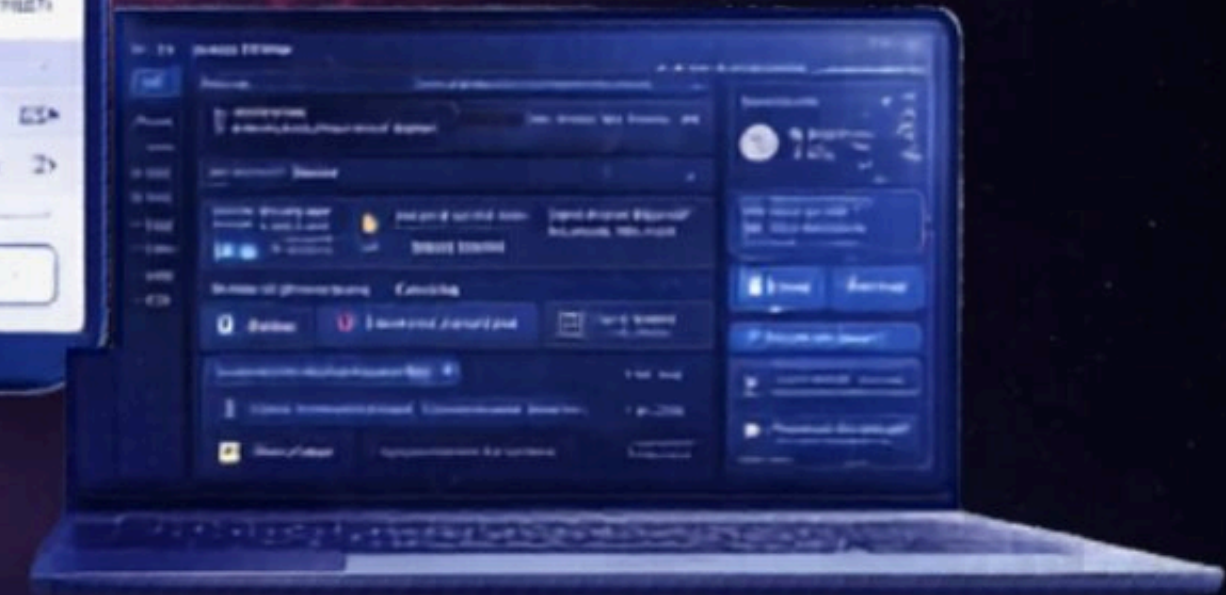


Help Me Now Today — Live TRL-7 Validated Foundation

From a live citizen safety app to a broader operational and professional foundation for Help Me Now's AI Agent evolution.



- ✓ Dual-level SOS action (urgent & critical)
- ✓ GPS & structured event logging
- ✓ Extended CRM & operator workflows
- ✓ Multimedia evidence capture & sharing
- ✓ Wearable SOS trigger integration
- Professional-user onboarding



Daily Check-In
Are You Alive?
Please confirm your daily status.

YES IM ALIVE



All core features currently live in Help Me Now will remain free for users.



From Live Foundation to Travel, Mobility & Partner Expansion

Building on a validated TRL 7 base, Help Me Now expands into a trusted safety layer for travellers, mobility ecosystems and partner networks.



A connected, adaptable safety platform for travellers, mobility, hospitality, business partners and local communities.





Help Me Now AI Agent – Coordinated Response Architecture

How Help Me Now connects citizens, partners, responders and control rooms.



One trusted app for the citizen. Multiple coordinated response pathways behind it



AI Agent Resilience: Continuity Under Degraded Networks



Resilience is a core design principle.

Help Me Now AI Agent keeps safety and support workflows running during congestion, outages and degraded conditions without breaking governance.



Internet / Voice + SMS

Baseline continuity, multi-channel routing and operator / emergency handoff



LoRa / LPWAN

Minimal channel for status, alerts & coordination in wide-area disruptions (minimal data mode)



Wi-Fi Direct / Bluetooth Mesh

Local continuity when cellular networks fail (store & forward for essential messages)



Satellite / LEO

Continuity in extreme outages and remote areas (future-ready resilience layer)

What stays constant (resilience-by-design)

- Cascading disruption risk: delayed response → operational downtime → safety & liability
 - Degraded networks: congestion, partial outages, limited bandwidth

Key principle: Same operational workflow — different transport layer

- Same workflow: trigger → triage → routing → verified handoff
- Same governance: policy guardrails, audit logs, human control
- Graceful degradation: essential data only, failover routing, store & forward



Travel & Mobility Safety Market (EU): TAM / SAM / SOM

Buyer universe (EU): travel, mobility, hospitality and safety partners

- Airports, ports, public transport operators, major nodes & corridors
- These partners pay to offer safety, support and trusted assistance to travellers and people on the move..

Sizing method (transparent)

$$\text{TAM (ARR)} = \# \text{tenants} \times \text{ACV } \text{€}400\text{--}550\text{k} / \text{tenant} / \text{year}$$



Method & assumptions

✦ Tenants: airports, ports/nodes, public transport operators (universe)

✦ ACV range: €400–550k / tenant / year

✦ What's included:

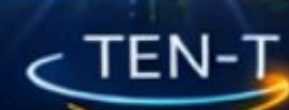
- Level 2 / Level 3 platform
- routing, audit, alerts



Data sources

- 🇪🇺 **Eurostat:** passenger / travel volumes (context)
- ✈️ **ACI EUROPE:** airports universe
- 🏠 **TEN-T:** ports / nodes
- 🚆 **UITP:** public transport operators (universe)

Sources: Eurostat, ACI EUROPE, TEN-T, UITP



Revenue Model & Travel / Mobility Tenants

HELP ME NOW AI AGENT | TRUSTED SAFETY & SUPPORT PLATFORM FOR TRAVEL, MOBILITY AND PEOPLE ON THE MOVE



HELP ME NOW AI AGENT
Trusted safety & support platform

Deployment model

Phase 1 – pilot travel & mobility nodes

Phase 2 – national operator networks

Phase 3 – cross-border coordination layer

Core customers (B2B / B2G)

Help Me Now is deployed by travel, mobility and venue operators responsible for traveller safety, assistance and incident coordination.

Main tenants:

- ✈ Airports
- 🚆 Public transport operators
- ⚓ Ports & mobility hubs
- 🚗 Large venues & infrastructure nodes
- 🏨 Hospitality, venue and destination partners

Revenue model

Annual tenant contracts

€400k–€550k

per tenant / year

Includes:

- partner / control-room platform
- AI-assisted coordination layer
- incident routing & alerts
- audit & compliance layer
- resilience orchestration

Help Me Now becomes a trusted safety and support layer across travel and mobility networks.



Founder-Led Team

INFOMYCITY



Andrea Ceravolo

FOUNDER & CEO

- ⚙️ **2 Software Engineers** — app & platform development
- 🔍 **Digital Marketing Specialist** – growth & user acquisition
- 🎥 **Creative Media Specialist** – video, campaigns & storytelling
- 🌐 **Translation & Communication Specialist** – communication & expansion

VISION

- ✓ Building a smarter safety layer for daily life, travel and urban mobility.
- ✓ Specialized in app development & civic-tech projects

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