

GALIA

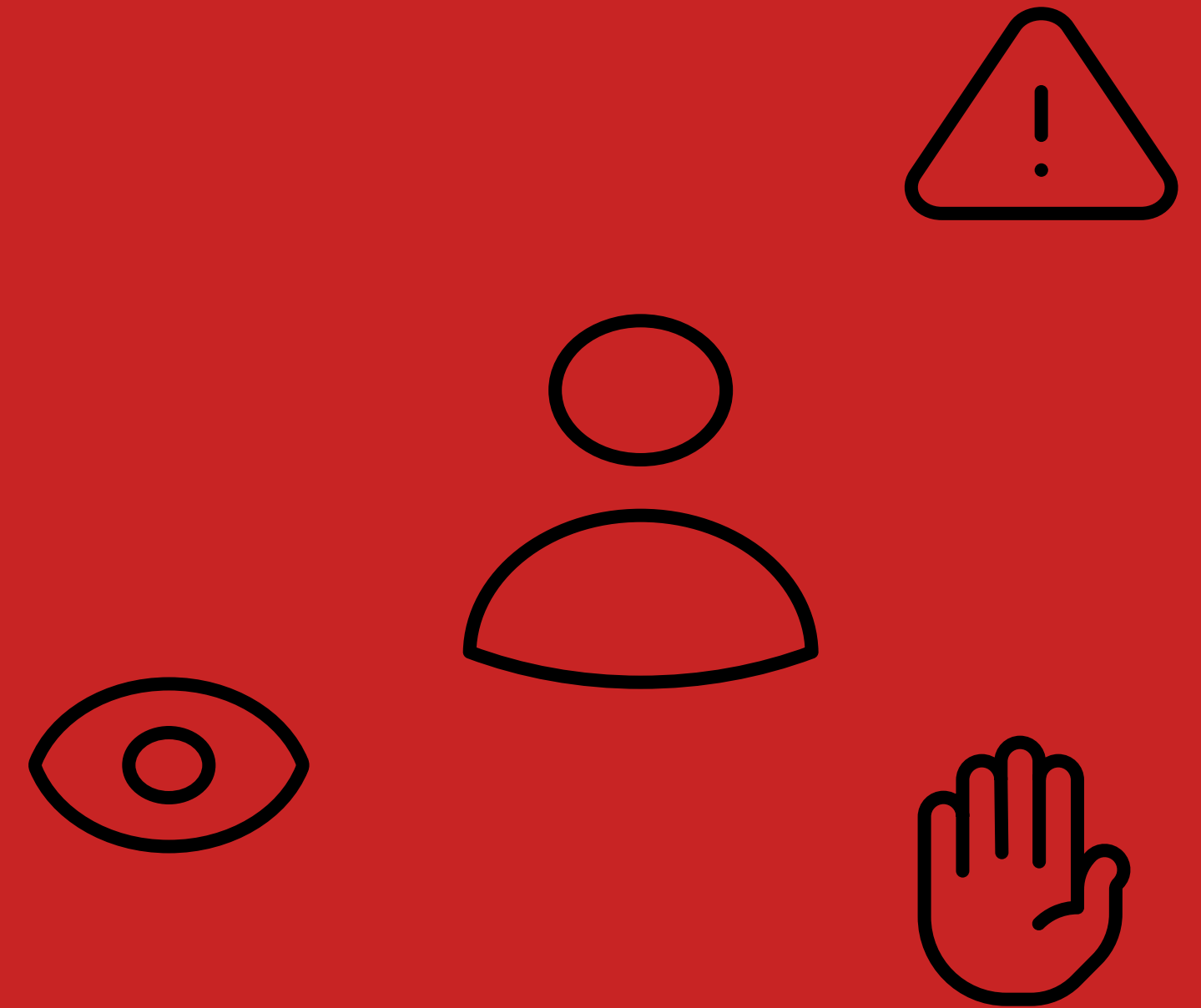
BY

INNOVATECH



# THE PROBLEM

Every day, millions of women find themselves in unsafe situations, alone in unfamiliar places, surrounded by strangers, with no immediate escape route.





# THE IDEA

Create an app that is committed to ensuring the safety of women in vulnerable situations. Through artificial intelligence, it offers emotional support through conversation, while also helping to identify and track high-risk areas. With an interactive map, the app identifies dangerous locations and, when necessary, allows immediate contact with emergency services, providing quick and reassuring assistance.

# WOMEN'S SAFETY

Emotional support through AI-powered conversations  
Identification and tracking of dangerous areas  
Real-time access to emergency services

# EMOTIONAL SUPPORT

Gaia simulates conversation to provide comfort and reassurance. Offers a sense of companionship and security, reducing feelings of isolation during stressful moments.

AI adapts based on user input, providing personalized responses.

# HIGH-RISK AREAS

An interactive map highlights areas with high-risk factors based on user data and community reports.

Users can view crime hotspots or locations with frequent emergency calls.

Information is updated in real-time, providing current safety insights.

# EMERGENCY SERVICES

G A I A

One-click access to call emergency services directly.

Gaia provides automatic alerts to nearby emergency responders  
when the user is in danger.

Ensures immediate help in critical situations, offering peace of mind.

# MAP FOR SAFETY

Users can visualize their location in relation to risk zones.  
The map provides dynamic updates as users move through areas,  
helping them avoid risky zones.  
Customizable notifications inform users when they are near a  
potentially dangerous area.



# REAL-TIME ALERTS

Gaia sends push notifications to users if they enter a high-risk area. Alerts provide safety tips, nearby resources, and options to call for help.

Instant notifications help users take quick action to ensure their safety.

# USER INTERACTION



If you want to interact with the  
prototype of the project  
created with Figma [click here](#)

# T.A.M. GAIA

Gaia is entering the market of safety, assistance and emotional support apps. According to data, the mobile safety app market in 2023 reached a value of \$5 billion and will continue to grow, with a forecast annual growth rate (CAGR) of 20% until 2030.

# TARGET AUDIENCE

G A I A

Women who live or work in urban areas with high crime rates.  
Vulnerable people or those who are often alone (students, tourists,  
elderly people).  
Adolescents and young adults who want a form of protection and  
reassurance.

# S.A.M. GAIA

Gaia is specifically aimed at a female audience, with particular attention to women who find themselves in vulnerable situations.

According to research, approximately 30% of women in Europe and North America are interested in downloading a personal safety app.

# INCOME FLOWS

The app is free with basic features, but users can purchase a premium subscription for advanced features (access to the dangerous areas map, priority support, AI customization).

# REVENUE FORECAST

Premium Subscriptions: This is the main revenue source.

Corporate Partnerships: With public and private institutions to improve safety in risk areas.

# COMPETITORS

bSafe: An app that allows women to share their location with friends or family in case of an emergency.

SafeTrek: A platform that sends an alert to the police when the user is in danger.

Life360: App that monitors the family's location, useful for home security.



# THE INNOVATION

Artificial Intelligence for emotional reassurance (one of a kind).  
Real-time map of dangerous areas based on emergency data.  
Focus on privacy and security of personal data.

# FUTURE PROSPECTS

Increasing safety concerns, especially for women, will drive increased adoption of the app.

Expanding the target audience beyond women to include the elderly and other vulnerable groups.

Potential for expansion into emerging markets.

# LOOK WHAT WE CREATED FOR YOU



[Click here](#)

# INNOVATECH

GIULIANO DI GIUSEPPE



GABRIELE RUMI



MARINA LUCENTINI



FRANCESCO CECCA

THANK  
YOU

INNOVATECH