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## “Providing Safety in an Unsafe World”

### Concept Statement

LifeGuard is a discrete, safety device whose goal is to provide communication and aid to emergency services or contacts in a perilous event. LifeGuard is designed to counteract crime and promote safe practices in day to day life. This is a necessity due to the increasing rates of assaults and kidnappings that are ever too common in today’s society.

### Description of Product

The device itself will be an easily attachable and detachable clip with a button to go on the underside of the bottom of shirts. In order to activate the device, the person in trouble will hold down both sides of the button firmly for three seconds, and the SOS will be sent. LifeGuard will be set up as an online company where consumers order the product. The company will also hold a fixed rate with transportation companies to deliver the product in a timely and cost efficient manner.

### Risks

- Lack of outside funding
- Lack of consumer interest
- Accidental set off of product

### Sources



### Demographics

- According to the International Labour Organization, it is estimated that there are 40.3 million victims of human trafficking globally.
- “Of those 40.3 million, 75% are expected to be women, while another 25% are children” (Polaris Project).
- “50% of women feel afraid walking alone at all, while 61% of women stated that they regularly take steps to minimize the chances of being assaulted” (YouGov)..
- The elderly, as well, are at risk of facing natural causes on an almost daily basis. “Every 11 seconds, an older adult is reported to needing treatment in the emergency room for a fall; every 19 minutes, an older adult dies from a fall” (NCOA).

### Research

Companies like LifeAlert and Life360 currently exist to track and help individuals in the event of an emergency. However, LifeAlert seems to be ineffective due to poor marketing and it being geared towards elderly and house-ridden individuals. Also, Life360 is solely a tracking device, and is more exclusive as it is only for smartphone users. LifeGuard, however, would provide a more secretive mode of alerting the proper authorities while also utilizing GPS tracking technology anytime, anywhere to thwart the threat of an impending atrocity.

### Revenue Stream

Investments are needed in order to fund the initial production and manufacturing of the product. Once this is established, the revenue will flow by the consumers demand of the device. By buying LifeGuard, the customers will be supplying the assets and allowing for the company to grow in its development and innovation.

### Cost Structure

LifeGuard is viable due to its cheap nature and easy to use hardware. The successful purpose of this product would cause vast popularity in consumer markets and would work to keep society safe from local criminals and traffickers.

### Audience

LifeGuard is intended for those seeking assurance of safety and security in their lives. The product will work to keep its audience safe. Upon successful use of the product in keeping loved ones safe, others will see the potential of LifeGuard and implement it into their everyday lives.

### Conclusion

LifeGuard’s mission is to aid in situations where a dangerous conflict could arise and make calling for help more accessible to those in any circumstance as easy as possible.