



Division: High School Grade 9-12
President William McKinley High School, Oahu, Hawaii
Aloha Safety App

11/4/22

Executive Summary

Your safety is our utmost priority. With increased crime rates, we believe in making Hawaii a better, safer place by creating a platform for all users across the island. Aloha Safety App is a safety tracking app built to detect danger areas to provide users a sense of alertness to their surroundings. Our service focuses on providing quality, up-to-date information on locations nearby a user, warning them of We will promote through posts on social media, putting up flyers, partnering with the community such as airline/tourist companies/Hawaii tourism Authority, the bus, taxi companies, schools, Honolulu police department, display ad in airport, \$3,500-9.500: four week period, minimum: 5,000 per market. Our app will be placed on app stores such as Apple App Store and Google Play Store, we will of course follow guidelines set forth, and Aloha Safety app is safe for kids. reported dangers in the vicinity – this helps users gain a sense of awareness to be mindful of their surroundings. This app is designed to increase safety for tourists and civilians. Upon opening the app, the user is transferred to a map system, automatically pinpointing yellow and red zones, determined through previous user reports registered in the app’s system. Knowing about surrounding danger levels will allow users to make a sensible decision when planning routes to their destination. When approaching a red zone, users will receive a warning notification to remind them to keep an eye out for potentially dangerous encounters. With the use of advanced map features, live reportings, and notifications, we aim to create a sense of reassurance for our users when it comes to safety.

This is a good idea because safety is an important part of our lives – with our technology, users will gain beneficial knowledge and a heightened sense of awareness for their safety. This app will be successful because it can be applicable to everyone – tourists, locals, students, adults, and more. Safety is important to everyone and danger can happen to anyone.

The Business

Aloha Safety App - The name is simple, catchy and memorable. “Aloha” is a recognizable term for Hawaii and “Safety” is the purpose of the app.

Our Mission: Aloha Safety App is committed to enriching the lives of communities in Hawaii. The app strives to provide a safer place to any who need it.

Our Vision: Aloha Safety App hopes to become a continual platform for many generations to come offering safety and security to the people and visitors of Hawaii. The app envisions working with the Honolulu Police

Department (HPD) to provide real time service in emergency situations. Along with this, expanding to outer islands to make the whole of Hawaii a safer place.

Our Company Objectives:

- To create a safer Hawaii through a mobile app which will bring awareness to users surroundings

Idea for Product

The idea started with addressing the urgent issue of danger levels increasing significantly over the past years. People are often unaware of their surroundings, so our app assists users in being more attentive. We were inspired by Google Maps road traffic services to create a color-coded map with a live up-to-date map of all the nearby danger zones in the user's area.

Aloha Safety App is for students and tourists, but is open to everyone. It is a mobile app created for the operating systems of Apple and Android. Users create an account linked to their email with username and password protection. When signing up, users will input their date of birth (DOB) and optional phone number. The user's DOB is to comply with the Children Online Privacy Protection Act, to assure they are at least thirteen years old. Once logged in, users view a map of their location based on the zipcode typed in. The use of GPS is optional. This map informs users the level of safety in their vicinity based on two levels. Yellow is a moderate risk area and red is a critical risk area. These levels are determined by previous user's reports and the HPD crime map. A user can report an incident by clicking the report button and inputting the type of incident, date and time of the incident, level of severity rated one through five with five being the most severe, and an optional description of the incident. Users have the option to be notified of these user reports. Notifications can be filtered by type of incident and level of extremity. When users enter a danger zone, a notification on their phone appears, informing them of a yellow or red zone. This feature may be toggled only for yellow zoned areas. To deter false reporting, other users can flag reports that may not be true.

In compliance with terms of service, the following data will be collected and kept for purposes of:

- Location: For reporting purposes/GPS (optional)
- Email: For creating account
- Phone Number (optional): For two-step authentication to prevent hackers
- DOB: To verify user is thirteen years or older

- Username/Password: To track reporting incidents, user login, to track usage (to be used for operational data to measure success of app)
- User report of incident data: To create levels of safety and future plans to forward to HPD
- Profile Picture (optional): To help with personalization

Aloha Safety App is not focused on emergencies. Emergencies should go directly to 9-1-1. However, Aloha Safety App plans to link emergencies directly to the HPD in the future. The company hopes to expand the app to include a “Plan Your Route” option and extend to all Islands of Hawaii.

The following have been identified as competitors:

Walksafe App	HPD Crime Map	Ring Neighbor App
<ul style="list-style-type: none"> • Free • Operates in London • Map identifies local crime hotspots, plan routes, track users and their friends • SOS button texts users’ buddy group 	<ul style="list-style-type: none"> • Free • Operates for Oahu • Map symbols represent various crimes • Symbols are registered after case is reported/solved • Time and date info available 	<ul style="list-style-type: none"> • Free • Operates Nationally, centered on neighborhoods • Allows users to enter incidents in real-time

Marketing Plan

Aloha Safety App targets users who use public transportation and/or walk. Users have access to view marked zones, which will increase their awareness.

The map displays a live view of colored areas, symbolizing moderate and high risk areas near the user. User reports submitted are registered into the app, which will be compiled to determine a yellow or red zone. What makes Aloha Safety App unique is the notification alerting users when approaching a high danger zone. The app serves the local community, and is user driven. Just like our competitors, Aloha Safety App is free, and we feel it would be immoral to charge users. The app will be available on the Apple App Store and Google Play Store. Following terms of service, users will be able to have their own privacy. The app will advertise through a social media campaign developed by One Wave Design. In the future, we are looking into partnering for funding with airlines, tourist

companies and the Hawaii Tourism Authority (HTA) so that we can display ads in airports, hotels, TheBus, and other tourist transportation.

Finance

The estimated total startup cost for our app is \$18,374. The cost is broken down below:

Development Costs (\$7,124)	Advertising Costs (9,250)	Grant Writing (\$2,000)
<ul style="list-style-type: none"> ● \$7,000: Use of One Wave Design to develop a medium complexity app ● \$99/year: Apple developer account ● \$25: Google Play Developer Account 	<ul style="list-style-type: none"> ● \$5,000: Use of One Wave Design to create social media campaigns ● \$4,250: Four-week period of display ads in various locations 	<ul style="list-style-type: none"> ● \$2,000: Grant Writing, based on \$50/hour over 40 hours

Aloha Safety App is a nonprofit organization, and will apply to the Coca-Cola Foundation as a source of funding. Our mission aligns with The Foundations offer to non profit organizations that support communities and expand education. Aloha Safety App intends to work together with communities to raise funds to compensate the grant writer through a Go Fund Me account. We believe since the app is for the betterment of Hawaii, a Go Fund Me account would be very successful.

Maintenance costs for the app is \$1,050, 15% of our initial investment. Additionally, to maintain our app, we require \$97,470 for two worker’s salaries. Given future plans, \$12,000 is needed for future development. We do not anticipate any first year profits. However, we intend to establish joint ventures with the HTA to place advertisements on the app to generate revenue for maintenance costs. The advertising plan's profit will be used to support ongoing expenses and expand on future goals.

The projected initial number of users in the first year is 37,861. This number is based on a 3-5% projection rate of total tourists who visited Oahu in 2021 and total public high school students in the Honolulu District. We then anticipate a 5% increase in users, followed by a 10% rise based on word of mouth and advertising.