



WithU App Business Overview

Pechter Business Plan Competition

November 29, 2018

Problem

After the loss of our close friend, we became inspired to study emergency response systems on college campuses. Months of research, and being hyper-aware as college students, led us to the realization that these systems were outdated and slow. They are lacking the modern technology that could really make these safety methods immensely better. We see a huge problem in the fact that you can get an Uber in an average of 3 minutes and 30 seconds, yet the average response time for campus emergencies is approximately 8 minutes.

Nearly all colleges provide students with only two forms of campus emergency alert assistance. The first one being just a standard emergency phone number that is basically a 911 number specifically for the college. The other would be the emergency call boxes/blue lights. These both speak to our point that the existing systems are outdated. It is only a matter of time before newer technologies redefine campus safety. The WithU app is going to make that change.

Solution

The WithU app was developed with the goal of solving the aforementioned issues. There are two sides of the application that work in conjunction to allow for major improvements for campus safety. The first side of the app is for the students. It provides them with a unique “pull down” function dead switch that allows for safe, quick, and discreet emergency notification to the Campus Police. (See Exhibit A) This specific “pull down function” greatly reduces the risk of false alarms. The other side of the app is for Campus Police to receive emergency alerts from the students. This is a tablet application that can be housed at the Campus Police station, in police cars, and wherever else the administration deems necessary. The Campus Police application is designed with a geofenced map view of the entire campus. (See Exhibit B) We also include a mass notification feature that allows Campus Police to send mass messages to all users. (See Exhibit C)

Our software provides a direct connection between the student in distress and the authorities. The student can pull down on the dead switch and hold it below a threshold line. If, for example, they are walking home to their dorm on a dark night and they get home with no problems, they can simply drag the dead switch back to the top and close the app. If an incident does occur, all the student has to do is let their finger off of the button and the software enters into the “False Alarm Screen”. They have seven seconds to signify a false alarm. If the seven seconds runs out or they click right through to an emergency, now the Campus Police side of the app becomes engaged.



The tablet application for police will sound with a loud alarm and a pin will immediately appear at the location of where the student alarmed the emergency. The dispatcher will click on the pin, supplying them with the student's name, picture, and backup phone number. At this point, a responder is sent to the scene and both the Student app and the Campus Police app will enter into a messaging feature. This allows both parties to effectively communicate back and forth discreetly. Campus Police will have unique, preloaded messages to send to the student in order to gain vital information as quickly as possible. (Ex. "What is your emergency", "Can you give me details on your exact location", etc.) Both parties are able to converse all the way until a responder arrives. The dispatcher can always check the location of the student as their location is being updated every 15 seconds. Our software has the ability to be as specific as the building and floor location of the student.

Target Market

Our target market is clearly colleges and universities. Nevertheless, down the road, we foresee similar software working well for businesses with many employees, hospitals, and other large organizations. Our customers can be defined as both the schools themselves and also the students. The market size can be expressed by the current amount of colleges and universities in the US which is approximately 3,500 schools.

The WithU app is especially relevant to this market considering the different issues higher education has been facing. With assault, sexual misconduct, abuse, mass shootings, and other tragedies occurring all too often on campuses, schools need an improved form of combatting this. Our software will not only help reduce these problems, but it will also act as a fantastic public relations move for the school. This app will look great to prospective students and their parents.

Competition

There is some competition in this market, both direct and indirect. Our direct competitors consist of Noonlight, Rave Mobile, and 911Cellular. The advantage they all have on us is that they've been established longer than we have and have signed some deals with schools already. All three applications possess the same drastic weaknesses that we have been able to correct. None of the competitors cater directly to colleges, so the interfaces are not as specific to the problems that schools face.

We conducted a lot of research trying to find out why there is not one safety app that has really taken over the market. The two main problems that each competitor faces are increased response times and false alarms. When a user alarms an emergency through these apps, the dispatcher is a third party call center. From there the call center relays the emergency information to the local police. This not only adds time on to a stressful situation, but also adds a variable for things to go wrong. Our direct connection solves that problem. These three competitors also see many false alarm problems due to the style of their dead switch. They all use a "push button function" that can be accidentally



pushed by any wrong movement while the phone is in someone's pocket. Our "pull down function" majorly reduces that risk.

Our indirect competitors consist of the phone manufacturers; mainly Apple and Android. Their more recent phones have been programmed with emergency SOS functions. These are not as much a worry for us as they extend to just a quick access to a 911 call.

Promotion/Distribution

Our current promotion tactic has consisted of pursuing our connections in the higher education field to acquire beta testing opportunities. As we continue to grow and begin to start selling to schools, we anticipate word of mouth to help WithU in promotion. Colleges and universities are often very much connected with each other. In the early stages of going to market, we will be arranging many meetings with schools to pitch our software to them.

Social media will play an important role in making the WithU app known to students. We are close to reaching the point where we will create Facebook and Instagram accounts to have a true Internet presence beyond our website. Paid ads on both of these social media outlets can put our name right on the screen of potential users. We also have plans to implement a student brand ambassador program that will incentivize students to spread the word about WithU and lobby to get it into their school.

Distribution will be handled by the two of us until we can afford to hire liaisons that will help us implement the technology into the schools and sell the software. The purchasing of the app will be handled by direct sales. WithU is fully supplemental software so integrating it will be quite painless. Our developer will customize the application to work for that specific college. We will then go in and train the necessary administrators and provide them with the software and tablet(s).

Customer Relationships

To date, our customer relationships have been very personal, which has benefitted us greatly. Being college students ourselves, we've been able to consult with our fellow peers to determine what the users really want to see in a college safety app. Pursuing our connections with our respective colleges has proven to be extremely successful.

We have tested WithU at the University of Scranton for a month which has brought some small imperfections to light, allowing us to improve on the app before it ever reaches a user's hands. We plan to roll out a full, semester long beta test at the University of Scranton in Spring 2019. We have meetings setup with Penn State University Park to discuss implications of bringing the software there for beta testing as well. Being able to work alongside the schools has been encouraging.



Key Activities

Not only are the schools investing in our product, but they are also investing in us. We pride ourselves on being transparent, communicative, and as helpful as humanly possible. We add value throughout the whole process because our customers can have full faith in us to be there for any scenario. We truly believe in and care for our customers and product.

A next major step for us is to pursue patenting our technology. We have already talked with patent lawyers about the possibility of gaining IP on parts of our software. We are confident that we can patent our “pull down function” dead switch, as it directly solves the problem of false alarms. We hope to get accepted into the Patent Law Clinic at Penn State Main in order to apply for a US Patent.

We are also currently just running an iOS application, therefore, creating the Android app is essential before going to market. Our developer will soon be starting the construction of that software.

The Team

The WithU app, and our company, One-Click, LLC, was cofounded by Matt Pettinato and Andrew Brandt in September of 2017. Matt attends Penn State Altoona as a senior Business – Entrepreneurship student while Andrew is a senior Business – Management major at the University of Scranton. Andrew owns 51% of the company and Matt owns 49%. The software was developed by a junior at the University of Scranton, Glenn Brannelly. Glenn is originally from Dublin, Ireland, and came to Scranton on a full scholarship for Computer Science. Glenn was named one of Apple’s 20Under20 in 2015. We will be offering equity stake in the company to Glenn in return for the Android version of WithU.

We have an amazing team of mentors and advisors that have helped us over the past year. Al Brower is our angel investor who paid for the development of the app for no equity in return. Jesse Ickes, Donna Bon, Paul Cooney, Father Herbert Keller, Ken Okrepkie, Rachel Herder, Doug Pettinato, and Atty. Kris Fendrock are all local to Scranton or Penn State and have graciously assisted us in many different ways.

Sales Model

Our revenue stream will come from the sale of our software on a per license, per year basis. The school will provide each student at the college the opportunity to download the app for free. We want to work in conjunction with the school so that we can both profit from the software. The school can add a very small increase to the tuition price. That increase amount can be split between our company and the school. This allows us to make a profit and the school to make enough additional money to continue providing the WithU app.



WithU App Exhibits

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Exhibit A: Student App

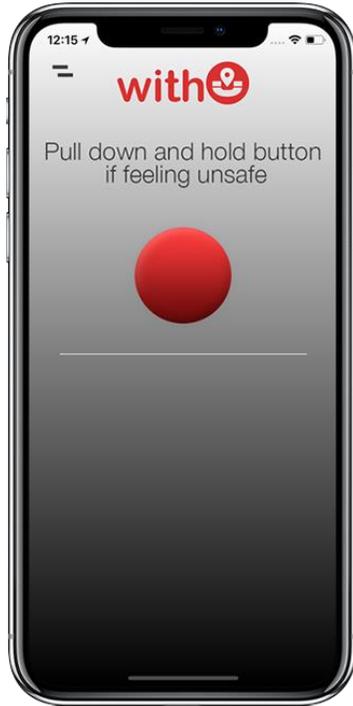


Exhibit B: Campus Police App Home Screen

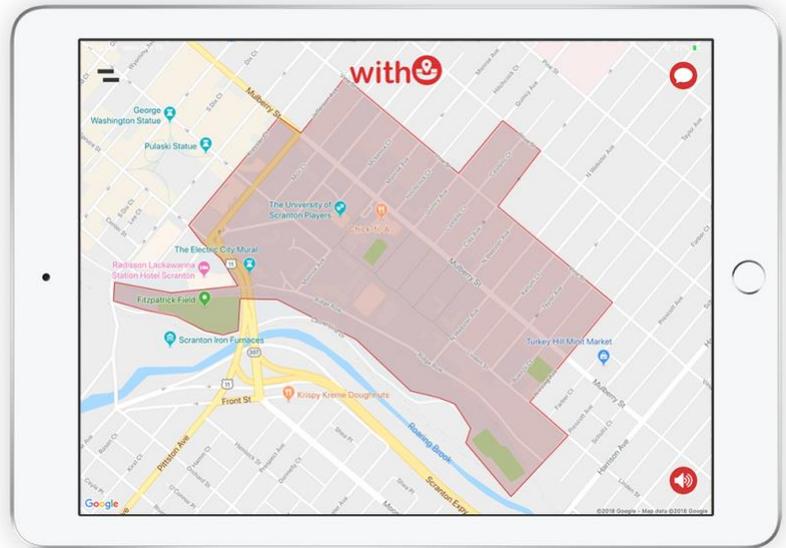


Exhibit C: Mass Notification Feature

