The Safety Angel in your Pocket!!

Krynica 2012

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The Situation/Problem
Why did it bother me?
Idea - Use the phone?
Issue – Poor network

Murphy’s law - When you need it, you don’t have it ...
Phones don‘t talk directly!
Let’s connect them!

PHONES CONNECT AUTOMATICALLY - NO GSM REQUIRED!!

ETH
Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich
Let's make them think!

Auto Alert Function

- Gyroscope
- Accelerometer
- Microphone
- GPS
- WiFi

Your phone detects accidents
Key Safety Feature 1

Grüezi Principle

- Footprints (Off Net LKP*)
- Auto Alert

* Last known Position
Key Safety Feature 2

Mate Finder

- GPS transmission
- WLAN Triangulation
- Acoustical Search
- Walky Talky
Key Safety Feature 3

Missing Person Search

- OFF NET LKP
- Phone Beacon ID
- High Altitude Search
- Push to Talk Option
Key Safety Feature 4

- Off Net Mesh Alert

- Epidemic Spreading
- Delay Tolerant
- Status Confirmation
Uepaa - Biz Model

**Freemium Pricing**

- **Free**
  - Remote Alert

- **Daily Premium**
  - Auto Alert
  - Remote Tracking
  - Rescue Beacon
  - GSM Map

- **International**
  - Faster Alerts
  - Remote LKP's (Footprints)
  - Air Rescue Beacon ID

- **In App Purchase**
  - Overflight Search
  - Remote Push to Talk Function

Available on the iPhone App Store

In App Purchase

Uepaa - Biz Model

Faster Alerts

Remote LKP’s (Footprints)

Air Rescue Beacon ID

Overflight Search

Remote Push to Talk Function
How that works
...our first beacon prototype
...our first tests in snow

50+ meters

Over 50 m to buried phones - still contact

LVS (<0.5m) contact lost prior 30m
Our „line of sight“ tests

up to 1km
(with external antenna)

up to 400m
(phone to phone)

306 m - still contact

LVS contact lost prior 30m
Uepaa - in a nutshell

Managing Team

Mobile Communication Nerds Experts ;-)}
Uepaa - in a nutshell, cont.

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<th>2012</th>
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<td>Business Idea</td>
<td>Prototypes in Snow and Remote Areas</td>
<td>Closing CHF 0,1 Mio Loan with Volkswirtschaftsstiftung (ZH)</td>
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Uepaa - in a nutshell,

Tremendous Support
9 month old
8 employees, growing
7 liters of coffee per day
6 startup awards (over 230k)
5+ month prior market entry
4 open positions (Dev. & Mkt)
3 strong partners (need more)
2+ Mio CHF in Equity and Funds

1 Vision (increase alpine safety)

Thanks for your contribution
Sascha Hardegger
Head of Communication and Patronage,
Member of Extended Management Board
Questions & Input

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