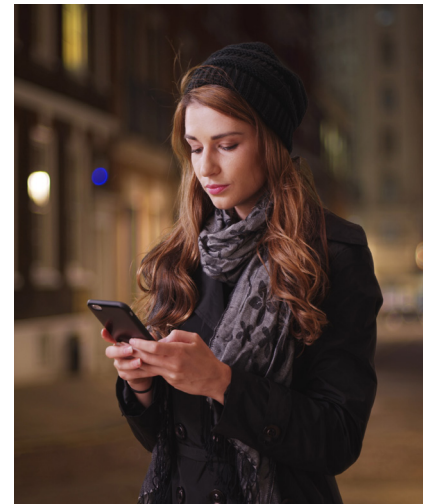


# Community-powered safety

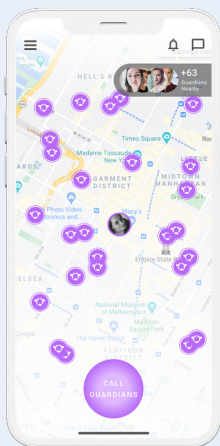
SafeUP is a technology platform that provides its users with reassurance and support by connecting them to a local network of women acting as volunteer guardians.

If a user feels threatened or in danger anywhere in any location that SafeUP covers, they can connect with nearby volunteer guardians in a couple of taps on their phone, and receive support through voice and video calls. If necessary, they can also request in-person assistance, or contact the emergency services directly.

The SafeUP platform also records instances of harassment and threatening behaviour that would otherwise have gone unreported.



## How it Works



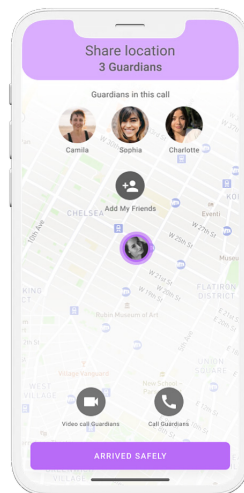
When a user logs in to the SafeUP app, they will immediately see the location of nearby registered guardians.

If they request support, they will be immediately connected to the closest three available guardians, either over voice or video chat.

The guardians provide reassurance and advice, and if necessary can also provide in-person support.

## A local support network at the touch of a button

SafeUP creates a local network of volunteer guardians that can readily offer support, guidance or assistance to any user feeling uncomfortable or threatened

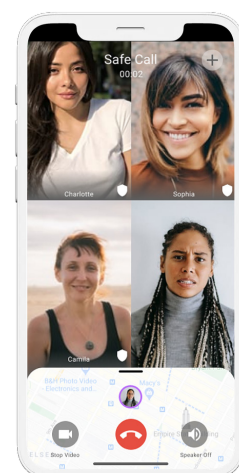


## Robust verification

All SafeUP users must verify their profiles before they join the platform, to ensure that the network remains a safe and trustworthy space for its users

## Vetted and trained guardians

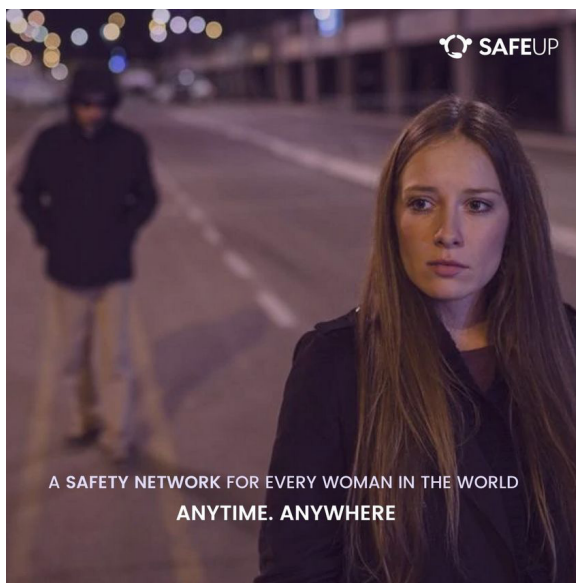
Volunteer guardians undergo extensive vetting procedures and training in order to ensure that they are appropriate providers of support, and that they can render that support in the best possible way in accordance with the particular circumstances



# Relevant bodies

## Local government

- Encouraging uptake of SafeUp among local communities could help to improve public safety outcomes and community resilience
- Data recorded by SafeUP can help inform local government on public safety and urban planning



## Universities and student groups

- Student populations are an excellent base of potential users and guardians
- Universities and student groups can offer students a practical way both to receive support and reassurance and to contribute to the overall safety and wellbeing of the community

## Police and public safety organisations

- SafeUP records data on harassment and threatening behaviour that would not have existed without the platform
- This data could be hugely instructive to police and other public safety organisations in understanding when and where problematic and threatening behaviour is most likely to take place

# Origins

When SafeUP founder Neta Schreiber was a teenager, a friend of hers was a survivor of attempted sexual assault - but as soon as Neta and her friends turned up, the culprits fled.

That led Neta to realise that the presence of others - whether virtual or physical - could be the first line of defence and deterrence to would-be attackers, while also providing reassurance and support to those feeling threatened.



**over 16,000**

Users in Israel, after only 5 months

That insight prompted her to build SafeUP - an Uber-like app for providing support and reassurance to users that feel threatened. Tapping into the goodwill of local communities, SafeUp trains volunteers in how to be effective 'guardians' on the app for nearby users that require support.

SafeUP is currently most active in Neta's native Israel, where ever major town has a sizeable user base, but the team is working on expanding its presence in the US and the UK.

## Contact

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