

SEED ROUND • 2026

ShieldHer

Personal safety app with trusted circles and SOS

FOUNDERS

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RAISING

₹4 Cr seed

CONTACT

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Agenda

01

Problem

02

Solution

03

Market

04

Business

05

Traction

06

Ask



Many women feel unsafe commuting after dark.

The problem

The problem

1

Slow help

Alerts reach family too late.

2

No route info

Unsafe streets are not flagged.

3

Fragmented tools

Separate apps for calls, maps and alerts.

Our solution

**One app with live location sharing,
one-tap SOS to a trusted circle and
community-rated safe routes.**

The SOS works offline by SMS, records audio and alerts the nearest trusted contacts. Routes are rated by the community for lighting and crowding.



Product screenshot

How it works

1 Plan

Choose a safer route

2 Share

Live trip with your circle

3 Alert

One-tap SOS

4 Respond

Nearest contacts notified

Market opportunity

₹24,000 Cr

Total addressable market
(TAM)

₹6,500 Cr

Serviceable market (SAM)

₹420 Cr

Obtainable in 5 years (SOM)

Illustrative market sizing — replace with your own research.

Competitive landscape

Today's options

- Phone calls
- Generic map apps
- Separate SOS apps

vs

ShieldHer

- Offline SMS SOS
- Community-rated routes
- Trusted circle alerts

Business model

1

Freemium

Core free, premium features paid

2

Campus plans

For colleges and hostels

3

Enterprise

For companies with night shifts

Go-to-market

Awareness

Content, creators and campus ambassadors

Trial

Free first month for new users

Paid

Monthly plans and partner bundles

Advocacy

Referral credits for every invite

GROWTH

Traction

18,400

monthly active users

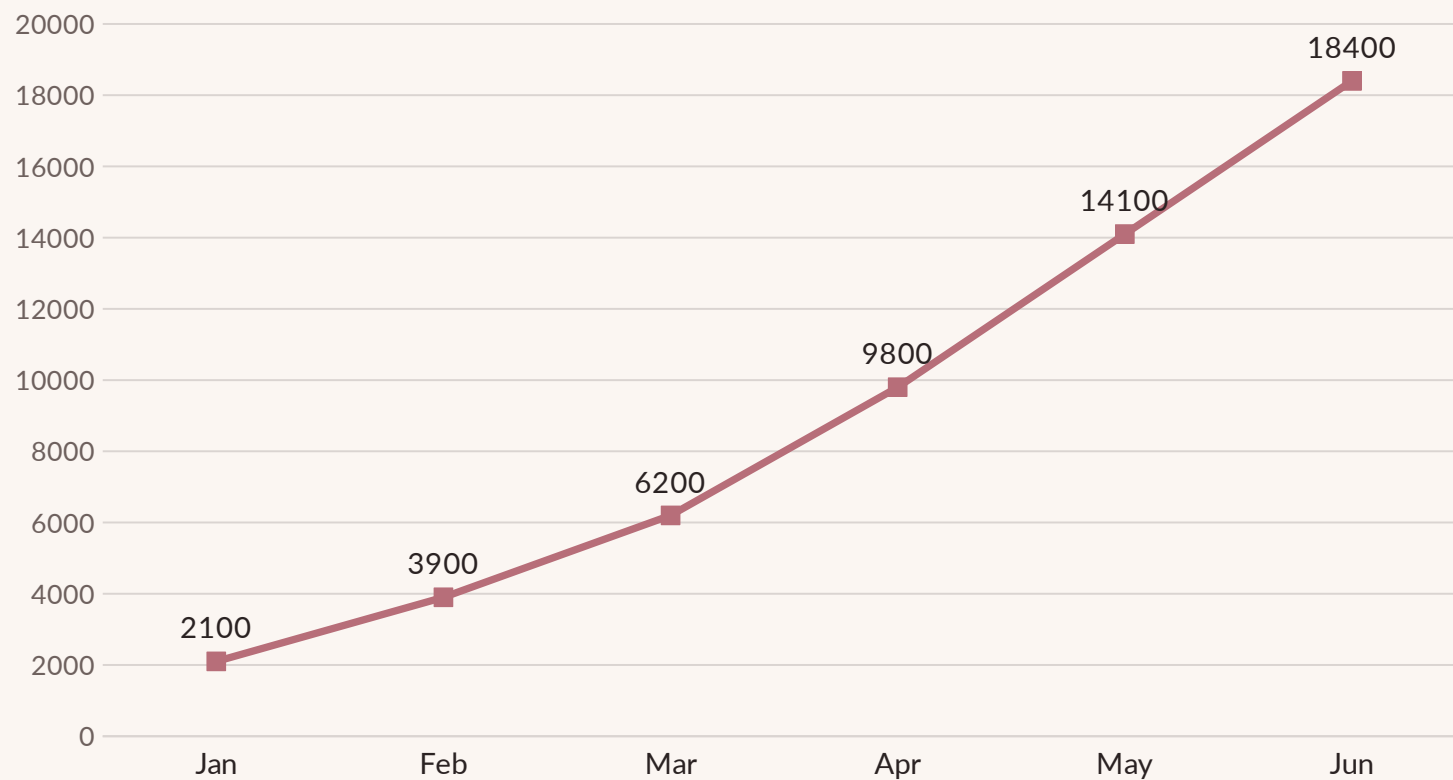
42%

month-3 retention

₹9.6 L

monthly recurring revenue

Sample data for illustration.

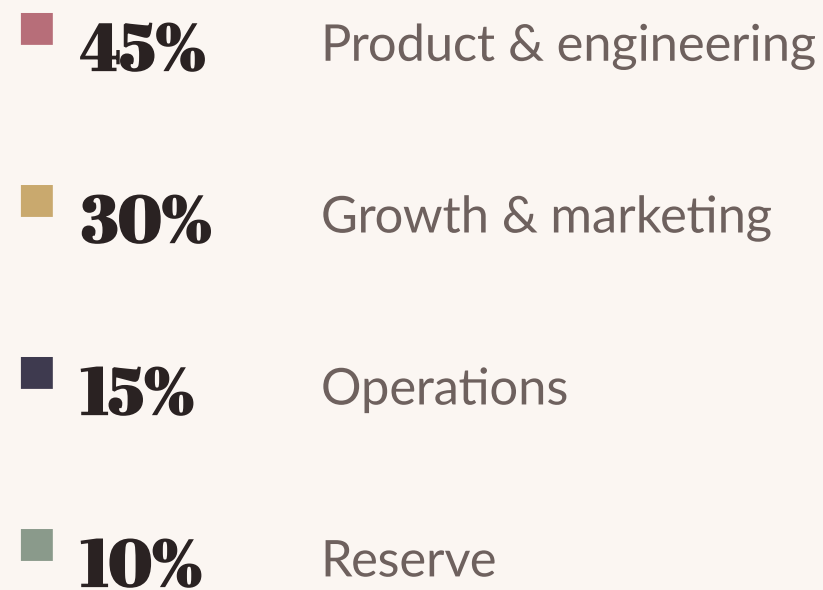
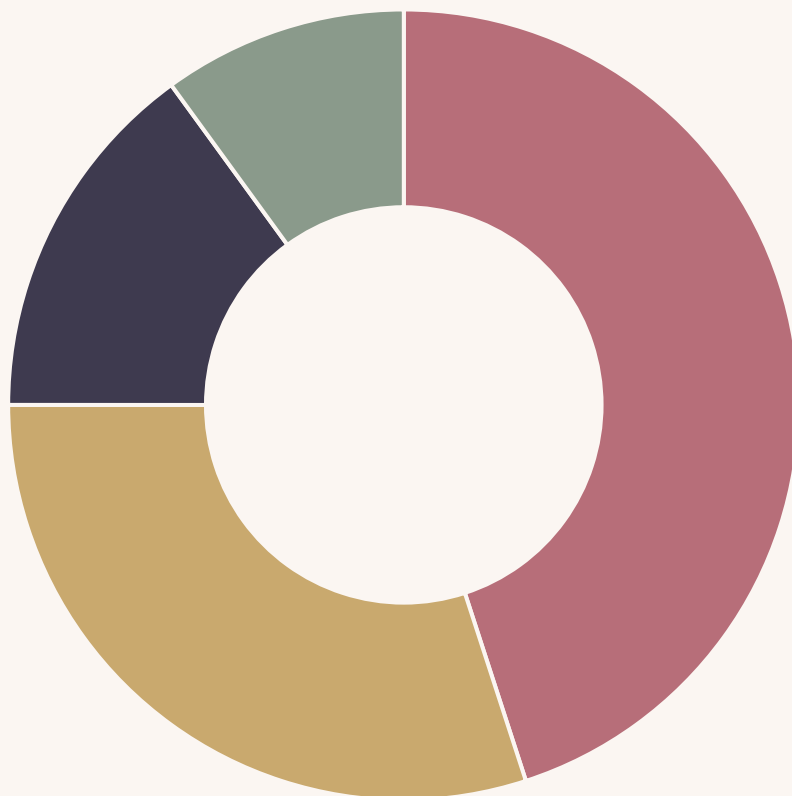


NEXT 18 MONTHS

Roadmap



Use of funds



Sample data for illustration.



**Every journey should end safely
at home.**

— Kabir Rao, Co-founder



Let's build this together

Raising ₹4 Cr to reach 1 lakh users in 18 months.

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