

SEED ROUND • 2026

ShieldHer

Personal safety app with trusted circles
and SOS

FOUNDERS

**Kabir Rao • Meera
Iyer**

RAISING

₹4 Cr seed

CONTACT

hello@yourstartup.in





Agenda

01

Problem

02

Solution

03

Market

04

Business

05

Traction

06

Ask

KEY IDEA

**Many women feel
unsafe commuting
after dark.**

The problem



The problem

01

Slow help

Alerts reach family too late.

02

No route info

Unsafe streets are not flagged.

03

Fragmented tools

Separate apps for calls, maps and alerts.



PRODUCT

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



Plan

Choose a safer route



Share

Live trip with your circle



Alert

One-tap SOS



Respond

Nearest contacts
notified



MARKET

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



REVENUE

Business model

01

Freemium

Core free, premium
features paid

02

Campus plans

For colleges and hostels

03

Enterprise

For companies with night
shifts



GROWTH

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

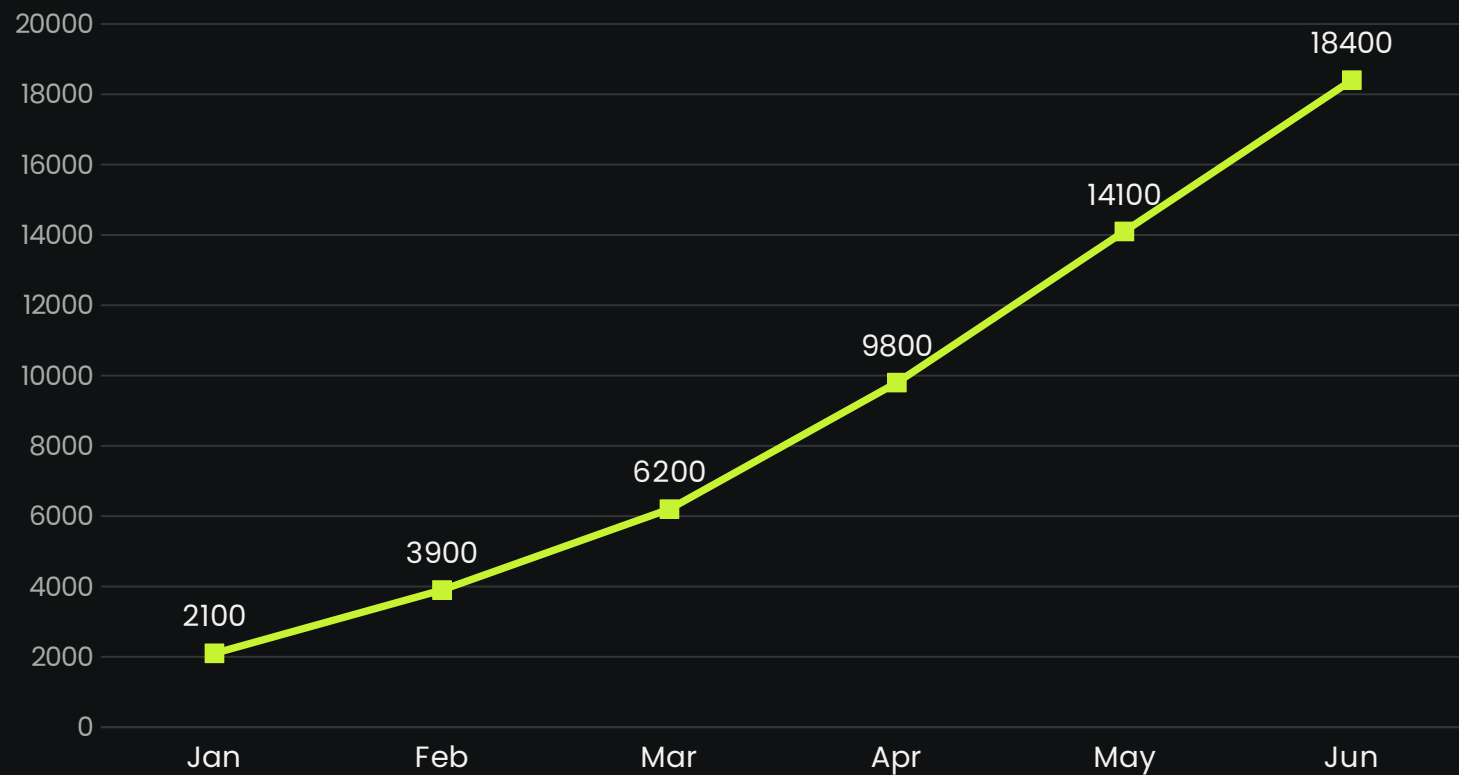
42%

month-3 retention

₹9.6 L

monthly recurring revenue

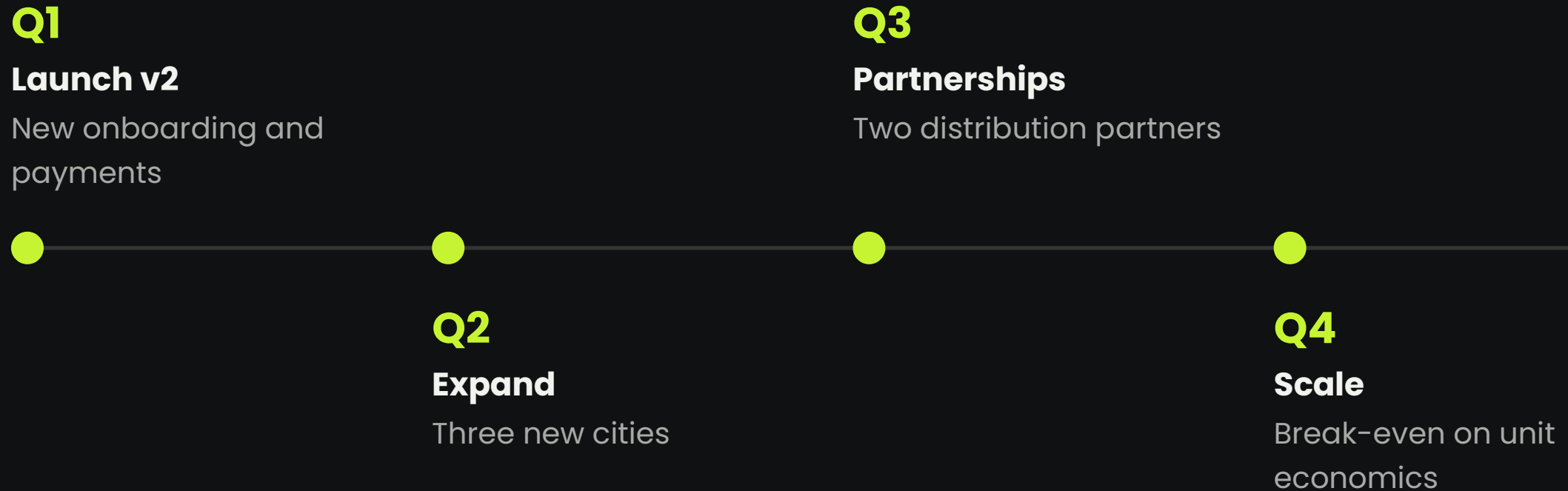
Sample data for illustration.





NEXT 18 MONTHS

Roadmap





The team



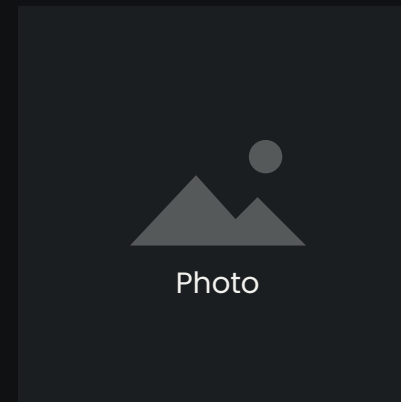
Kabir Rao
CEO

Ex-product lead at a fintech startup; 8 years building consumer apps.



Meera Iyer
CTO

Built data platforms serving millions of requests a day.



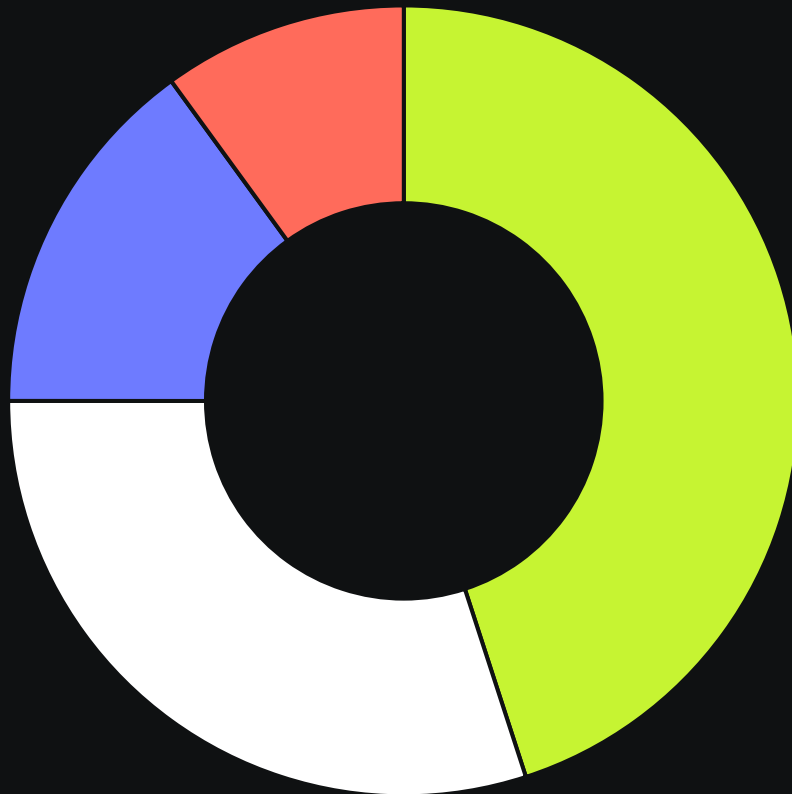
Arjun Nair
HEAD OF GROWTH

Scaled two D2C brands from zero to profitability.



THE ASK

Use of funds



Sample data for illustration.



Portrait image



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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