

SEED ROUND · 2026

ShieldHer

Personal safety app with trusted circles and SOS

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02 | Agenda

01

Problem

02

Solution

03

Market

04

Business

05

Traction

06

Ask

PROBLEM

01



Many women feel unsafe commuting after dark.

The problem

05 | 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.



SOLUTION

02

07 | 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

08 | How it works



Plan

Choose a safer route



Share

Live trip with your circle



Alert

One-tap SOS



Respond

Nearest contacts notified



MARKET

03

10 | 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.

11 | Competitive landscape

Today's options

- ✓ Phone calls
- ✓ Generic map apps
- ✓ Separate SOS apps

ShieldHer

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

12 | Business model

01

Freemium

Core free, premium features paid

02

Campus plans

For colleges and hostels

03

Enterprise

For companies with night shifts

13 | 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



TRACTION

04

15 | Traction

18,400

monthly active users

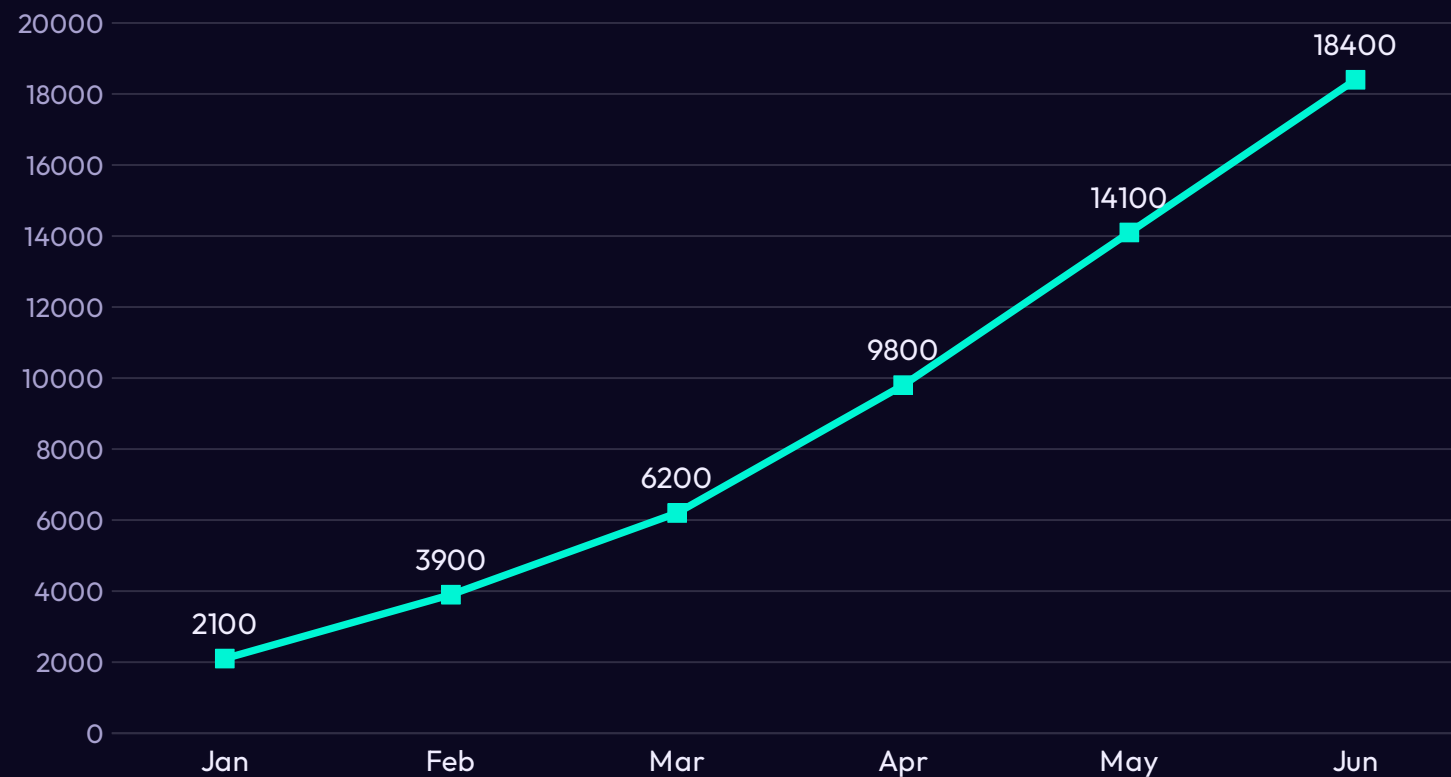
42%

month-3 retention

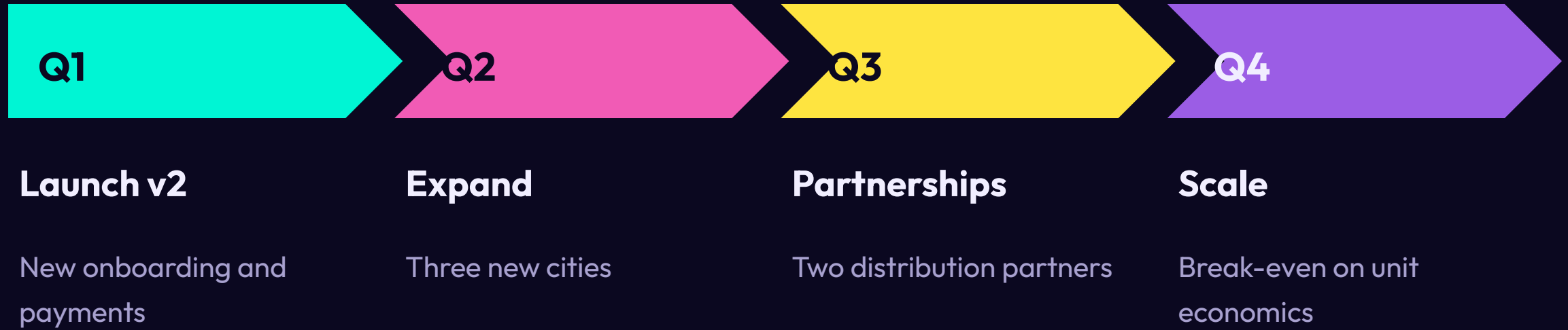
₹9.6 L

monthly recurring revenue

Sample data for illustration.



16 | Roadmap



17

The team



Photo

Kabir Rao

CEO

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



Photo

Meera Iyer

CTO

Built data platforms serving millions of requests a day.



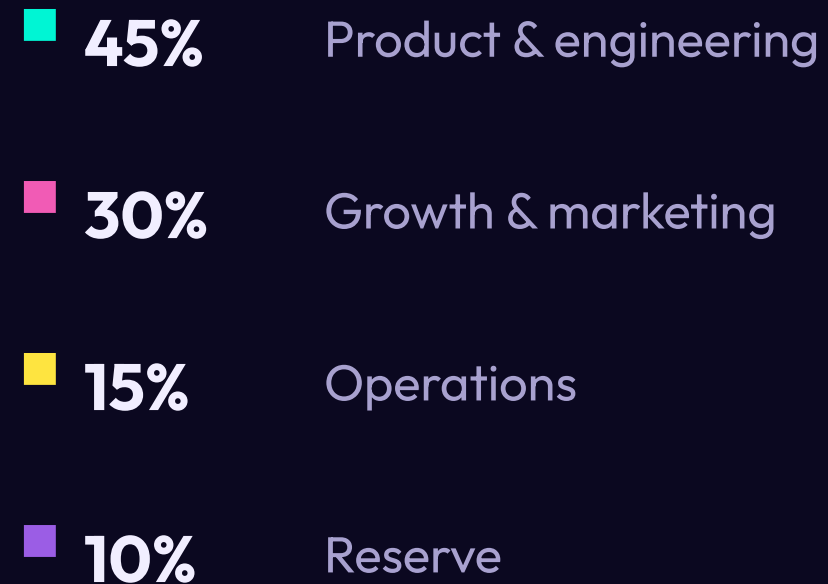
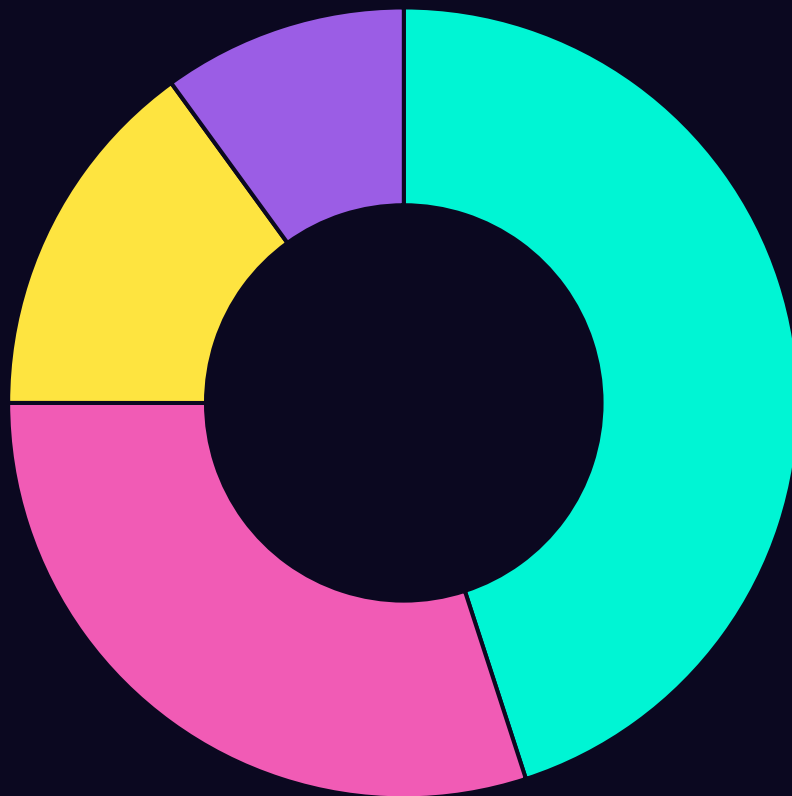
Photo

Arjun Nair

HEAD OF GROWTH

Scaled two D2C brands from zero to profitability.

18 | 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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