

911MISSING.ORG



911Missing

TECHNOLOGY DESIGNED
TO FIND THE MISSING

1

Missing People

More than half a million
Americans reported
missing annually

2

Sex Trafficking

Every year tens of
thousands of children &
adults vanish into the
illegal sex trade industry

3

Overburdened LE

Law Enforcement can't
keep up with the
overwhelming amount of
missing cases

1

Send Alert

Time is of the essence - Our app makes it easy to inform the most crucial parties

2

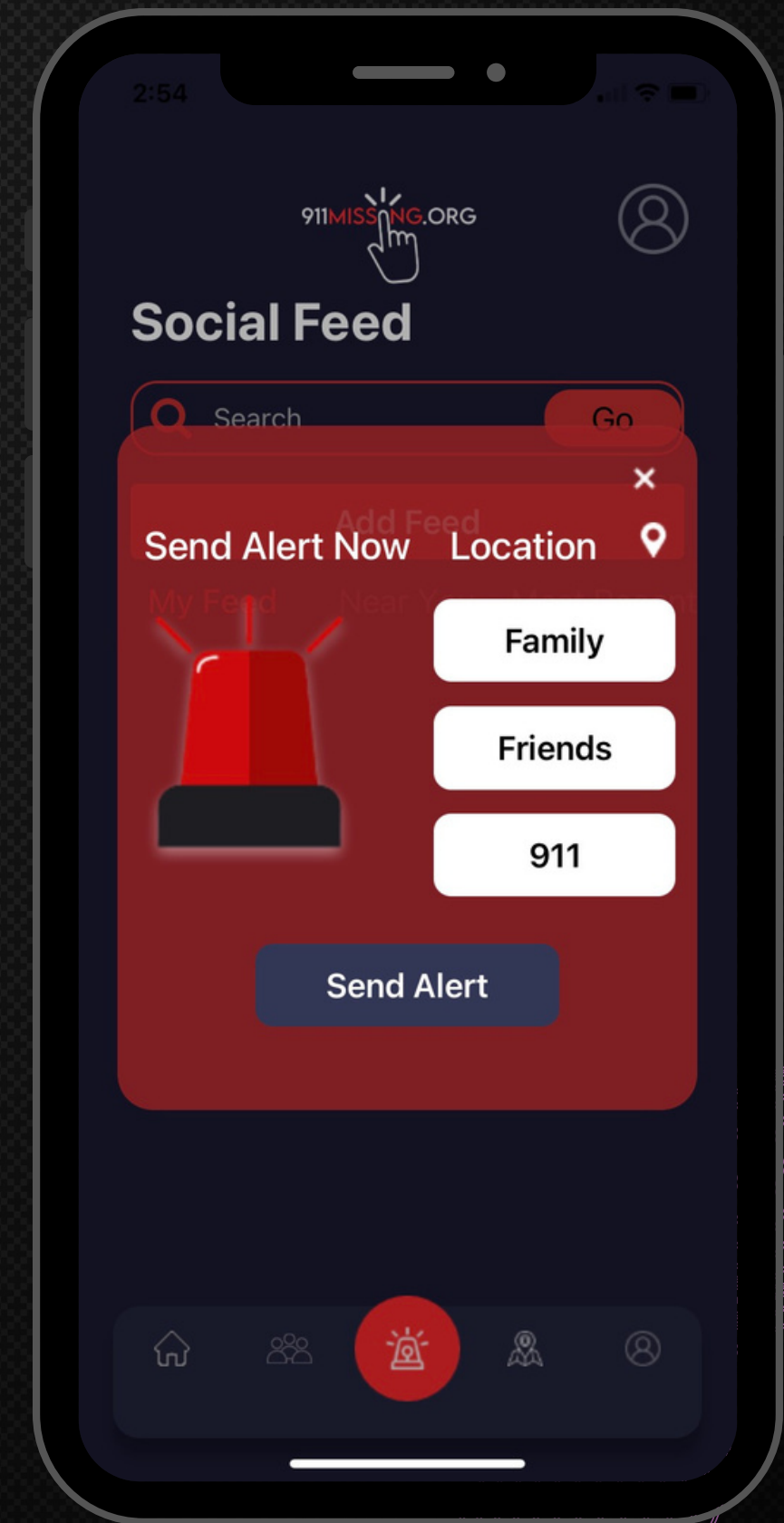
Create Search Team

Immediately inform private parties and/or the public to begin searching

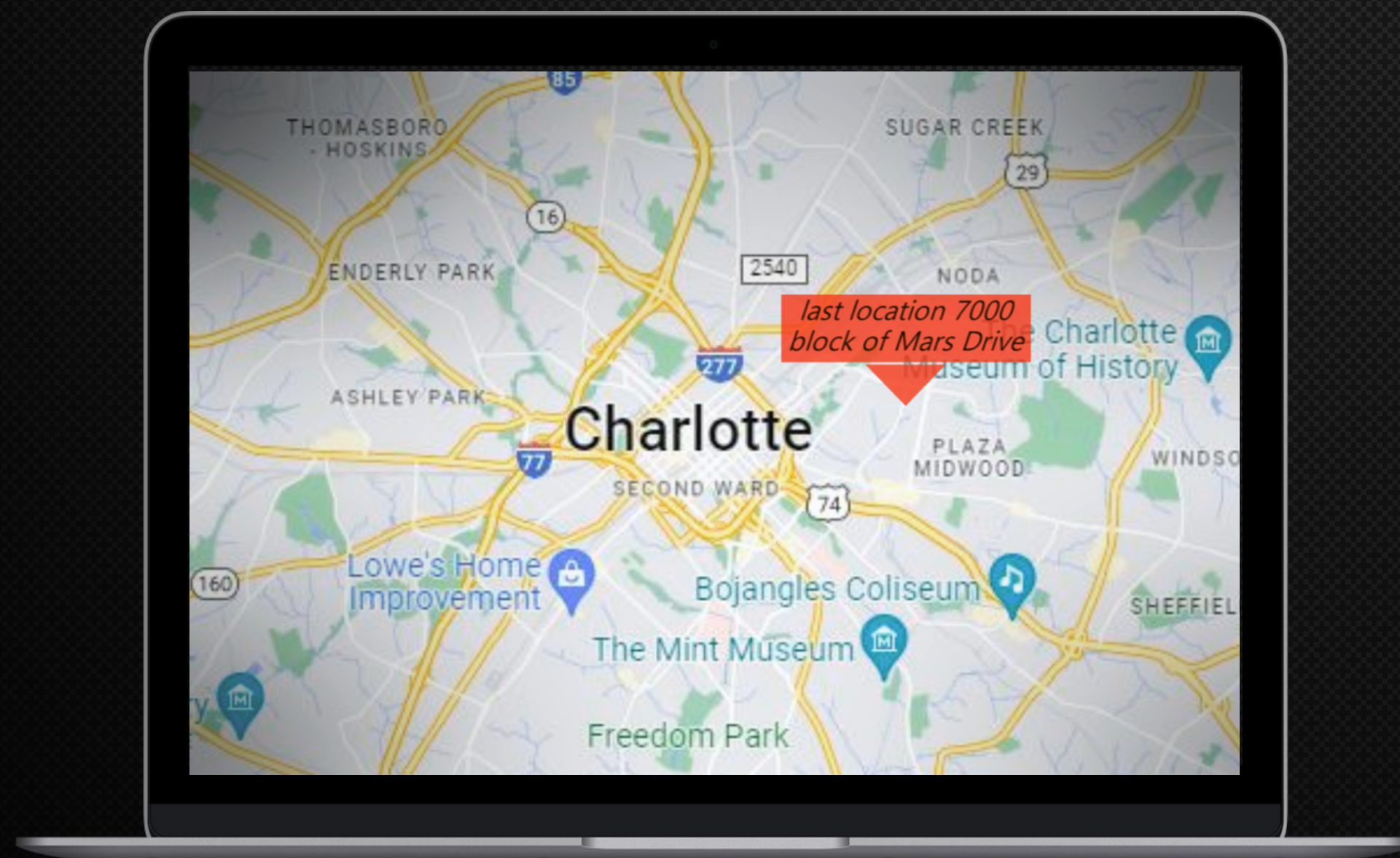
3

Involve Law Enforcement

Simultaneously inform the police so they can use their resources and make the case official



Geolocation & Geofencing



GEOLOCATION

The app utilizes advanced geolocation technology to pinpoint the exact location where the missing person was last seen.

GEOFENCING

Geofencing enables the creation of defined search areas, increasing the likelihood of a person's safe recovery.

2021, We Begin with a Simple Idea

In 1999 Meir Zino's son Boaz went missing while on leave from the military. Years of pain and searching lead Meir to an epiphony, to build an app that is dedicated 100% to missing people. An app that will send out mass alerts while creating search parties. And why not, the technology has caught up to the need so we must employ it!



CONCEPTION
2021



DEVELOP
2021



IMPLEMENT
2022

We're Here For...

Anyone who has someone they care about.



Families, Especially Parents

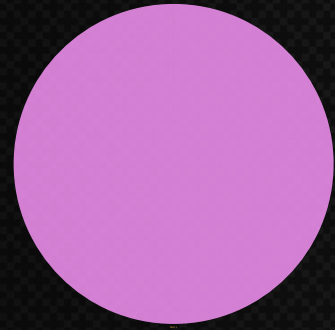
Knowing that you have a tool at your disposal to quickly respond to a missing person situation can provide peace of mind for parents and families. It offers a sense of control and preparedness in the event of an emergency.



Friends

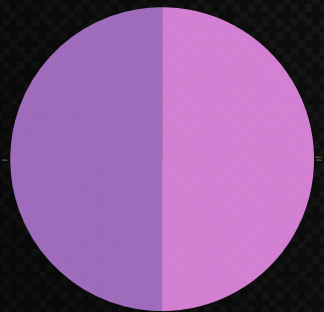
Friends can use the app to communicate and coordinate their efforts in the event of a friend's disappearance. A centralized platform for sharing information, tracking search efforts, and ensuring that everyone involved is informed and on the same page.

Let's go to Market 911Missing is a 501c3, Lean & Mean



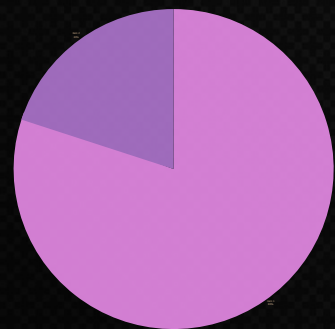
\$350 Million

Total Available Market (TAM)



\$50 Million

Serviceable Available Market (SAM)



\$12 Million

Serviceable Obtainable Market (SOM)

As a non-profit 911Missing can operate with a competitive edge and cost effectively. There is a large market for organizations that help the missing and as of yet none of them have dedicated any software or application to recover missing people, we are the first and only ones to tap into that market.

*There is potentially a multi-billion dollar TAM if we include the TRUE CRIME Genre that our cases have in the tens of thousands. Telling the stories in a multiple of venues has strong revenue stream potential.

Direct Competitors

Crowdsourced Safety Apps like SAFETIPIN, CITIZEN and NOONLIGHT (formerly SAFETREK) offer safety features and the ability to discreetly request emergency assistance. However; none of them specifically focus on missing people giving us an advantage and unique standing in this realm.

Indirect Competitors

The NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN is the largest organization dedicated to help find missing children. But they're an indirect competitor for two main reasons; first they don't have an app to locate and start searches and second, they only deal with children, leaving out almost half of all missing cases.

The Stark Advantages of 911Missing

Geolocation Geofencing

These features help users and law enforcement locate missing people more accurately.

Mass Alerts

The capability to broadcast alerts to a wide audience during an emergency is an indispensable feature.

Integrating LE

A streamlined process of reporting to Law Enforcement allows for faster and more coordinated efforts to locate missing individuals.

Unique Focus on the Missing

A clear advantage over general-purpose safety or communication apps because of our targeted features and better experience in missing person emergencies.

Competitor Approach

1

Specialized Approach

The only app offering a unique combination of geolocation, geofencing, mass alerts, and direct notification to law enforcement.

2

Singular Focus

In a critical and time-sensitive situation, this app is invaluable for families & communities to get a rapid ALERT & RESPONSE, a singular approach designed to find their missing loved one that only 911Missing offers.

3

Outreach

Website and Online presence; Social Media Promoting; SEO Techniques; Content Marketing; Community Outreach; Press Releases & Media Coverage; Partnerships; Collaborations; Advertising & Word of Mouth

Sustainability

911Missing's commitment to our mission means strategies for sustainment.

Diversified Fund Sourcing



Grant Management is the key to our financial income, 911Missing actively pursues government grants, private donations, corporate sponsorships, and foundation grants.

Strategic Partnerships



Collaboration with NPO's, law enforcement agencies, and community groups help educate the public about our mission and the importance of addressing missing persons cases.

Digital Presence



Online presence, including a user-friendly website, social media presence, and online donation platforms to reach a wider audience. Constant communication with the public to maintain trust and support.

The Team



**Rose
Cobo**

PRESIDENT



**George
Baluzy**

COO



**Suzanne
Foran**

CFO



**Alan
Artale**

TECH

Thank You

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