Safe Pass

Venture Proposal

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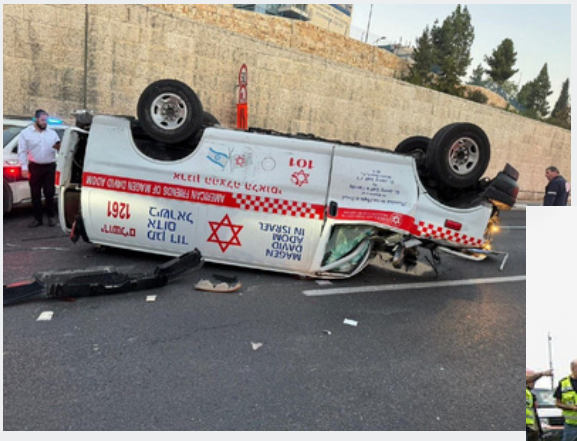
The Problem

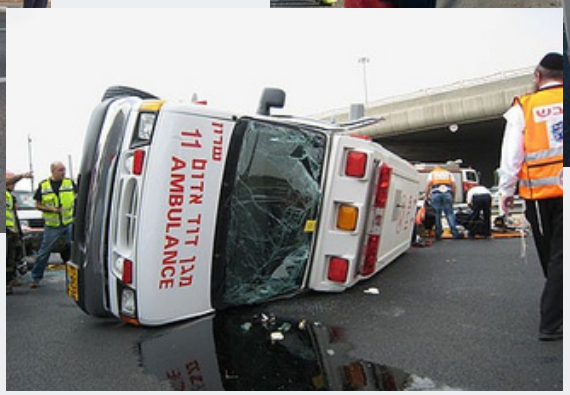
Emergency vehicles face significant delays due to urban heavy traffic. Despite advancements in evacuation logistics, traffic congestion remains a major barrier. In Israel, average ambulance response times range between **8 to 15 minutes**, even though MADA aims for a target response time of **under 8 minutes**[1].

When it comes to emergency medical situations, the ideal time for ambulance evacuation is immediately - every minute counts. For example in cardiac arrest every minute without CPR or defibrillation reduces the chance of survival by 7–10%.

In densely populated cities and during peak hours, traffic delays significantly impact emergency response times and **endangering patients' lives.**

Moreover, apart from the delays, **uncoordinated driving around emergency vehicles can also lead to accidents:**





This is a global issue affecting cities worldwide:

The Solution

Current situtation

The ambulance reaches the traffic and can't get through.

With Safe Pass solution

The ambulance will reach to cleared roads by drivers.

The Solution

Smart alert system for faster and safer ambulance evacuation:

01

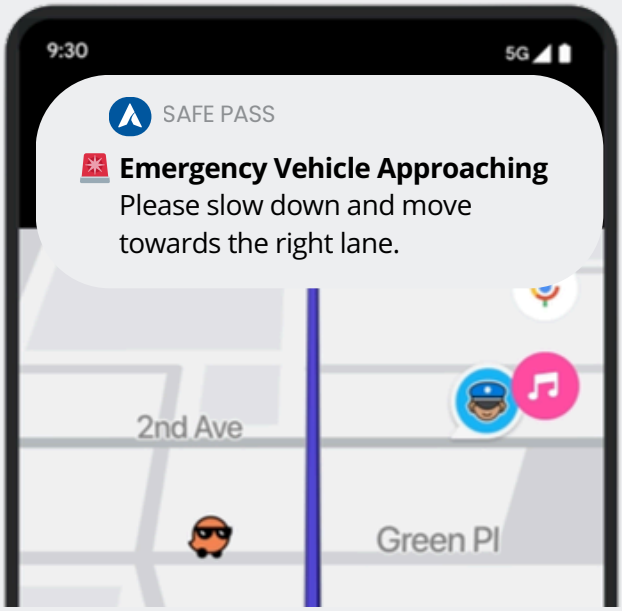
The ambulance will transmit its **real-time location** to Safe Pass system, which will map the lane it is currently using.

02

The system will notify drivers in these areas **30-90 seconds in advance**, instructing them **how** clear the way.

03

The system will **integrate with navigation apps** to notify and guide drivers on which lanes to clear.



Research in the field of emergency vehicle clearance indicates that a **20 to 30 second** advance warning **allows drivers enough time to safely clear the road** [2]

We will use APIs from navigation apps (like Waze) to identify vehicles ahead of an ambulance. Based on real-time location data, **the system alerts only those drivers who need to clear the way.**

Value Proposition

- Support emergency teams with **faster and safer evacuations.**
- Reduce evacuation times to save patients' lives and **prevent complications** or long-term consequences
- **Be pioneers in the field with the rise of the demand** for smart traffic management systems.
- Position Israel as a pioneering model for solutions to reduce emergency response times.

Market Opportunity

Estimated Market Size

$12 billion
Traffic Management Systems[3]

$750 billion
Smart Cities Market[4]

$40 billion
Global Ambulance Market[5]

Key Market Segments:

- Emergency Services
- Municipal Governments
- Navigation & Traffic Management Systems
- Insurance Companies

Global Ambulance Services Market

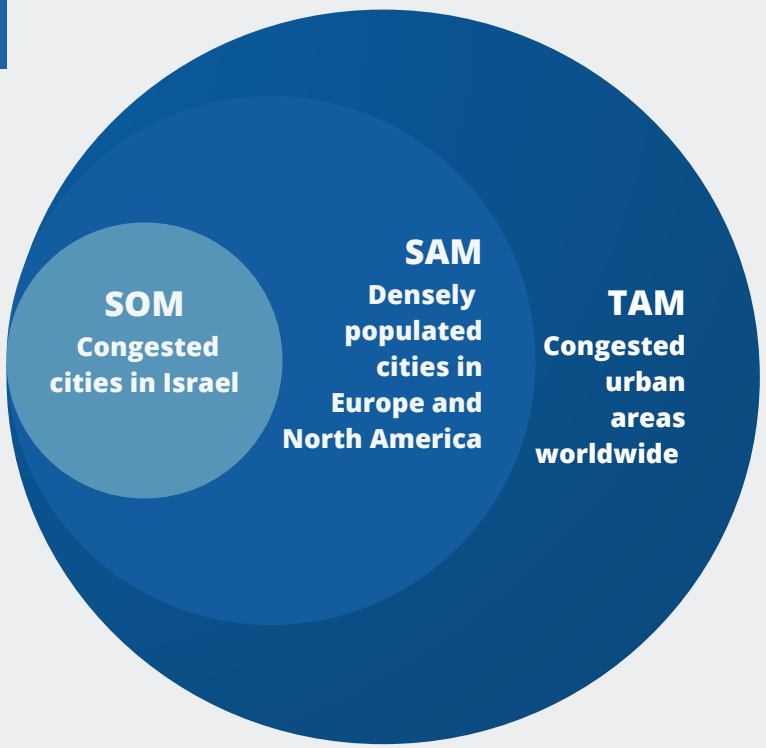
CAGR of **9.9%** from 2024 to 2030.

Global Smart Cities Market

CAGR of **25.8%**

Traffic Management Systems

CAGR of **15.2%**



Business Model

The business model can be based on one of the following:

B2G
Governments & Municipalities

Municipalities, Ministry of Transport, Ministry of Health, National Road Safety Authority

B2B
Private Sector

Private ambulance services, automotive and life insurance companies.

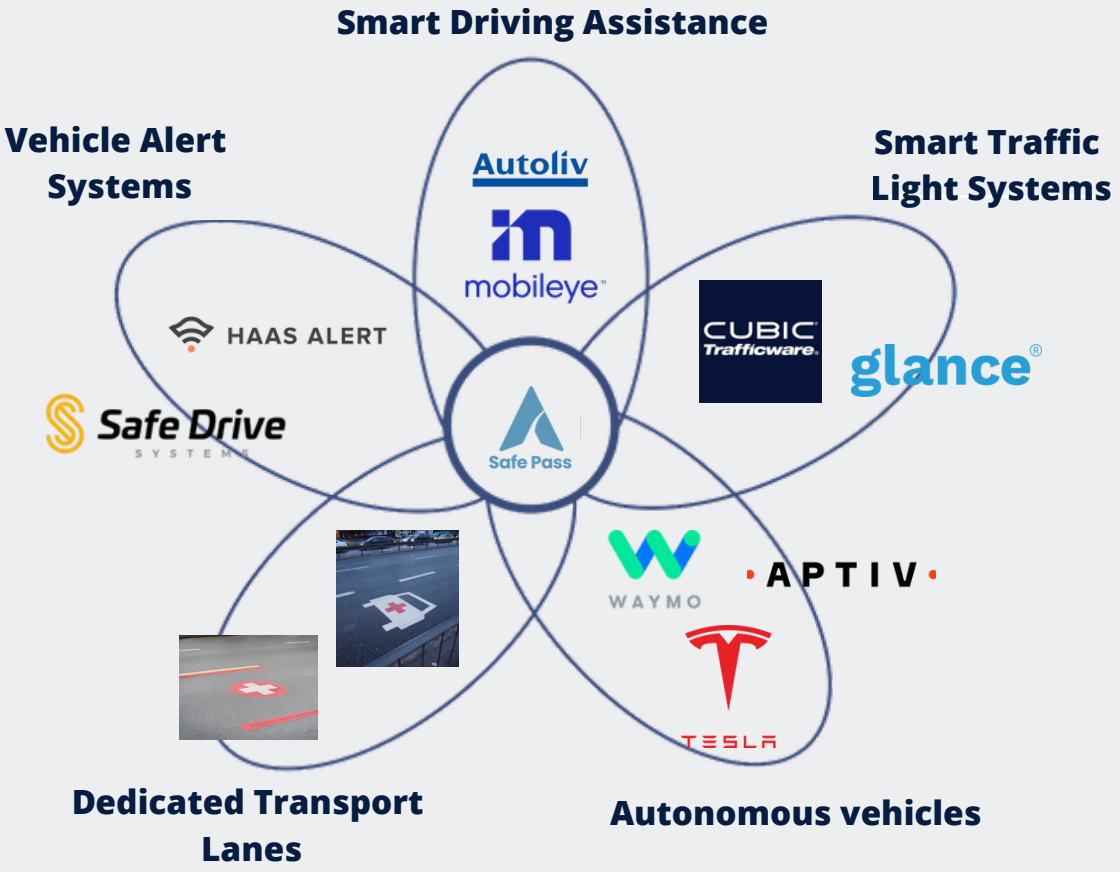
Hybrid Model

A combination of public sector support and private partnerships (MADA, insurers, ambulance operators).

The system directly benefits city residents, especially in dense cities like Jerusalem.

Reduce treatment costs, avoid legal risks, car crashes with ambulance, and improve patient treatment results.

Competitive Landscape



Safe Pass can be integrated into Smart Driving Assistance systems and Autonomous Vehicles, so they are not seen as direct competitors.

While Vehicle Alert Systems focus on sending alerts to nearby vehicles, typically through in-car notifications in new cars and physical infrastructures newly built.

Safe Pass Competitive Advantage

Safe Pass stands out by integrating with **existing traffic infrastructures** and leading navigation apps - **without requiring building new physical installations.**
Unlike competitors that develope on hardware-based alert systems.

Feasibility & Development Plan

Safe Pass is a software-based solution designed for integration with existing infrastructure. This makes the idea both technologically **feasible and highly scalable, especially as most drivers already use navigation apps[6].**

Phase 2
Pilot in 1–2 cities with full navigation integration. Monitor ambulance response times, driver behavior, and public reception.

Phase 4
Strategic Partnerships with navigation platforms.

Phase 1
Build MVP with GPS tracking, ambulance interface, and limited driver alerts via test navigation API.

Phase 3
Expand across major cities in Israel, followed by international pilots in cities with similar traffic and challenges.

Go-to-Martket

Financials

Product development: estimated $150,000
Pilot operations: estimated $80,000
Legal, cloud services, admin: $50,000
Total: ~$280,000

Revenue model

- **SaaS subscription** for cities, ambulance services, or insurers
- **One-time setup fee per client**

Risk Management & Backup Strategy

Safe Pass is designed to integrate with popular navigation platforms (such as Waze or Google Maps), **however we are prepared for scenarios where such integration is not possible** due to API restrictions or lack of cooperation.

Therefore we have developed alternative channels:

1. **Integration with different existing location-based apps that are commonly used** such as: פיקוד העורף, MADA app, Moovit, Pango, Gett
2. **Government Alerts** (in Israel Cell Broadcast)
3. **Vehicle Partnerships:** we can explore integrations with insurance companies or car manufacturers to deploy the system through hardware already installed in vehicles.

Our Vision

A future where smart cities proactively support life-saving mission.

References

[1] https://library.mevaker.gov.il/sites/DigitalLibrary/Documents/69b/2019-69b-211-Mada.pdf

[2] https://www.researchgate.net/publication/390268855_Optimizing_timing_for_emergency_vehicle_approaching_warnings

[3] https://www.grandviewresearch.com/industry-analysis/intelligent-traffic-management-system-market

[4] https://www.grandviewresearch.com/industry-analysis/smart-cities-market

[5] https://www.grandviewresearch.com/industry-analysis/ambulance-services-market

[6] https://www.carpro.com/blog/where-drivers-are-most-dependent-on-gps-systems?utm_source=chatgpt.com