



# SafeWalk

**HARNESSING COMMUNITY POWER FOR  
WOMEN TO MOVE AROUND SAFELY**

# Our Team



We are a dynamic team formed during our master's program, where our numerous group projects unveiled our exceptional synergy and shared drive for social entrepreneurship. Fueled by a desire to make a positive impact, we unite our strengths to turn our ideas into tangible actions.



**VICTORIA GENTILE**

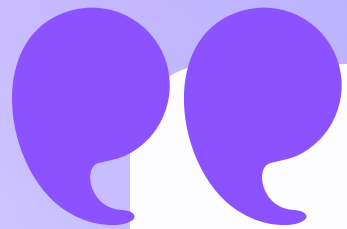


**MARIANA LEON**



**TIMOTHÉ TINGUELY**

# Women feel unsafe going home at night

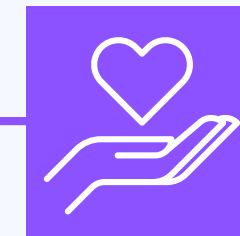
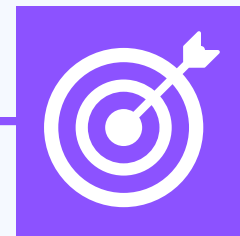
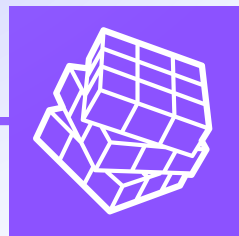


"I was at **Place de la Riponne** and needed to catch the metro at Flon. As I started walking, I heard "**Hey miss!**". I saw a **man** leaning against the wall at the street corner **heading towards me**. I turned around to take a different path. Two men at the beginning of the alley, also leaning against a wall, started moving towards me. One said "**Ey, hi.**" I started to feel **stressed**, I **ran** towards another alley. I lost my calm as I saw two men also looking at me at the corner of this alley. **Scared** and **alone** in the middle of the square, I saw a man coming back from work walking down the stairs of the Riponne metro station. I ran towards him and asked if I could stay with him because **I didn't feel safe**. He looked at me, laughed, and said "haha, are you okay, miss?". Feeling even more alone, I **called a friend** who was at a bar nearby, **asking him to come help me quickly**. He rushed down the stairs to join me. Meanwhile, **I had missed the metro**. The night ended with **three friends walking to Flon with me** and I barely caught the last metro."

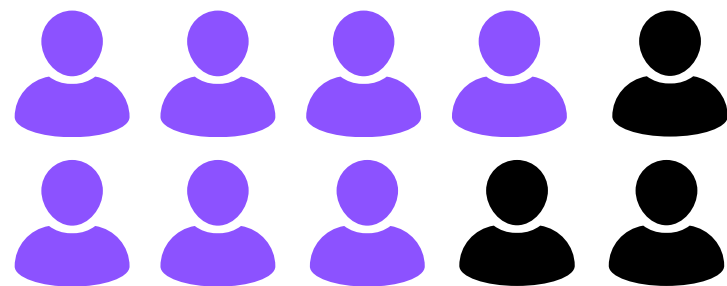
- Giulia



# Why, Who & What?

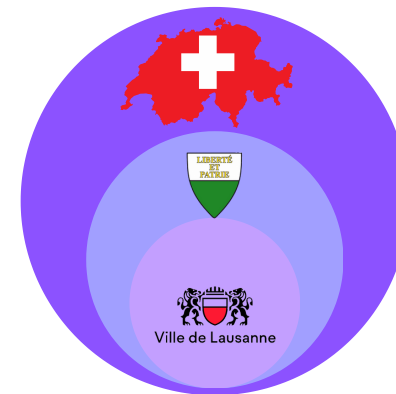


## PROBLEM



**7 out of 10 women** aged 16 to 25 experienced at least one episode of street harassment in Lausanne in the last 12 months.

## CORE TARGET



Women in Lausanne who are or feel unsafe in public spaces

## VALUE PROPOSITION

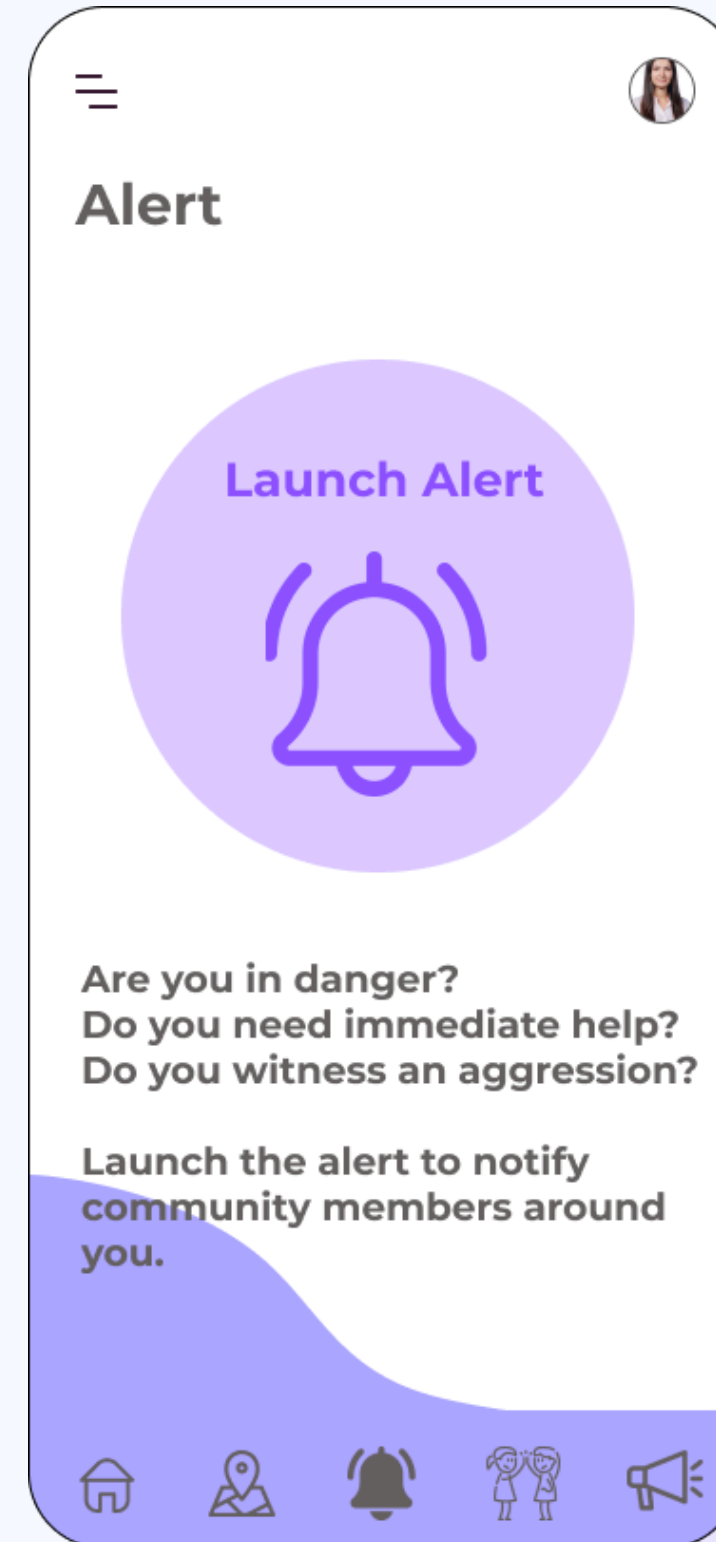
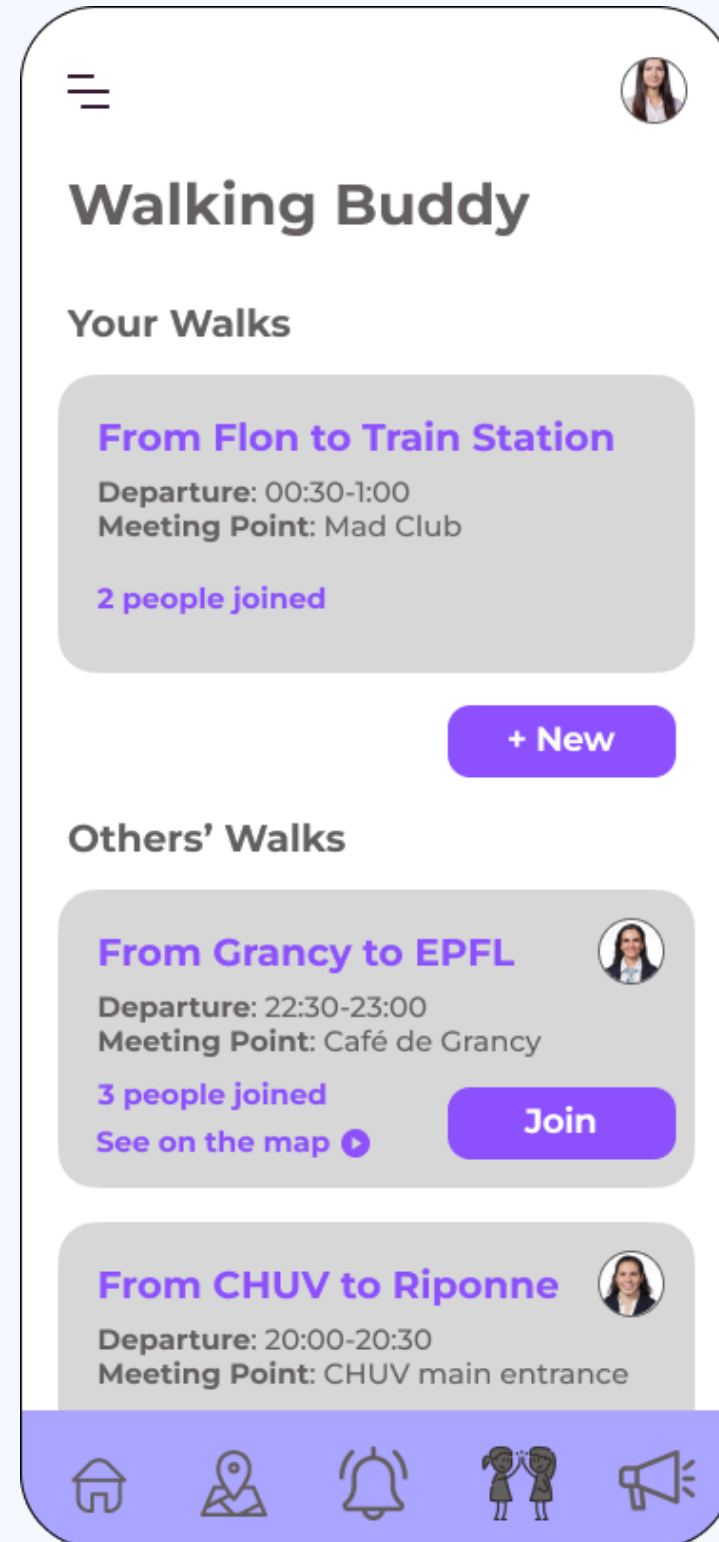
We help **women** who want to **be and feel safer when moving around** in Lausanne by empowering them through the power of **community**.

# An App Harnessing Community Power

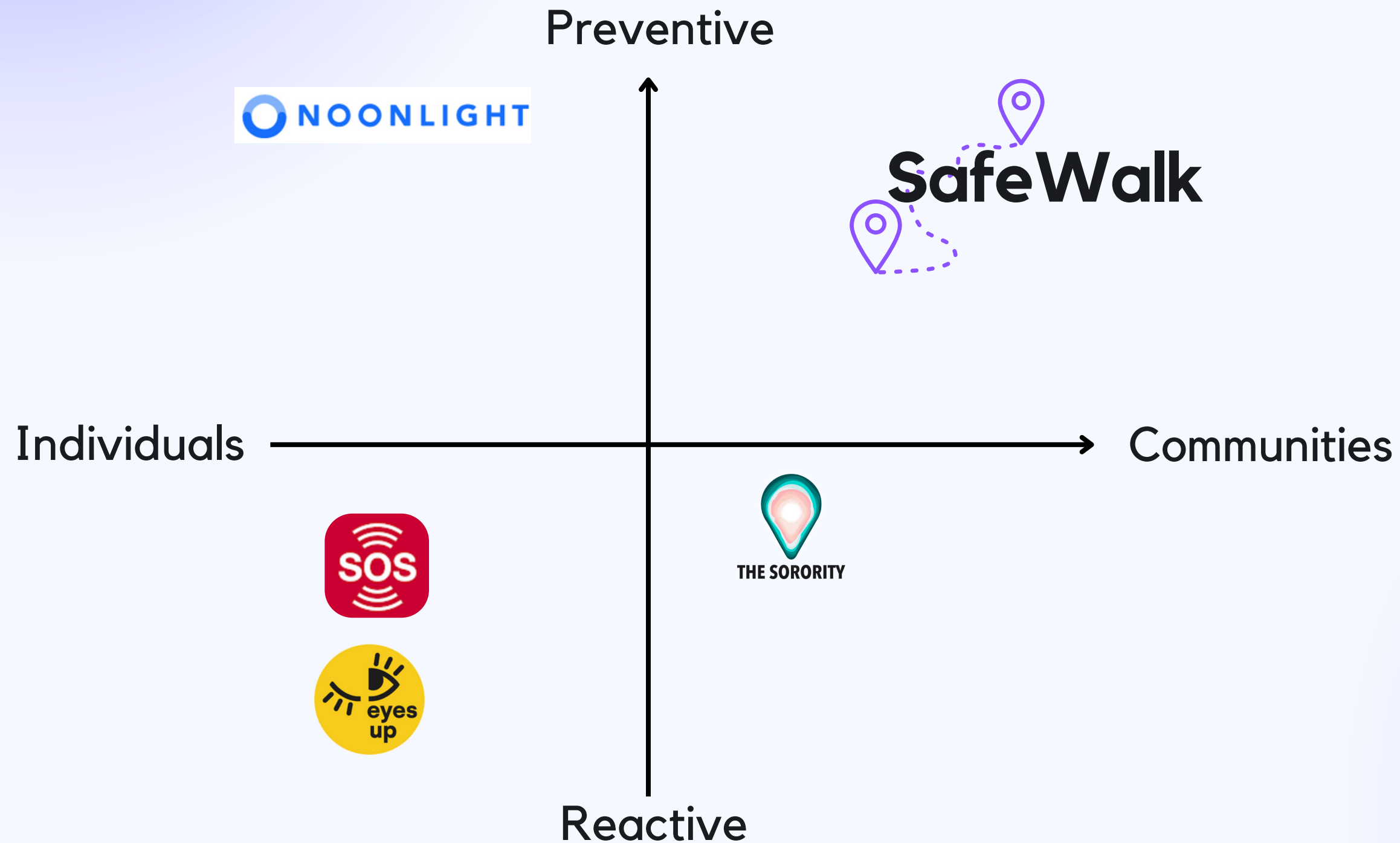
## Overview



# An App Harnessing Community Power



# Differentiation



What is important for our users?

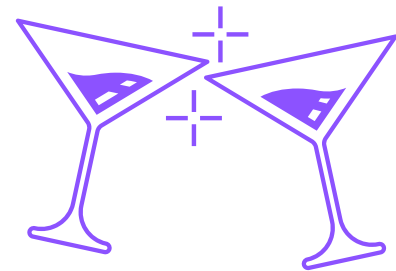
- Connection
- Routing / Mobility
- Reporting
- User Friendly
- Privacy

# Next Steps

Iterate the Solution



Start Growing a Community



Interview Stakeholders



**SafeWalk**

