



One Rescue

INNOVATION PLAN

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April 7th, 2022

TABLE OF CONTENTS

| | |
|-----------------------------------|-----------|
| I. Executive Summary..... | Page 1 |
| II. Problem..... | Pages 2-3 |
| III. Customer Segments..... | Pages 3-4 |
| IV. Unique Value Proposition..... | Pages 5-7 |
| V. Solution..... | Pages 7-8 |
| VI. Conclusion..... | Page 9 |
| VII. Bibliography..... | Page 10 |

I. Executive Summary

Problem



Drowning



Hypothermia and cold shock response



Poor visibility

Solution



EPIRB emergency feature



Conserves body heat



Visibility increases

Customer Segments

- Maritime workers: 20-to-60-year old's
- Recreational water activists: 30-to-50-year old's
- Children: 4-to-12-year old's

One Rescue will have partnerships with West Marine, Bass Pro Shops, and National Marine Suppliers, and sell our product through their stores.



Unique Value Proposition

When on the water, whether it is a small lake or the sea, there is nothing protecting people from the dangers of falling overboard. One Rescue is unlike any product in the marine industry because it uses EPIRB technology, Emergency Position Indicating Radio Beacon, in a portable, waterproof watch, as well as a neoprene lifejacket made to conserve body heat, and reflect light when visibility is poor.

Conclusion

One Rescue is multifunctional. It is a life jacket made to keep its users warm and reflect light while in the water, as well as a watch that can transmit emergency signals, while also storing its user's personal information through the app. Overall, One Rescue is an advanced product designed to ensure the safest approach for every journey on the water.

II. Problem

Picture yourself kayaking gently over the calm waters of Lake Superior. There is not a single cloud in the sky and no land in sight, all your eyes can see is the sky meeting the water on the horizon. As you continue your route back to shore, a harsh breeze rushes past you and the waves turn more aggressive. You notice the once crystal blue sky, has turned into an angry, dark gray. You begin to row faster, to reach the dock before the storm consumes you. Just when you feel that you will get to safety, a ten-foot wave tips over your kayak and you are in the chilling cold water, and panic takes over. Thousands of people each year are involved in severe accidents due to falling overboard. Whether those are maritime workers, individuals involved in recreational activities, or children.

The number one concern that is caused by falling overboard, is drowning. According to Recreational Boating Statistics from 2020, reported by the U.S. Coast Guard, 534 fatal drownings were accounted for. As studies show, over 400 drownings resulted in deaths per year from 2004 to 2020, in the United States alone. The Centers for Disease Control and Prevention (CDC) states that drowning is the third leading cause of unintentional injury death worldwide. In addition to this, around 236,000 lives are taken annually, with water-related accidents.



Another problem is being immersed in extremely cold water. Hypothermia and cold shock response are just two examples of the effects of lying-in freezing water, from temperatures of 60°F to 70°F. Hypothermia is the condition an individual is in when their body temperature is much lower than normal. Cold shock response is a series of cardiorespiratory reflexes your body undergoes when your body is suddenly immersed in exceedingly cold water. Both of these conditions can lead to a stop in blood flow, increased heart rate, and in some cases heart failure or even death. The immersion in cold water is immensely dangerous and one of the most common causes of fatal accidents in water.

The last problem involved with falling overboard is the poor visibility of that individual. Depending on the weather or time of day, visibility plays a key role in rescue missions. According to Air Med & Rescue, nighttime increases the risk during helicopter missions. Not only is the darkness an issue, but so is fog. In 2016, it took around four hours to locate a swimmer stuck at sea, due to the poor visibility the fog created, according to ABC News. Based on this information, visibility is a significant element during rescue missions.

III. Customer Segments

One Rescue's primary target market is maritime workers, ranging from the ages of 20 to 60. Maritime workers may include anyone who works on-board a vessel, for example, captains, stewards, and fishermen. Our secondary target market is boaters or people

who enjoy recreational activities on the water. For this specific target market, we are aiming at both men and women between the ages of 30 to 50. Our tertiary target market is children ages 4 to 12. At this age level, children are at a high risk of getting into an accident when on the water.

Based on this information, One Rescue will also be creating partnerships with West Marine, Bass Pro Shops, and National Marine Suppliers to reach our target customers.

Our first partnership is with West Marine, and our goal is to market and sell One Rescue through their 247 retail stores across North America. We chose this specific corporation because we want our product to go directly to our target markets. West Marine is one of the most popular retail stores in the country that sells marine-related equipment, such as modern technologies, scuba gear, and more. One Rescue's second partnership is with Bass Pro Shops. The reason we decided to create a partnership with this particular business is because Bass Pro Shops is the leading merchant for recreational water activities. They sell everything from canoes and kayaks to boat parts and accessories. With Bass Pro Shops on our side, we believe that One Rescue will be distributed in the right direction of our customers. Our third partnership is National Marine Suppliers. National Marine Suppliers is extremely popular in the marine industry. This company provides more than the average maritime products. Due to this, they undoubtedly have regular and loyal customers which can massively support One Rescue with more recognition.

IV. Unique Value Proposition

Most people do not consider the life-risking possibilities that could potentially happen to them when on or in close proximity to water until it is your life that is threatened and put in danger. One Rescue is a package that includes One Watch, One Vest, and an app that is free to download on your smartphone. One Rescue can be purchased in our partnered stores and online. When buying online, customers will have the option to customize the color and sizing of the watchband, as well as select their size for One Vest. While instore, One Rescue will be available for purchase in standard sizes and colors. Not only will One Rescue contact first responders, but it will also provide your personal health information and data on your surroundings. Whether it is because you are a witness to an accident or the victim yourself, One Rescue will help save your life and the lives of others.

One Watch



One Watch is a waterproof silicon watch equipped with enhanced features for your health and safety. One Watch includes your heart rate, body temperature, time and date, a reflective surface, and an SOS button that will contact first responders, using EPIRB technology, depending on your location.

One Rescue

EPIRB stands for Emergency Position Indicating Radio Beacon. This cutting-edge technology is a device that can pinpoint its user's exact location anywhere on Earth. The signal EPIRBs emit are transmitted to satellites, then passes on to the control center, and finally to first responders.



SOS signal



Satellite picks up signal



Control center



Search & rescue is
dispatched

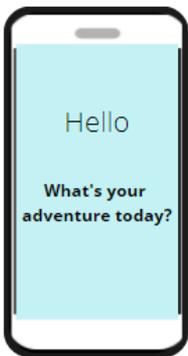
To activate this feature on One Watch, the user will click the button on the rim of the watch three times and hold it down for five seconds on the third click. The watch screen will flash red when activated, which will grab the attention of the user if accidentally triggered. To deactivate, the operator will have five seconds to double click the button. When purchasing One Rescue online, you will be given a selection of colors to choose from. As well as this, customers will have the option of selecting an adult or children's band size.

One Vest

One Vest is a life jacket made out of neoprene; a durable material made to conserve body heat. The vest is a solid bright orange color that includes polyester reflective fabric on the shoulders. The color of the jacket will improve visibility for first responders during the daytime and the reflective fabric is intended to significantly enhance success rates during nighttime rescues. This is because when light is shone on a reflective surface, the light is able to bounce back in that direction. One Vest will include a zipper, a permanently attached whistle, and two adjustable buckles.



One Rescue App



After One Rescue is first purchased by the customer, the individual will download the free One Rescue app, on their smartphone. Once downloaded, the customer will create their account and synchronize or manually insert their personal health information, from their phone. Before your activity when you open the app, you will be given a selection of suggested activities, for example, pool, beach, river, open water, and more. After you have selected one of these, the watch will include the attributes you would need for that specific activity. Parents can also create and manage an account, under their own, for their child's One Watch.

One Rescue Sticker

Along with every purchase, we also include a One Rescue logo sticker, at no additional charge. These stickers could be placed on boats, paddleboards, kayaks, et cetera. By doing this, it will promote our product to other potential customers at an inexpensive cost of advertising.



V. Solution

By utilizing EPIRB technology, One Rescue has the ability to alert first responders and send them your precise location. This advanced feature allows our customers to receive help during life-threatening situations, such as falling overboard and drowning.

Additionally, One Rescue will prevent its users from experiencing hypothermia and cold shock response, two extremely dangerous medical conditions. One Rescue will do this by using One Vest, a durable life jacket made from a material called neoprene. This special material is made to be worn in freezing water and its purpose is to conserve body heat. One Rescue will also increase visibility during nighttime rescue missions, and when visibility is poor due to the weather or fog. Our product will do this in two ways. The first way is through the reflective material on One Vest and by the reflective screen on One Watch. When hit by a source of light, these features will reflect the light back, and increase rescue mission success rates.

Our primary goal is to support individuals who are constantly by the water while avoiding the dangers and consequences of falling into it. One Rescue's mission is to not just resolve one problem, but hopefully help prevent a numerous number of challenges that people may encounter on the ocean, rivers, lakes, or at the beach and pool.

Costs

One Rescue is pitched to our partnered stores for \$150. In addition, the price to manufacture our product costs an estimated total of \$33. Based on this data, we can assume that we would be making 78% in profit, or in other words, \$117 per sale.

| Product | Price | Cost to Manufacture | Profit |
|---------------|-----------------|---------------------|-----------------|
| One Watch | \$100.00 | \$18.00 | \$82.00 |
| One Vest | \$50.00 | \$15.00 | \$35.00 |
| Total: | \$150.00 | \$33.00 | \$117.00 |

VI. Conclusion

The purpose of One Rescue is not only to protect its users from the potential risks of falling overboard, but also from drowning, hyperthermia and cold-shock response, and not being visible to first responders. One Rescue is a product that will be exceptionally useful in life-threatening situations, as well as containing personal and standard information. Our objective is to reduce the number of fatalities caused by accidents on or surrounding the water. The advantages of One Rescue include having access to sending a signal to first responders,



the ability to check the data displayed on One Watch, owning a life jacket that conserves body heat, and becoming more visible to rescuers during the night, fog, or other weather conditions by using One Watch's reflective surface and the reflective material on One Vest.

In addition to this, parents or guardians with young children are able to manage their child's One Watch settings, providing them with the assurance that their kin are protected. Overall, One Rescue customers will be provided with all-around protection when working on the water or for recreational activity. By marketing our product with West Marine, Bass Pro Shops, and National Marine Suppliers, One Rescue will be driven towards the right direction of our target customers. Not only will One Rescue significantly reduce the numbers of fatalities on or surrounding the water, but also provide individuals with a sense of security that they would not receive without One Rescue.

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