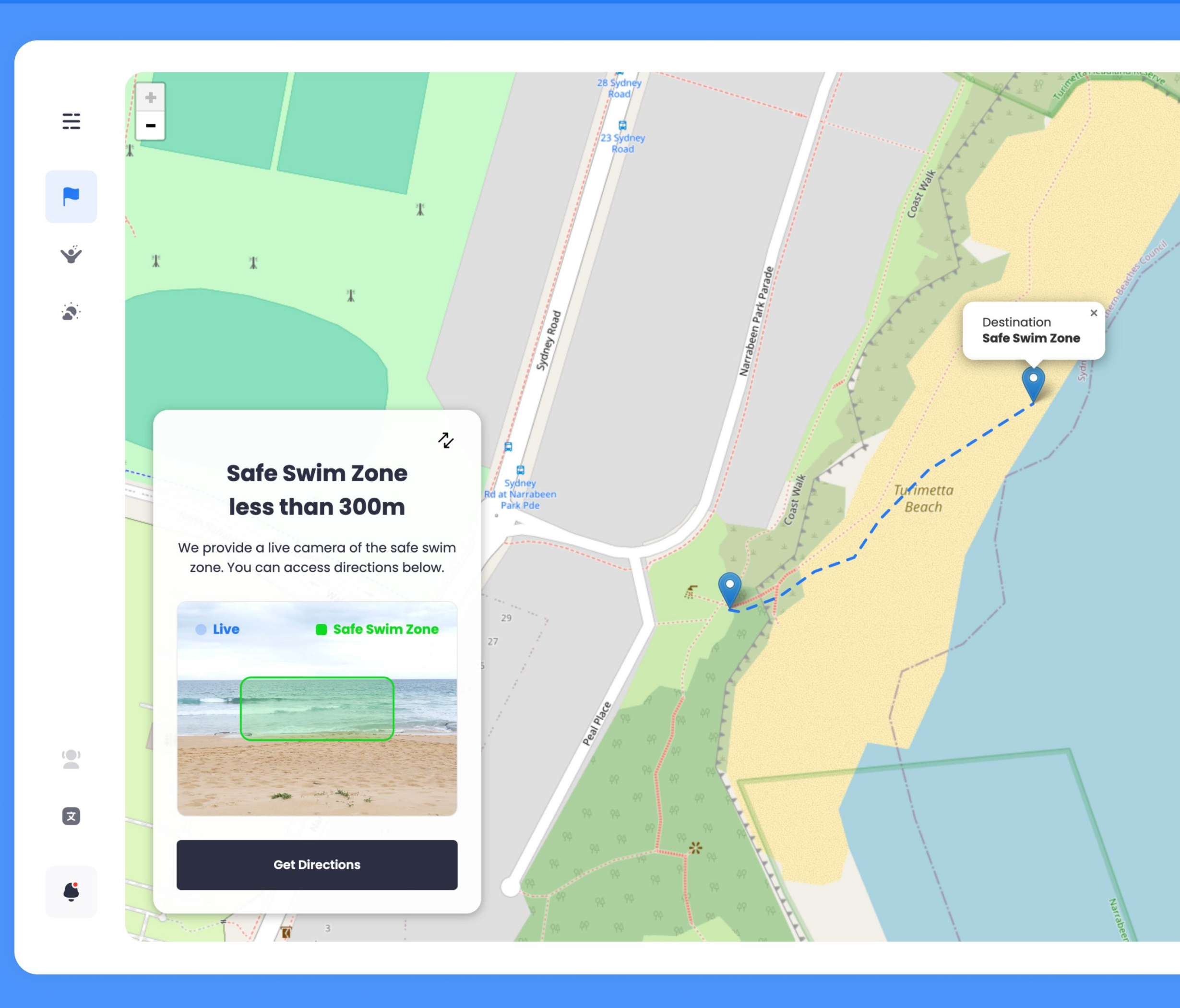


RipWise

Patrolling the Unpatrolled.

Isak, Isaac & Matt

DEOC3200 | Pitch Deck



1 IN 2

Swimming deaths on Aussie beaches involve a **rip current**



Our Mission

Is to prevent **rip-related drownings** on unpatrolled Aussie beaches by providing real-time navigation to the safest swimming spots



96%

**Of Aussie beaches are unpatrolled.
That's more than 11,200 beaches.**

- Goal 1: Keep People Safe

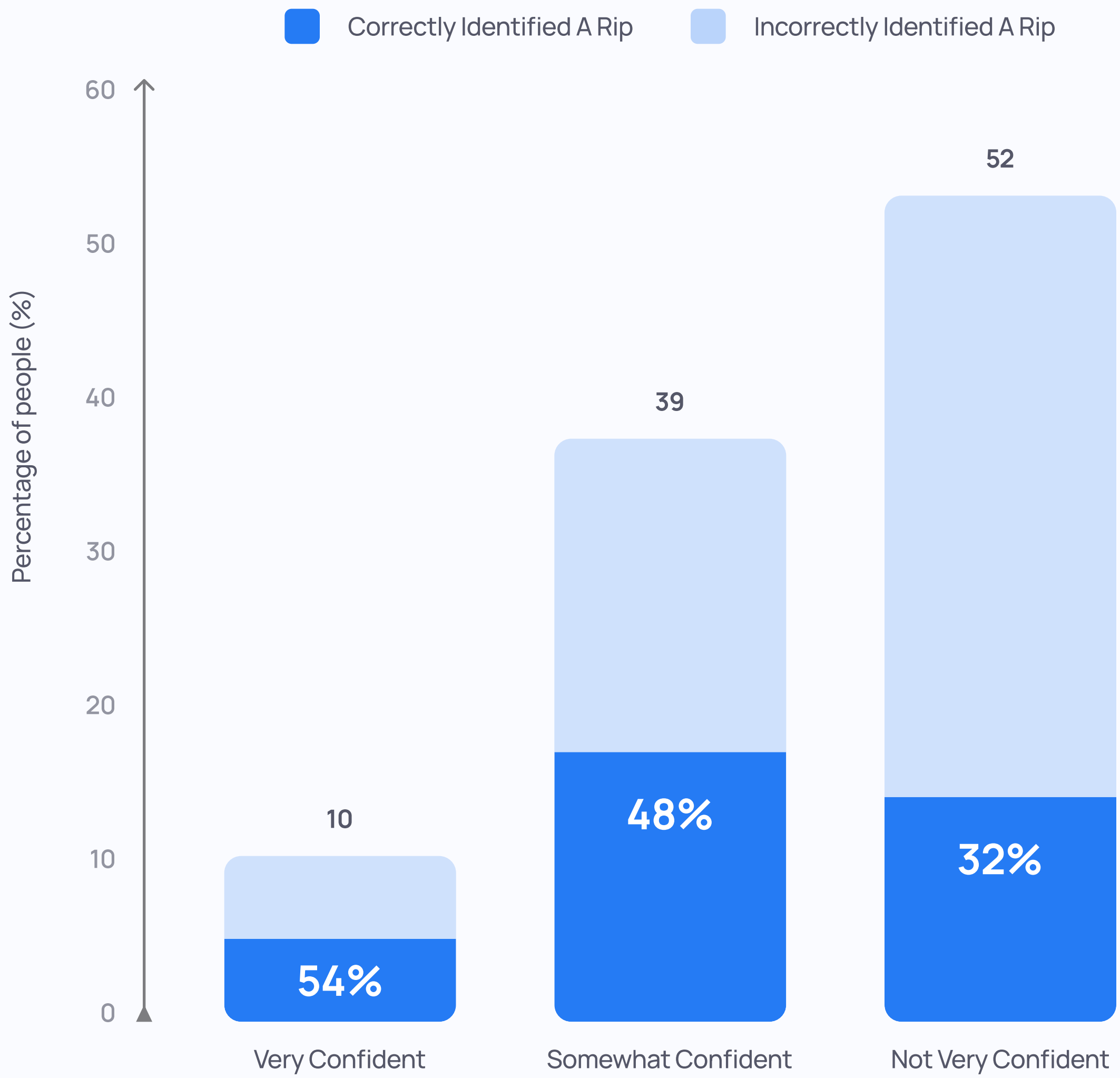




How confident are beachgoers in identifying rip currents?

- Goal 2: Rip Education

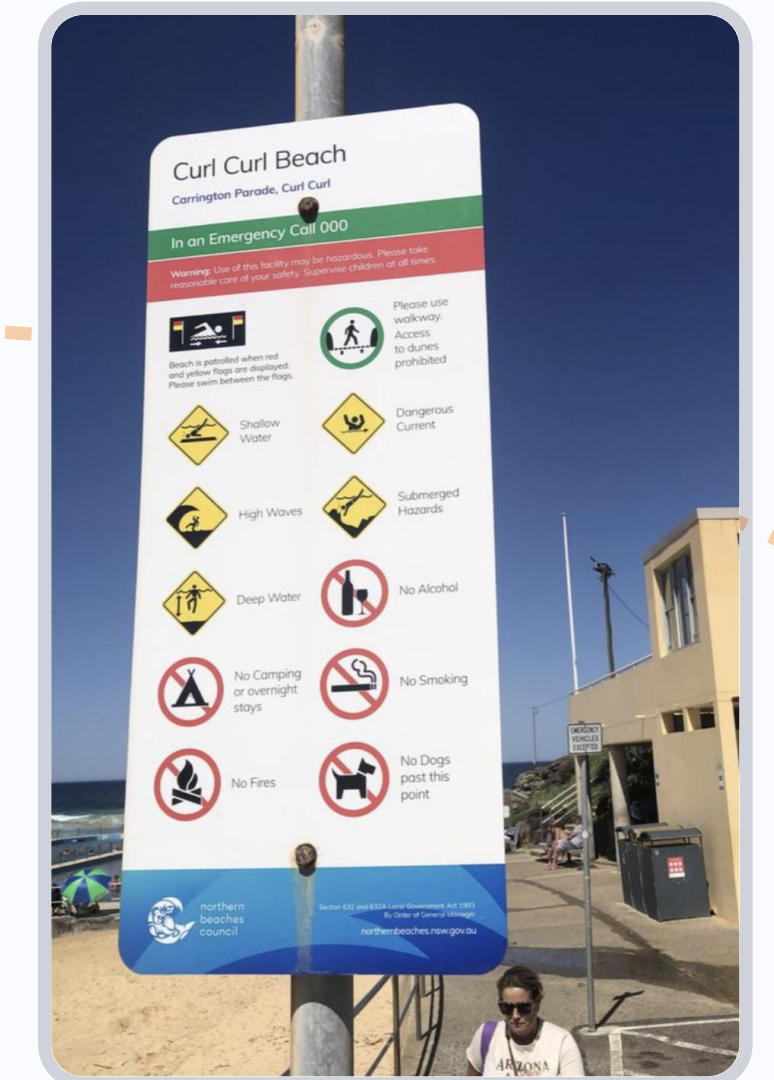
Surf Life Saving Australia Survey



Current beach safety signage does not address:

- What a rip is
- How to spot a rip
- How to escape a rip

- Goal 2: Rip Education

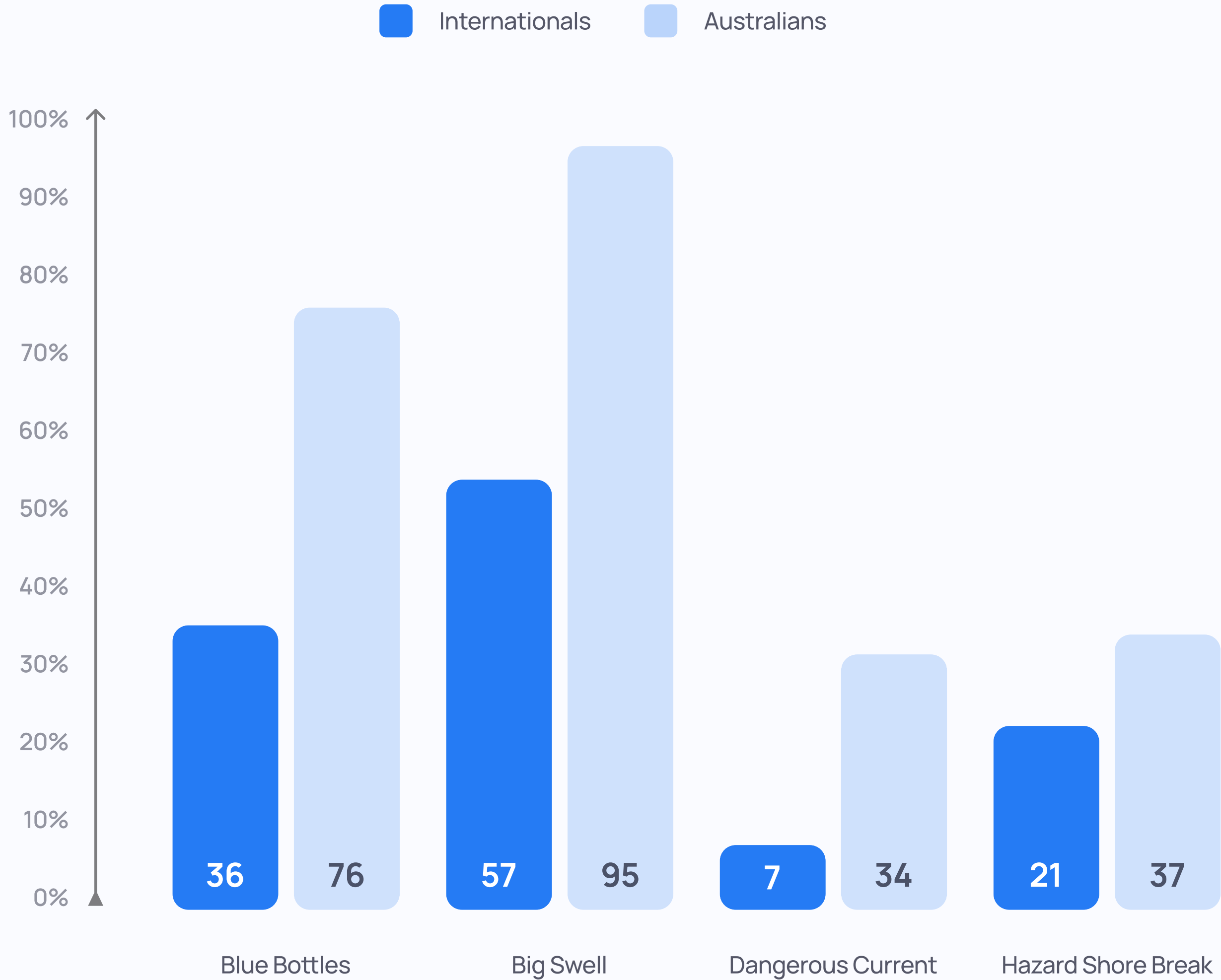




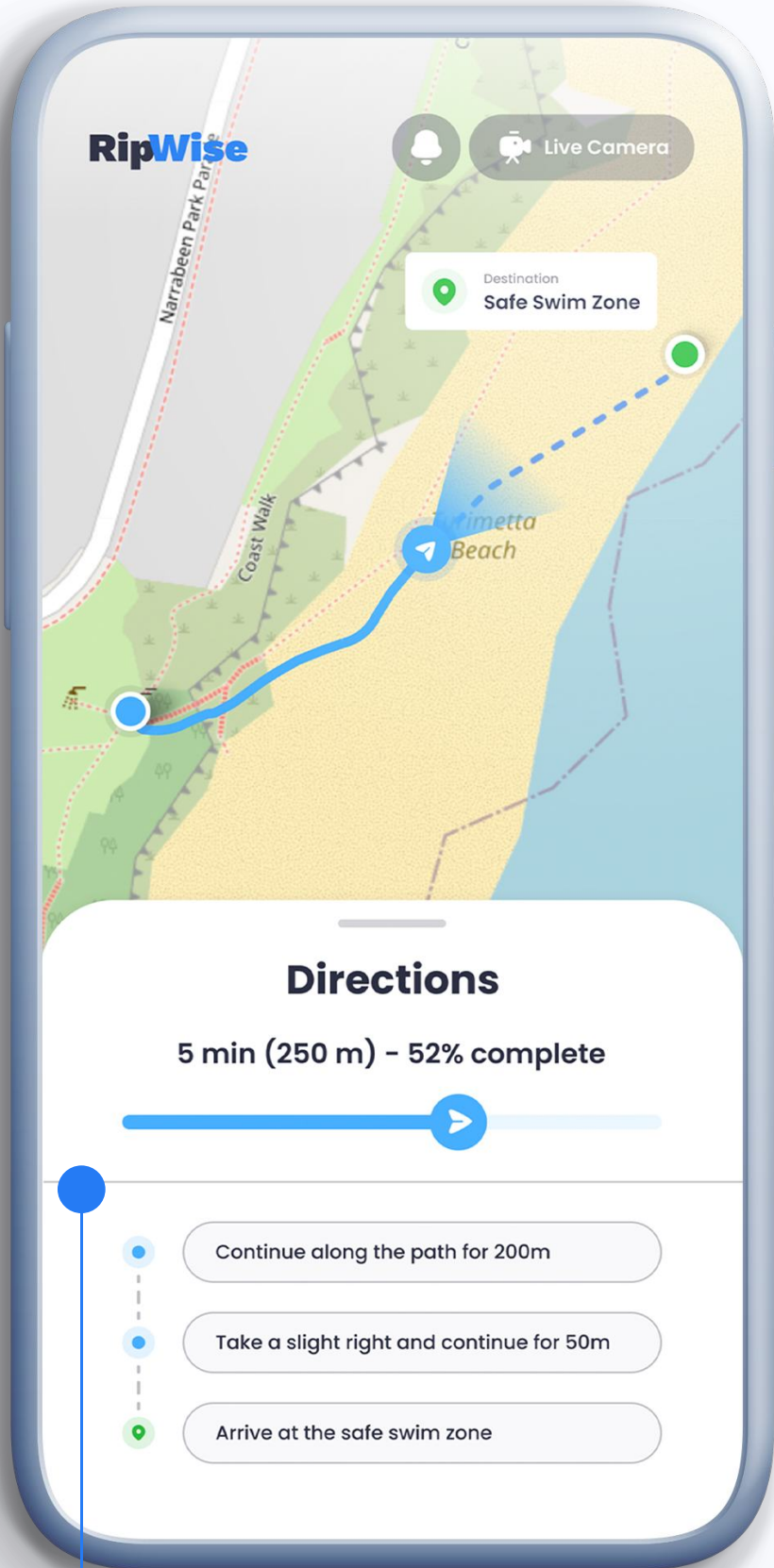
Current Safety Information is Unengaging

- Goal 3: Difficulty Engaging Beachgoers

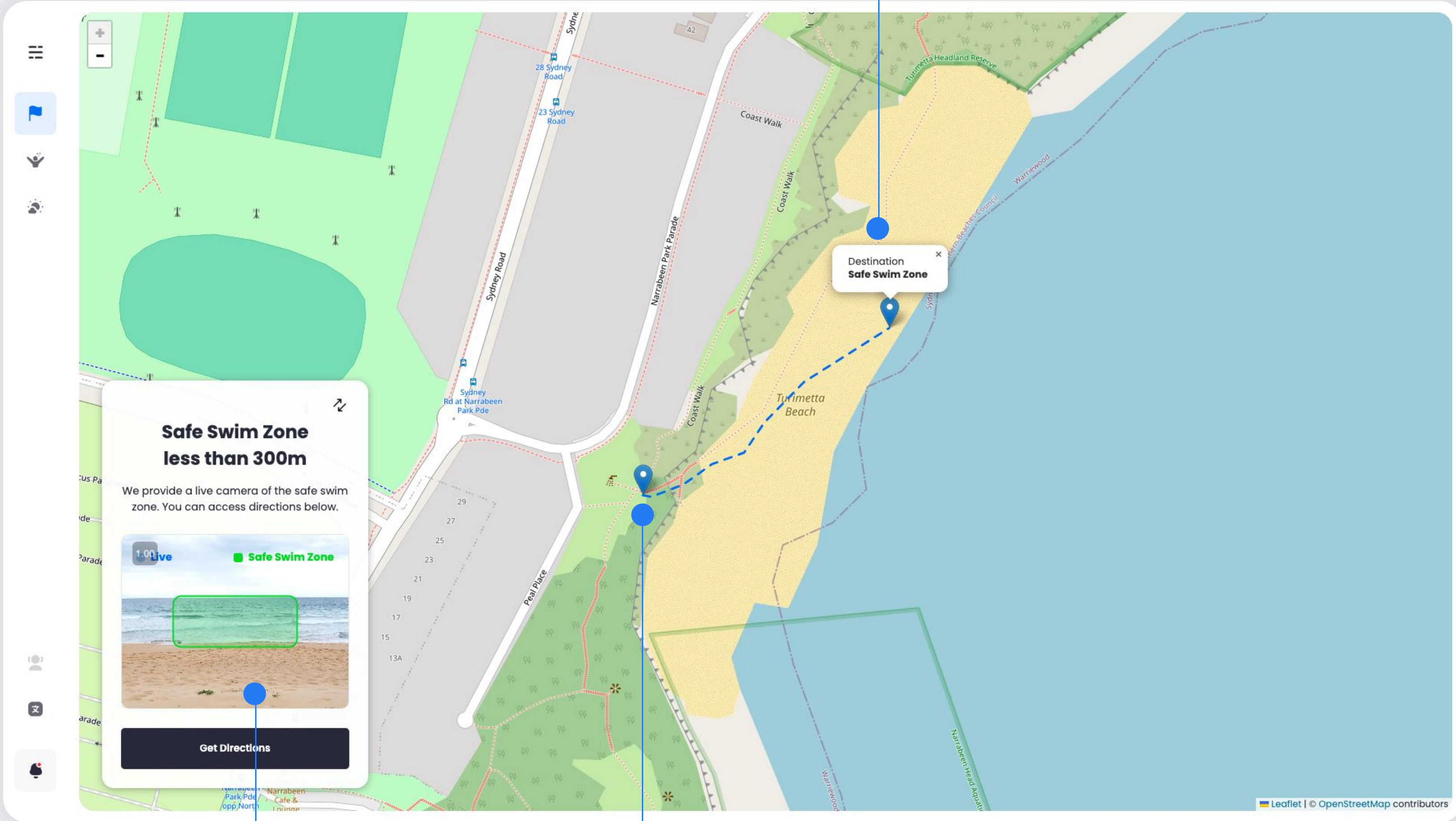
Percentage of people who correctly understood ... sign



Safe Swim Zone



Real-Time Navigation



Live Camera Feed

RipWise Kiosk

Available in multiple languages

Language Options

We offer several languages to ensure that our content is easily accessible.

- English
- Italiano
- Français
- Türkçe

Save Changes

Key Rip Information

Rip Currents

What Is A Rip?

- A rip is a very strong and narrow current that flows out to the sea.
- It usually has darker patches of water with no breaking waves.
- Rip currents can reach speeds faster than olympic swimmers

How Can I Spot A Rip?

Credit: SLS Australia (2016)

Escape A Rip

- Step 1**
Don't panic, stay calm!
- Step 2**
Swim across the rip
- Step 3**
Swim back to the sand
- DO NOT**
Do not swim against the direction of the rip current

How To Escape

Informative Video



RipWise Demo



Primary

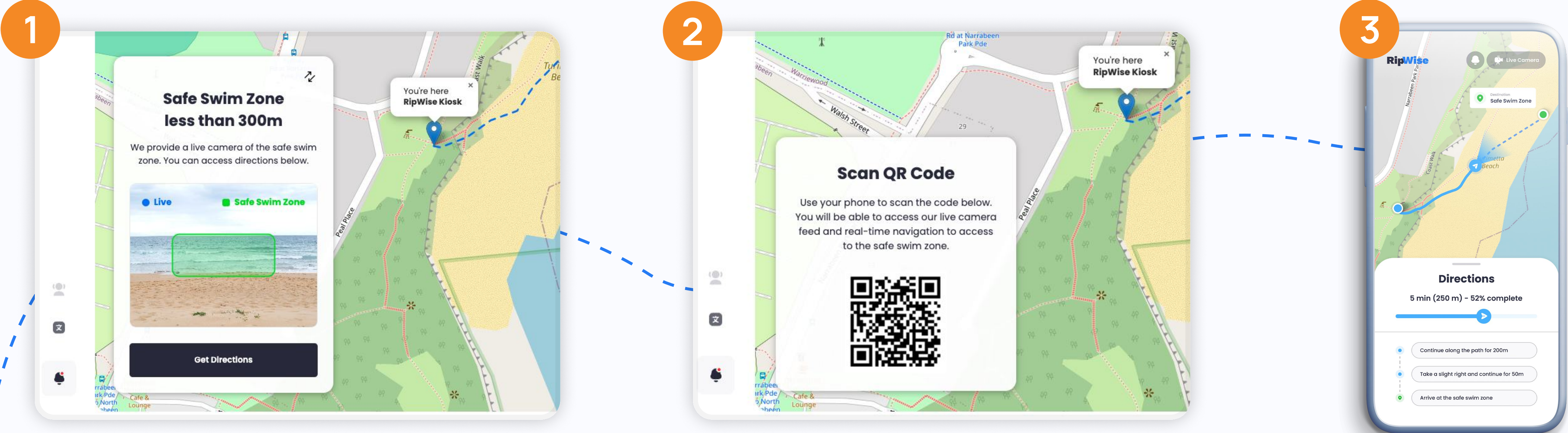
Australians with basic beach safety knowledge, who **lack confidence in swimming** at unpatrolled beaches.



Secondary

People from non-coastal regions or **diverse cultural backgrounds** with little beach safety knowledge

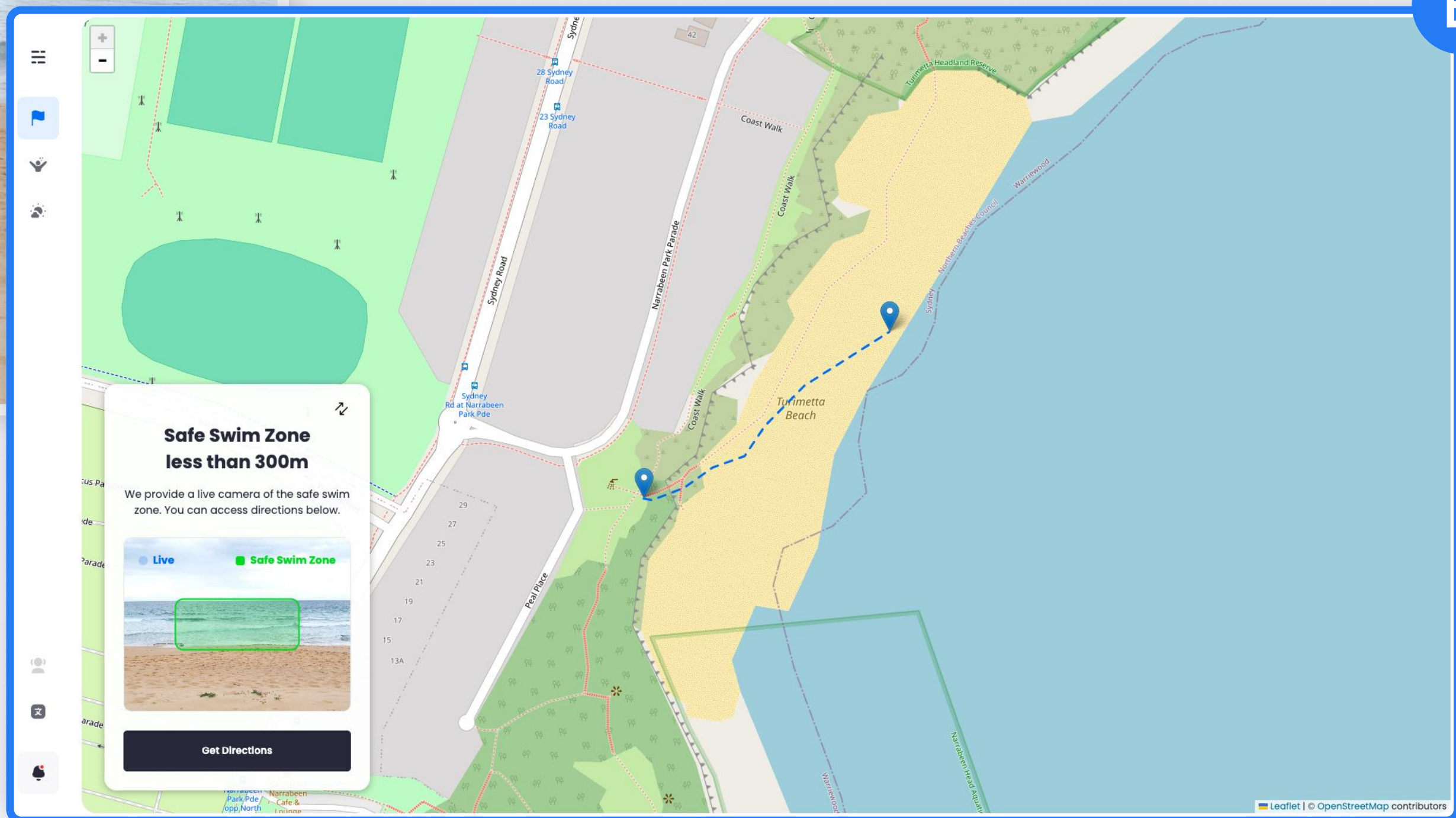
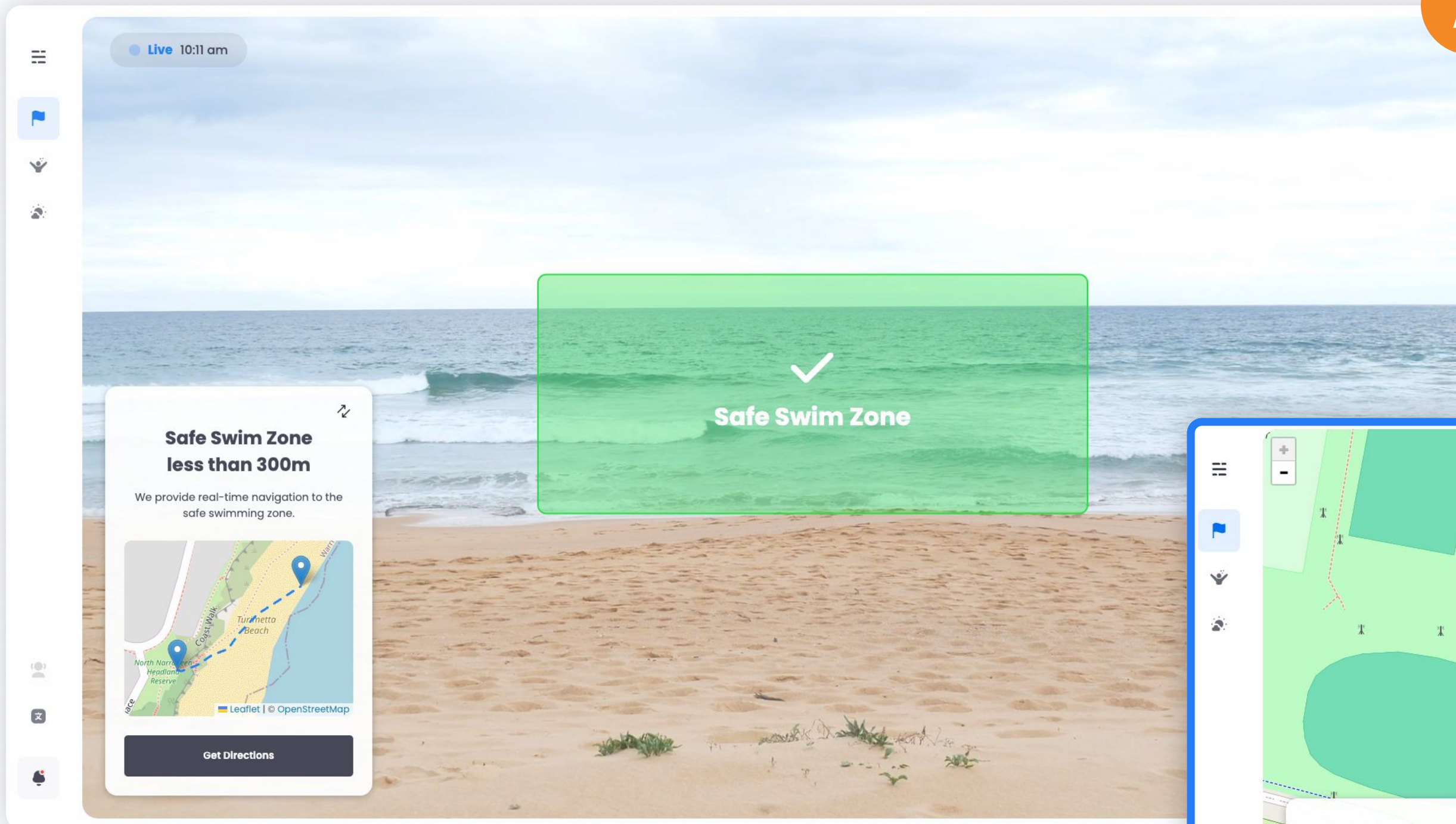
Navigate To Safe Zone



A

A/B Testing

B



100% of people tested found screen B communicated our main purpose more effectively

Language Options

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Save Changes

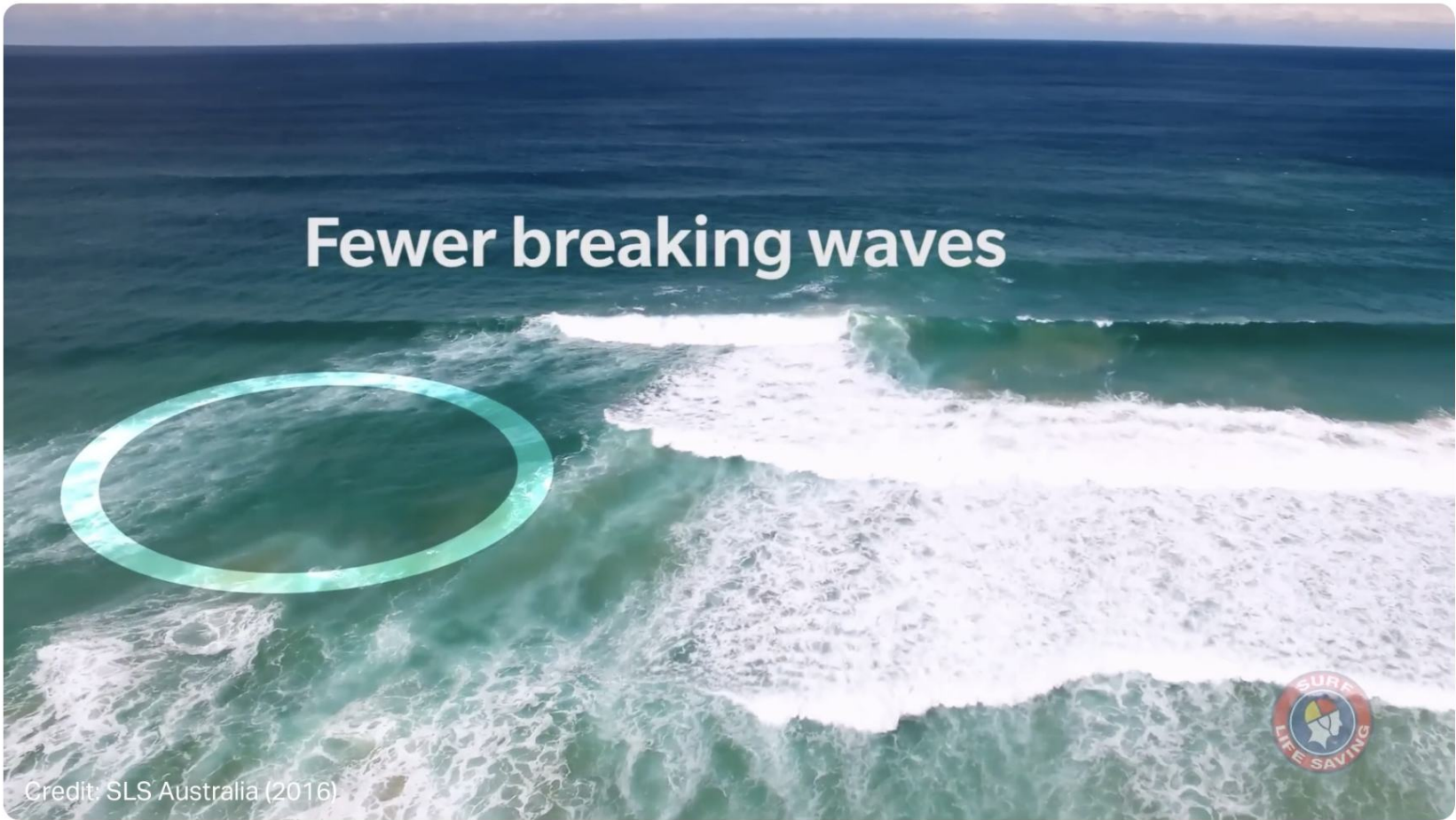
Rip Currents

Qu'est-ce qu'un courant d'arrachement?

Un courant d'arrachement est un courant très fort et étroit qui se dirige vers la mer.

Il a généralement des zones d'eau plus sombres sans vagues déferlantes.

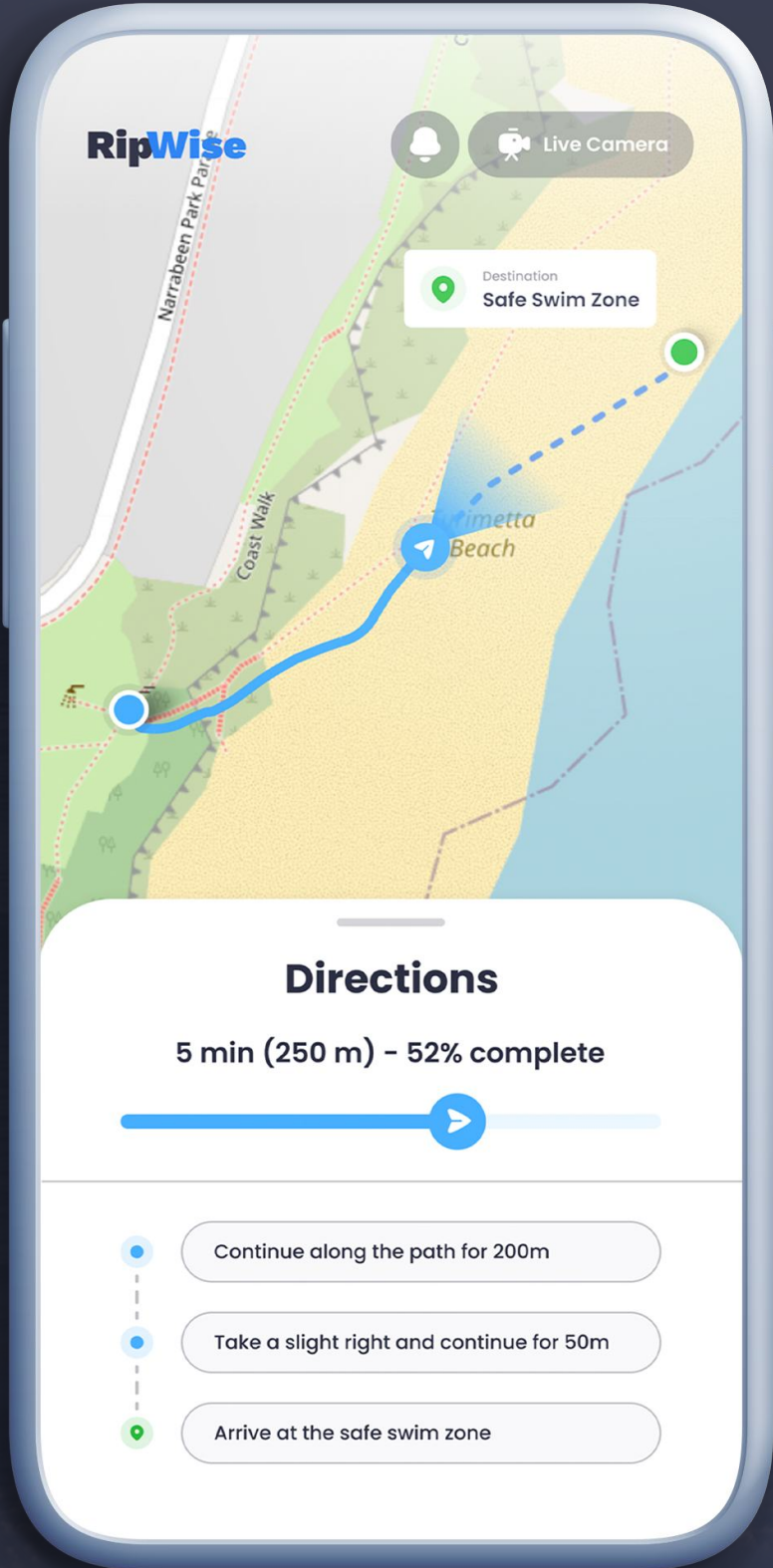
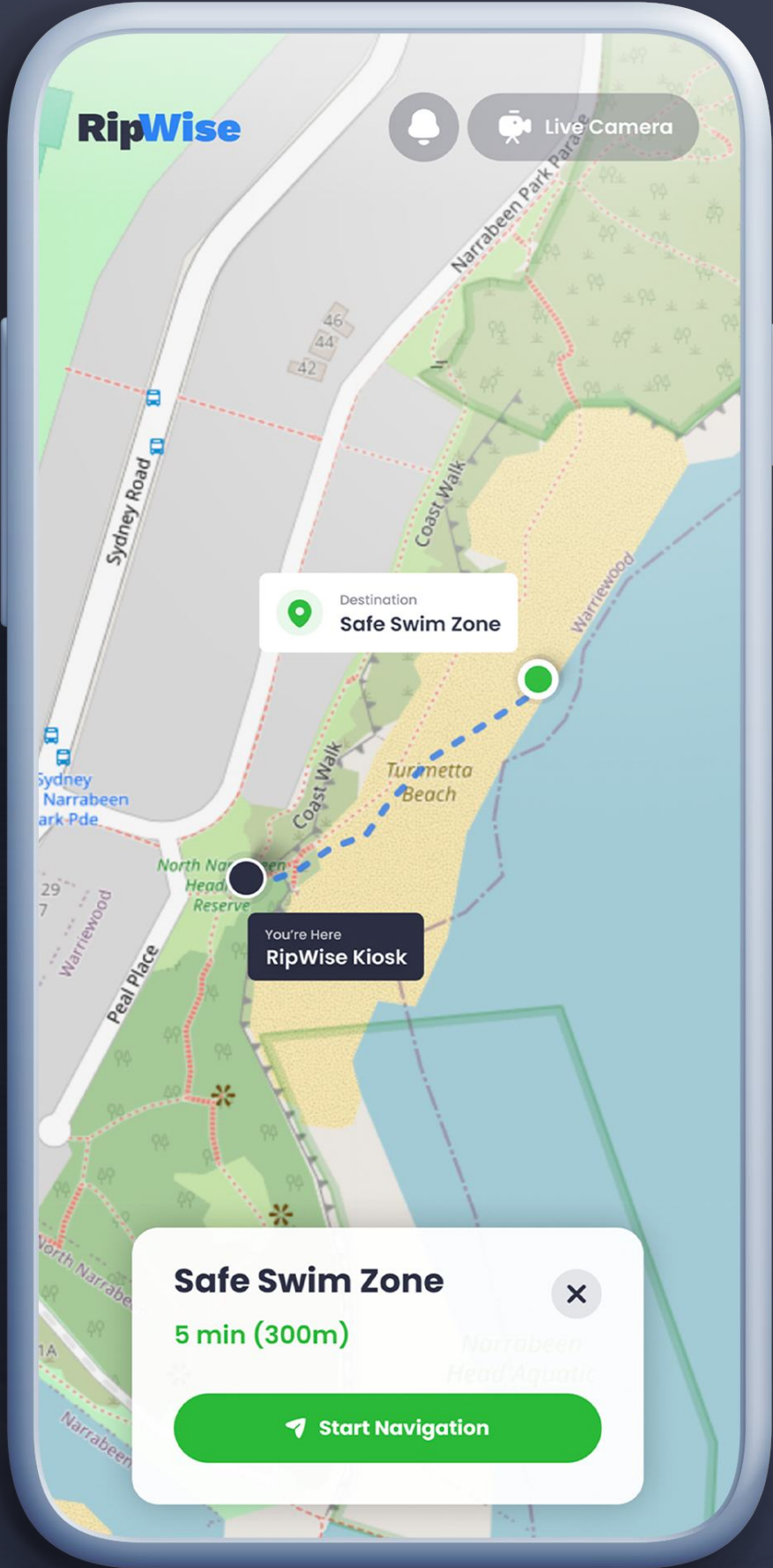
Les courants d'arrachement peuvent atteindre des vitesses plus rapides que les nageurs olympiques.



Fewer breaking waves

Échapper à un courant

- Étape 1**
Ne paniquez pas, restez calme!
- Étape 2**
Nagez à travers le courant.
- Étape 3**
Nagez vers la plage.
- NE PAS**
Ne nagez pas contre la direction du courant.



RipWise

Patrolling the Unpatrolled.

Call Billy Grove – 0406 779 020

Try It Today, It's Free – www.ripwise.netlify.app