



"SAFE TRACK WAY"
Safety with Accountability
(Trust Safety Everywhere)



VERITRUFIDE ACCURA PRIVATE LIMITED



Safe Track Way™: A New Standard for Public Safety and Accountability



Veritrufide Accura: The Game-Changing Startup for Public Safety

"With Safe Track Way™, Veritrufide Accura Private Limited isn't just launching a product; we're building a movement. We are **The Game-Changing Startup** poised to redefine safety and accountability for millions across India."

Revolutionizing India's Unorganized Service Sector through
Patented Verification & Real-time Tracking.

THE UNIVERSAL SAFETY SOLUTION

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CRITICAL SAFETY CHALLENGES IN RESIDENTIAL SETTING – OFFLINE SECTOR

Sector 1



Home Maintenance:

A family hires an electrician/plumber etc.. who enters their home. Without verification, they have no way to confirm his credentials or ensure accountability.

Sector 2



Home Services OR Child Safety:

Parents hire a Maid/nanny through a neighborhood reference, with no system to verify identity or maintain a safety record of the interaction.

Sector 3



Elder Care:

An elderly person requiring regular medical attendants has no centralized system to verify the rotating personnel entering their home.

Sector 4



Transportation/Driver Services:

A passenger hires an auto-rickshaw or taxi directly off the street (an offline ride), with no readily available system to verify the driver's identity or create an accountable record of their journey.

The Safety Crisis in Indian Transportation – Offline Rides

80K+

Crimes Reported

Involving cabs and auto-rickshaws annually **(80% Offline)**

70%

Women Feel Unsafe

During daily commute and travel

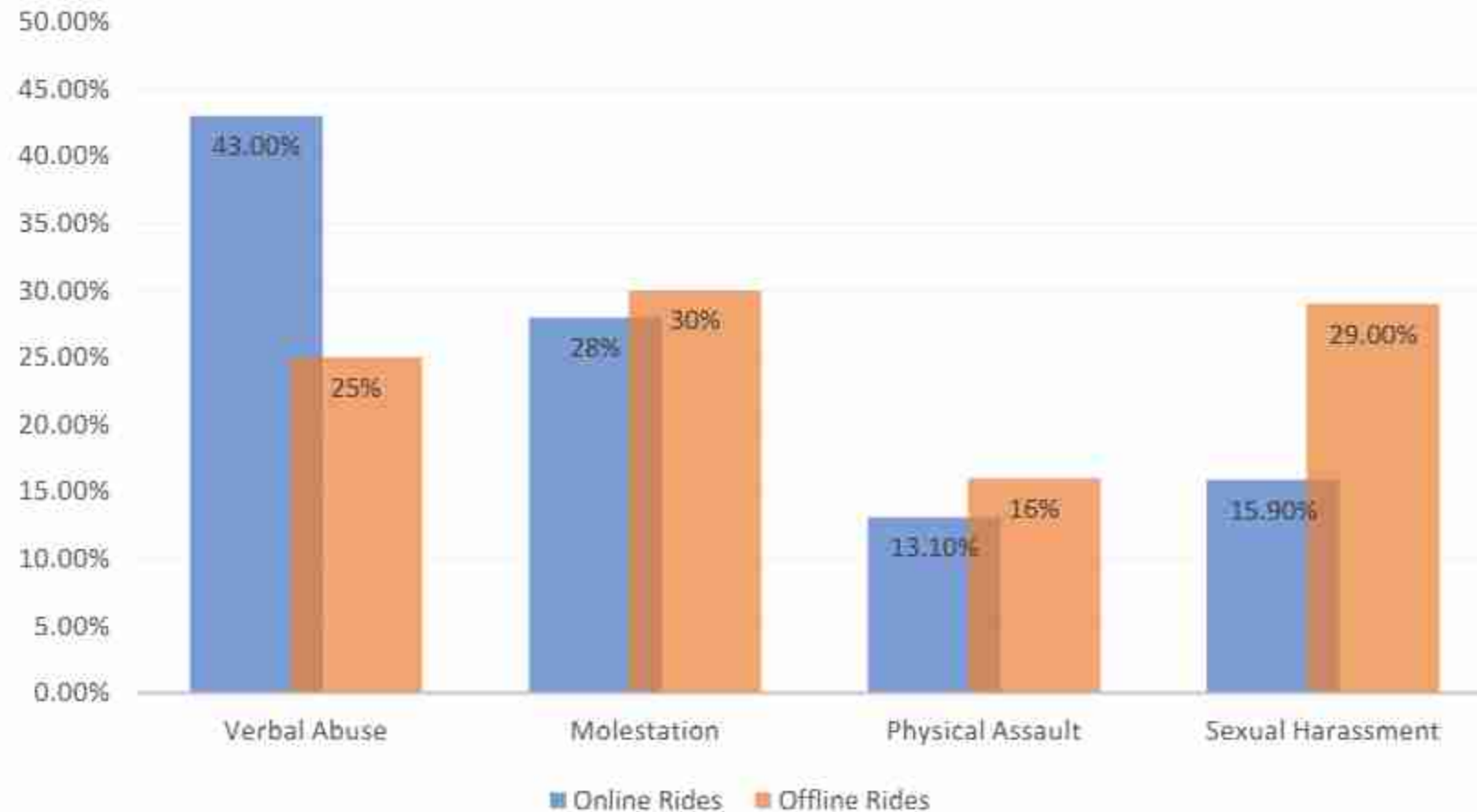
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Real-time Verification

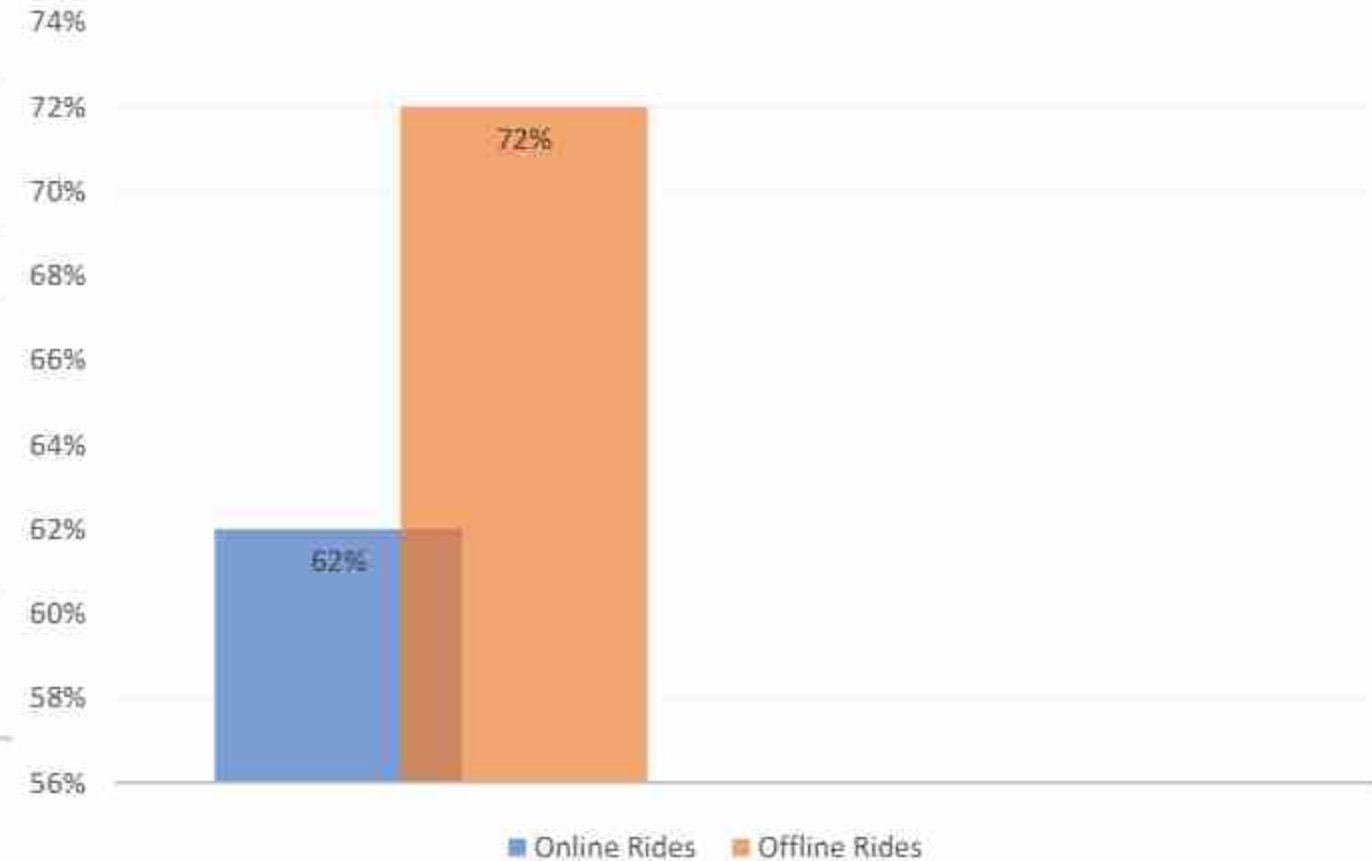
No existing system for driver-passenger verification

Impact: Erosion of public trust, restricted mobility for women, and significant law enforcement challenges due to lack of traceability.

Comparison of Incident Types – Online v/s Offline



Night Time Vulnerability: Post – 6 PM Incident



Data of Source: National Crime Record Bureau (NCRB)

Online vs Offline Rides

Present System

Features	Online Rides	Offline Rides (With Safe Track Way)
GPS Tracking		
Driver Verification		
Emergency Button (SOS)		
Complaint Mechanism		

Safe Track Way

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GPS Tracking		
Driver Verification		
Emergency Button (SOS)		
Complaint Mechanism		

"Online rides feel safer due to GPS, driver verification, SOS, and complaint systems. Safe Track Way now brings *all* these essential features to your *offline* rides—even if the driver has no smartphone or GPS! This unique, police-praised solution fills a major safety gap where no competitor operates. Want to see how we make the 'impossible' possible for offline safety? We just need 15 minutes more of your time."

"Safe Track Way" do it's Possible – At Offline Rides



Even when Driver (i.e. Service Provider) has no Smartphone or GPS Device



Seamless Safety Across All Services: How Safe Track Way™ Works

1. Service Provider



Our patented **Safe Track Way™** system builds a vital bridge of trust between **Service Providers** and **Users** across a vast array of sectors.

On one side, every Service Provider receives a Safe Track Way™ Smart ID Card. This includes:

- **Home Services:** Electricians, plumbers, painters, carpenters, appliance repair technicians, and more.
- **Outdoor Services:** Drivers (auto-rickshaws, taxis), gardeners, landscapers, delivery personnel, and sanitation workers.
- **Caregivers:** Professionals in childcare, elderly care, pet care, and specialized support services.

2. User



On the other side, Users download our intuitive Safe Track Way™ mobile application. This powerful app is equipped with:

- A built-in **QR Code Scanner** for instant verification and trip logging.
- An **Emergency SOS Button** for immediate assistance.
- An **Automated Safety Check-in feature** that proactively monitors journeys and alerts contacts/our Command Center if an ETA is missed.

Imagine Ms. Anjali, a user, about to take an offline ride with Mr. Yogesh, a driver. Instead of stepping into the unknown, **Ms. Anjali simply scans Mr. Yogesh's Smart ID Card.** In that instant, both their identities are securely logged in our **24/7 a & Control Center**, creating a real-time, traceable link for their interaction.

This same innovative, smartphone-independent technological approach ensures verifiable safety and accountability for every single service interaction, whether it's a plumber visiting your home, a nanny caring for your child, or a taxi taking you across the city. Safe Track Way™ brings transparency and peace of mind to daily life across all these crucial sectors.

Unlocking Trust: How Safe Track Way™ Connects & Protects

1

Scanning

Anjali scans Yogesh's card, Verifying his Identity.

2

Verification Details

Yogesh's details, including his his name, photo, and verification verification status, are displayed displayed on Anjali's phone.

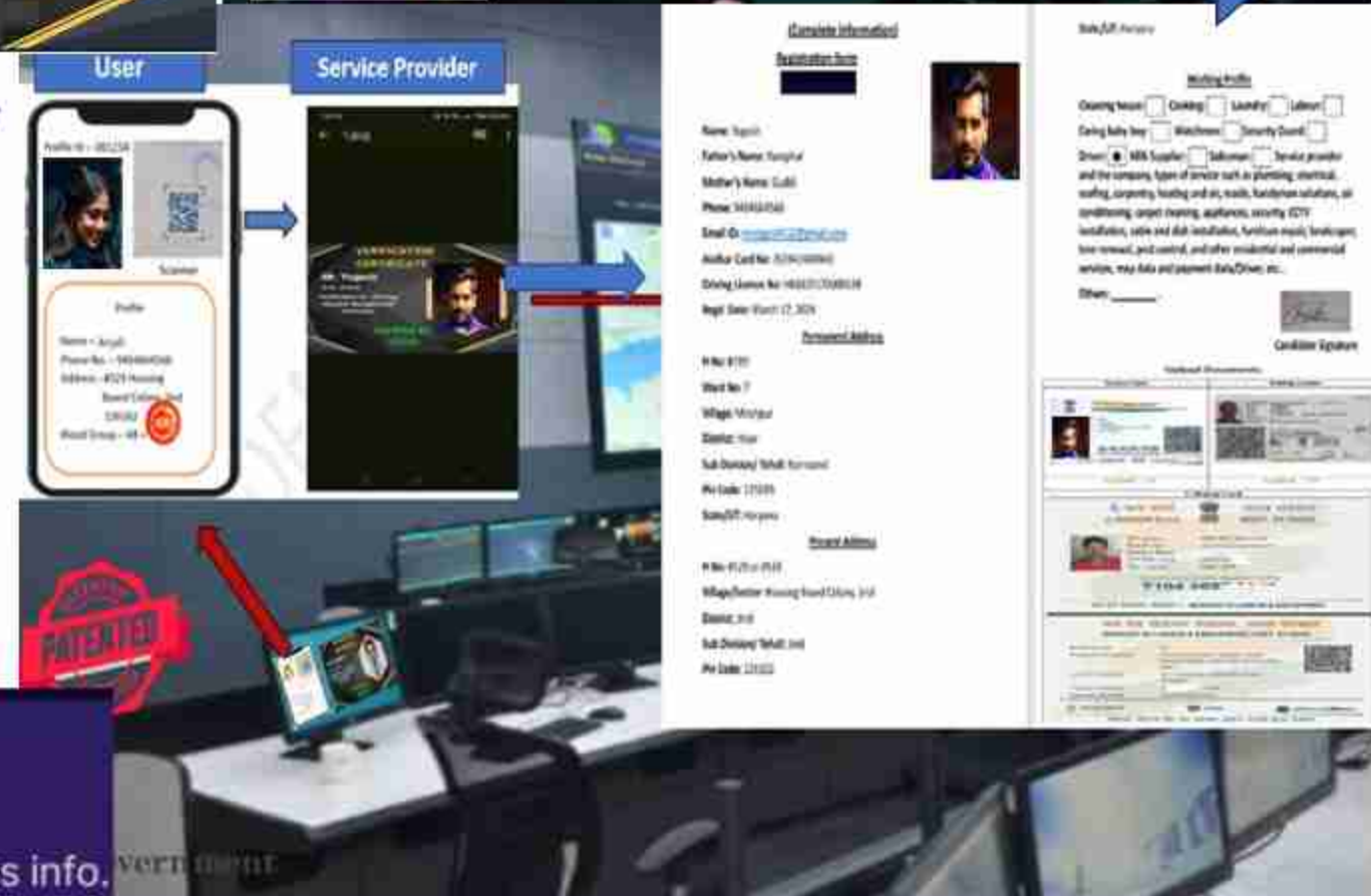


3

Command Center (Information Sharing)

The control room receives real-time information about the about the interaction, including Anjali and Yogesh's locations. If an issue arises, the control room can access full access full information and intervene to assist.

Enhanced Accountability



Awareness

Both parties know they are monitored.

Discouragement

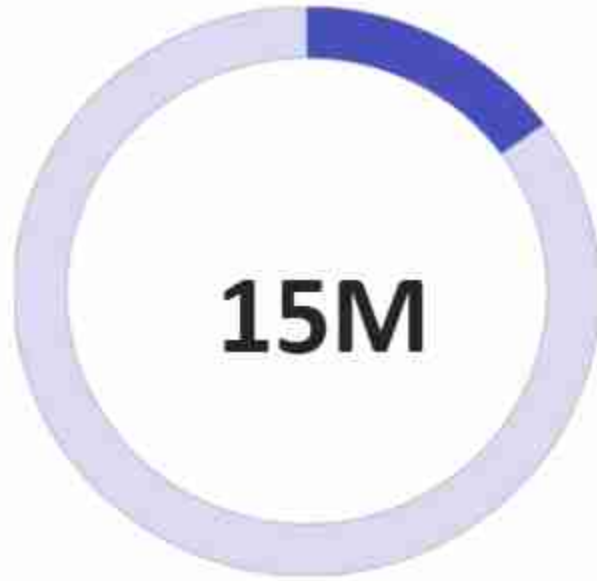
Reduces potential wrongdoing. Authorities can quickly access info.

Prompt Access

Control Room/Command & Monitoring Center

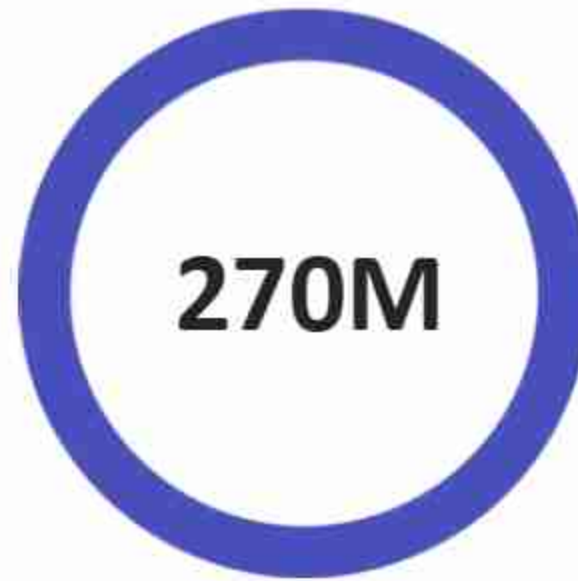
Market Opportunity & Scalability

India's vast service sector presents an immense, untapped opportunity for universal safety solutions.



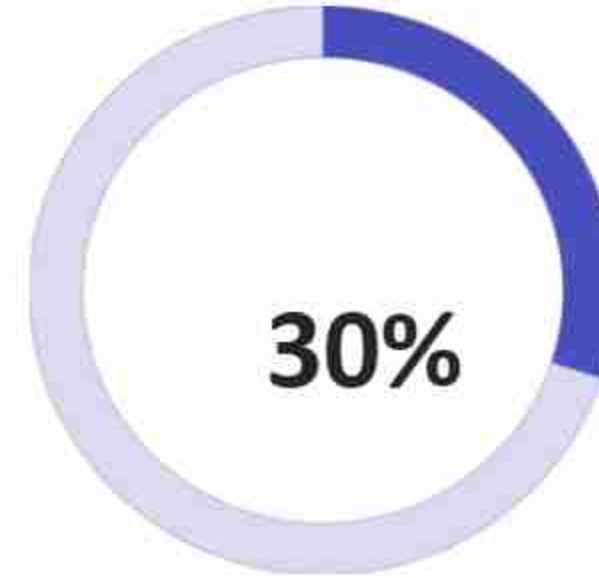
Service Providers

Drivers, plumbers, nannies across India



Urban Users

Daily commuters, students, and safety-conscious travelers



Adoption Target

4.5M providers, 30M users projected.

Indian public safety and transportation security market

Scalability: One platform serving 40+ service categories with pan-India reach and future global potential.

Technology Stack

RFID + QR Integration

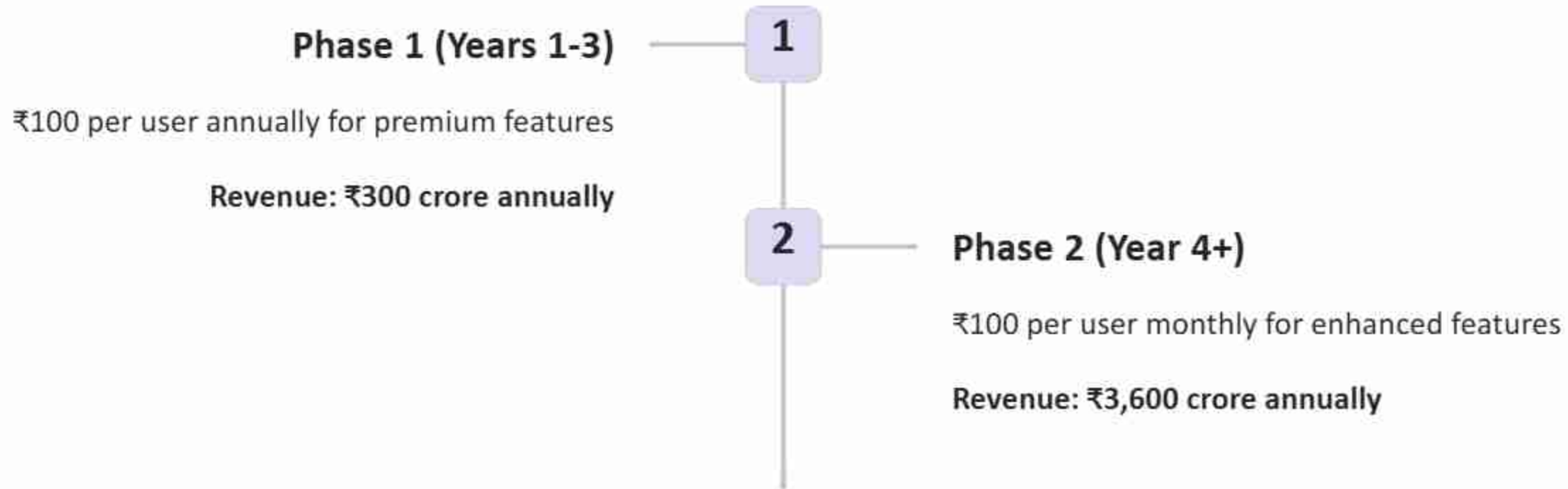
- Dual verification system
- Works offline and online
- Tamper-proof cards

AI-Powered Monitoring

- Route deviation detection
- Behavioral pattern analysis
- Predictive risk assessment

Business Model & Revenue Streams

Our freemium model ensures mass adoption while generating sustainable, multi-faceted revenue.



Additional Streams: B2B2C partnerships, enterprise solutions, and government contracts provide diversified revenue sources.

Subscription Plans

- ₹99/month for individuals
- ₹299/month for families
- ₹999/month for corporates

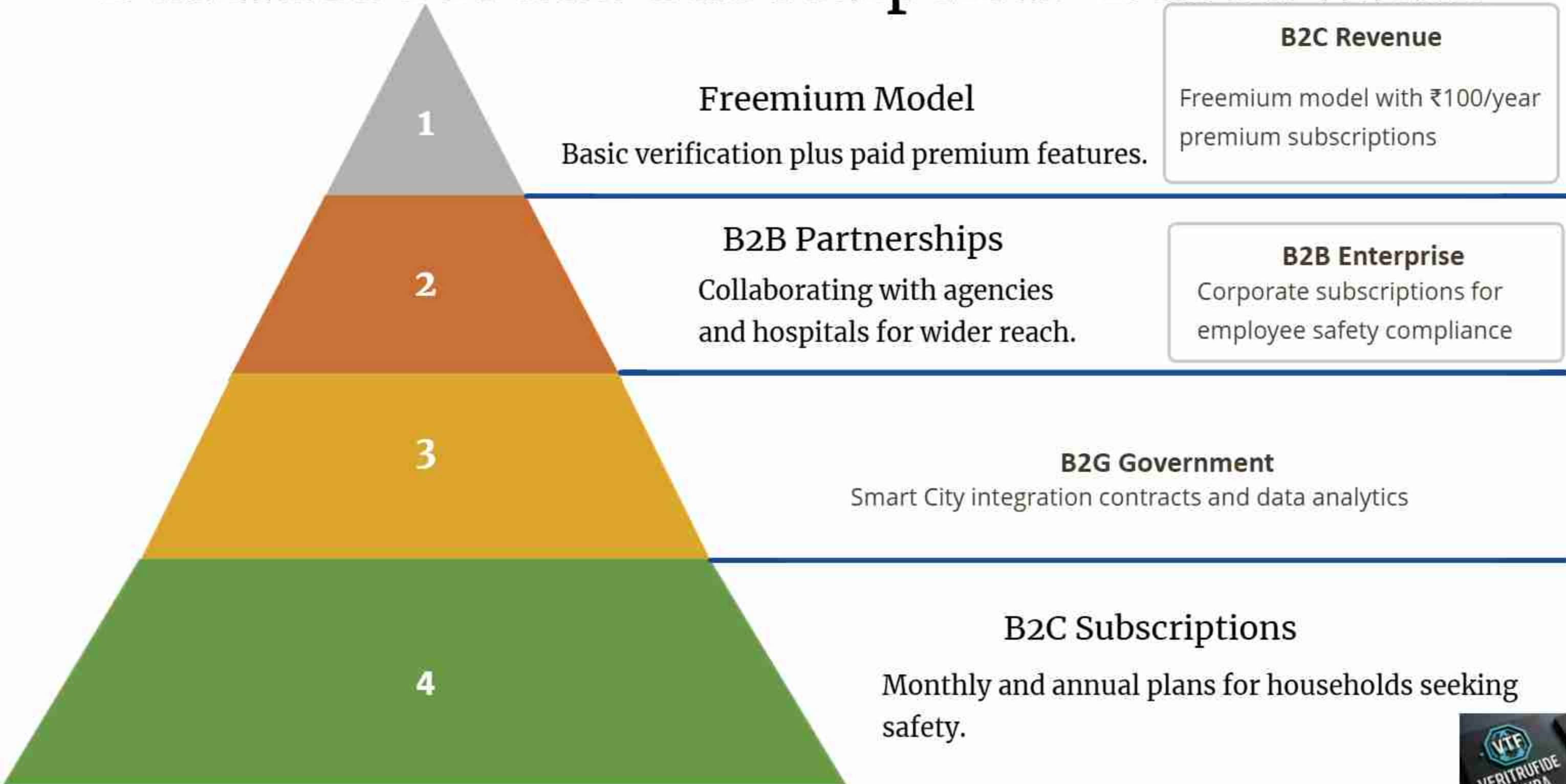
Hardware Sales

- RFID cards and readers
- Installation packages
- Maintenance contracts

Enterprise Solutions

- Government partnerships
- School safety programs
- Corporate employee safety

Business Model: Subscription-Based Trust



Our Target Market – All Service Providers



Home Maintenance

Electricians, plumbers, painters, etc..



Outdoor Services

Driver, Gardeners, landscapers
Etc..



Caregivers

Childcare, elderly care, pet care, etc..



Service providers span a wide array of specializations, each fulfilling unique needs.



Market Opportunity: Untapped Potential

4.2M+

Domestic Help Workers

India's domestic help market valued over \$3 billion.

2.5M+

Taxi/Auto Drivers

The taxi and auto market is over \$10 billion.

Tier 2/3

High Growth Cities

Significant expansion potential in emerging urban areas.

The Questions We No Longer Have to Ask



For Your Rides

- Did you know the driver's name? Track record? What if you left belongings behind or the route felt unsafe?
- If you left your phone or wallet in a street-hailed taxi, how would you even begin to track it down?
- If a driver starts going down a dark, unfamiliar route, what is your immediate proof of who he is and where you are?
- Why do we accept a lower standard of safety for offline rides when compared to app-based cabs?

For Domestic Help & Child Safety

- Is a "neighborhood reference" a good enough background check for the person who has unsupervised access to your children?
- Beyond a phone number, what verifiable identity information do you have for your domestic help?
- What system of accountability is in place if there's a problem, and how do you ensure it's not just your word against theirs?

For Home Services

- Is the repairman certified? Can you verify their identity? What if something goes missing after their visit?
- Is the person you hired a certified professional or just a handyman?

For Elder Care

- When a caregiver agency sends a new attendant for your elderly parents, how do you verify their identity on the spot?
- Who holds rotating medical attendants accountable, and how do you keep a clear record of who was on duty on any given day?

Why accept lower safety standards for offline services when technology can eliminate these fears entirely?

Safe Track Way™

Your Safety, Our Priority.



Tap to verify your service
provider and start a secure
interaction.



Transforming offline services into secure, traceable experience
where safety isn't a luxury—it's guaranteed.



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THANK YOU JAI HIND JAI BHART

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