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Technology for Good

LAMLHA

June 2019

Fundamental Premise

In an uncertain world, people like to know that those they care about are *SAFE*

Lamlha is a safety and security 'micro-service' that keeps friends and families informed of a user's status

The service monitors activity plans, stored in an offline database, and alerts 'Sentinels' (people identified to watch over a user) when plans are **activated, completed, extended** and/or **overdue**



Even if a mobile device is lost, damaged, stolen, out of power or unable to acquire a signal, the Lamlha service posts updates on a user's behalf and (if necessary) sends alerts when they are overdue

It's a digital way of saying:

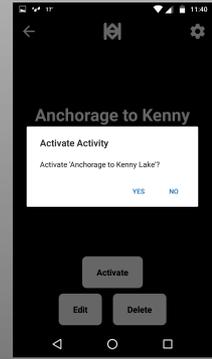
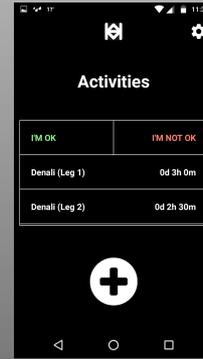
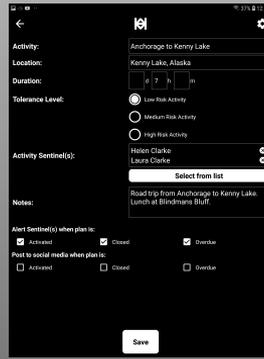
Where you're going,

What you're doing, and

When you'll be back



How It Works



User creates (simple) activity plans stored on personal mobile device (phone/tablet)

User 'activates' plans, which are then loaded to an external database



If plans are not closed, 'alerts' are sent to key contacts and/or posted to social media



Relevant In A Wide Variety of Situations

Core 'Adventure' Segments

- Adventure motorcycling across Africa
- Back-packing through Latin America
- Sailing across Lake Erie
- Kite-surfing off Lanzarote
- Hiking in Yosemite
- Striking out for the summit of K2
- Horse riding on remote bridleways
- Exploring off-piste trails
- Bird-watching in Yellowstone
- Investigating a new cave system
- Travelling home from college
- Heading to a friend's house
- Attending a business meeting in another city
- Meeting the buyer/seller after an online auction
- Meeting a blind date in a restaurant
- Urban exploring a disused power station
- Launching a paraglider from a quiet hill

Or

People caught up in (or close to) a natural disaster, terrorist attack, security incident or major accident

Archaeological Expeditions

Backpacking

Bird watching

Wild Camping

Canoeing & Kayaking

Canyoning & Gorge Walking

Caving

Climbing (Mountain/Rock/Ice)

Cycling

Fishing/Fly-Fishing

Flying, Gliding and Microlighting

Heli-Skiing

Hiking/Rambling

Horseback Riding

Hunting

Surfing (Wind/Kite/Regular)

Motorized Sports

Motorcycling

Quad Biking

Off Road Driving

Mountain Biking

Orienteering

Parascending Paragliding and Hang Gliding

Rafting

Sand Yachting

Sailing

Scuba Diving

Sky Diving and Parachuting

Snorkelling

Skiing/Snowboarding

Stand-Up Paddle Boarding

**LIGHTWEIGHT
SIMPLE
EFFECTIVE**

Business Mode

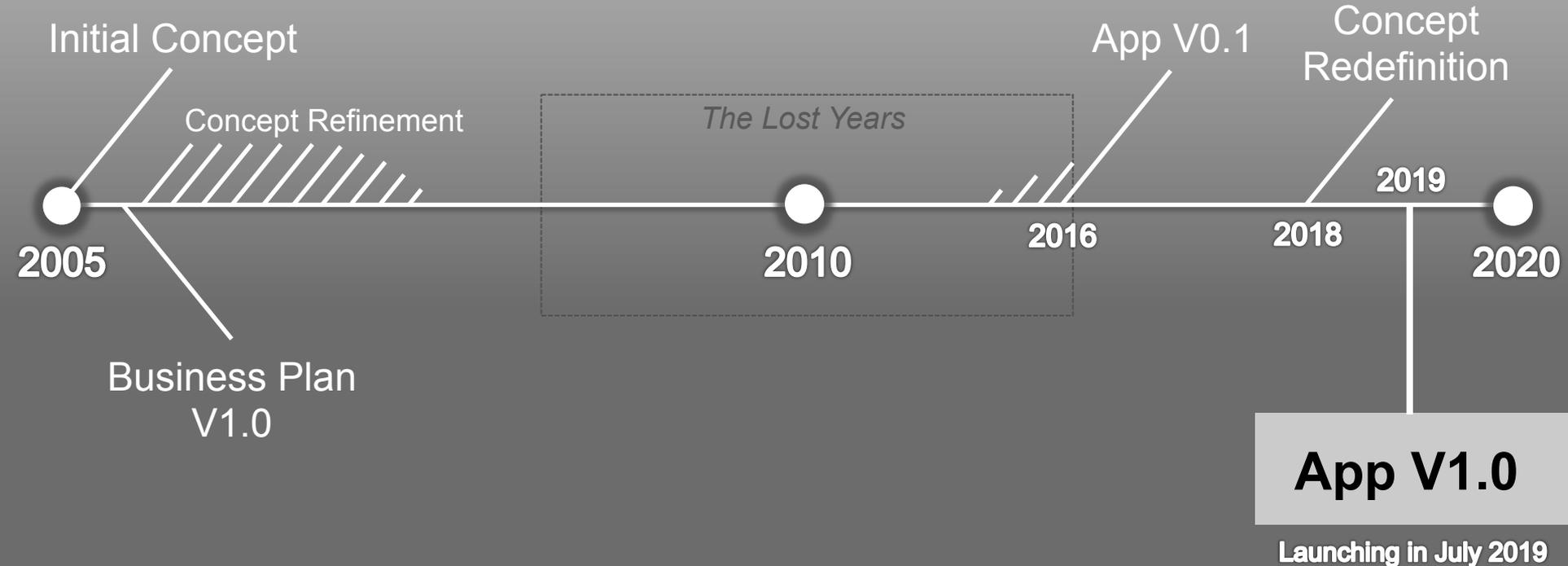
Current: *FREE* service that allows people to create (monitored) activity plans and/or send immediate *I'm OK/I'm not OK* alerts

Near future (6-12 months): development into a vulnerable-person monitoring and/or enablement service (with associated web-based carer dashboard)

Far future (12-24 months): development into algorithmic monitoring of users based on mobile device activity and movement

(This would be when it got interesting)

The Story So Far



The Lamlha Team

Roger Alderson



Roger is a marketing strategy consultant that started his career as a systems engineer. He works with clients in all industries but his core focus is helping tech-oriented companies develop and implement marketing strategies. He is particularly adept at ensuring that

marketing strategies are 'interlocked' with other parts of the business.

Roger envisaged the original Lamlha concept more than a decade ago but it wasn't until 2018 that his dream began to move towards reality. Working with Hector, Roger designed the overall service model and app user-interface. As CEO, Roger has responsibility for the long-term vision of the company and its day-to-day promotion and development.

Hector Chu



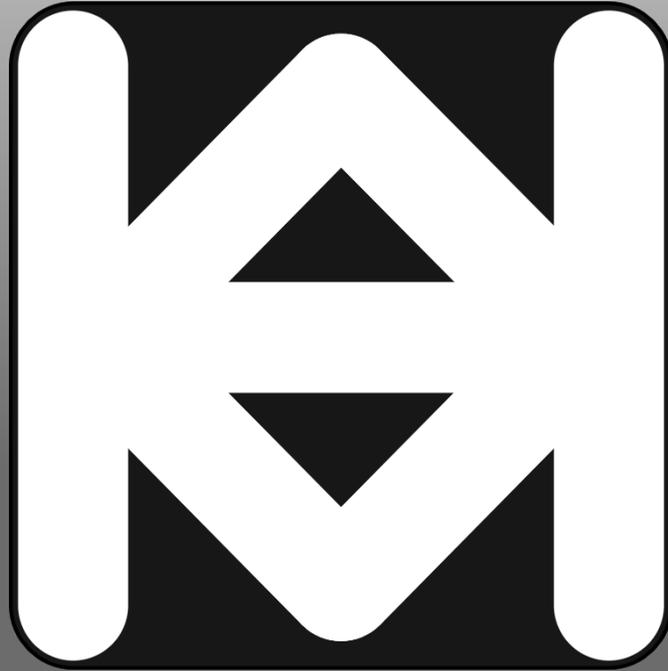
Hector is an experienced technologist with a flair for bringing abstract ideas from concept to reality. With a BA (Computer Science) from Cambridge University and an MSc (Data Analytics) from Warwick University, he has developed projects in a wide variety of languages including C/C++, Go and JavaScript. Hector has extensive experience developing for the embedded software and financial services industries and a growing interest in cryptocurrency and blockchain technology.

With Lamlha, Hector has shouldered full responsibility for all aspects of the technical solution including all frontend and backend development. As CTO, Hector has responsibility for the long-term technology strategy and the day-to-day technical operations.

Summary

THE PROBLEM	ENABLING ADVENTURE by minimising the risk of participation
THE SOLUTION	A simple but RELIABLE SERVICE that monitors activity plans and alerts 'sentinels' when activities are initiated, extended, completed or overdue
IMPACT	Keeping contacts informed and potentially ... SAVING LIVES
MARKET PLAN	MEDIA relations, INFLUENCER relations, ADVERTISING , DIGITAL marketing and VIRAL marketing
BUSINESS MODEL	FREE service, evolving into a paid service for expansion markets
FINANCIALS	£0.00 (to date)
THE STORY (so far)	Rapidly approaching THE END OF THE BEGINNING
THE PEOPLE	ROGER ALDERSON (<i>Concept Creation and Development</i>) HECTOR CHU (<i>Concept Conversion and Realisation</i>)

Enabling



Adventure