A grayscale photograph of a construction site. In the center, a worker wearing a white hard hat and a dark jacket with "J. ABRAHAM" on the back is standing on a pile of rubble. A light-colored dog is standing next to the worker, looking towards the camera. The background is filled with wooden beams and debris. The text "RUBBLE READY" is overlaid in large, bold, red letters across the middle of the image.

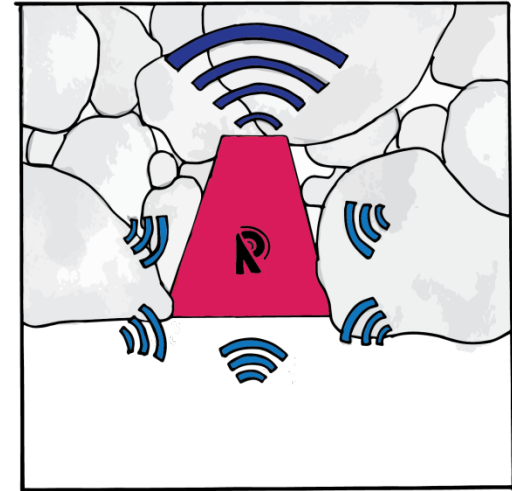
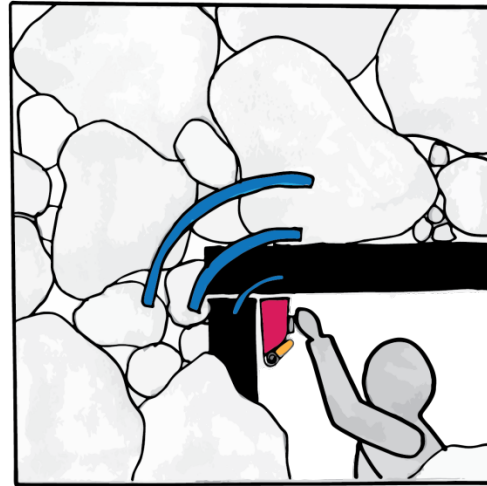
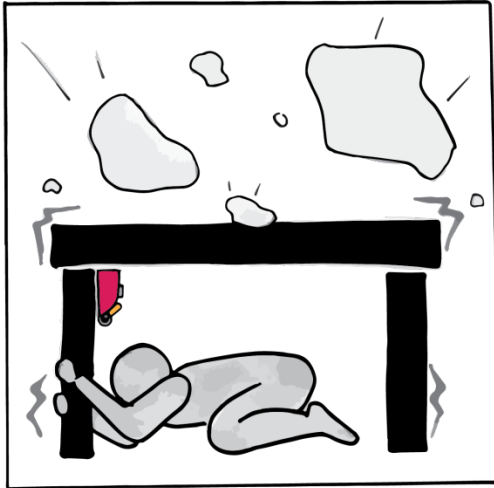
RUBBLE READY

abdullah, jacqueline, lauren, matt, titan

students know how to shelter, not
how to escape



hi-tech devices available for
rescuers, but not for victims



alert
module



control
module



rescuers

easily **used** and **accessed**

emergency kit market



USAID
FROM THE AMERICAN PEOPLE

target price:

< \$100 / control module

< \$10 / alert module

easy to access, time to
activate is less than 5 seconds



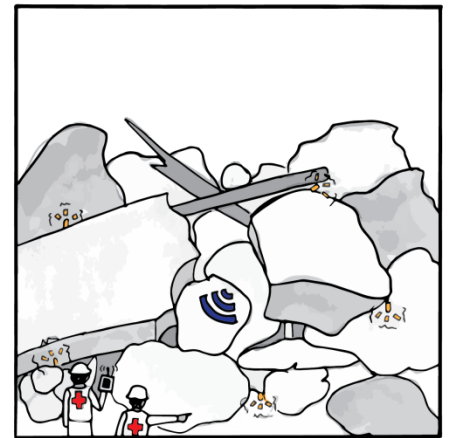
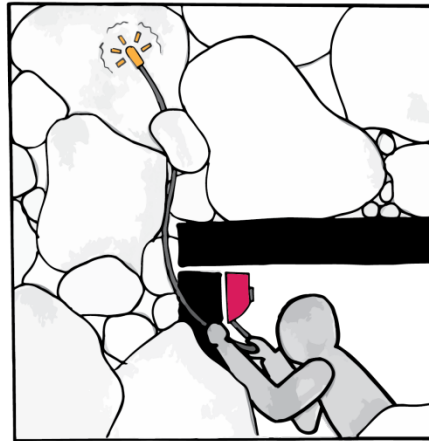
dog-audible device:
emits frequency of 40-60 kHz



lasts long: can stay on
continuously for 5-7 days



how do we save most lives?



how can we best assist
current rescue procedures?



decrease cost

how to test

add a wearable