

# Crisis Response product & Early Warning System ideation

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Social Impact organization | Crisis Response Product team



# Outline

01 Background

02 Strategy

# 01 Background

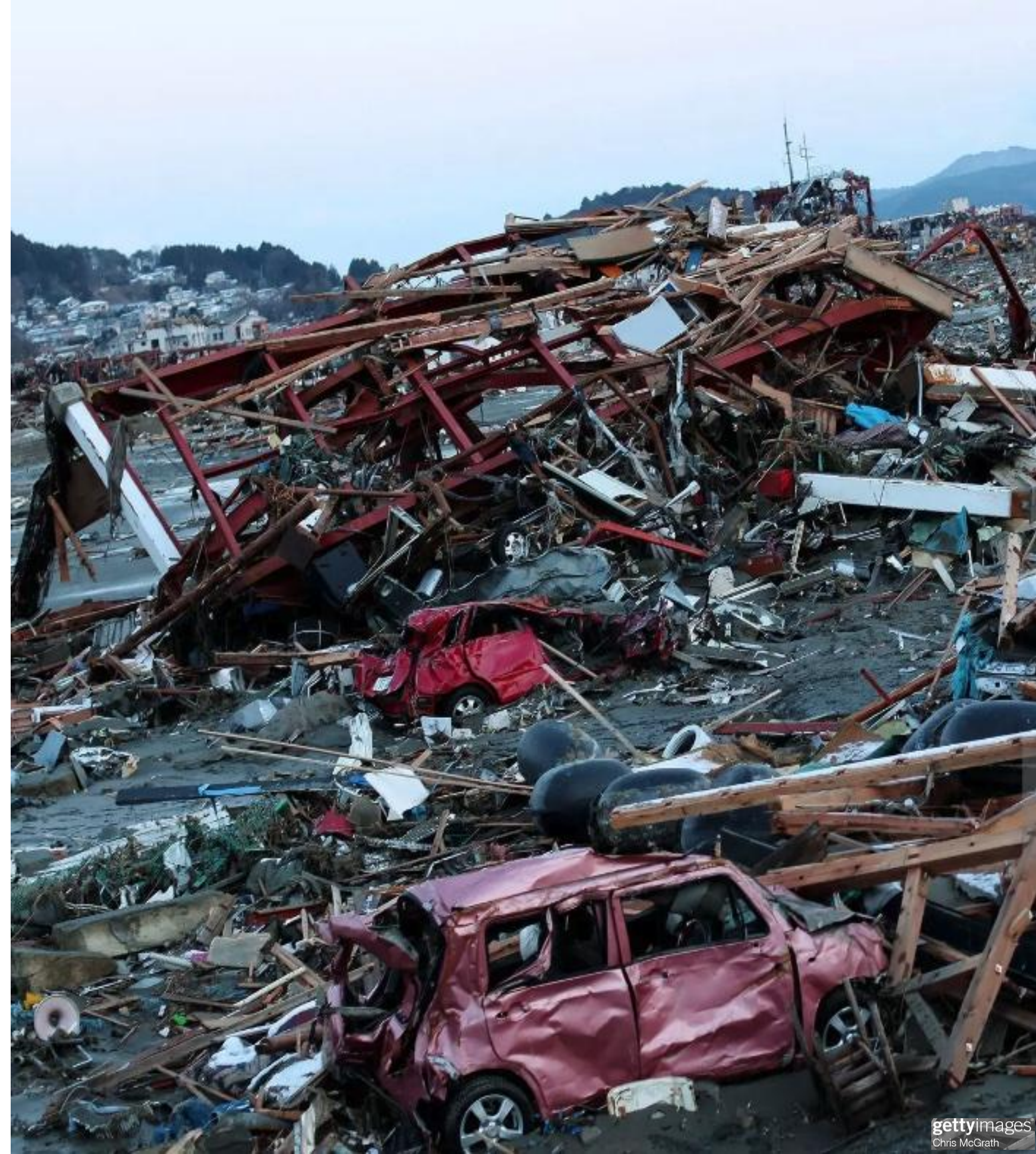
# 7.9M, 5K+ aftershocks event: drove 1st version of **Crisis Response**

## CONCEPT

CREATE A DISASTER MESSAGE BOARD

LIST ALL FRIENDS IN AFFECTED AREA

FIND A WAY TO HELP FRIENDS MARK THEMSELVES SAFE



# Cat 5, 177 mph winds: activated the 1st Crisis Response **Safety Check**

## FEATURES

“SAFETY CHECK” PROMPT (PEOPLE IN AFFECTED AREA)  
NOTIFYING FRIENDS OF THOSE WHO MARKED SAFE  
DEDICATED FACEBOOK PAGE FOR THE CRISIS



CRISIS · ENABLER | 2017 TORNADO IN LOUISIANA | USA

# Community Help added hearing from Relief Organizations wanting to help those affected

## FEATURES

COMMUNITY HELP - PEER TO PEER HELP MARKETPLACE

DONATE BUTTON - HELP ANYONE FUNDRAISE

OPTIONS FOR ORGANIZATION TO DRIVE AWARENESS



**We have been on  
an ambitious  
mission since 2014**

**9+ years we've been bringing relief during a crisis**

“Make communities more **resilient** to crises.”

**In small ways, we have helped**

Reach millions of people in crisis-communities across 125 countries bringing them information, communication channels, help marketplaces, and fundraising options.

**And, we remain a “community activated” product**

Launch only after gauging the community's interest.

# 02 Strategy

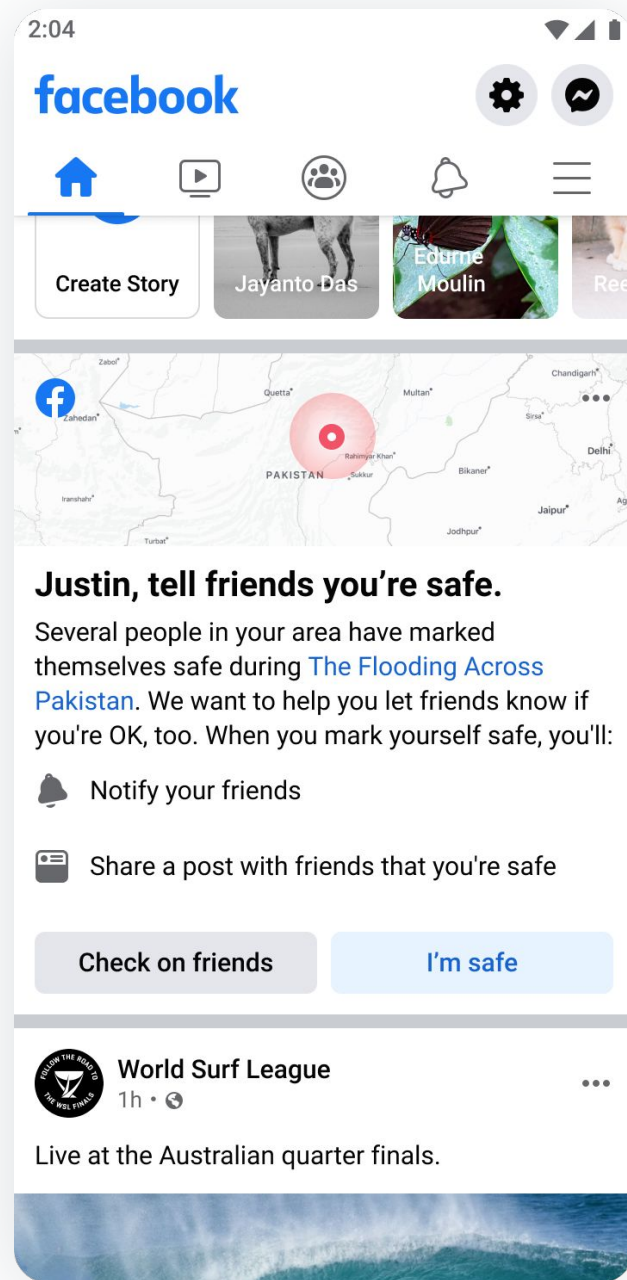


## CURRENT

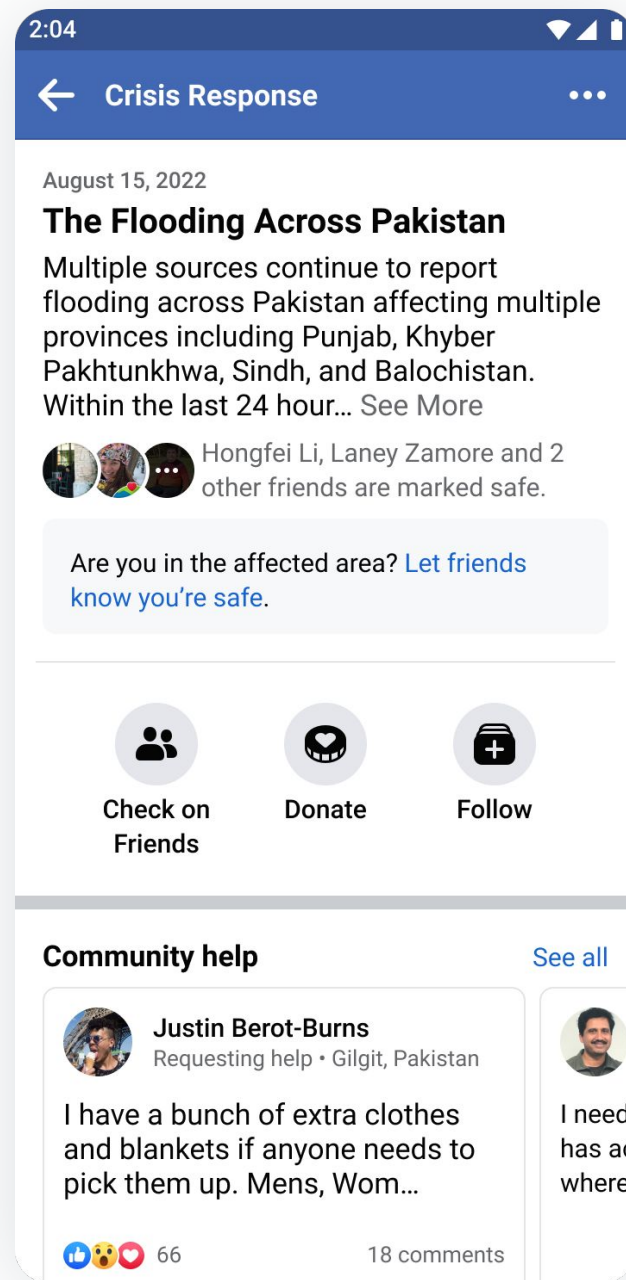
Today our Crisis Response products allow people to let family and friends know they are safe, share information **during a crisis,** **and help communities recover** from the immediate situation. Fundraising tools make it easy for a community to raise money for causes they care about, and a help marketplace that makes it easy for people to offer and request help.

## OUR PRODUCT PORTFOLIO

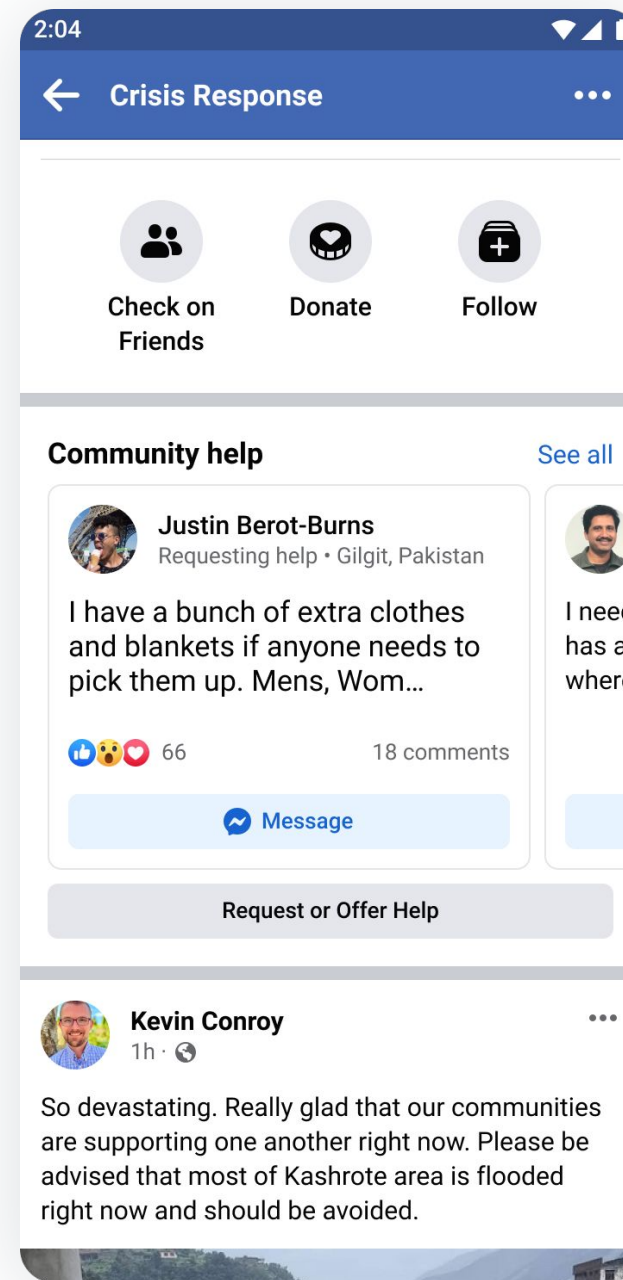
# Our product experiences offer people and communities a range of valuable tools.



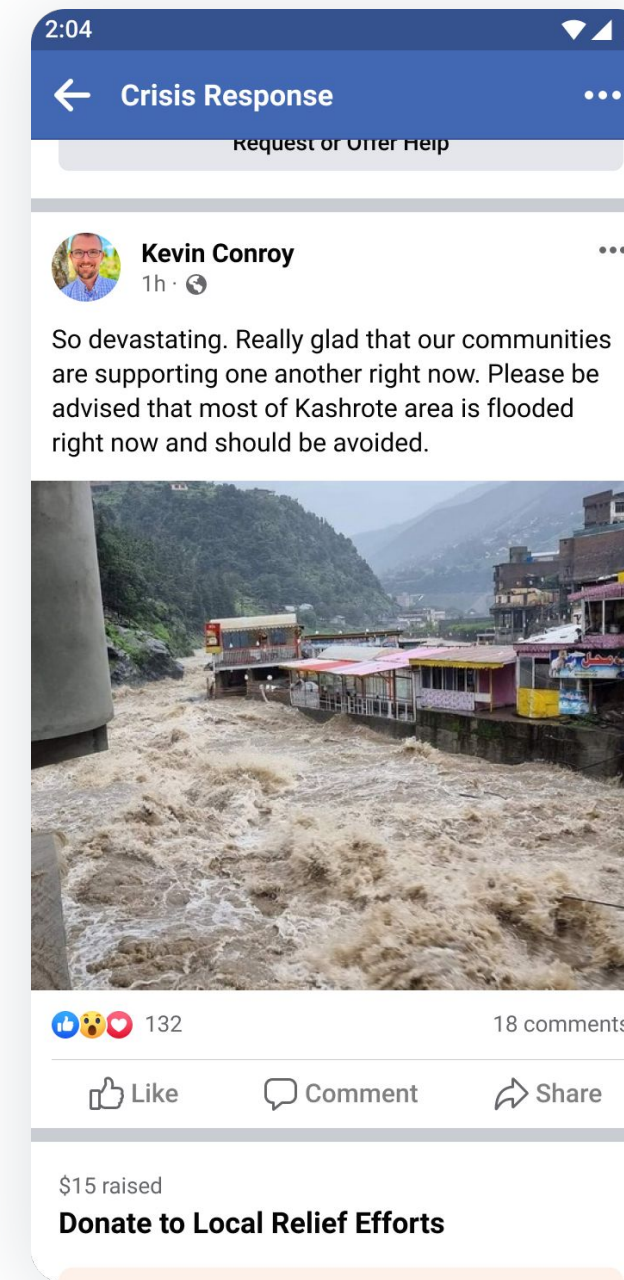
Safety Check alert



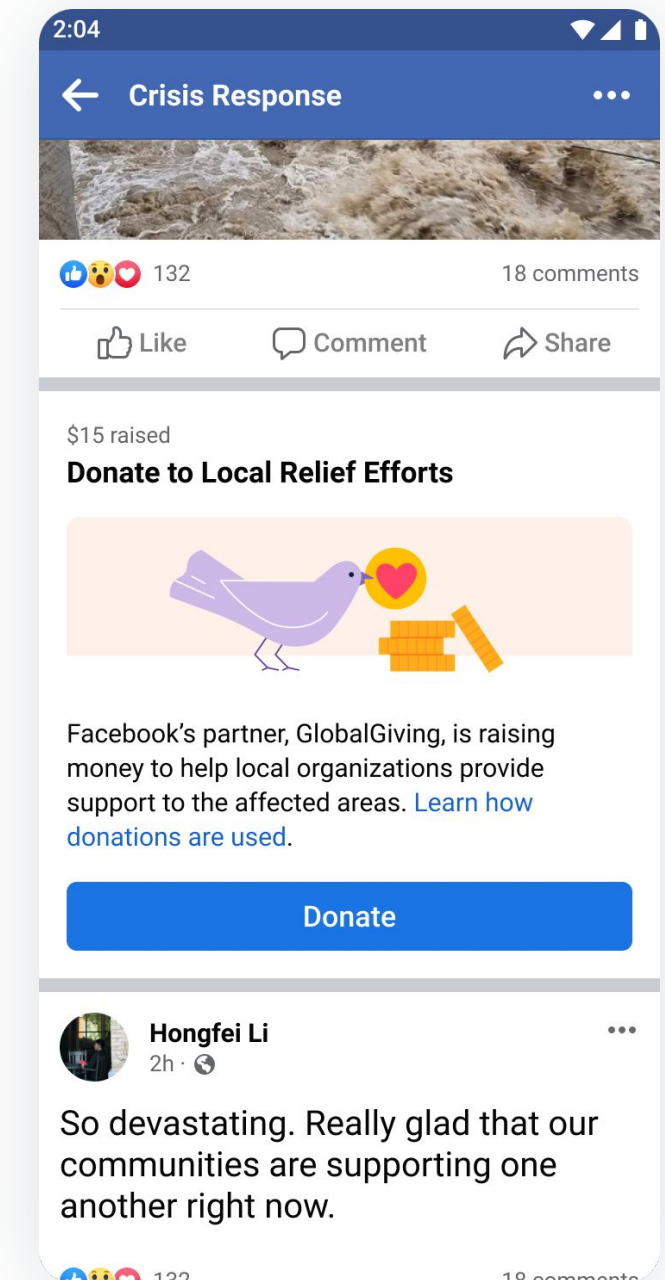
Crisis page



Community help



Community info



Fundraisers

## FUTURE THOUGHTS

There is a meaningful opportunity to expand our products to support **early response and resilience** tools, necessary to cope with current and increasing harms as a result of **extreme weather induced crises**.

# Early Warnings for All Action Plan

The UN/WMO action plan has [four pillars of investment](#) in Early Warning Systems, estimating a cost of \$0.50 USD per person per year for the next five years to reach everyone on Earth.

1. **Disaster risk knowledge** - systematically collect data and undertake risk assessments on hazards and vulnerabilities
2. **Observations and forecasting** - develop hazard monitoring and early warning services
3. **Dissemination and communication** - communicate risk information so it reaches all those who need it, and is understandable and usable
4. **Preparedness and response** - build national and community response capabilities

Meta well suited to support the **dissemination and communication** and **preparedness and response** pillars.



1. Disaster risk knowledge



2. Observations and forecasting



3. Dissemination and communication



4. Preparedness and response

**EWS opportunity**

◀◀ **Crisis happens** ▶▶

## Before

Organizations need to **reach any at-risk communities** and keep them **updated with crisis information**.

People affected by the risk need to be able to **communicate with one another**.

## During

People in affected area need access to **authoritative information**.

People with **friends and family in the affected area** need to know if their connections are safe.

Organizations need to **share important info** with affected communities, and connect people who can help.

People not affected need to **learn about the crisis and how they can support**.

## After

Organizations need to **share more ways for affected people** to get involved with long-term recovery efforts.

People need to understand how they can **build resilience within** their own communities.

