AURA
Always Safe

The embedded safety platform evaluation checklist

Use this checklist to evaluate whether a platform can deliver reliable response when it matters most.

1. Responder network quality

Objective: Can this platform deliver trusted, high-quality response?

- [ ] Providers are fully licensed, insured, and PSIRA compliant
- [ ] A clear vetting process exists with defined quality standards
- [ ] Responders meet consistent training and equipment requirements
- [ ] The network is actively managed (not just a static provider list)
- [ ] Ongoing performance and compliance monitoring is in place
- [ ] Underperforming providers are identified and managed or removed

2. Coverage and consistency

Objective: Will this work reliably across all the areas you operate in?

- [ ] Coverage is based on active responder presence, not just geographic claims
- [ ] Coverage is mapped and validated with real performance data
- [ ] Response times are realistic and consistent across regions
- [ ] Service levels are not limited to major urban areas
- [ ] Rural and lower-density areas are accounted for
- [ ] No reliance on a single provider in critical regions (no single point of failure)
- [ ] Clear escalation paths exist for low-coverage areas

3. Dispatch and response capability

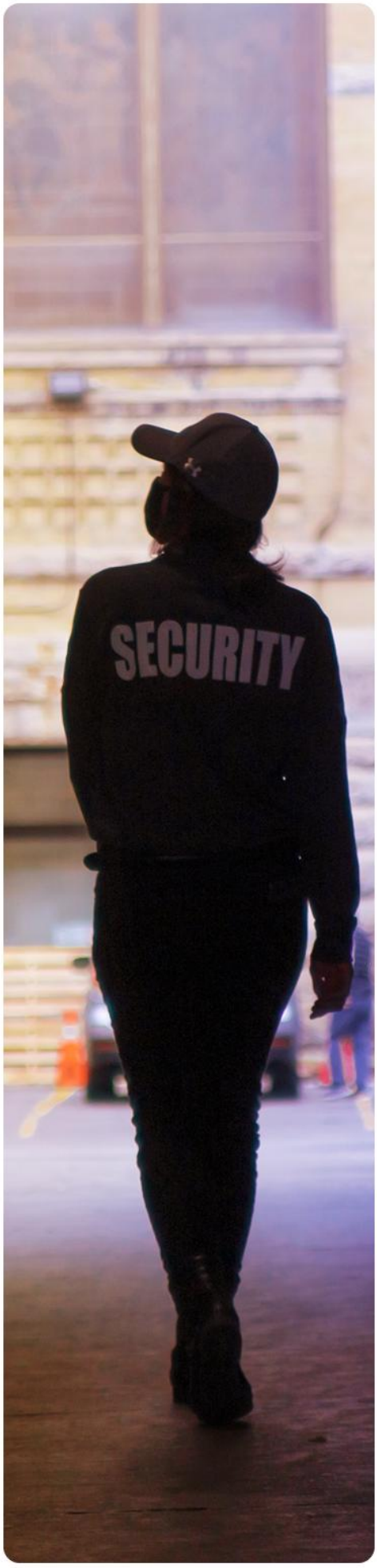
Objective: How effectively does the platform coordinate real-world response?

- [ ] Nearest responder is selected using real-time location data
- [ ] Dispatch is automated within seconds (not delayed by manual processes)
- [ ] Time from alert to dispatch is measured and benchmarked
- [ ] Average response times are tracked and shared
- [ ] A central coordination layer manages incidents end-to-end
- [ ] Clear escalation protocols exist for failed or delayed responses

4. Integration and user experience

Objective: Can this be embedded seamlessly into your product — and used under pressure?

- [ ] API / SDK is available and well-documented
- [ ] Integration timelines clearly defined and support is available to clients
- [ ] Integrates into existing user journeys (no separate app or flow required)
- [ ] User journey is simple (minimal steps to trigger help)
- [ ] Works under constrained conditions (low data, poor signal)
- [ ] Alternative triggers exist (e.g., physical button, call fallback)



AURA
Always Safe

5. Reporting and visibility

Objective: Do you have transparency into what's actually happening?

- [ ] Real-time incident tracking is available
- [ ] Historical reporting includes response times, outcomes, and usage
- [ ] Data can be segmented by region, user group, or partner
- [ ] A clear audit trail exists for every incident
- [ ] Performance dashboards are accessible to partners
- [ ] Data can be exported or integrated into your systems

6. Scalability and reliability

Objective: Will this still work as your business grows?

- [ ] Platform supports high volumes of concurrent incidents
- [ ] Proven track record at scale (case studies or benchmarks available)
- [ ] Infrastructure includes redundancy and failover mechanisms
- [ ] Network can expand without degrading service quality
- [ ] Ability to onboard new regions or partners efficiently
- [ ] System is stress-tested for peak demand scenarios

7. Commercial model and value

Objective: Does the model make sense commercially — now and long-term?

- [ ] Pricing is transparent and aligned to usage or value delivered
- [ ] No hidden costs for integration, dispatch, or reporting
- [ ] Supports multiple use cases (B2B, B2B2C, direct-to-consumer)
- [ ] Can be packaged as a value-added service or revenue stream
- [ ] Supports customer retention, engagement, or differentiation
- [ ] Flexible enough to evolve with your product strategy

🚩 Red flags to watch for

Be cautious if:

- [ ] Coverage is described broadly but not backed by real responder availability
- [ ] Response times are unclear or unrealistic
- [ ] Dispatch relies heavily on manual processes
- [ ] The provider cannot share real performance data
- [ ] Integration feels complex or disconnected from your product
- [ ] There is limited visibility into incidents or outcomes