SafeSwim: Lifesaving Swimwear that Makes You Swim Safe

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Think for a moment of the times in everyday life where you use the technology as a security. It can be when you tighten the seat belt or wear the bicycle helmet. But what do you really have when you are out swimming. Drowning is the 3rd leading cause of unintentional injury death accounting for 7% of all injury related deaths worldwide. In 2015 alone an estimated 360.000 people died from drowning worldwide. What if we could prevent the risk of an accident when swimming in the sea with a technology? We intend to do that. We have developed a device to reduce the number of drowning accidents. It is swimwear with an implemented life jacket. The purpose of this is that it is easily triggered when in a potentially dangerous situation. It will then inflate, leap out of its pocket and get to the surface where you can easily take it over your head. Besides being a major public health problem, there is also a major cost impact on drowning. In the United States alone coastal drowning accounts for 273 million USD each year in direct and indirect costs. Therefore we believe there is a major unexplored market for our product, both people swimming in the sea, and surfers giving them all an extra safety going out on open water. Our product is sold for 121,62 USD, which means that for the costs the US spent every year on drowning accidents, they could buy 2.244.696 copies of our product giving it for free to the people going swimming at sea and provide the beach lifeguards giving the people an extra safety when going out swimming. When you tighten the seat belt and put on the bicycle helmet it is a natural part of everyday life, we want SafeSwim to be that when you go out and swim.

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