



Date: **21st November 2025**Business Reference:**BFS00171**

About the Business:

24/7 Safety and Emergency App Business Opportunity Available Countrywide!

MY911 connects you to 24/7 emergency help—armed response and medical assistance—through one apport or panic device, anywhere in South Africa.

- Starting from R250,000
- ROI from 15%
- Annual Profit of R 350,000 in Year 1

24/7 Safety and Emergency App Business Opportunity Available Countrywide!



Sector: Sales & Services

Asking Price:

R 250,000

Projected Monthly Profit:

R 29,167

Asset Value:

R 0

Stock Value:

R 0

Projected Yearly

Profit:

R 350,000

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Fully describe the business's activities?

Core Business Activities

- 1. Emergency Response & Personal Safety Services
 - 24/7/365 emergency monitoring and command centre.
 - Rapid deployment of armed response and ambulance based on GPS location.
 - Integration with existing security networks and medical providers nationwide.

2. Mobile App Platform

- MY911 App connects users directly to emergency services with the push of a button.
- Features include:
 - Ride Function monitors your route and duration; triggers alerts if safety check-ins fail.
 - **Meet Function** monitors meetings with unknown individuals or locations; automatic emergency trigger if check-in is missed.
 - Real-time location sharing with family or trusted contacts.
 - **In-app emergency button** linking to the MY911 command centre.
- The app provides national coverage.

3. IoT and Standalone Panic Devices

- Wearable and portable panic buttons with GPS tracking.
- Ideal for children, elderly persons, field workers, or travelers.
- Devices connect directly to MY911's monitoring centre, bypassing the need for a smartphone.

- Available via online store and corporate partnerships.
- Provides organisations with a **dedicated management platform** to monitor and control emergency notifications for staff, guests, or participants.
- Option to link to the client's existing service providers or MY911's national network.

5. Franchise and Network Expansion

- MY911 operates through a partner model, enabling expansion into new regions under a unified brand.
- Licenced sales partners/investors manage **local marketing**, **service provider integration**, and **community engagement**, supported by MY911's central operations infrastructure.
- Comprehensive training and technology onboarding are provided to ensure consistent service delivery and brand standards.

Key Differentiators

- Integrated emergency response ecosystem combining app, IoT, and human intervention.
- Private and discreet safety management, ensuring confidentiality for high-risk users.
- Scalable model adaptable to metro & regional areas.
- Real-time data and tracking analytics through the MY911 digital platform.

How long has the business been established?

The MY911 brand is 2 years old, but the platform, technology, and national emergency network behind it have been successfully operational for over 8 years.

Is the business VAT Registered?

VAT Registration is pending.

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How many employees?
Less than 5
Give a breakdown of staff/ functions?
 Business Strategy, Development & Operations Strategic communication, brand management Partnership relationship management and monitoring Social media & online marketing
How involved is the Owner in running the business?
How involved is the Owner in running the business? Involved fulltime.
Involved fulltime.
Involved fulltime. When does the current lease end?

What are the main assets of the business?

Technology, Strategic IP, Partnerships & Trademark.

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What is the reason for the sale?

Business Development on the ground, nationally.

Why is this a good business?

Why MY911 is a Smart Business Investment

- 1. **Proven Platform:** Built on over **8 years of operational success**, MY911 has an established emergency response network already trusted across South Africa.
- 2. **Growing Brand:** Though only **2 years old**, the brand is rapidly expanding in the personal safety and emergency tech space.
- 3. **High-Demand Industry:** Rising crime rates and safety concerns create a **consistent**, **growing market** for reliable emergency and tracking solutions.
- 4. **Diverse Revenue Streams:** Income from app subscriptions, device sales, and value-added services like medical, roadside, and armed response ensures sustainable profitability.
- 5. **Strong Technological Backbone:** MY911 integrates **real-time GPS tracking, panic alerts, and direct call centre response**, giving it a competitive tech advantage.
- Scalable Model: Designed for both urban and regional markets, offering scalable entry points for investors.
- 7. **Trusted Partnerships:** Operates through established **security, medical, and response networks** nationwide, ensuring reliability and trust.

MY911 isn't just a business — it's a purpose-driven investment in safety, innovation, and community protection.

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