



Is Everything Safe

EXTERNAL PARTNER OVERVIEW

A practical household layer for trusted organisations.

Is Everything Safe helps households stay organised, connected, and able to act. The same product capability can support charities, member bodies, animal welfare organisations, community safety groups, housing providers, employers, and asset-heavy organisations.

CORE PROPOSITION

Household continuity and everyday preparedness

PARTNER VALUE

A useful service people can act on, not just read about

FLEXIBLE ACCESS

Member benefit, funded access, campaign, or pilot

The common gap

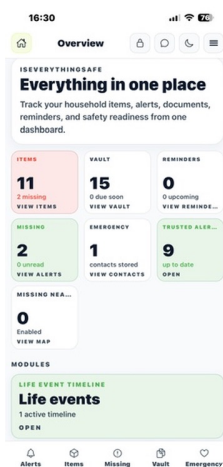
Many organisations already provide trusted advice, support, and campaigning. The gap is often the practical household follow-through: where the record is, who can access it, what needs renewing, what alert matters, and what action should happen next.

- Important household information is often scattered across people, devices, emails, and drawers.
- Trusted advice can be hard to turn into a visible action inside the household.
- Small risks and local issues can go unreported until they become more difficult to handle.
- Members and supporters need practical tools that help in normal life, not only during a crisis.

One product, multiple use cases

The product already brings records, reminders, alerts, belongings, vault items, missing-item recovery, and emergency contacts into one household dashboard.

App screenshot: household overview showing items, vault records, reminders, emergency contacts, and alerts.



What makes this useful to partners

Practical, not abstract

It helps people store the record, share the access, receive the alert, report the issue, or complete the next step.

Household-led

The starting point is the household, so different partner stories can connect to everyday responsibilities.

Flexible by use case

The same product can be positioned around pets, caring, community safety, local resilience, equipment, or property.

Calm by design

Structured workflows can avoid noisy public feeds when the subject is sensitive or needs careful routing.

Simple external message

Is Everything Safe gives trusted organisations a practical household layer: helping people organise important information, stay aware of relevant risks, and take the next useful action.

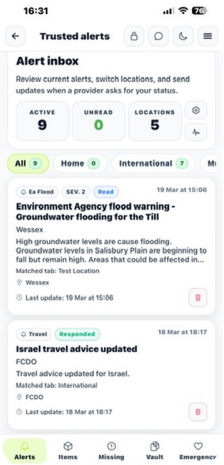
Partnership overview

External discussion pack for organisations exploring practical household continuity and resilience.

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Core capability for partners

The product does not need to be reinvented for every organisation. A partnership can start with the capability that matters most to a specific audience, then build from there if a tailored extension is needed.



Trusted alerts and context

Alerts can bring relevant information into the household context, including weather, flood, travel, environmental, local safety, or partner-specific guidance.

App screenshot: alert inbox with provider, location, status, and update context.



Structured follow-through

Timeline-style workflows can help households manage important processes, documents, reminders, and next steps without everything sitting with one person.

App screenshot: structured timeline workspace with active processes and progress indicators.

Feature families

- Household records**

Documents, policies, IDs, warranties, property details, emergency contacts, and practical household information.
- Items and ownership**

Receipts, serial numbers, photos, purchase details, QR-linked finder journeys, and recovery support.
- Pets and dependants**

Records, care notes, reminders, insurance details, emergency contacts, and information others may need to act.
- Reminders and renewals**

Follow-up for insurance, warranties, medication, documents, service dates, household tasks, and practical deadlines.
- Trusted support**

Household members and approved support circles for practical requests where wider help is needed.
- Local reporting**

Structured, private reporting for place-based issues, with controlled routing and aggregated insight.

The product frame stays consistent

Each organisation can lead with a different use case, but the underlying message remains the same: organised households are better placed to respond, recover, support each other, and act early.

Core product

Records, reminders, alerts, access, recovery, and structured follow-through.

Discussion pack

Where the product can fit

The same household continuity layer can support different organisations while keeping the product story clear, practical, and externally understandable.

Animal welfare and pet organisations

Pets are part of the household. The product can help families keep pet records, care notes, reminders, insurance details, emergency contacts, and lost-and-found journeys available to the people who need them.

- Support responsible ownership and practical care routines.
- Help another household member act if the usual carer is unavailable.
- Use QR or tag-supported recovery journeys where appropriate.
- Connect pet welfare to household readiness and local environmental alerts.

Security and asset-heavy organisations

The same item-record logic can help where people or organisations need better records for equipment, tools, devices, vehicles, or other trackable assets. If something has a serial number, label, QR code, receipt, or ownership record, the information can be organised more clearly.

This should be framed as a lightweight practical layer, not a replacement for specialist enterprise systems where those are required.

Relevant organisation types

Carer and later-life organisations

Household records, shared access, reminders, emergency context, and structured practical-support requests.

Community safety organisations

Trusted alerts, item recovery, local reporting, incident trends, and safer follow-through without public noise.

Housing and community projects

Move-in records, property handover, appliance warranties, geofenced reporting, and coordinator workflows.

Insurers and assistance providers

Receipts, proof of ownership, claims readiness, renewal reminders, and household risk reduction.

Employers and member bodies

A practical household benefit for employees, members, supporters, or defined programme cohorts.

Outdoor, travel, and leisure groups

Equipment records, trusted alerts, travel readiness, missing-item recovery, and environmental risk information.

Awareness campaigns

Use IES as the action layer behind advice, seasonal campaigns, or preparedness messaging.

Member benefit

Offer the product through a trusted route to members, supporters, employees, or defined communities.

Targeted pilot

Start with one audience, one use case, and a small number of outcomes to review.

Partnership fit

The product is broad, but each partnership should start with a clear audience need and a practical use case.

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CURRENT COMMERCIAL MODEL

A flexible partner model that can start simple.

The commercial structure does not need a complex volume forecast to be understood. Is Everything Safe has a standard retail subscription, with optional partner pricing and an optional recurring share of attributed net receipts for the life of the subscription.

RETAIL PRICE

£24.99 per household / year

PARTNER OFFER

Optional first-year audience discount

PARTNER SHARE

Recurring share on attributed renewals

1. Standard retail

A partner can introduce the product as a useful household service without a negotiated discount or revenue share.

- Simple to explain.
- No special commercial terms needed.
- Works for light-touch signposting.

2. Partner discount

A partner-specific code, link, or landing page can give the audience a first-year discount while keeping attribution visible.

- Clear audience benefit.
- Useful for campaigns and member offers.
- Renewals can return to standard pricing.

3. Revenue share

Where agreed, a percentage of attributed net subscription receipts can be returned to the partner, introducer, or a defined community benefit route.

- Can sit alongside a first-year discount.
- Attribution continues into renewals while the subscription remains active.
- Reporting remains aggregate by default.

How the model adapts by partner type

Member or supporter benefit

The organisation introduces a useful household offer to members, supporters, employees, or subscribers through a tracked code or partner page.

Funded cohort access

A partner, employer, sponsor, local body, or programme funds access for a defined cohort where self-pay would reduce reach.

Campaign activation

The product becomes the action layer behind preparedness, safety, claims-readiness, pet welfare, or household-continuity campaigns.

Recurring lifetime benefit

The partner benefit is not limited to year one: attributed subscriptions can keep generating the agreed share for as long as those subscriptions renew.

Commercial discussion prompt

The useful first question is not always volume. It is whether the partner wants a simple signpost, a visible audience discount, a funded-access route, or a recurring share of attributed subscription value.

Commercial model

Retail subscription, optional partner discount, funded access, and optional recurring partner share.

Current model

A practical starting point

A useful partnership starts with a practical question: where does the audience currently struggle to turn trusted information into organised household action?

1

Define the audience

Members, supporters, residents, employees, volunteers, service users, or a defined pilot group.

2

Define the use case

Care, pets, records, alerts, item recovery, local reporting, move-in setup, or asset readiness.

3

Define the route

Campaign, member benefit, funded access, referral route, local pilot, or partner-branded landing page.

4

Define the proof points

Activation, records created, reminders set, alerts used, reports routed, or feedback from the pilot group.

Discussion areas

- Which household problem does this organisation already care about?
- What practical action do they wish their audience took more reliably?
- Who needs shared access, reminders, alerts, or structured reporting?
- What information should stay private, and what can be reported in aggregate?
- What would a useful first pilot prove?
- What content, access route, or launch support would make adoption simple?

Operating principles

- IES is a practical household layer, not a substitute for official guidance or specialist services.
- Sensitive reporting should use controlled workflows, not public complaint boards.
- Partner reporting should use appropriate aggregation and avoid exposing personal household data.
- Any proposed extension should be scoped around a real audience problem, not an open-ended feature list.
- The first use case should be simple enough to explain in one sentence.

Positioning summary

Is Everything Safe is a practical household continuity product. It helps people organise important records, reminders, belongings, alerts, emergency contacts, and shared access in one place. For partners, it can become the action layer behind a trusted relationship: helping members, supporters, residents, employees, or service users turn guidance into practical household follow-through.

Suggested next step

Agree the audience, define the most relevant use case, and shape a focused pilot or partner route around that practical need.

Discussion boundary

IES supports practical organisation, trusted alerts, shared access, recovery, and structured follow-through. It does not replace emergency services, safeguarding, police reporting, or specialist professional advice.

Discussion pack