



Red-E

The confidence of being prepared

A practical app for emergency preparedness

John O. Hanes, Founder john@red-e.app

The Preparedness Gap

Losing his home in the Valley Fire led John Hanes to build Red-E.

During an emergency

Stress makes it harder to decide what to take, who to contact, and what to do next.

After a loss

Personal property claims are difficult when you must reconstruct what you owned and document each loss.



A Proactive, AI-Driven Vault

Peace of Mind

Prepare an AI-assisted inventory, records, contacts, and checklists. The web portal makes desktop entry easier.

Panic Mode

Follow simple emergency steps, with relevant information, pre-written messages, and prominent 911 access.

Fire and evacuation / Medical / Car accidents / General help



Concept illustration

Simple Setup. Instant Readiness.



1. Record Video Walk-Through

AI assists with inventory

2. Auto-Generate Claim Report

Pre-compiled and organized

3. Instant Transmission

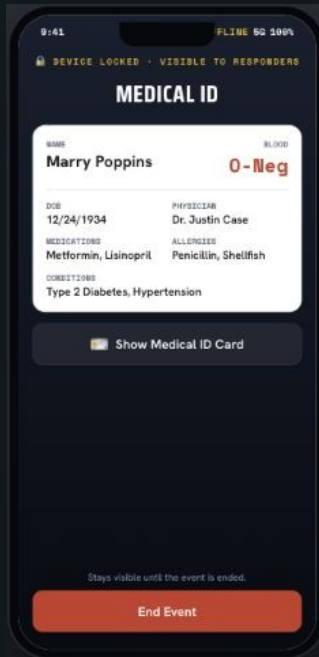
Less to compile after a crisis

Encrypted device storage and end-to-end encrypted cloud copies

Review AI results. Sending reports requires a connection.

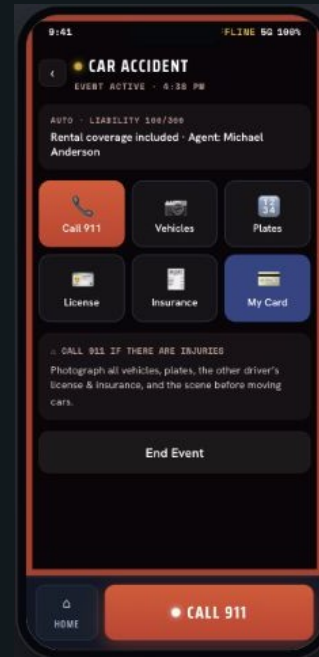
Help When It Matters

Medical



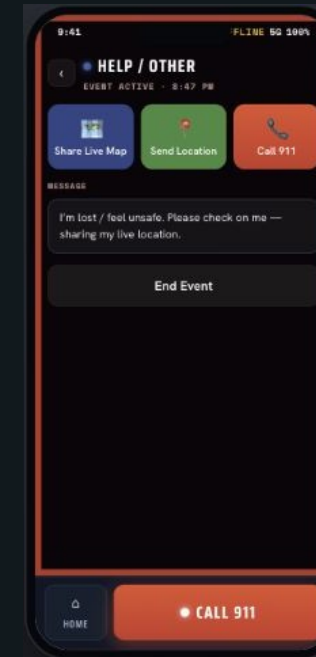
Keeps the screen on with medications, illnesses, and key medical details so responders can help if you cannot respond.

Car Accidents



Guides you step by step to gather scene photos, driver's license and insurance details, and other accident information.

Help



Quickly sends a call for help to family and friends, with the option to share your location.

The Competitive Moat

Privacy and low operating costs

Encrypted records

Protected on the device, with end-to-end encrypted cloud copies and keys controlled by the user.

No third-party data harvesting

No sale of personal data or sharing for third-party advertising.



A Completed Prototype and Defined Build

500+ hours

in the interactive prototype alone

Saigon Technology

Selected development partner

A highly rated international software developer based in Vietnam.



The master specification, contract, and Work Breakdown Structure define the scope.

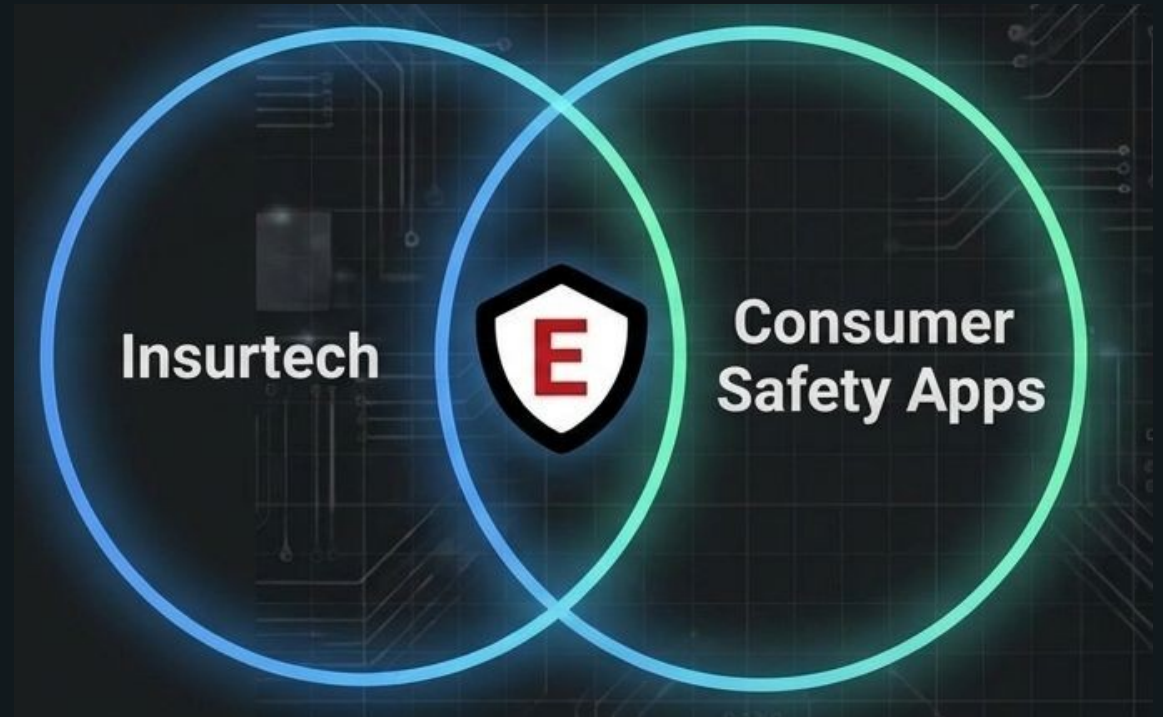
Property Insurance and Disaster Recovery

Initial audience

Households in fire-prone areas that want to prepare before an emergency.

Practical value

Organized inventory and records for insurance documentation and recovery.



Red-E brings preparation and clear emergency steps into one experience.

Founder Experience

20 years in commercial lighting, from quotations and project coordination to lighting design and manufacturer representation.

Founded and ran Hanses Investments, a mortgage and real estate business.

Ten years in fine art, with approximately \$500,000 in total sales.

Founder's photography: johnhansesphotography.com

Managed construction of a 14,000-square-foot Tulsa commercial building through final inspection in early 2026.



Planned Subscription Pricing

\$4.99 monthly

\$39.99 annually

Planned one-month free trial

Preparation and clear emergency steps,
in one application.

All for the price of a cup of coffee per month.

Our Growth Strategy

Marketing videos

Founder story and development footage
Practical demonstrations and survivor testimonials

Paid promotion, unpaid sharing, and outreach to community organizations in fire-prone areas.

Learn more at red-e.app
Contact: john@red-e.app

