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MUrgency - UN RESEAU GLOBAL DE REPONSE D'URGENCE (One Global Emergency Response Network): Emergency Response that Connects the World

New York, 10 July 2015 — MUrgency Inc., the San Francisco based tech company which has developed MUrgency - UN RESEAU GLOBAL DE REPONSE D'URGENCE (One Global Emergency Response Network) cloud platform and mobile app, joined the Business Call to Action (BCtA) today with a commitment to assist half a million people at the base of the pyramid by the end of 2015 through the MUrgency platform.

MUrgency's commitment to BCtA is focused on building a worldwide, decentralized emergency response network that can be accessed by one tap on the mobile phone – ensuring that anyone in an emergency gets a helping hand when they need it most.

BCtA is a global initiative that aims to support the private sector's efforts to fight poverty through its core business. It is supported by several international organizations and hosted by the United Nations Development Programme (UNDP).

BCtA Programme Manager Suba Sivakumaran stated that, "Building an integrated emergency response network on mobile phones to connect individuals with timely and affordable care not only signals a major step in inclusive business, but has the potential to save millions of lives. We commend MUrgency for making emergency response a priority for bottom-of-the-pyramid communities especially in the developing world where almost no infrastructure exists at present for reliable emergency response."

Currently, 6.25 billion people worldwide lack access to a reliable emergency response system in case of emergency. Even the 0.75 billion people who can obtain reliable response often have to deal with enormous expenses and delays. According to WHO estimates, more people die from lack of timely care than from AIDS, TB and malaria combined. To address this situation, MUrgency is developing an emergency response system that is available to anyone with mobile network access.

Today, MUrgency launched the public beta version of its MUrgency Mobile App with the ambitious target of providing global emergency response coverage by 01 January, 2020 through its "One World, One Emergency Response Network" campaign. MUrgency's 'One Global Emergency Response Network' combines the mobile app with a cloud platform that connects individuals needing emergency response

with their trusted network, other MUrgency App users or credentialed medical, safety, rescue and assistance professionals as the situation requires and the individual in emergency requests.. This innovative mobile app is now available for download on both iOS and Android platforms.

According to MUrgency's founder and CEO Shaffi Mather, "It is well known that timely medical assistance is the most critical factor in saving lives. Unfortunately, it is not readily available to 90 percent of world's population. At MUrgency, it is our mission to make fast emergency medical assistance available through the mobile phone to anyone, anytime, anywhere across the world by 2020 with just one tap on your phone."

Mr. Mather founded Ziqitza Health Care Limited in 2005; today that company has grown into the developing world's largest emergency ambulance service company, transporting more than 2 million patients each year in more than 1,300+ ambulances. MUrgency builds upon the experience of Mr. Mather and other startup team members from the Silicon Valley in US and Asia in emergency response, GIS technology, cloud platforms and mobile app development.

The MUrgency Network leverages the power of mobile technology and cell phone networks to create a seamless global emergency response network that aims to revolutionize emergency response by connecting people who need help directly with trained responders. On the supply side, the network aggregates existing emergency responder resources – doctors, nurses, EMTs, paramedics, ambulances etc. – validates their credentials and onboard them to the MUrgency Network. On the demand side, users who need help can call for an MUrgency Responder with one tap on the MUrgency Mobile App.

Users can also set up a Trusted Network of friends, neighbors, and loved ones who will also be informed of the emergency and receive the user's geo-location when the emergency alert is triggered. MUrgency App also has several innovative personal safety features built into the App. In addition, MUrgency has a communication platform that includes chat, video, audio and photo messaging.

While the platform and app are available globally starting today, the MUrgency Responder function on the App is being rolled out region by region (starting with Punjab in India in August 2015) following strict validation of responders' credentials.

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Business Call to Action (BCTA) is a global initiative that challenges companies to develop inclusive business models that offer the potential for development impact along with commercial success hosted by the United Nations Development Program (UNDP). The initiative is the result of a partnership between the [Australian Agency for International Development](#) (AusAID), the [Dutch Ministry of Foreign Affairs](#), the [Swedish International Development Cooperation Agency \(Sida\)](#), [UK Department for International Development](#) (DFID), [US Agency for International Development](#) (USAID), [United Nations Development Programme](#) (UNDP), the [United Nations Global Compact](#), the [Clinton Global Initiative](#), and the [International Business Leaders Forum](#) to meet the anti-poverty [Millennium Development Goals](#) by 2015. Companies report on progress toward commitments on an annual basis. For more information, please visit www.businesscalltoaction.org or join the conversation [@BCTAInitiative](#) on Twitter

MUrgency - UN RESEAU GLOBAL DE REPONSE D'URGENCE (One Global Emergency Response Network)

is using the power of mobile technology and networks to create one seamless global emergency response network that will democratize emergency response. Our mission is to make emergency response available to anyone, anytime, anywhere - with just one tap on a mobile phone. MUrgency is a cloud platform and mobile application which connects people who need emergency response with their trusted network, other users of the app and / or credentialed medical, safety, rescue and assistance professionals as the situation requires and the individual in emergency requests. MUrgency will save lives, provide support and render assistance as required in an emergency. MUrgency is being launched by MUrgency Inc. in global partnership with [BCTA](#) @ UNDP (Business Call to Action at the United Nations Development Program) and [YGL](#) @ WEF (Young Global Leaders at the World Economic Forum) and academic partnership with [Stanford ChangeLabs](#), [Harvard Asia Center](#) and [MIT Global Health](#). For more information please visit www.MUrgency.com or join the conversation [@MUrgencyNetwork](#) on Twitter.