



ReUnite

Reuniting every separated child with their family **in hours**, not months.

HCBC 2026 | Disaster Vulnerability
Landing Page: <https://reunitehcbc.lovable.app>

Imagine This

A typhoon hits a coastal village in the Philippines. In the chaos of evacuation, **a 7-year-old daughter gets separated from her family.**

You search every shelter. You show her photo to every aid worker you can find.

Three days, 1 week, a month pass. Nobody knows where she is.

This is not a hypothetical. It happens to thousands of families after every major disaster.

6

MONTHS

to reunite 5,000+ children
after hurricane katrina

The Global Challenge

Child separation in disasters is massive, global, and chronically undersolved.



5,000+

Children separated
in Hurricane Katrina
alone



43 mil

Children displaced by
weather disasters in just 6
years



1 Year +

After Haiti's earthquake,
reunification was still
incomplete 12 months
later

The Philippines faces 20+ typhoons a year. Indonesia sits on the world's most active earthquake belt. Bangladesh floods annually, displacing millions. India and Myanmar face cyclones, floods and earthquakes yet they have minimal emergency infrastructure to respond. Hence, we are tackling Disaster Vulnerability, to enhance emergency preparedness and improve disaster-response logistics

What Exist Today



Built by



Partnered by



The Gap Nobody Filled



Parents are locked out

Primero requires a trained social worker to operate. A parent cannot search for their own child. They wait, they hope. They have no way to help themselves.



Text matching only, no photos

Workers manually compare text descriptions to find a child. A child who cannot speak, or whose personal details are unknown, simply cannot be found.



Aid workers are overwhelmed

After a major disaster, **thousands** of children are separated and a handful of social workers are managing all of it **manually**.



No pre-registration in disaster zones

In the Philippines, Indonesia and Bangladesh the world's most disaster-prone countries no system pre-registers children before typhoon season. Every search starts from zero.

Our Solution

A reunification system build for you to find your family instantly

ReUnite is a **two-layer disaster child reunification system**. Before disaster season, children in disaster-prone schools are pre-registered and given a **low-cost NFC wristband**. When disaster strikes and a child is separated, any volunteer can tap the wristband with any smartphone to reveal the child's full profile instantly. For children without a band, **parents upload one photo and our AI facial recognition matches their child automatically against the database on ReUnite Platform**. No social worker required. No professional training needed. ReUnite creates a quicker, efficient system accessible to everyone and reunite families in Hours, not weeks, not months.

Anyone can search

no professional needed, ReUnite puts the search directly in the hands of the finder. Upload one photo. The system does the rest. No waiting. No middleman.

AI facial recognition finds your child, not just text descriptions

Every existing system matches children by name, age and description. ReUnite matches faces. A child who is too young to speak, or found without any documents can still be identified and reunited.

Under \$2 per child

A disaster prone school of 500 children is fully covered for under \$1,000. Pre-registered before disaster season. When disaster hits, every child already has a profile in the system. A way to speed up reunification

The Technology Concept



Borrowed from Sportograp

Sportograp photographs thousands of athletes crossing the finish line at races like Hyrox and marathons. You upload one selfie, the AI automatically finds every photo of you from the entire event. No searching. Just your face.

ReUnite uses the same AI matching technology.

Instead of finding your race photos
ReUnite find your family for reunification

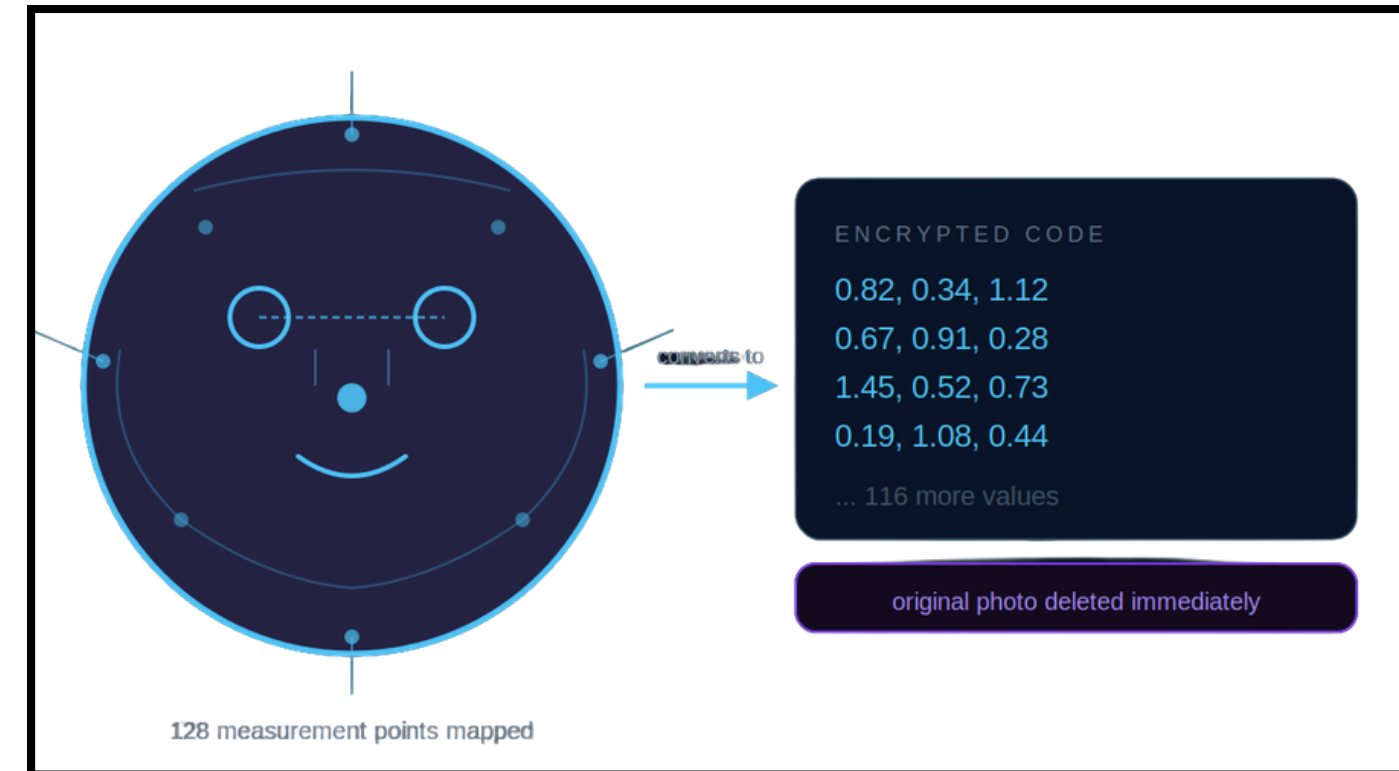
ReUnite AI Platform

WHEN A CHILD IS FOUND

- 1 Photograph the child & upload on ReUnite**
 Aid worker/Volunteer with the phone can upload and type in more descriptions
- 2 AI converts and scans**
 Photo converted to 128 numerical values. Original deleted immediately. AI compares against every registered child.
- 3 Top 3 matches shown**
 Ranked by confidence score. Below 80% is flagged uncertain. A human confirms, never the system alone.

WHEN A PARENT IS SEARCHING

- 1 Parent uploads one photo**
 Opens ReUnite on any browser. Uploads one photo of their missing Loved ones.
- 2 No smartphone? Go to a shelter**
 Any aid worker at the nearest shelter can perform the search on the parent's behalf.
- 3 Child confirms parent name**
 Before any location is revealed, the child must confirm the parent's full name. Prevents trafficking.
- 4 Aid worker supervises handoff**
 Reunification happens in person under supervision. All data deleted 30 days after confirmation.



Privacy and Ethic Concerns

No raw photos stored. **Every upload is instantly converted to an encrypted numerical code.** Original deleted immediately. (same way Apple Face ID works)

Turns on only during declared emergencies. Not a surveillance tool, not a tracking database. Just a disaster response system.

All data deleted **30 days** after reunification

ReUnite Band (NFC Wristband)



Works completely offline

No internet. No cell towers. No power grid. Works even when all infrastructure is destroyed.



Under \$2 per child

500 children in one school covered for under \$1,000. Distributed and profile set up before typhoon season starts.



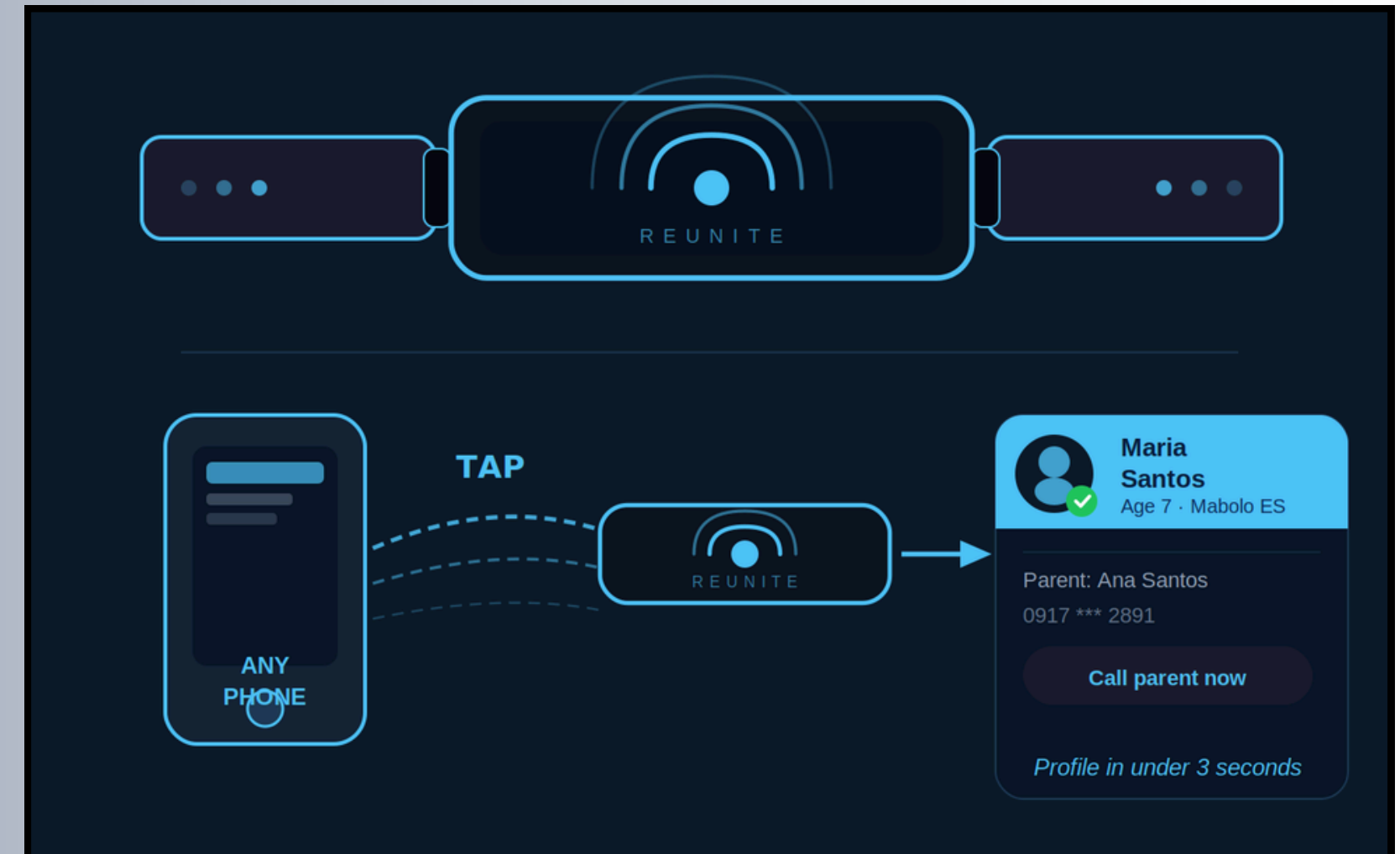
Encrypted ID, prevent misuse from strangers

The band alone reveals nothing. Only verified devices access unlocks the child's profile.



Instant result

Name, photo, parent contact and school appear in under 3 seconds on a smartphone with nfc capability



WHEN A CHILD IS FOUND

- 1 Child pre-registered and given a band before disaster season
- 2 Disaster hits. Child is found, get found by shelter
- 3 Tap the band. Profile appears instantly
- 4 Parent contacted. Aid worker supervises handoff

Ethics & Privacy

ARE PHOTOS STORED ON THE PLATFORM?

No. Every photo uploaded is **instantly converted to 128 encrypted numerical values** and the original is deleted immediately. The same method Apple uses for Face ID. No image ever sits on our servers.

CAN A STRANGER USE THE BAND TO FIND A CHILD?

No. The band alone reveals nothing. It contains only an encrypted ID. **The child's profile is only unlocked through verified platform access.** A stranger tapping the band gets nothing.

COULD THIS BE USED TO TRAFFIC CHILDREN?

This was our first question. Before any location is revealed, **the child must verbally confirm the searching adult's full name.** The system never hands a child to anyone. An aid worker supervises every handoff in person.

IS THIS A SURVEILLANCE TOOL?

No. The platform **activates only during officially declared disaster events.** Outside of that, it is completely inactive. It is not a tracking database. It does not run in the background.

HOW LONG IS DATA KEPT?

All data is permanently deleted 30 days after reunification is confirmed. There is no long-term database of children's profiles. Once the family is together, the record is gone.

WHAT IF THE AI MATCH IS WRONG?

The system shows the top 3 matches ranked by confidence score. **Any match below 80% is automatically flagged as uncertain.** A human confirms every single reunification. The system never acts alone.

Target Market

East Asia and Pacific alone accounts for over **44% of all global weather-related child displacements**. The highest of any region in the world.

Philippines, Indonesia, Bangladesh, India and Myanmar face the highest disaster frequency in the world and with the least emergency response infrastructure to deal with it.



These are the markets **where no parent-facing reunification solution currently exists and climate change is increasing typhoon frequency and severity every year**

448

humanitarian crises UNICEF responded to in 2024

20M

students displaced by 2 typhoons in Philippines in one month (2024)

#1

most disaster-prone country is Philippines, 16 years running

ZERO

parent-facing reunification tools in the region today

Primary Customer

NGO Partners

UNICEF, Red Cross, Save the Children

One NGO contract reaches hundreds of communities. With UNICEF's \$3.02B in humanitarian funding (2024), field teams, trucks, and budgets are already in place. ReUnite simply plugs in.

Secondary Customer

Schools

380,000 schools in disaster-prone Asia

Where bands are physically distributed to children before disaster season. Sold to school in Indonesia, Philippines etc

1 Reunite band cost less than \$2,500 students covered for under \$1,000.

Scale Revenue

Governments

Philippines, Indonesia, Japan, Bangladesh

National disaster agencies already have emergency preparedness budgets. Disaster preparedness systems market growing at 8.4% CAGR

\$190B in 2024 to \$426B by 2034.

How We Reach Our Audience

We do not sell to families. We sell to the institutions already protecting them.

Phase 1

Plug Into Existing Drills

Philippines NDRRMC already runs mandatory disaster drills in schools every year. We integrate ReUnite into their existing drill programme.

Phase 2

Convert 10 Schools

The school principal watched it work in their own drill. Close 10 schools at \$500/year. Collect real deployment data and collect testimonials

Phase 3

NGO Bulk Licensing

Drill data and school proof in hand. Approach UNICEF and Red Cross directly. One contract covers hundreds of communities at once.

Phase 4

Government Mandates

When NGOs are deploying ReUnite at scale, governments follow. Philippines and Indonesia adopt ReUnite as national school infrastructure.

Y1

Y1-2

Y2-3

Y3-4

01 PRIMARY REVENUE

NGO Bulk Licensing

Custom contracts • \$50K-\$500K range

UNICEF, Red Cross, Save the Children license the platform for their field teams. One contract covers hundreds of communities simultaneously. They bring the reach, we bring the technology. No new infrastructure needed on either sides.

Gross margin: 75%+ Pure software licensing. Near-zero marginal cost per community added.

02 SECONDARY REVENUE

School SaaS Subscription

\$3 per student per year • band and platform bundled

One price. One invoice. Band and platform access included. A school of 500 students fully covered for \$1,500 per year. Less than \$2.50 per child for a full year of disaster protection.

03 SCALE REVENUE

Government Contracts

National deployment • Year 4 onwards

Philippines NDRRMC and Indonesia BNPB mandate ReUnite as standard national school disaster infrastructure. Largest contracts. Highest margin. Permanent recurring revenue.

Our Business Model

UNIT ECONOMICS

Per-Student Bundle

\$3.00 revenue per student • \$1.50 band cost • \$0.50 platform
COGS = \$1.00 gross profit per student • 33% blended margin.

NGO Platform License

\$50K-\$500K per contract • ~\$25K COGS • 75%+ gross margin
Pure software. Near-zero marginal cost per community added.

Government Contract

National deployment • \$1.50 per child at mandate scale
Pure software • 75%+ gross margin • permanent recurring revenue.

Market Opportunity

TAM

Total Addressable Market

\$4.2B

380,000 schools in disaster-prone Southeast Asia, South Asia and Pacific. Every school is a potential customer.

Based on 576,000+ schools × \$500/yr + NGO licensing + government contracts across disaster-prone Asia Pacific

SAM

Serviceable Addressable Market

\$420M

38,000 schools in the highest-risk zones across Philippines, Indonesia and Bangladesh.

38,000 highest-risk schools + 3 major NGO regional operations + Philippines and Indonesia government contracts

SOM

Serviceable Obtainable Market

\$15M

Year 3 target: 1,500 schools at \$500 per school per year on top of NGO contracts. Based on a 10-school pilot in Year 1.

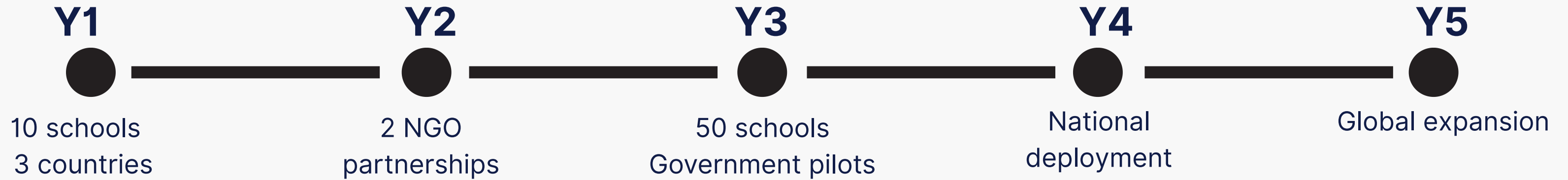
2 NGO regional contracts + 1,500 schools via NGO networks by Year 3

Why Reunite Wins

Every existing tool was built for professionals. ReUnite is built for families.

FEATURE	What it means	PRIMERO (UNICEF)	FACEBOOK SAFETY CHECK	REUNITE
Parent can search themselves	No middleman needed	✗	✗	✓
AI facial recognition	Works without name or documents	✗	✗	✓
Works offline	No internet or cell towers needed	✗	✗	✓
Pre-registered before disaster	Search doesn't start from zero	✗	✗	✓
No specialist training needed	Any volunteer can operate it	✗	✓	✓
Under \$2 per child	Scalable in low-income regions	-	✓	✓

Future Growth



Conflict Zones

Gaza, Sudan, Myanmar millions of children separated by war. ReUnite adapts to conflict-driven displacement with NGOs already on the ground.

Elderly & Vulnerable

Same NFC band technology applied to elderly people with dementia in disaster-prone regions. A natural product extension with minimal development cost.

Permanent Infrastructure

Long-term vision: ReUnite becomes the default child identity layer in disaster preparedness globally, the way smoke detectors became mandatory in buildings.

ReUnite doesn't stop at reunification. It becomes the foundation every disaster response system is built on.

Lean Model Canvas

PROBLEM

- Parents cannot search for their own child instantly
- No pre-registration exists before disaster season
- A child who cannot speak, is too young, or is found without documents cannot be identified by name alone

SOLUTION

- NFC wristband pre-registered before disaster season. Tap any phone. Profile appears instantly.
- AI facial recognition matches any child's face against registered profiles, even without a name, age, or any personal details

UNIQUE VALUE PROPOSITION

- A reunification infrastructure accessible to any parent, volunteer or aid worker, the moment disaster strikes

CHANNELS

- Government drills, schools, NGO bulk licensing, government mandates

EXISTING ALTERNATIVES

- Parents
- Primero
- Governments

KEY METRICS

- Reunification time, bands distributed, NGO contracts signed, schools onboarded

COST STRUCTURE

- Band manufacturing, platform hosting, AI API costs, field deployment support

REVENUE STREAMS

- School subscriptions, NGO bulk licensing, Government national contracts

HIGH-LEVEL CONCEPT

- Reunite any separated child with their family in hours, using a \$2 wristband and a photo

"I'm scanning all the little faces." — Evi Kaharuddin, 54, spent days going shelter to shelter holding a phone photo of her 9-year-old grandson Raldi, who vanished when their family fled the earthquake in Palu, Indonesia. No system existed to help her search.

— NPR, October 2018 · Indonesia earthquake & tsunami

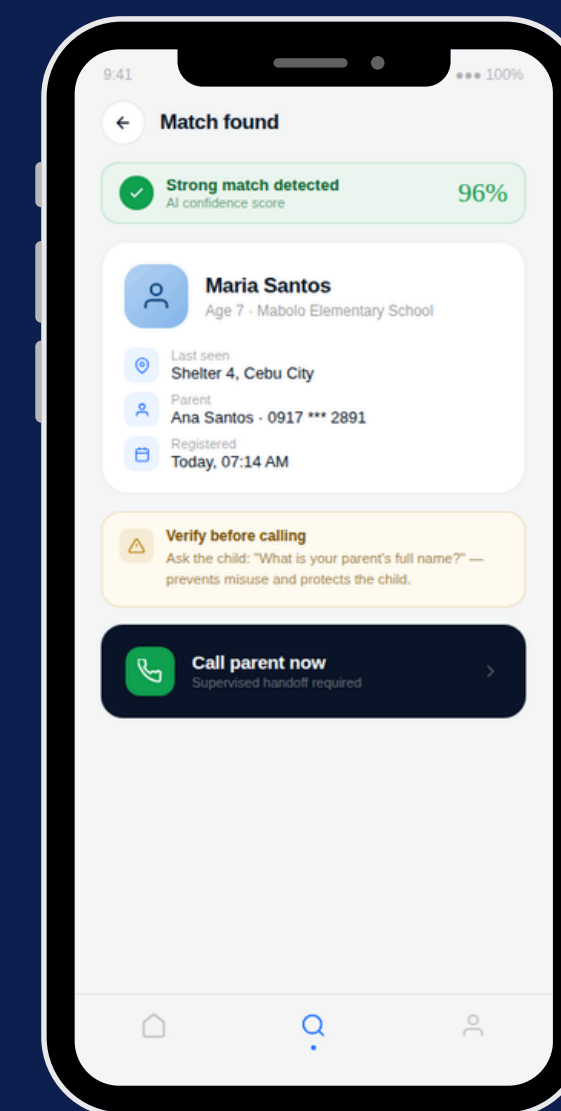
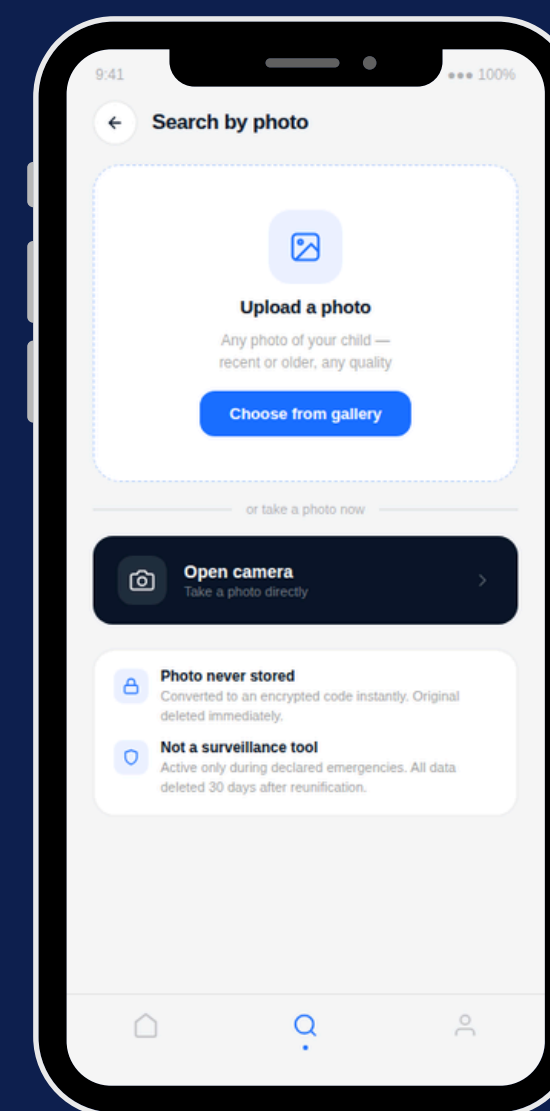
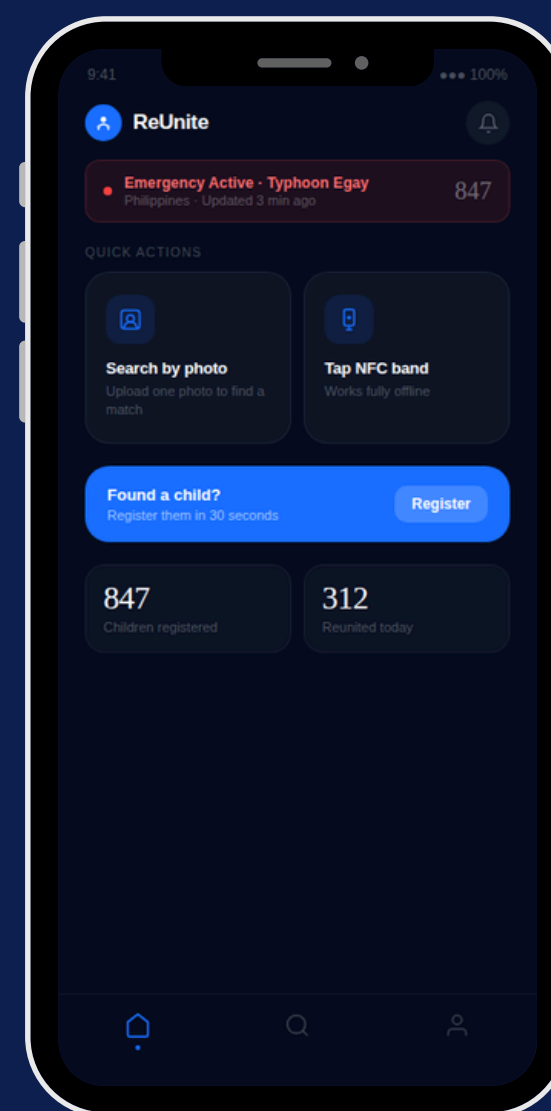
Somewhere right now, a parent is **still searching.**

Not because the technology doesn't exist.
Not because nobody cares.

Because nobody built the system yet.

We did.

ReUnite — in hours, not months.





Thank You!

References and Citations

Annur, C. M. (2023, March 8). The number of schools in Indonesia was almost 400,000 in the 2022/2023 academic year. Databoks.

<https://databoks.katadata.co.id/en/education/statistics/e3a50b6218df03c/the-number-of-schools-in-indonesia-was-almost-400000-in-the-20222023-academic-year>

Department of Education. (2024). DepEd data on public schools in the Philippines.

<https://www.deped.gov.ph>

Precedence Research. (2024). Disaster preparedness systems market size, share, and trends 2024 to 2034. <https://www.precedenceresearch.com/disaster-preparedness-systems-market>

UNICEF. (2025). Global annual results report 2024: Humanitarian action.

<https://www.unicef.org/reports/global-annual-results-report-2024-humanitarian-action>

UNICEF. (2025) UNICEF annual report 2024. <https://www.unicef.org/reports/unicef-annual-report/2024>