

business
for sale



BUSINESS REPORT

Date: **11th December 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 app 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



Business Report

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.

How many employees?

Less than 5

Give a breakdown of staff/ functions?

1. Business Strategy, Development & Operations
2. Strategic communication, brand management
3. Partnership relationship management and monitoring
4. Social media & online marketing

How involved is the Owner in running the business?

Involved fulltime.

When does the current lease end?

Virtual.

Is there an option of renewal & what period?

N/A for premises

What are the main assets of the business?

Technology, Strategic IP, Partnerships & Trademark.

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.
6. **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.