



Novus Guard
Your Portable Lifeguard

Date: AUGUST 24, 2022

For Immediate Release

Novus Guard expands its office to five countries



Novus Guard is proud to announce the global opening of its branch offices in five different countries. The company has expanded its operations to the US, Spain, UAE, Pakistan and Malaysia.

The purpose of office expansion is to gain market visibility by reaching out to new customers and establishing credibility. The company is currently based in six different countries with its head office in the UK.

We are expanding our offices to launch our product for a global audience and to become a multinational organization working towards sustainability and the well-being of the people.

Adnan Niazi, CEO

Novus Guard participated in various networking events and competitions held in different countries to avail opportunities for business expansion. The company represented on 4YFN, MWC, and SIL in Barcelona, South Summit in Madrid, International Security Expo in London, Security Event NEC in Birmingham, Gitex Global in Dubai, and the CPEC B2B Investment Summit in Pakistan.

During the pandemic, the company actively participated in many online events and pitching competitions which includes Select USA Summit, e-Biz Start, X-Pitch, Unicorn Battles, Start-up Wheel, GSD Labs, and Puzzle X.

Novus Guard won a few competitions and was selected for the startup accelerator program in Malaysia by E3Hubs. Novus Guard qualified for the GSD Hyper Accelerator Program at the Silicon Valley in San Francisco. During these programs, Novus Guard got the chance to explore the market, and business setup opportunities and learned to navigate the minefield that includes global sales, marketing, and traction.

About Novus Guard

Novus Guard is a smartphone-based app that alerts the authorities, first responders, or office managers if its user is in a danger or faces a life threat. The app can raise alerts even if its user is incapacitated and send real-time geo-tagged reports. The alerts can be raised even without the internet.

The application allows useful data capture and incident reporting capabilities.

Sources: https://docs.google.com/document/u/0/d/15uYUKj4l9kLzFlElB443_yuu_rQzYRMv8BNqBRck_W4/mobilebasic
<https://www.facebook.com/eBizStart/videos/949799962244784/>

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