

Root Challenge-Hack OHI/O 2021

Making Our Roads Safer

Background

Driving is dangerous. It's dangerous for those in the vehicles, pedestrians and even animals. In 2020 there were 1154 fatal automobile crashes in Ohio killing 1046 occupants of motor vehicles, 166 pedestrians and 212 motorcyclists. There were also 19,375 crashes involving deer which injured 966 people and killed 4. Innovation and technology are making great strides in the auto industry, from self-driving cars to better headlamp technology. But here at Root we believe much more can be done to make the roads a safer experience for all involved by leveraging innovative thinking and the technology we have available every day.

Challenge

At Root we are unbreaking auto insurance by thinking of new and innovative ways to protect our drivers both financially and on the road. We will be offering a challenge to the team who demonstrates the most innovative solution to making our roads safer. This could be safer roads for drivers, pedestrians, bicyclists, etc. Think about the common things that cause harm when using roadways and how technology can add safety. The sky's the limit.

Judging Criteria

- Solution Completeness - does it work and is it demoable?
- Innovation/Creativity - did the team come up with a novel approach to solving the problem or use existing technologies in a new way?
- Impact/efficacy - does the solution truly solve the problem by making our roads safer?
- Usefulness - how hard would it be to implement in the real world and gain adoption?
- Teamwork - did everyone participate equally in the ideation, design and development of the solution?



Prizes

\$250 Uber gift card for each member of the winning team

Additional Resources

Smart Columbus is a smart city initiative that has many projects in progress and may provide ideas and resources for completing this challenge.

[Smart Columbus Projects](#)

[Smart Columbus OH Data](#)

The state of Ohio has a wealth of crash related statistics for public download.

[State of Ohio Crash Statistic Data](#)

[Root Hack Day Project Data](#)

