The Team

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What did we do?

A platform that collects and processes data from a vehicle's input devices, such as a steering wheel, to control in-game vehicles and evaluate driver behavior.

This system can be applied across various industries, including education, training, and insurance.
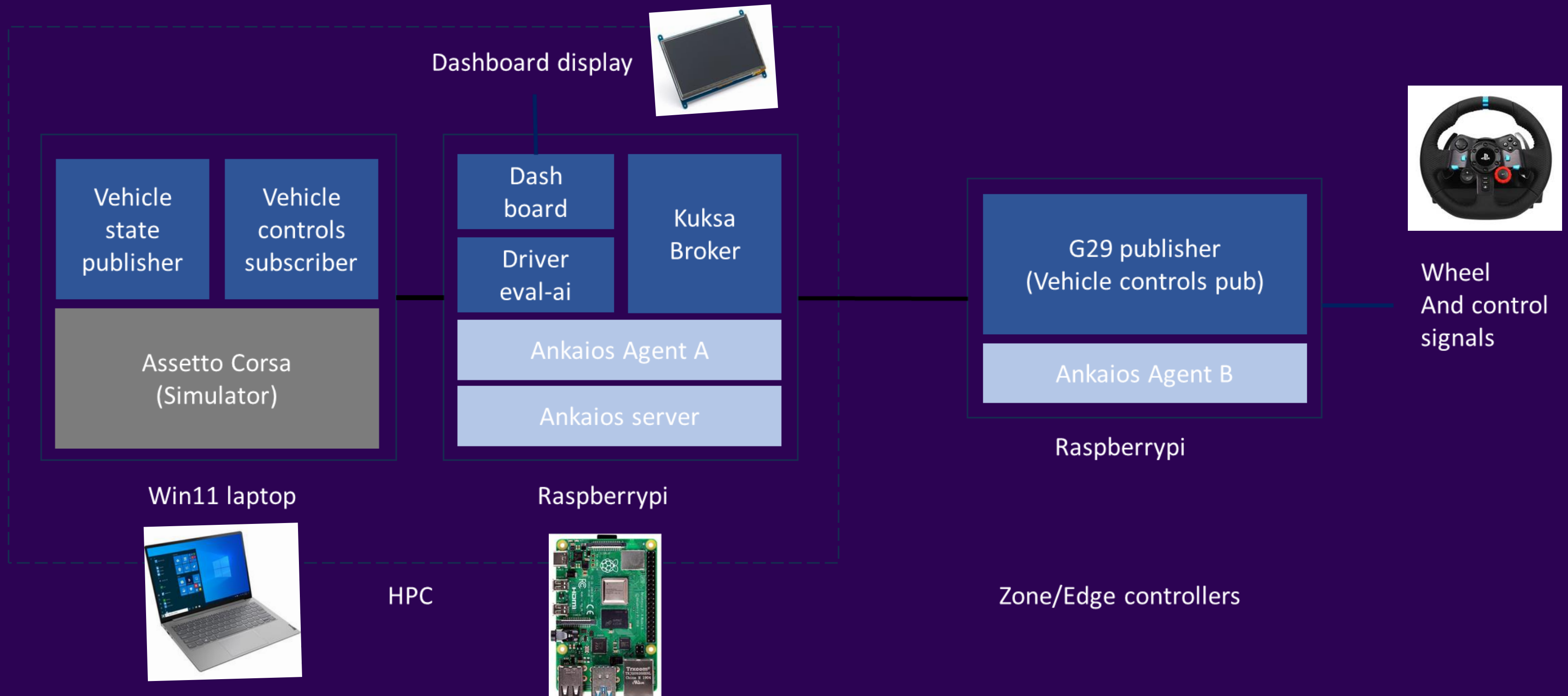
How we did it?

System Architecture

Dashboard display

Win11 laptop
- Vehicle state publisher
- Vehicle controls subscriber
- Assetto Corsa (Simulator)

HPC

Raspberrypi
- Dash board
- Driver eval-ai
- Kuksa Broker
- Ankaios Agent A
- Ankaios server

Raspberrypi
- G29 publisher (Vehicle controls pub)
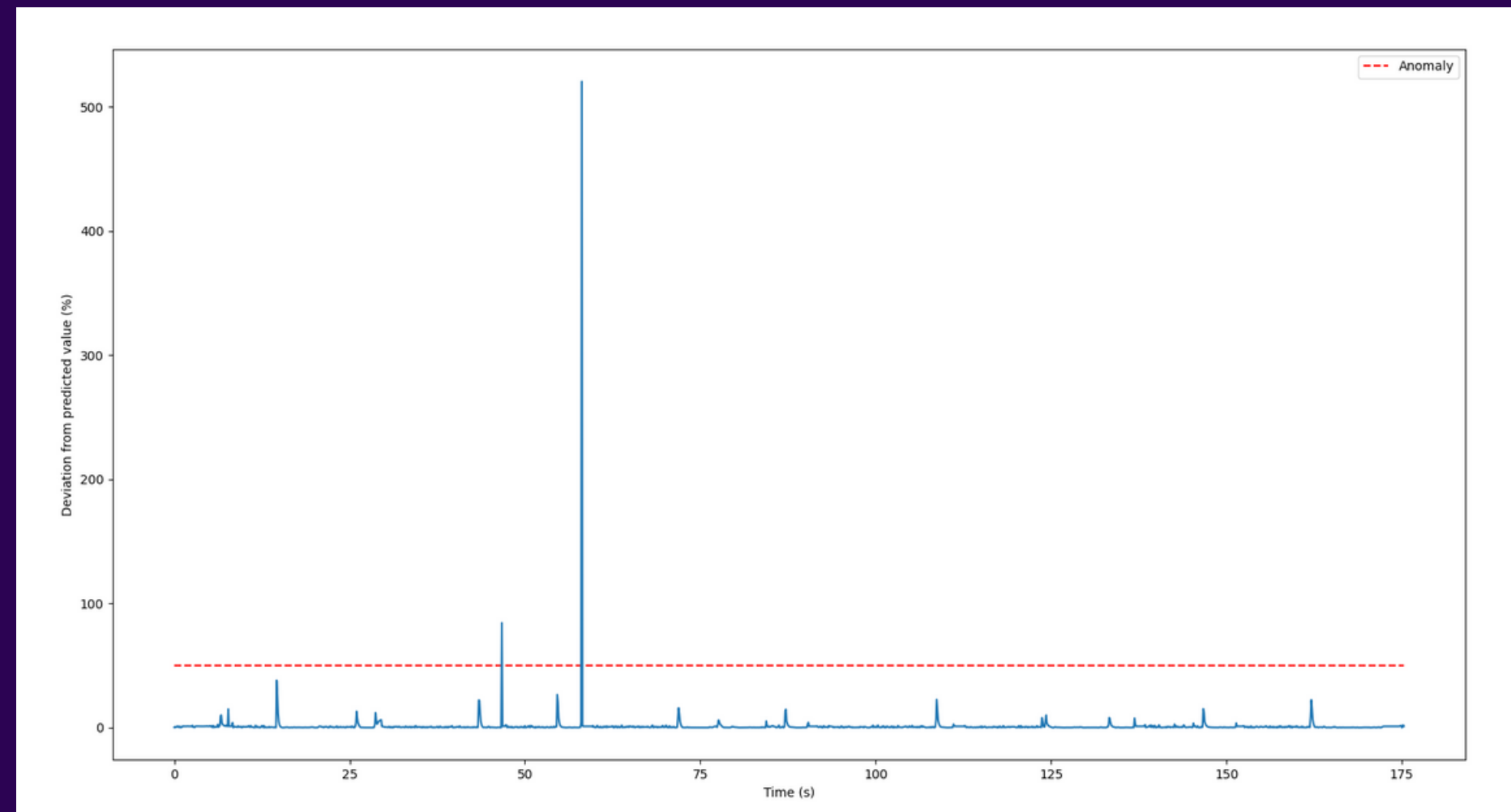- Ankaios Agent B

Zone/Edge controllers

Wheel And control signals

Anomaly Detection

- An anomaly detector to improve drivers' driving skills.
- Uses pre-trained ML model to detect unusual activity such as harsh braking.

The Market & Competition

Market

- Individual drivers
- Driving schools & F1 academies
- Insurance companies
- Fleet managers

Competition

- Tesla
- Daimler Fleet Management GmbH

Business Model

1. Subscription-Based Model:
   - Monthly or yearly plans for access to the platform.
     - Basic Plan: Individual users for skill improvement.
     - Enterprise Plan: Businesses like driving schools, insurers, or fleet managers.
2. Pay-Per-Use:
   - Charge businesses based on the number of driver assessments processed.
3. White-Label Solutions:
   - Offer the platform to insurance companies or driving schools for rebranding.
4. Data Licensing:
   - Sell anonymized driving data to researchers or automotive companies.
5. Integration Fees:
   - Custom API integration with gaming platforms or other enterprise software.

Business Plan

1. Partnerships:
   - Collaborate with driving schools, insurance providers, and gaming platforms.
2. Freemium Model:
   - Offer a basic version for free with paid premium features like advanced analytics and detailed reporting.
3. Pilot Programs:
   - Work with insurance companies and driving schools to showcase the platform's value in real-world scenarios.
4. Industry Events:
   - Present at automotive, insurance, and gaming expos to attract early adopters.
5. Digital Marketing:
   - Leverage online advertising targeting driving schools, insurers, and gamers.

Thank You!

Questions?