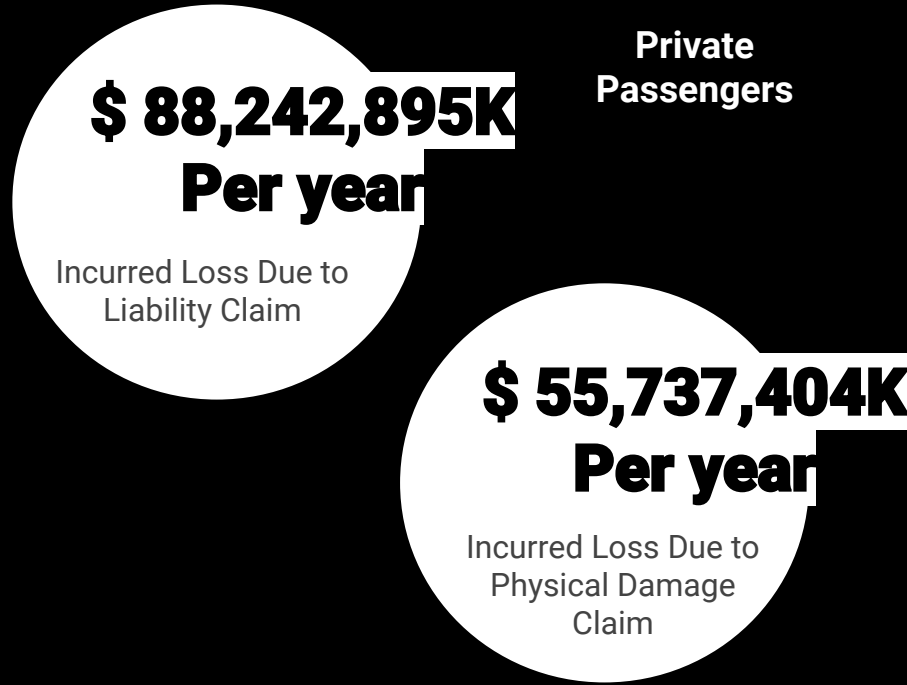


The background is a dark, monochromatic abstract composition. It features a prominent Möbius strip on the right side, rendered with a metallic, reflective texture. From the center of the strip, a series of perspective lines extend towards the left, creating a sense of depth and movement. The overall aesthetic is futuristic and technological, with various geometric shapes and lines intersecting to form a complex, layered visual field.

# MOBIUS

Reward Good Driving Behaviors with Insurance Discounts

## For Auto Insurance company:



**Majority of the Incurred Loss is due to Car Crashes that can be prevented.**



**18%**

**Of Car Crashes are caused by:**

**Distraction Driving**

**Drowsy Driving**

**In 2016, U.S. alone**

**3450 Dead  
391,000 Injured**

**803 Dead  
33,000 Injured**

IF these types of accidents can be proactively prevented by **30%**,

IF the **high risk user group** can be segmented out,

## Claim Settlement

Save 1,400,000K  
per year



18.3% Market Share

Save 7,500,000K  
per year

Entire Insurance market in  
the U.S.

## Administrative & Marketing Cost

Shorten claim process by quickly  
determining human factors

Build up better brand image

## Customer Acquisition

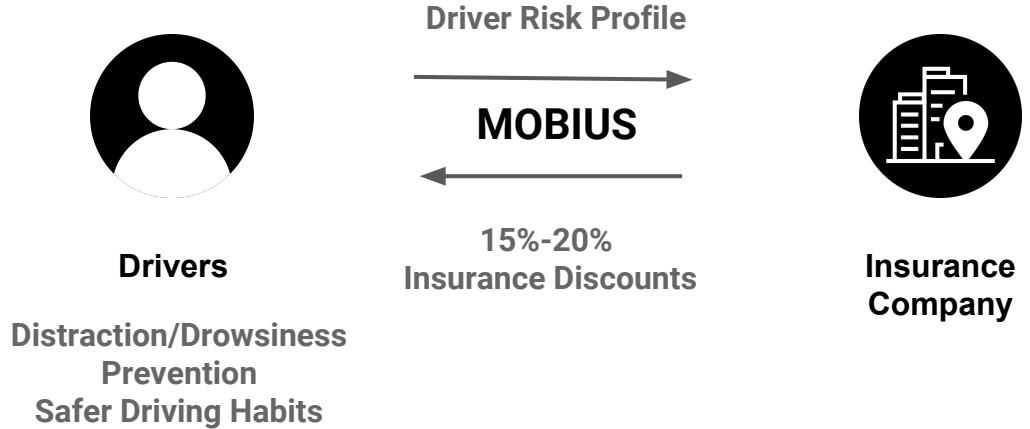
**6 million**  
new drivers every year

Acquire and retain users with  
the highest **lifetime value**

## Solution



**Mobius is a mobile app that uses Machine Learning to reward good driving behaviors with insurance discounts.**



# Before the Trip

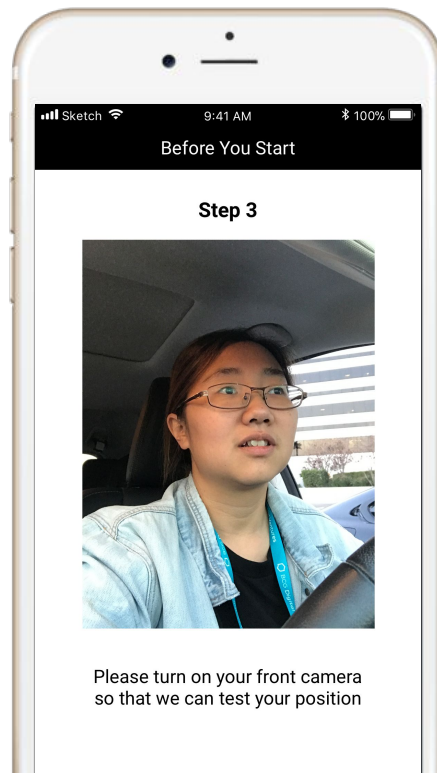
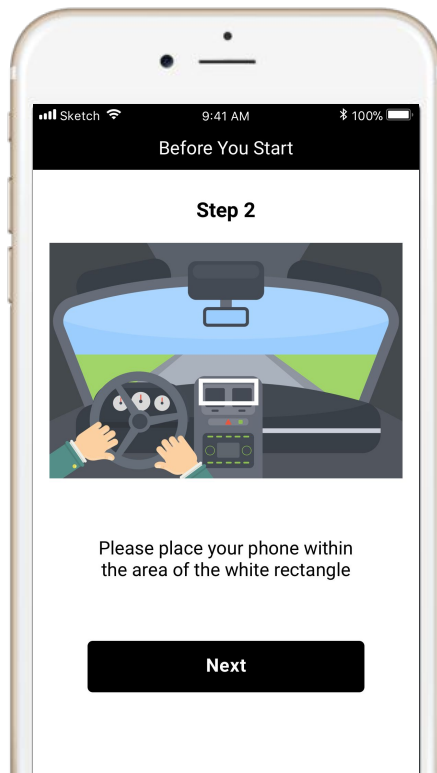
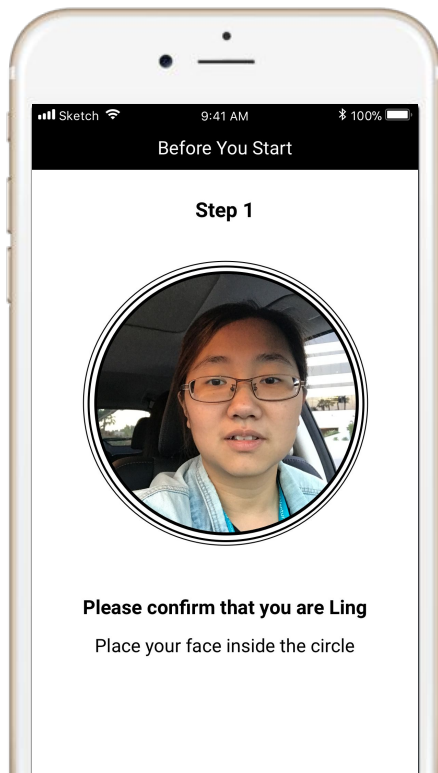
Facial Log In



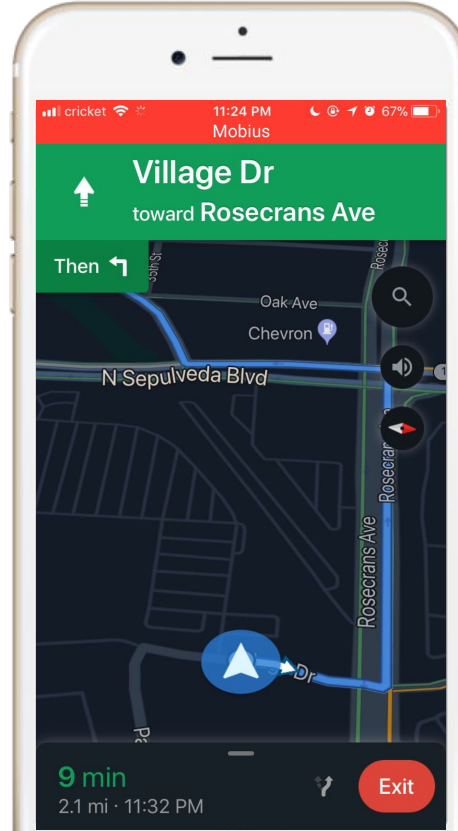
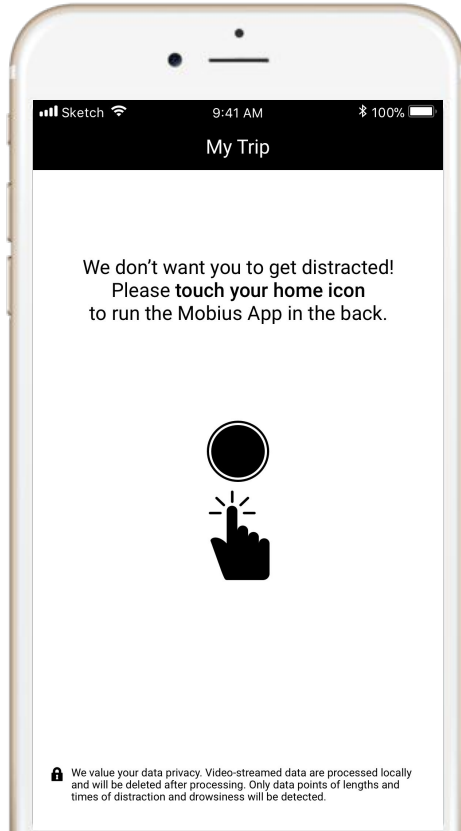
Phone Position Check



Front Camera Check



## During the Trip



### Voice Reminder (Primary):

**Distraction** detected when driving speed is over 10 miles/hour

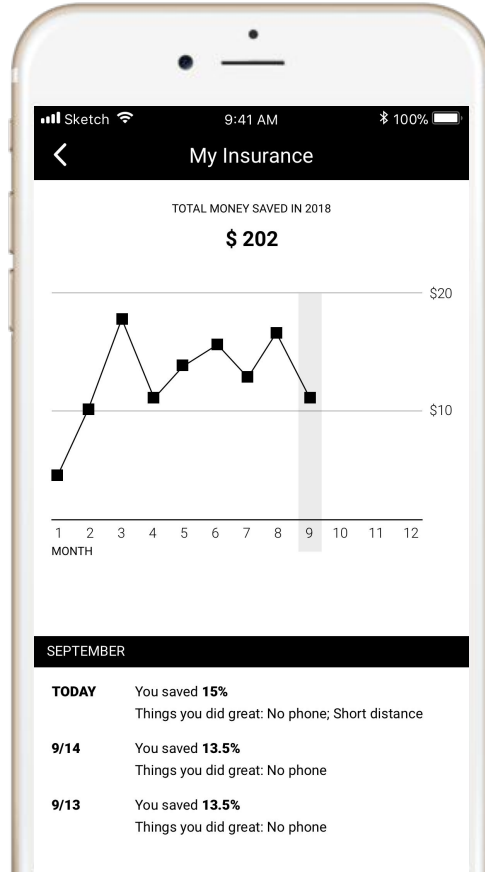
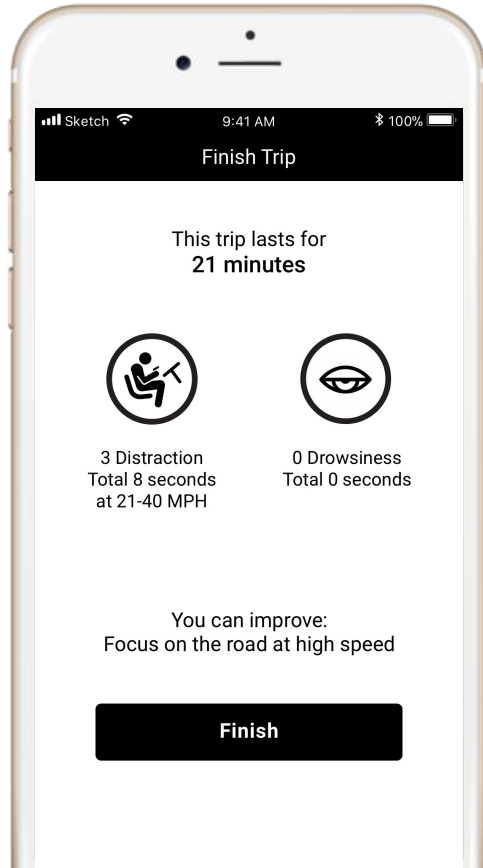
**Drowsiness** whenever detected

### Additional Notification:

Vibration on iWatch

Contact the primary contact for unsafe driving

# After the Trip



## Trip Summary

Inform Users of total Distraction & Drowsiness Detected

Future suggestions to improve Driving Behaviors



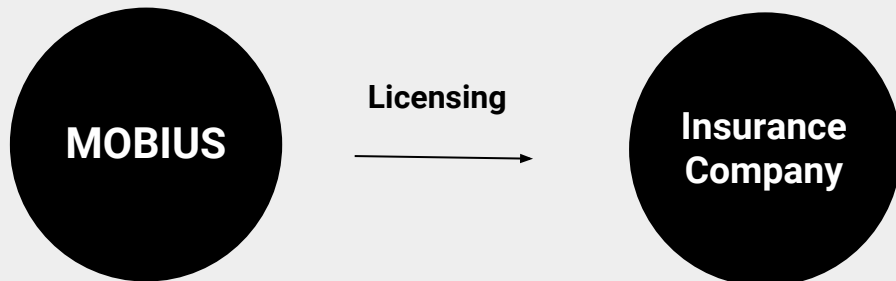
# Demo



# Mobius gives a driving behavior risk evaluation with native app solution

B2B business model

100 Billion Total Serviceable Market



Saves State Farm estimated ~\$2.200 Billion per year in cost

Helps acquire the 6 million new drivers

In return, provides up to 20% discount for drivers

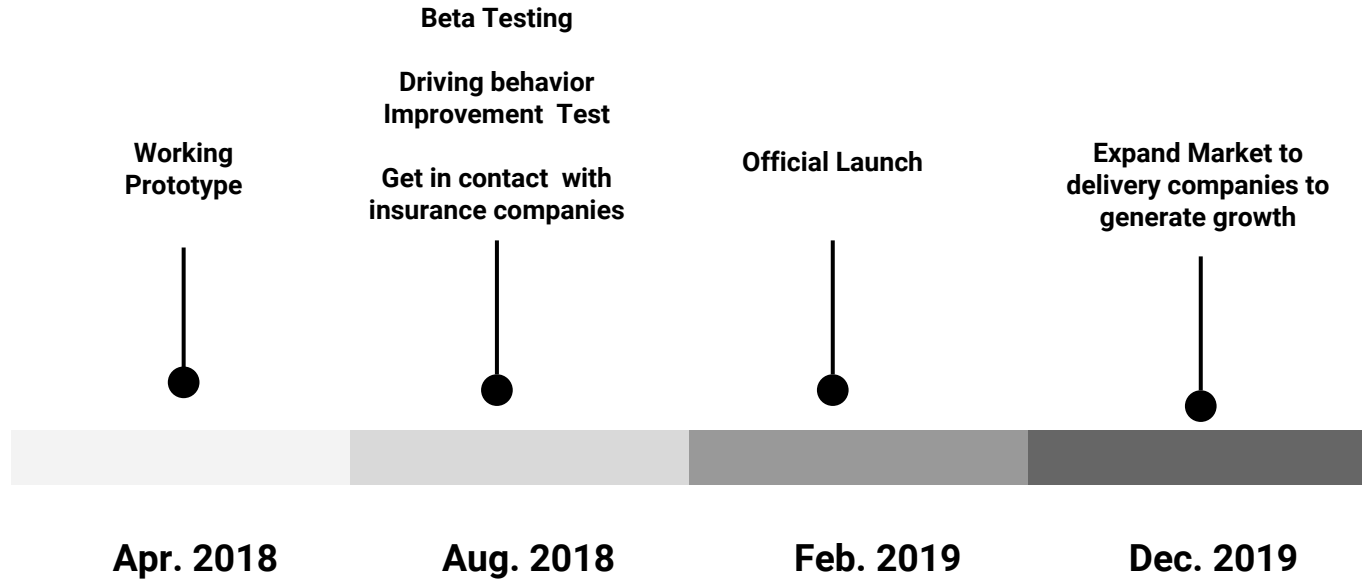
Launch first with



18.3% Market Share with  
previous effort in User-Based  
Insurance (UBI)

Trusted Insurance Company

## Roadmap and Growth



# Team



**Ling Ye**

Product | Business Dev



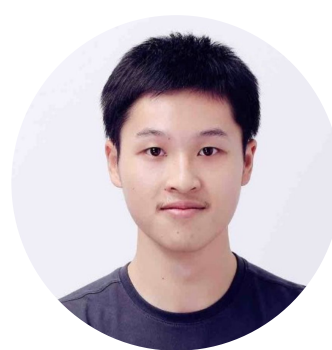
**Ziru Ling**

Design



**Yifang Chen**

Software Engineer



**Tianshu Cheng**

Software Developer

**Questions?**