NoNap

Facial expressions recognition, physiological measurement and driving patterns anomalies device which catch the very second before the driver falls asleep and wakes him up.

#1 :Business Models and Customer Development

Talks To Mentors (This Week): 2
Talks To Customers (This Week): 10 [@Google Sheets]
Total Talks To Customers: 15

Team Members:
Omry Zur,Hen Biton,Ofir Henig,Tamir Yaresko

Business Model Canvas

Key Partners

Key Partners:
- Vehicles manufacturers
- Insurance companies
- Logistics and freight companies
- Smart bands/watches companies

Key Suppliers:
- Camera manufacturers

Which Key Resources from partners:
- Vehicles
- Smart bands/watches

Key Activities from partners:
- Vehicles manufacturers - distribution

Key Activities

Development (**Accurate** algorithm)

Key Resources

- **Accurate** algorithm
- Collaboration with cars, cameras, and smart bands\watches companies
- Acquire manufacture

Value Propositions

- Safety drive - avoid of falling asleep.
- Reputation of safe car's company.

Customer Relationships

In order to grow, our product will be integrated with vehicles hardware.

Collaborations with insurance companies to increase market size by reduce the insurance costs for the customers.

Channels

Stage 1: we will sell the product individually by advertisement.
Stage 2: collaborations with vehicle manufacturers.

Customer Segments

- Car drivers (long distance drivers mostly-trucks)
- **Vehicles manufacturers (long term segment)**

Cost Structure

Algorithm development, sales, advertisement, lawyers

Revenue Streams

Single product sale: ~100$
Mass sale: each company individually contract

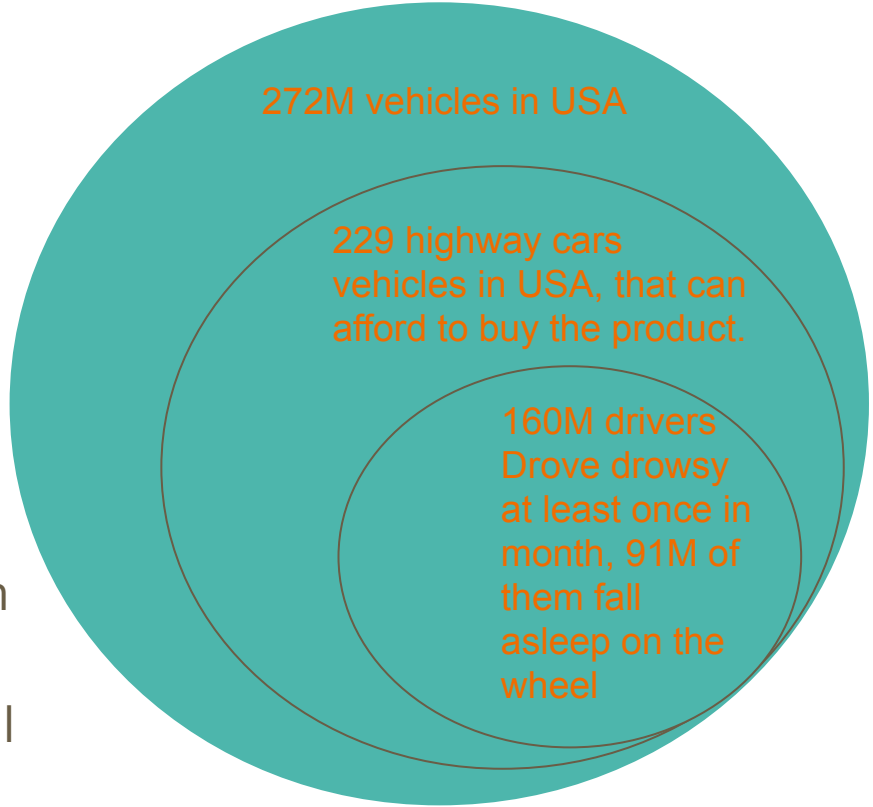
Market Type

Market Type

- Individuals- Car drivers, specifically truck drivers
- Companies- Car manufacturers

Market Size

- 225M drivers in the US, 5M in Israel
- 272M vehicles in the US, 3.5M in Israel
- 5M new cars in the US every year, 100k in Israel
- Market structure (Mature or in flux?) is any person with a driving license.
- According to a survey which conducted in 2009, 70% of the drivers drove tired in their life[1]
- According to 2010, 40% of the drivers fell asleep on the wheel[2]



Competitors

Direct Competitors List

- **Vehicles manufacturers**
- **Guardian - Optical Technology**
- **STEER**

Non-Direct Competitors List

- Mobileye
- Autonomous vehicles
- Kenko Technology

What will be your MVP?

Basic Product features

- A camera which detects when someone is falling asleep using facial recognition and makes an alert sound.

Experiments

Experiments

- The experiment will be a trial of our product to different drivers (divided by age, License type, vehicle type etc.)

- At the end of the trial we will ask out participants:
  1. Did the product worked as it should? Were any bugs?
  2. Did you feel it was relevant?
  3. Do you want this product permanently in your car?
  4. Did the product disturb you while driving?
  5. How much would you pay for this product?

Contact List

Customers Lis

- People from the private sector
- Companies who have many truck drivers

Partners List

- Vehicle Manufacturers
- Car Insurance companies

Startup Dilemmas

- Should we approach the private sector (Many people said that they would like to have the product in their car but are not necessarily willing to purchase it.)
- How could we track biological/physiological changes (We can create our own methods or use existing smart watches or similar things)

How can we solve these challenges?

- Consult with experts in the field.
- Check the demand in the private sector.

Here's What we Are Going to Do Next

- The next thing we are going to work on is the development of the program that is going to detect the changes in a driver's body and to alert the driver.