

IGNITE Pitch Deck

Milestone 1



Who we are

Name of your Venture: AGTA

Why ?

Explain why do you want to pursue this Business Idea.



The team decides to go on this venture because we want everybody to have a much more safer trips. Also, road accidents is a very serious issue no matter where we go it has the potential to take an individual's life in an instant. Our team wants to address this issue by developing an app-based road safety device.



What ?

Provide a brief on what does your venture do.



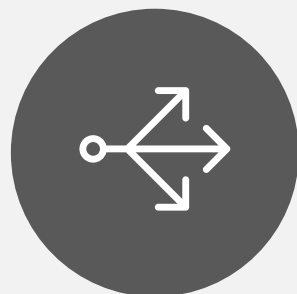
Our venture provides an IT solution that can help the drivers ensure their trip safety. By providing a solution that can detect drowsiness and alert system.



Your goal when answering this slide should be to create enough interest about your venture.

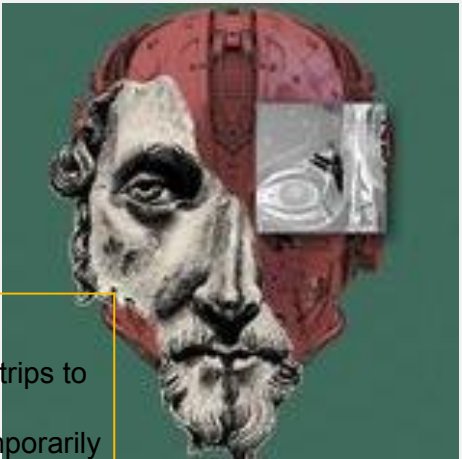
How ?

Explain how your venture solves the problem and make its revenue.




Road accidents has been a serious issue in every country and there are countless means as to why road accidents are occurring. One contributing factor to road accidents is drowsiness of the driver. Our venture values the safety of our clients by providing them the tool that mitigates their chances of being in a serious road accident. Moreover, our venture develops an app-based system that detects drowsiness and sends an alert to the driver in order to restore consciousness. By selling these road safety device the company won't only generate revenue but also make the road a safer place for drivers.

Problem/Opportunity




CONTEXT <ul style="list-style-type: none">• Circadian Rhythms: A natural dip in alertness commonly occurs in the mid-afternoon (1 PM to 3 PM), which can significantly impact driver vigilance.• Extended Driving Sessions: Prolonged periods of driving, particularly during late-night hours, heighten the risk of drowsiness, especially when compounded by inadequate rest.• Monotonous Driving Environments: Long stretches of highway or repetitive routes can contribute to fatigue, as reduced engagement with the driving task leads to decreased alertness.• Post-Lunch Period: After consuming a meal, many individuals experience a decline in energy levels, increasing the likelihood of drowsiness.	PROBLEM <ul style="list-style-type: none">• Sleep Deprivation: Inadequate sleep prior to driving is one of the primary contributors. Chronic sleep loss diminishes cognitive function and alertness.• Circadian Rhythms: The body's natural biological clock influences periods of alertness and sleepiness. Drowsiness often peaks during specific times, particularly in the early morning and mid-afternoon.• Monotony of Driving: Extended periods of driving in monotonous environments can lead to reduced engagement and mental fatigue, increasing the likelihood of drowsiness.• Physical Factors: Factors such as poor posture, uncomfortable seating, and environmental conditions (e.g., heat) can contribute to fatigue.• Substance Use: Consumption of alcohol, medications, or even excessive caffeine can affect alertness levels, leading to increased drowsiness.• Health Conditions: Conditions like sleep apnea, narcolepsy, and other sleep disorders can significantly impact a person's ability to stay awake and alert.	ALTERNATIVES <ul style="list-style-type: none">• Frequent Breaks: Drivers often take scheduled breaks during long trips to rest and refresh themselves.• Caffeine Consumption: Many rely on caffeinated beverages to temporarily boost alertness.• Carpooling or Shared Rides: Sharing driving responsibilities with others can help reduce individual fatigue.• Listening to Music or Podcasts: Engaging auditory stimulation can help keep drivers alert.• Utilizing Technology: Some drivers use existing drowsiness detection apps or features in their vehicles that provide alerts.• Getting Adequate Sleep: Prioritizing sleep before long drives is a fundamental approach to preventing drowsiness.• Exercise: Incorporating physical activity before driving can enhance alertness and reduce fatigue
CUSTOMERS <ul style="list-style-type: none">• Long-Distance Drivers: Truck drivers and commercial vehicle operators who spend extended hours on the road.• Shift Workers: Individuals working night shifts or irregular hours often struggle with sleep deprivation.• Frequent Travelers: People who travel for work or leisure, particularly during long road trips.• Students: College students balancing studies and part-time jobs may not get enough sleep.• Parents: Caregivers, especially those with young children, may experience fatigue due to disrupted sleep patterns.• Individuals with Sleep Disorders: People suffering from conditions like sleep apnea are particularly vulnerable to drowsiness.	EMOTIONAL IMPACT <ul style="list-style-type: none">• Anxiety: Worrying about the risks associated with falling asleep while driving can lead to heightened stress levels.• Frustration: The inability to stay alert can be frustrating, especially during long journeys or when under time constraints.• Fatigue: Continuous drowsiness can lead to a feeling of helplessness and fatigue, affecting overall well-being.• Concern for Safety: There's a constant worry for their own safety and that of passengers and other road users.• Guilt: Parents or caregivers may feel guilty for being unable to manage their fatigue while responsible for others. QUANTIFIABLE IMPACT <ul style="list-style-type: none">• Accident Rates: According to the National Highway Traffic Safety Administration (NHTSA), drowsy driving is responsible for approximately 100,000 crashes annually in the U.S., leading to around 800 fatalities.• Increased Reaction Times: Drowsy drivers may experience a reduction in reaction times by up to 50%, significantly impairing the ability to respond to hazards.• Economic Costs: The economic impact of drowsy driving accidents is estimated to be around \$109 billion annually, factoring in medical costs, lost productivity, and legal expenses.• Sleep Duration: Many individuals report getting less than the recommended 7-9 hours of sleep, contributing to chronic fatigue.• Health Effects: Long-term drowsiness can lead to decreased productivity at work, with studies showing a potential drop of 20% in performance.	ALTERNATIVE SHORTCOMINGS <ul style="list-style-type: none">• Frequent Breaks: While helpful, they can prolong travel time and may not be practical for tight schedules.• Caffeine Consumption: Caffeine provides only a temporary boost and can lead to crashes in energy levels later.• Carpooling: This relies on the availability of others, which may not always be feasible.• Listening to Music or Podcasts: While engaging, they can also lead to distraction and may not effectively combat fatigue.• Existing Technology: Many current systems may not offer real-time alerts or require manual activation, reducing effectiveness.• Getting Adequate Sleep: This is ideal but often difficult to achieve for those with demanding schedules.• Exercise: Although beneficial, it may not be a practical solution immediately before driving.

 This table helps you define the problem and existing market gaps. Mention your definition of the problem / opportunity statement as part this slide

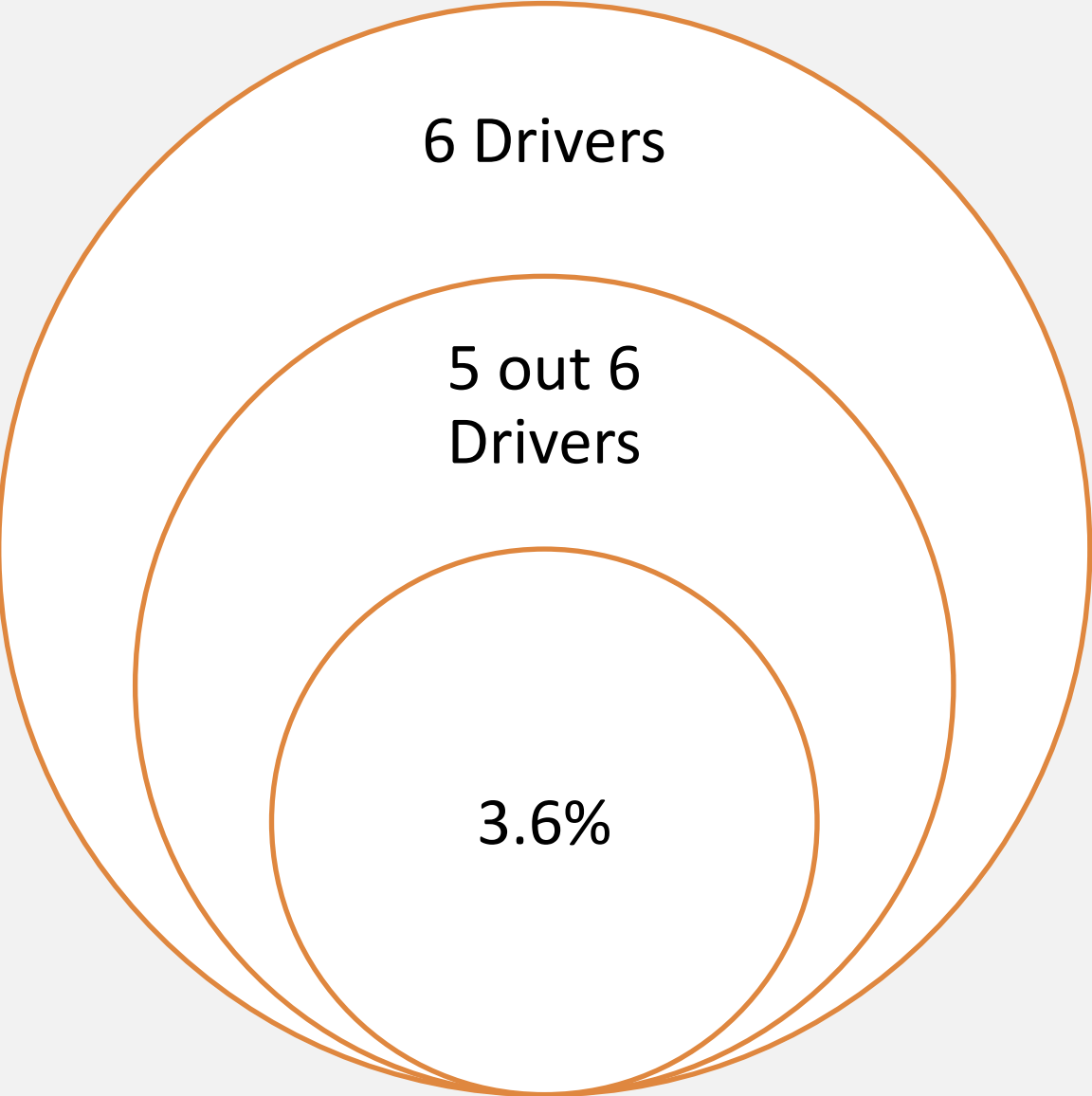
Problem Interviews And Surveys Results



- How many customers did you interview?
 - **Number of Customers Interviewed:** 6 drivers.
- What was the interview mode?
 - The interviews were conducted face-to-face.
- How many of them agree this is a problem and wants a solution?
 - 5 out of 6 drivers (83%) agreed that drowsiness is a significant issue and expressed interest in a solution.
- How many of them said they don't need a new solution?
 - **Disinterest in New Solutions:** The other 1 drivers (17%) did not see drowsiness as a problem or felt existing solutions were adequate.

 The aim of this slide is to capture the customer responses to substantiate and validate the problem your venture is solving (primary and/or secondary research data). Present result analysis of the problem interviews conducted with your potential customers in graphical representation.

Market Size Estimation



How to calculate market size?

1. Start with Total Addressable market-**6**.....

TAM refers to the total market demand for a product or service.
If you're entering a pre-existing space (like small business banking) you can research it and provide credible sources or reference points on how you arrived at the TAM. If you're creating a new product or space (like Slack), you can estimate the number of customers that would want your product and approximate how much you could charge them.

2. Take your target market (SAM), within that TAM, which varies depending on geography and other logistical factors. Determine the penetration potential of your target market. This is the portion of the market you can reasonably compete with.....**5**.....

3.By conducting research with existing competitors, distributors etc., understand the likely penetration rate.....**60%**.....

4. Multiply target market by penetration rate to find your market size..... **3.6%**

Sources:



This slide is to provide details on Market Size and demonstrate How big is the market opportunity your venture is pursuing. Add source/reference to the data presented.

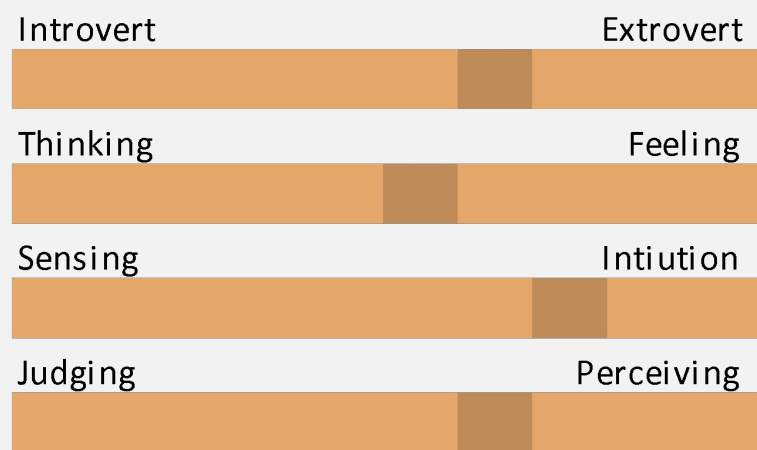
Customer Persona



- Safety First
- Reliability
- Respect and Courtesy
- Professionalism
- Community Engagement
- Continuous Improvement

Age: 35
Occupation: Multicab Driver
Location: Malaybalay City, Bukidnon

Personality



Patience

Empathy

Strong Communication Skills

Goals

- **Earning Income:** The main objective is to generate a stable income to support themselves and their families.
- **Providing Safe Transport:** Ensuring the safety of passengers while delivering reliable transportation services.
- **Building a Customer Base:** Attracting and retaining regular passengers to enhance earnings and job security.
- **Adhering to Schedules:** Maintaining timely service to meet passenger expectations and minimize delays.
- **Minimizing Costs:** Managing expenses related to fuel, maintenance, and other operational costs to maximize profit.
- **Enhancing Service Quality:** Continuously improving service to increase customer satisfaction and gain positive reviews.

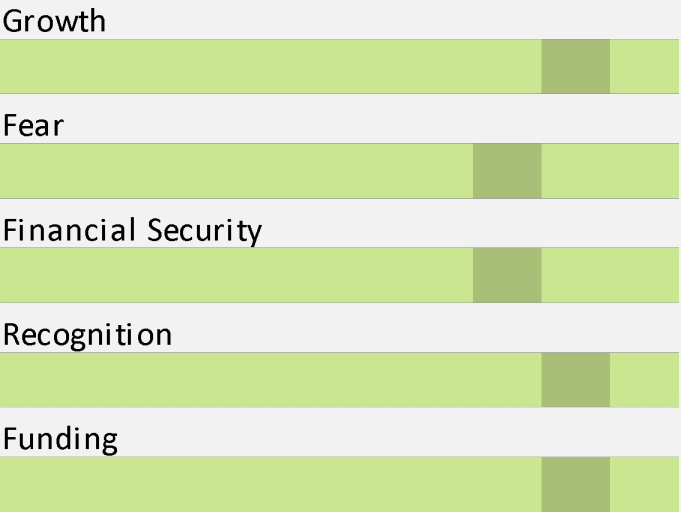
Frustrations

- **Passenger Behavior:** Dealing with rude or disruptive passengers can create stress and impact the driving experience.
- **Traffic Congestion:** Heavy traffic can lead to delays, making it challenging to stick to schedules and increasing pressure.
- **Safety Concerns:** Worries about accidents or aggressive drivers can create anxiety while on the road.
- **Inadequate Breaks:** Limited opportunities for rest can lead to fatigue and decreased alertness.
- **Regulatory Pressures:** Compliance with regulations and inspections can be time-consuming and stressful.
- **Maintenance Issues:** Dealing with vehicle breakdowns or maintenance can disrupt service and lead to frustration.

Bio



Motivations



The aim is to collect the information about your ideal customer persona who are likely to buy your product or service. It is highly detailed, providing a clear understanding of target market and customer demographics, behaviors, needs and jobs to be done. It will help you tailor the solution/user experience through targeted design.

Value Proposition Canvas



□ *The AI drowsiness detection system makes customers happy by keeping them safe while driving. It watches for signs of tiredness and gives alerts to help them stay awake. With easy-to-use features and suggestions for rest breaks, drivers feel more secure and in control, making their trips safer and more enjoyable.*

We are offering an AI-based drowsiness detection and alert system for drivers. This system monitors signs of tiredness and provides real-time alerts to help prevent drowsy driving, enhancing overall road safety.

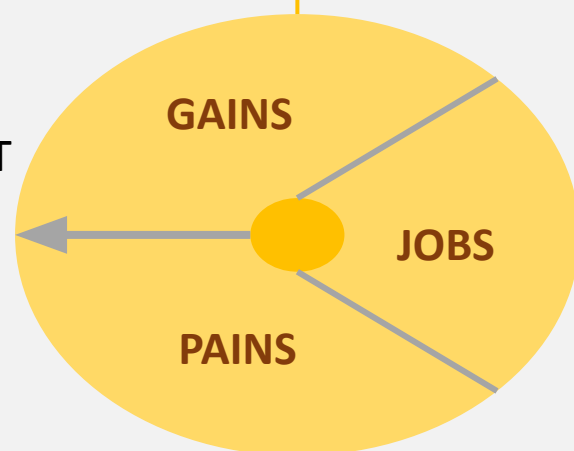
- Real-time drowsiness detection
- Real-time alert system

**PRODUCT/
SERVICE**

GAIN CREATORS

PAIN KILLERS

FIT



I would **LOVE** it if:

Customers would feel happy knowing they have a reliable system that keeps them safe from drowsy driving. They want reassurance that they can stay alert and avoid accidents while on the road. When facing the problem of fatigue, clients seek a solution that actively monitors their alertness, provides immediate feedback, and helps them feel in control during their journeys.

I would **WANT**:

- Stay Alert
- Take Breaks

These actions reflect their desire to manage fatigue and ensure their safety before they consider a dedicated solution like our drowsiness detection system.

I would **HATE** it if:

Clients facing drowsiness while driving feel scared of accidents, helpless, and uncomfortable. They worry about putting themselves at risk and get frustrated when plans are disrupted. Quick fixes like caffeine often don't work, leaving them anxious about staying awake and safe on the road.



Demonstrate the fit between what you are offering and why people buy it. You must build on solution (products & service) that match their needs (pains & gains).

Solution

Describe your Solution:

We offer AI-Based Drowsiness Detection and Alert System to Enhanced Road Safety Using YOLOv8.

The details of our offering consist of:

1. Real-time drowsiness detection.
2. Real-time alert system.

List the Benefits of Your solutions

- 1. Can minimize road accidents.**
- 2. Promotes better driving habits.**
- 3. Increased driving awareness.**
- 4. Enhanced road-safety.**



Team Composition



Bryan Tagaan



Role/Position:
CEO

Rene Rey Sale



Role/Position:
CO-CEO

Arvin Glenn Aguid



Role/Position:
Secretary

James Lim



Role/Position:
Designer

What makes us a good team to solve the problem we chose?

Agta is reliable in terms solving your problems for we value our customer's satisfaction above anything else. Most importantly our team is compose of talented individuals who are experts in their field.

Key Strengths and abilities

- Team Leader
- Adaptability
- Critical Thinker
- Self Motivation
- Team Work
- Opportunist

Key Strengths and abilities

- Collaborative Mindset
- Strategic Thinker
- Problem-Solver
- Adaptability
- Innovative

Key Strengths and abilities

- Resilience
- Adaptability
- Research Skil
- Strong Communication Skills
- Flexible

Key Strengths and abilities

- College Graduate
- Collaborative
- High quality service
- Problem solver



The goal is to demonstrate teams' commitment. Mention who's on your team, defined roles, why them (each members expertise) and their extremely relevant credentials.



Thank
You!