

# SafeBike

<t> Bike Safety. Redefined.</t>

# The Team :

Rahulrajan Karthikeyan -  
freshman

Mohit Doshi -  
freshman

Nitheesh Muthuraj -  
graduate

Sarvesh Nerurkar -  
graduate

# Problem Statement :

- Bike thefts are a common occurrence on ASU's campus.
- 100's of bikes are reported stolen each year.
- Bike thieves resort to over-the-counter methods to break even the strongest U-locks.



Tempe police, ASU working to combat **bike thefts**  
AZCentral.com - Oct 27, 2016

**Bike theft** surge prompts action, police registration program  
Downtown Devil - Dec 3, 2014

# Solution :

- Implementing a system of GPS-enabled sensors, strategically placed within the frame of the bicycle.
- Proximity alert system that is triggered when the bike leaves a user-defined periphery.
- Current version of system tracks sensors in real-time and allows the user to identify online if the bike is stolen or not.



# Theme :

Bike thefts across campus increase:

- Monetary loss for owners
- Vandalism to existing bikes and bike infrastructure
- Emotional stress for owners

Reducing the number of bike thefts by implementing a proactive real-time model that ensures -

- Faster reaction times by owners/law enforcement
- Quicker recovery of stolen bike

ServiceNow platform used to build, support, and deploy web architecture for BikeSafe

# Technology Used :

- Used HTML5, CSS, and JavaScript to model and add functionality to the website.
- Used Google Maps to visualize the location of the bike.
- Used the ServiceNow platform to integrate and design web portals for the various webpages and implement the Geolocation feature.

# Market feasibility:

- Conventional Bike Lock market has failed to deliver a 100% effective solution against bike threats.
- The average U-lock costs between \$30 and \$70.
- GPS sensors can be sourced individually for between \$3 and \$7, and would cost much cheaper on a production line environment.
- No current threat to uniqueness of product.



# Competition :



## Future Aspirations :

- Delivering Hardware components, i.e., the GPS-enabled sensors.
- Rolling out iOS and Android apps with push notifications to alert users.
- Venturing into the travel luggage industry.

# THANK YOU !

**Your Bike is Stolen!!!!**



# QUESTIONS ?