

Did you know that every year, millions of lives are destroyed in causes of road accidents? In particular in Morocco, according to NARSA, more than 4000 people lose their lives each year, and more than 100,000 are seriously injured. Every accident is not just a statistic, it's a devastated family, relatives waiting for help... And often waiting time can make the difference between life and death.

This shocking reality has deeply touched us and We were driven to look for a solution. After discussing with medical specialists, one truth struck us: Reducing the time of emergency response could save many lives and offer a much greater chance of survival for the victims.

This is how Safety Driving was born, an innovative system that detects instantly, geolocates the vehicle and sends Automatic real-time alerts to emergency services. Safety Driving is not just reacting to accidents, it struggles to offer a second chance at life.

Our solution is a system of accident detection, geolocation and automatic alert system, designed to ensure rapid response in the event of a collision. It is based on shock sensors that immediately detect an accident and an integrated GPS system, which sends the exact location of the vehicle. As soon as an incident is spotted, a communication tool is triggered to transfer the critical information to emergency services, call centers or a close family member.

We also integrated another solution which can help us anticipate the accident and avoid it in the first place. We found out that many accidents happen due to the driver's fatigue after driving for long hours. Therefore, we proposed a solution by using a camera and an artificial intelligence system that is able to detect signs of fatigue, once it detects it, an alarm is activated that advises the driver to make a stop and have some rest.

In the meantime, efforts are underway to connect the system to the vehicle, allowing the use of integrated sensors, like the airbags, for even faster detection and accident data.

Safety Driving benefits a wide range of users: drivers, road safety authorities, drivers professionals, rental agencies and insurance companies. These Partners see it as an essential tool to ensure safety and monitoring vehicles. With approximately 3 million vehicles Registered in Morocco and 150,000 new registrations each year, a 10% adoption of new vehicles per year shows the potential impact of the project on road safety.

The cost of each product is 1326 dirhams, with a selling price of 2360 dirhams, allowing a gross margin 30%. To go from 10 products per month to 100 products per month, we need 70,000 dirhams. This

funding we will not only increase our production, but also create more employment opportunities for technicians and engineers, and thus, to positively impact more lives.

Today, we hope to get even more support to do to advance this project and save lives. With your support, you contribute to a technological project, you participate in a human cause. You will help reduce the tragic number of road accident victims, caused by location delays and together, we can offer these people a chance of survival, where every second counts.