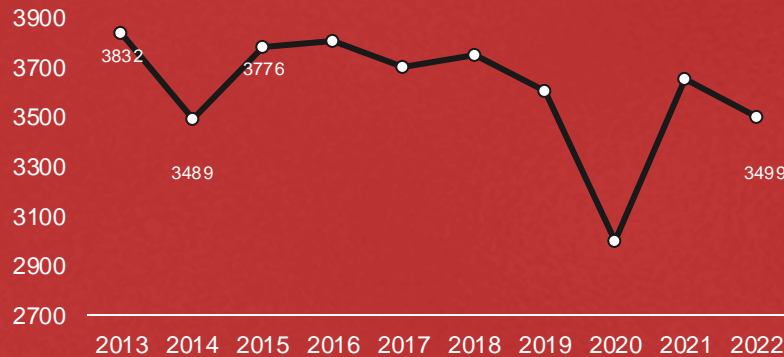




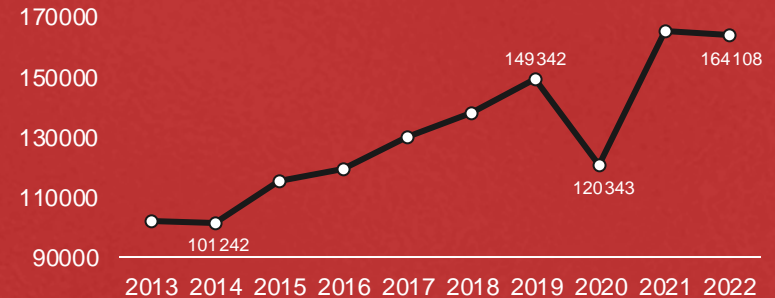
NARSA STATISTICS



Annual number of deaths due to accidents between 2013 and 2022



Annual number of seriously injured between due to accidents 2013 and 2022



Specialist physicians



**Dr Abdelkrim
Largab**

Orthopaedic and
traumatologist in
Casablanca



**Dr Anass
Doufaai**

Orthopaedic surgeon in
Casablanca

They emphasize that the main risk to drivers in the event of delayed medical intervention after an accident is early death.

Dr Largab identifies hemorrhages, fractures, and trauma as common complications that can be worsened by delays in assistance and Dr Doufaai mentions a case where a driver died due to hemorrhagic shock related to delayed intervention



An accident alert system that
reacts in real time.



Components and functionalities:



Detection



Geolocalisation



Alert



Targeted customers



**Professional
drivers**



**Road safety
authorities**

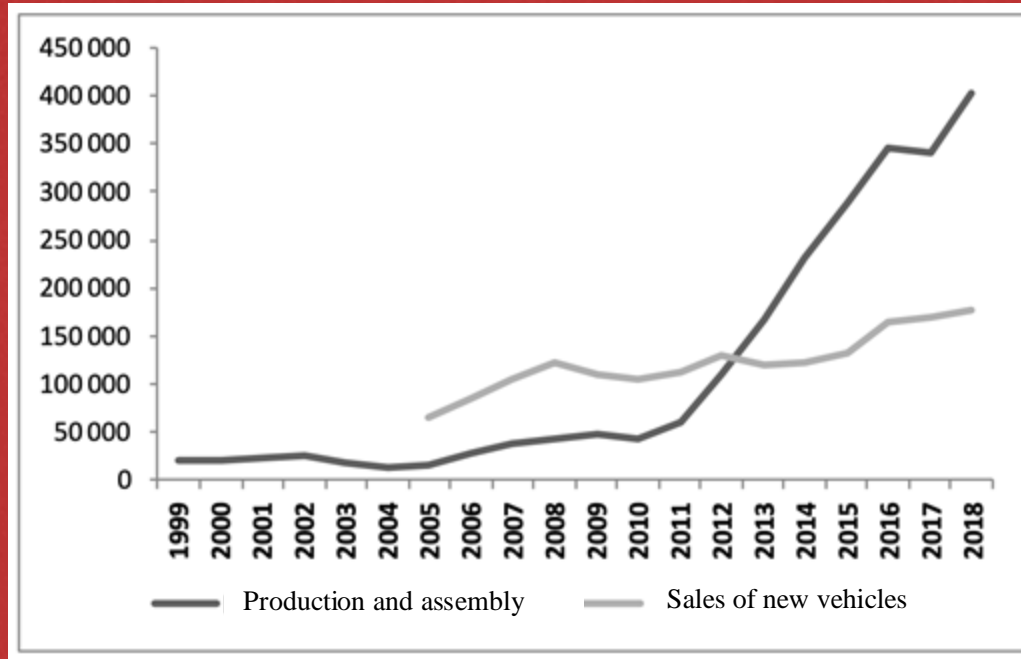


**Insurance
companies**



**Car rental
companies**

Production and sales of new vehicles in Morocco (1999-2018)



هيكل التكاليف - Structure de coûts

Changer uniquement la partie jaune

| CAPACITE DE PRODUCTION ou OBJECTIF DE VENTE (Mois) الطاقة الإنتاجية (Mois) | | | | 100 | | |
|--|-------|-------------------------------|---|-----------------|--------------------------|----------------|
| (Mois) COUTS FIXES النفقات الثابتة | | | (Mois) COUTS VARIABLES النفقات المتغيرة | | | |
| DESIGNATION التسمية | Prix | COUT/MOIS | DESIGNATION التسمية | Quantité الكمية | Prix unitaire سعر الوحدة | Montant المبلغ |
| local | 4500 | 4500 | gps module | 100 | 500 | 50000 |
| technicien | 4000 | 4000 | sim | 100 | 300 | 30000 |
| 2 ingenieurs | 20000 | 20000 | carte pcb | 100 | 10 | 1000 |
| | | 0 | microcontrôleur atmega | 100 | 100 | 10000 |
| | | 0 | etain | 100 | 1,3 | 130 |
| | | 0 | capteur de choc | 100 | 100 | 10000 |
| | | 0 | resistance condensateur | 100 | 30 | 3000 |
| TOTAL Cout fixe المجموع | | 28.500,00 MAD | TOTAL Cout variables المجموع | | 104.130,00 MAD | |
| | | COUT DE REVIENT تكلفة الإنتاج | | | 1.326,30 MAD | |
| | | MARGE BRUTE (%) هامش الربح | | | 30 | |
| | | PRIX DE VENTE HT ثمن البيع | | | 1.894,71 MAD | |
| | | PRIX DE VENTE TTC ثمن البيع | | | 2368,392857 | |

Competitor Analysis



```
graph LR; 1((1)) --- S1[Service: Our solution detects accidents automatically]; 2((2)) --- S2[Price: the solution's price is competitive]; 3((3)) --- S3[User can choose to notify his family members of the accident];
```

1

**Service: Our solution
detects accidents
automatically**

2

**Price: the solution's
price is competitive**

3

**User can choose to
notify his family
members of the
accident**

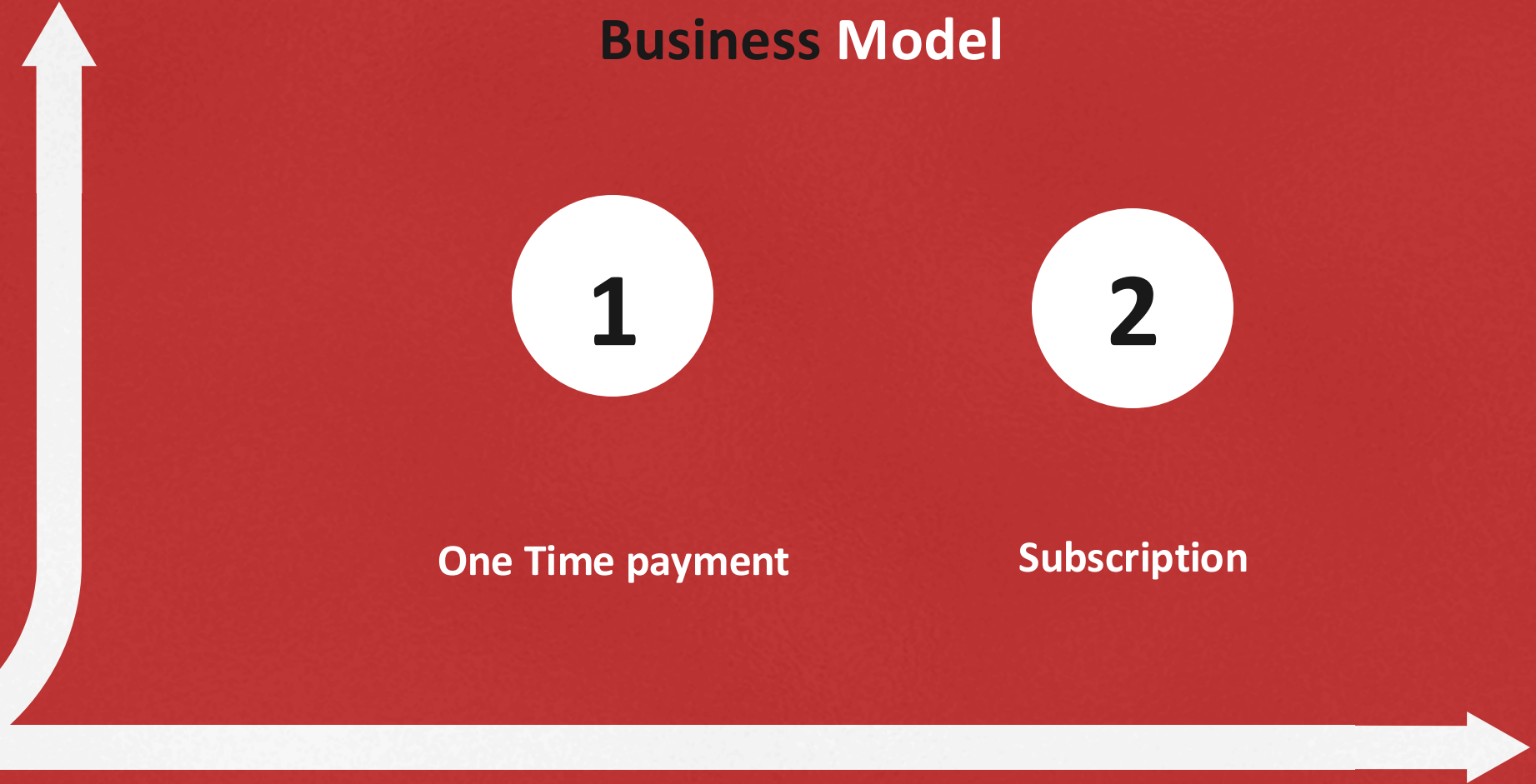
Business Model

1

One Time payment

2

Subscription



Thank you!

Do you have any questions?
safety.driving@gmail.com
+212 767740253



