Ahmed was driving home one evening, tired but eager to reunite with his family. Unfortunately, on a dark road, he was involved in a severe accident. Trapped in his car and suffering from internal bleeding, there was no one around to call for help. After a long and agonizing wait, he was finally taken to the hospital. Tragically, it was too late. The doctor announced that if help had arrived sooner, Ahmed’s life could have been saved.

Every year, thousands of lives like Ahmed’s are lost—not only because of accidents but also due to delays in emergency response. This is something we can change.

This heart-wrenching reality deeply moved us and motivated us to seek a solution. After extensive research with medical experts, one truth became clear: reducing the time it takes for emergency services to intervene could save countless lives and give victims a much better chance of survival.

This realization led to the creation of **Safety Driving**, an innovative system that instantly detects accidents, geolocates the vehicle, and sends real-time automated alerts to emergency services. Safety Driving is more than just a response mechanism—it’s a system designed to provide a second chance at life.

The **Safety Driving** project benefits a wide range of users, including individual drivers, road safety authorities, professional drivers, rental agencies, and insurance companies. These stakeholders see it as an essential tool for ensuring safety and monitoring vehicles. With approximately 3 million registered vehicles in Morocco and 150,000 new registrations annually, achieving a 10% adoption rate among new vehicles each year highlights the significant potential impact this project could have on road safety.

The production cost for each unit is **1,326 MAD**, with a selling price of **2,360 MAD (tax included)**, allowing for a **30% gross profit margin**. To scale production from 10 units per month to 100 units per month, we require **70,000 MAD in funding**. This investment will not only enable us to increase production but also create more job opportunities for technicians and engineers, thus positively impacting even more lives.

**Safety Driving** has already gained recognition, winning the **Best Innovative Project award at the national level**, which has provided us with training opportunities and helped us develop the prototype you see today.

At the recent **Meet the Lead event**, we met **Abdellah Abdellaoui**, founder of Morocco Automobile Club, who expressed great appreciation for our project and offered valuable technical guidance.

Today, we are seeking even greater support to advance this project and save lives. By supporting **Safety Driving**, you are not just investing in a technological solution—you are contributing to a human cause. You will help reduce the tragic number of road accident victims caused by delays in localization and response.

Together, we can give those in need a fighting chance where every second counts.

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