



A.I.CKATHON |

"While saving money in TRILLIONS,
we save life in
MILLIONS"

presented by:

T.B.T



The
Challenge

API
implementation

The Solution

USP

Lastly

November 18, 2018

High accident rate & traffic congestion

Economic **costs of global road crashes** have been estimated at **US\$ 518 billion** a year

U.S. Highway **traffic congestion** cost the trucking industry **\$63.4 billion** in lost productivity



High accident
rate due to

HUMAN ERROR

Mainly ***driver fatigue*** and
exceeding speed limit

with...

IMPROPER ROAD CONDITION



Due to regulation
restricting foreign driver
and **boom in e-
Commerce**, we are in a
huge shortage of drivers

So Malaysia **drivers are in
high stress and fatigue**
condition by research

Thus we came up with the **IDEA...**

a ***small
portable
camera*** that
connects to
smartphone
blue tooth...

designed for corporate's duty drivers...

**logistics
drivers..**

**public transport
drivers..**

to help them **lower accident rates** and corporates **avoid losses in vehicles** while **analyzing data** for the **city safety road planning**.

With the total drivers involved in Malaysia there is a potential reach to **4.8 million users**.

What it does

- With the help of **Coqnitics facial recognition API**, the **camera** can **detect the drowsiness** of the driver and carry on **interactive activities** which **enhances driving behavior**.
- With **several sensors** on **smartphone** that **detects sudden acceleration**
- We are able to **collect the data** for safety **road infrastructure design**

Our USP

1. Risk-free Adoption

- Work with existing hardware
- Built on top of proven technology

2. Revenue-Focus for Customer

- Low cost monthly subs to our service
- Compared to a truck involved in an accident, which cost an average of RM375k
- A bus accident affects reputation of the bus company and cause life losses

3. Shallow learning curve

- easy to use as long you know to connect a bluetooth



A.I.CKATHON |

"While saving money in TRILLIONS,
we save life in
MILLIONS"

presented by:

T.B.T



The
Challenge

API
implementation

The Solution

USP

Lastly

November 18, 2018



A.I.CKATHON |

"While saving money in TRILLIONS,
we save life in
MILLIONS"

presented by:

T.B.T



The
Challenge

API
implementation

The Solution

USP

Lastly

November 18, 2018