Gilda

1.
Problem

23x

More likely to get into an accident while using your phone

What Our Customers Said

"Distracted Driving is pretty simple."

"I know I'm being hypocritical, but…"

"I just don't think about it."

Customer Insights

Acknowledge Danger

Most people know that distracted driving is dangerous, but also have never gotten into an accident.

Hard to Change Habits

You're used to routines while driving, so won't change overnight. Laws probably won't work.

Phones are Powerful

People don't want to change the way they use their phones inside and outside the car.

2.
Solution

Gilda Version 1

- AI-based driving assistant

- Highly functional and convenient

- Native access to phone apps

How to stop phone use?

Most Effective Strategy

Leave phone at home

Lock phone in box/unreachable

Turn phone off

Passenger takes phone

Strict limit to manual phone functionality

Access to only relevant apps

Reminder

Cup holder/phone holder

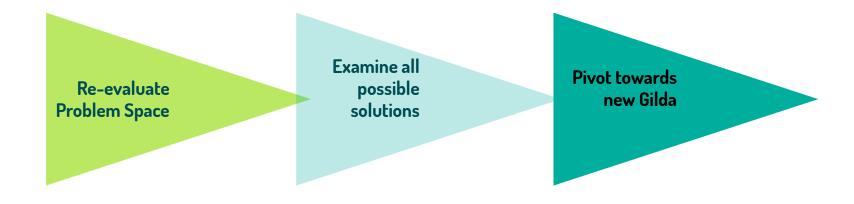Turn phone over

Government legislation

Driver's Ed

Least Effective Strategy

Someone suggests to stop using phone

Gilda is somewhere
In here!

We pivoted.

Finding a new Gilda

Re-evaluate Problem Space

Examine all possible solutions

Pivot towards new Gilda

What is Gilda now?

A driving safety app that will show you your driving behaviors and then helps you fix them.

What is Gilda now?

1. Driver Statistics illuminate users on the current

ways they use their phone on the road.

What is Gilda now?

2. The **"Set Up Your Drive"** function allows users to quickly **choose** their navigation and music **before** pulling out of the parking lot.

What is Gilda now?

3. **Drive Mode** prevents you from accessing other

distracting apps while driving.

3.
Market

Our Target Market

Drivers

"Safe" Drivers who use phones

Concerned Parents

People who have gotten into accidents

4.
Prototype

Phone 1 — Statistics

Gilda

STATISTICS | SETUP

Trip statistics

Speed/time

Wear & Tear

Glances	0
Max speed	0
Average speed	0
Distance	0
Time	0

Phone 2 — Setup

Gilda

STATISTICS | SETUP

Where to?

HOME | WORK

Music for the drive

Some song
A playlist
Some song
A playlist
Some song

Phone 3 — Current song

Current song

5.
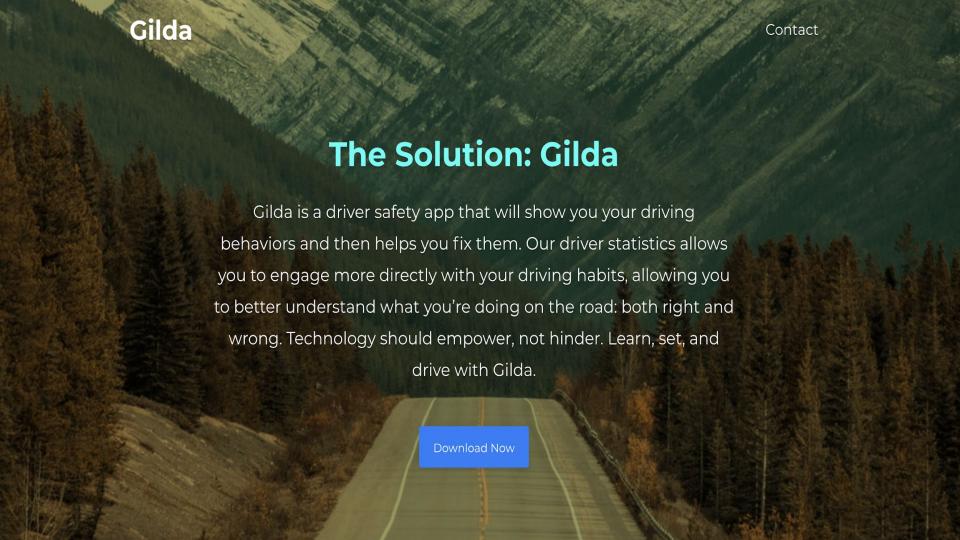# MVP

Let's Stop Pretending There Isn't A Problem

You're 23.2 times more likely to get into an accident – but you've never actually thought seriously about putting your phone down while you drive, have you? We've got a solution.

Learn More

The Solution: Gilda

Gilda is a driver safety app that will show you your driving behaviors and then helps you fix them. Our driver statistics allows you to engage more directly with your driving habits, allowing you to better understand what you're doing on the road: both right and wrong. Technology should empower, not hinder. Learn, set, and drive with Gilda.

Download Now

Thank you!

Thank you for your interest and belief in Gilda! Our current team is hard at work on wireframing and prototyping the future of driving. We'd love to let you know all the progress we're making, and believe us, you would be one of the first people to get the chance to try out Gilda.

Your Email Address

placeholder

6.
Next Steps

Next Steps

◆ Get MVP out and start doing usability testing for prototype

◆ Consider potential competitors (AutoMate, Drive Mode, Car Dashdroid)

◆ Gather a team to help make Gilda become a reality!

Let's be smart about our driving.