

# **Guardian Yan**

# **Pitch Deck**

Presented by Aryan Goel



# Introduction

In today's fast-paced world, road safety remains a critical concern, with millions of accidents occurring globally every year. Despite advances in vehicle safety technologies, many fatalities and severe injuries could be prevented with quicker emergency response times. Guardian Yan is a cutting-edge vehicle safety solution designed to address this gap. It is an intelligent accident detection and alert system that not only identifies accidents in real-time but also automates the process of notifying emergency contacts and authorities, ensuring help reaches the scene as soon as possible.

## Product Overview

Guardian Yan is an intelligent vehicle safety system designed to detect accidents in real-time using an Accident Detector that identifies sudden changes in the vehicle's movement. When an accident is detected, the system triggers an alarm, giving the user 15 seconds to cancel it in case of a false alert. If the alarm is not canceled, the system automatically sends a distress message, along with the vehicle's location, through the Communication Module and Location Module to emergency contacts and nearby authorities. Guardian Yan is built using reliable, cost-effective components, making it a practical solution to enhance road safety and speed up emergency response.

# Problems

## 1. High Fatality Rates in Vehicular Accidents

Each year, over 1.35 million people lose their lives in road accidents globally, with many more suffering severe injuries. A significant number of these fatalities are due to delayed emergency response, particularly in rural or remote areas where accidents may go unnoticed for extended periods.

## 2. Delayed Emergency Response

In the critical moments after an accident, timely medical intervention can make the difference between life and death. Unfortunately, many current safety systems rely on manual notifications, meaning that if the driver is incapacitated or no one is around to witness the crash, help may not arrive in time.

## 3. Lack of Real-Time Communication

Existing vehicle safety technologies often lack an automated process for instantly alerting authorities or emergency contacts. Without real-time communication and accurate GPS data, emergency services may struggle to respond quickly and effectively, leading to worsened outcomes for accident victims.

# Objectives

## **Objective 1**

Enhance Road Safety:  
Reduce fatalities and severe injuries by providing real-time accident detection and automated emergency alerts to accelerate response times.

## **Objective 2**

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Reduce fatalities and severe injuries by providing real-time accident detection and automated emergency alerts to accelerate response times.

## **Objective 3**

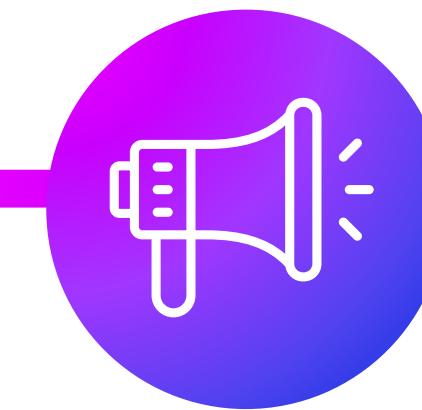
Provide Cost-Effective Integration: Offer an affordable, easy-to-install system that can be integrated into various vehicles, making advanced safety features accessible to a wider audience.

# Our services



## DETECTION

Real-time accident detection using an intelligent system that monitors sudden changes in vehicle movement, instantly identifying collisions and potential accidents for rapid action.



## RESPONSE

Automated alert system that quickly notifies emergency contacts and authorities, reducing response time and improving the chances of life-saving interventions.



## Data analytics

Collects and analyzes incident data to identify patterns, optimize vehicle safety measures, and provide actionable insights for further improving accident prevention strategies.



# Marketing Strategy

04

## Brand Positioning and Messaging

Develop a strong brand identity and consistent messaging that differentiates your product or service from competitors, clearly conveying your unique value proposition to your audience.

01

## Target Audience Identification

Define and understand your target audience through demographic and psychographic analysis to tailor marketing efforts that resonate with their specific needs and preferences.

02

## Multi-Channel Campaigns

Utilize a mix of marketing channels, including social media, email, SEO, and content marketing, to reach your audience effectively and increase brand visibility.

03

## Data-Driven Insights

Leverage data analytics to track campaign performance, measure ROI, and gain insights into customer behavior, allowing for continuous optimization and more informed decision-making.



# Target Market

# Target Market

let's use the vehicular safety and accident prevention market as a reference. Here are rough estimates

SOM

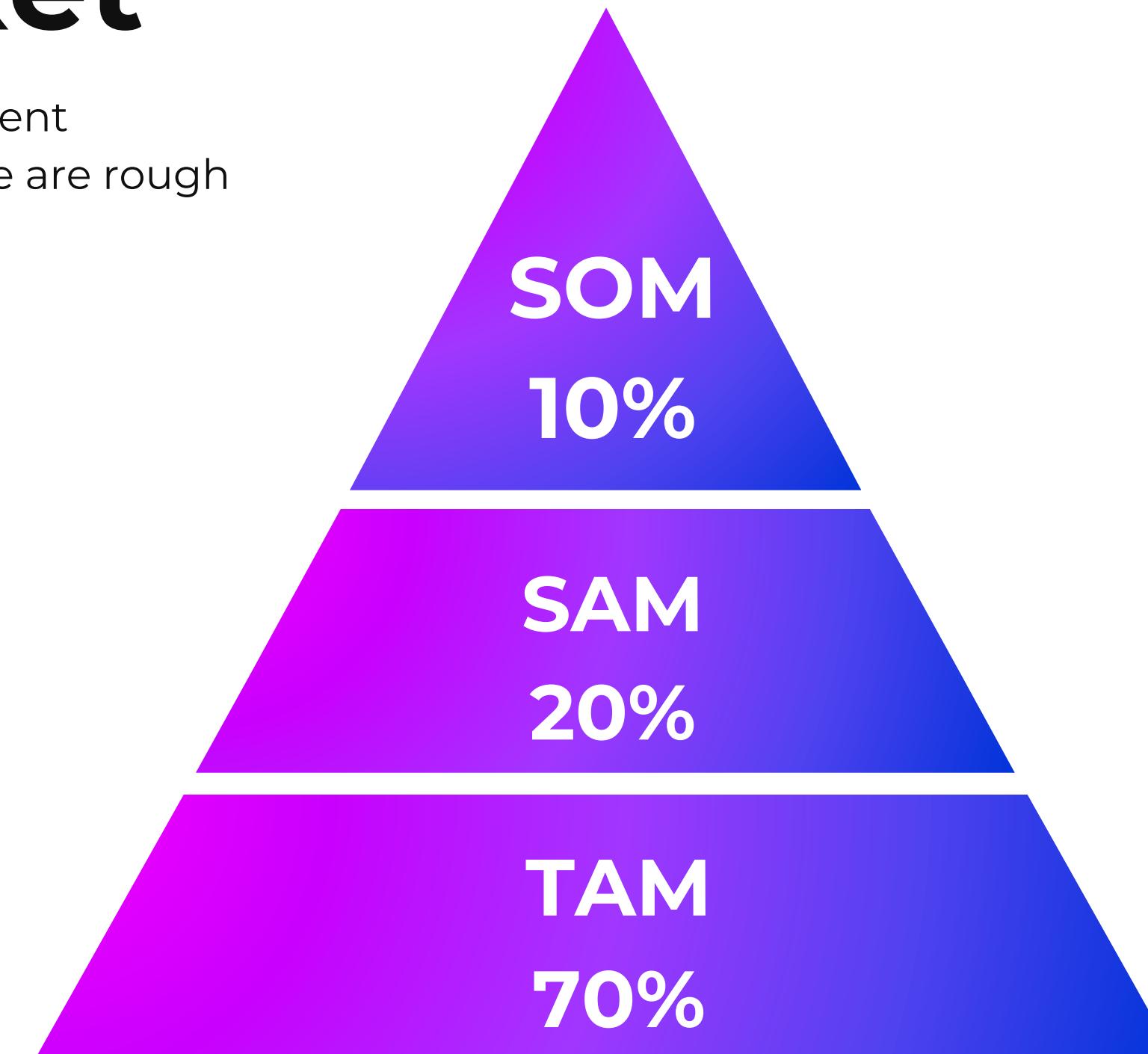
\$50 million

SAM

\$5 billion

TAM

\$50 billion



# Our Team



Ansh Raj



Aryan Goel



Abhay Pal



Prasun Kushwaha



Abhishek Jaiswal



Mohan Naudiyal

# **Thank you**

## **Contact Us**

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