



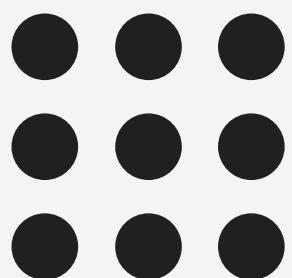
MORE POWER TO THE MACHINE

ROAD ACCIDENT PREVENTION

The Rising Studentpreneurs 2019

Presented by Somdev Basu

Key topics for discussion

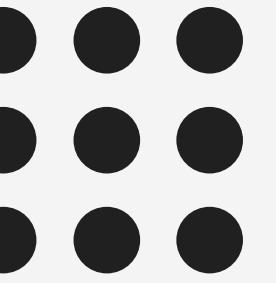


IDEA OUTLINE

A decorative graphic on the left side of the slide. It features a vertical red rectangle with black diagonal stripes. The top stripe is thick, and the bottom one is thin. A thin black vertical line extends from the bottom of the red rectangle down to the bottom of the slide.

Problem: Abstract
Introduction
Our Solution
Advantages
Key Market Insights
Economic Viability
Implementation Strategies

ABSTRACT



THE MOTIVATION: DISHEARTENING STATISTICS

Road accidents constitute a major problem in our societies around the world. The World Health Organization(WHO) estimated that 1.25 million deaths were related to road traffic injuries in the year 2010. For the year 2016, the USA alone had recorded 37, 461 motor vehicle crash-related deaths, averaging around 102 people per day. In Europe, the statistics also indicate that each minute, there are 50 road deaths recorded in the year 2017. Can data analytics help us understand the causes and the factors that affect car crash severity?





How do we use data analytics to reduce accidents?



NOT EVERYONE
UNDERSTANDS DATA

A close-up photograph of a person's left wrist and hand. The person is wearing a black smartwatch with a metal band. They are gripping the steering wheel of a car, which has a dark, textured grip. The background is blurred, showing the interior of a car with a dashboard and a digital display. A large red 'X' is overlaid on the left side of the image.

THE SOLUTION

There will be a website or a mobile application that might be installed in the personal cellphones/smartwatches of the users or the integrated smartscreens which the majority of the cars in the modern market have therein. The landing page of the app or website will have 2 buttons, the first allows the user to get assistance in case of an emergency. If the first button is pressed, we immediately send the coordinates of the user to the nearest PCR van, using radio frequencies, thus the app is completely independent of the presence/absence of internet. It relies on the GPS coordinates that are being broadcasted to the radio signals of the PCR Van. We then also record the audio data from the built in microphone of the smart device, smartphone or smartcar system as be the case, so as to make sure that incase of a casualty, atleast of the cause of the accident can be noted through the final recording. The second button will be 'Report Accidents' wherein the users can report the accidents that they witness, the report of the passenger will be recorded and collected in a dataset, however the data collected will be verified further by the nearest Police Station in the area by tracking the radio signals.

HERE'S HOW IT ALL WORKS (CLOCKWISE ORDER)

LANDING PAGE

We present the user with two choices, the first, to get assistance, second to report an accident

SAVING LIVES

The police and other authority now have an idea about the hotspots in the city, thereby ensuring lesser casualties.

INFORMING EMERGENCY SERVICES

We use radio signals to transfer the coordinates to the Police Station close by.

WITNESSED AN ACCIDENT? REPORT!

Data is collected from the user, the crowdfunded dataset gets verified by the nearest police station.

BLACKBOX FOR CARS

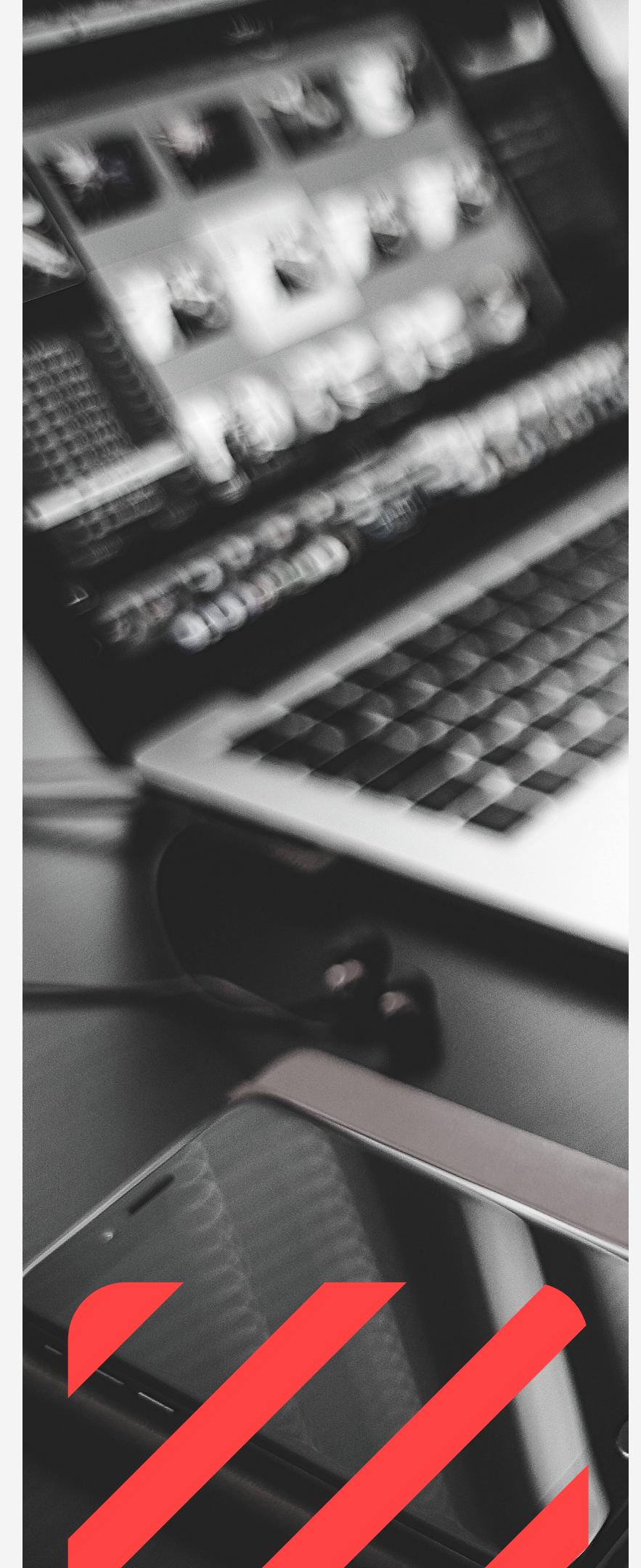
We record the audio that follows, inside the vehicle just after the user clicks the first button.

NO EMERGENCY? HAVE SOME MUSIC

We will integrate a music streaming platform thus making the system a standalone car stereo that saves lives.

CLIENT DEMOGRAPHICS

Although the client size can theoretically be all folks that use vehicles on a daily basis, we primarily believe that primary private car/bike owners will benefit the most. Our solution realises the importance of road safety and ensures proper reporting takes place in case of a tragic happening.



**What we know about
our target market**

ADVANTAGES OF OUR SOLUTION

other than being entirely free

- **the USP: LOW MAINTAINENCE**

Since the solution is a one time investment on the part of the clients, it practically has ZERO running costs incurred.

- **CROWDFUNDING BASED**

We allow our users to contribute to our database, and can thereby help the police authority in judging the accident prone areas in a city

- **ACCESSIBILITY IN AND OUT**

Since the solution is based on reporting GPS coordinates via radio signals absence of internet does not pose as an issue.

- **TIMELY REPORTING OF ACCIDENTS**

Since the 'Get Assistance' button is activated always on the main screen, it ensures minimum delay in reporting accidents.



ECONOMIC VIABILITY



WELCOMING TO INVESTORS

Welcoming startups to invest in the project.

ADVERTISING ON WEBSITE AND APP

Running Ads on the landing page of the website and the mobile application

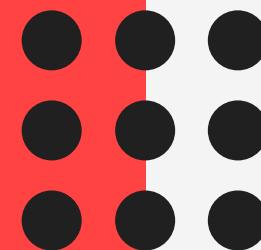
MUSIC STREAMING PLATFORMS

We can stream music from various streaming platforms and turn the system into a standalone music player that saves lives



IMPLEMENTATION STRATEGIES

Making our clients the priority



ADVERTISING ON BILLBOARDS AND RADIO PROGRAMS

There is a huge market that still looks at radio as a source of entertainment, especially the people that travel by car.



CREATING A USER FRIENDLY APP DESIGN

User-centered design means working with your users in the best possible way



EFFECTIVE BACKEND FOR FASTEST RESPONSE

We will make sure to minimise the delay time to some milliseconds. So as to provide a convincing solution to the client.