

HONEY I HIT A ROO!

REDUCING THE IMPACT OF WILDLIFE INJURIES

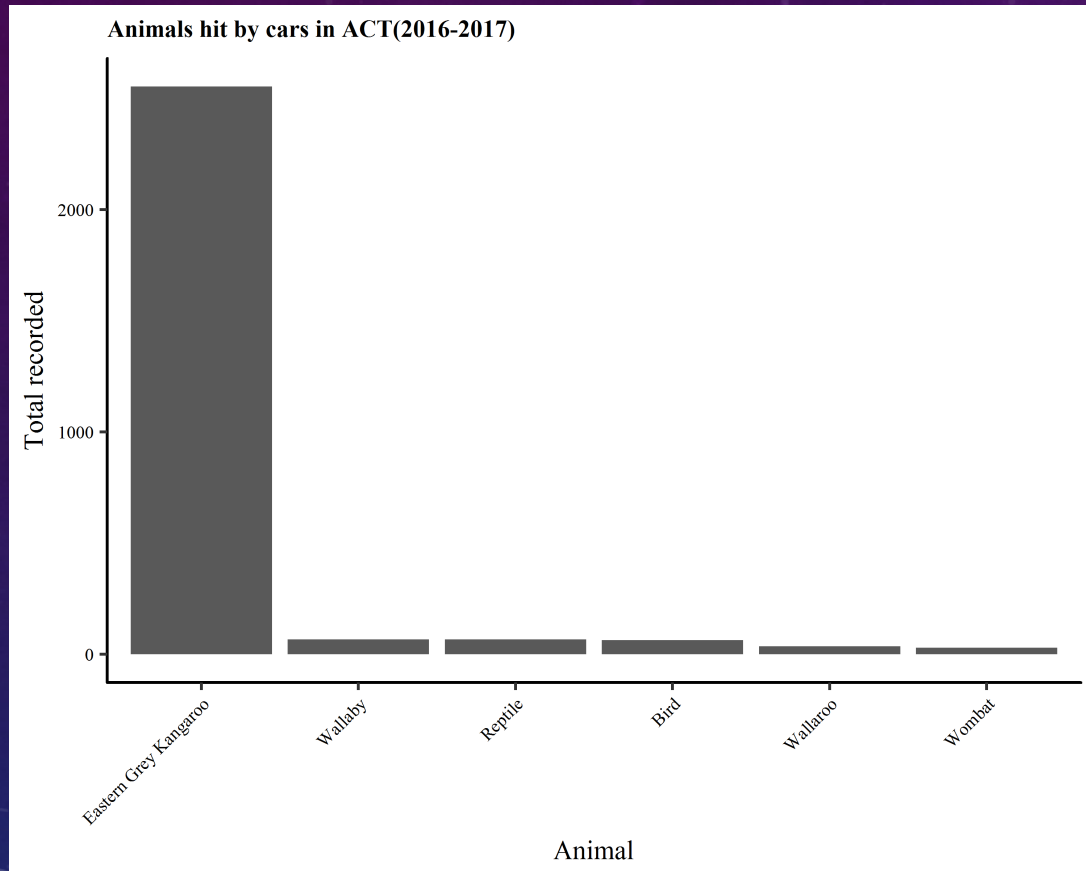


AUSTRALIAN WILDLIFE PROBLEM

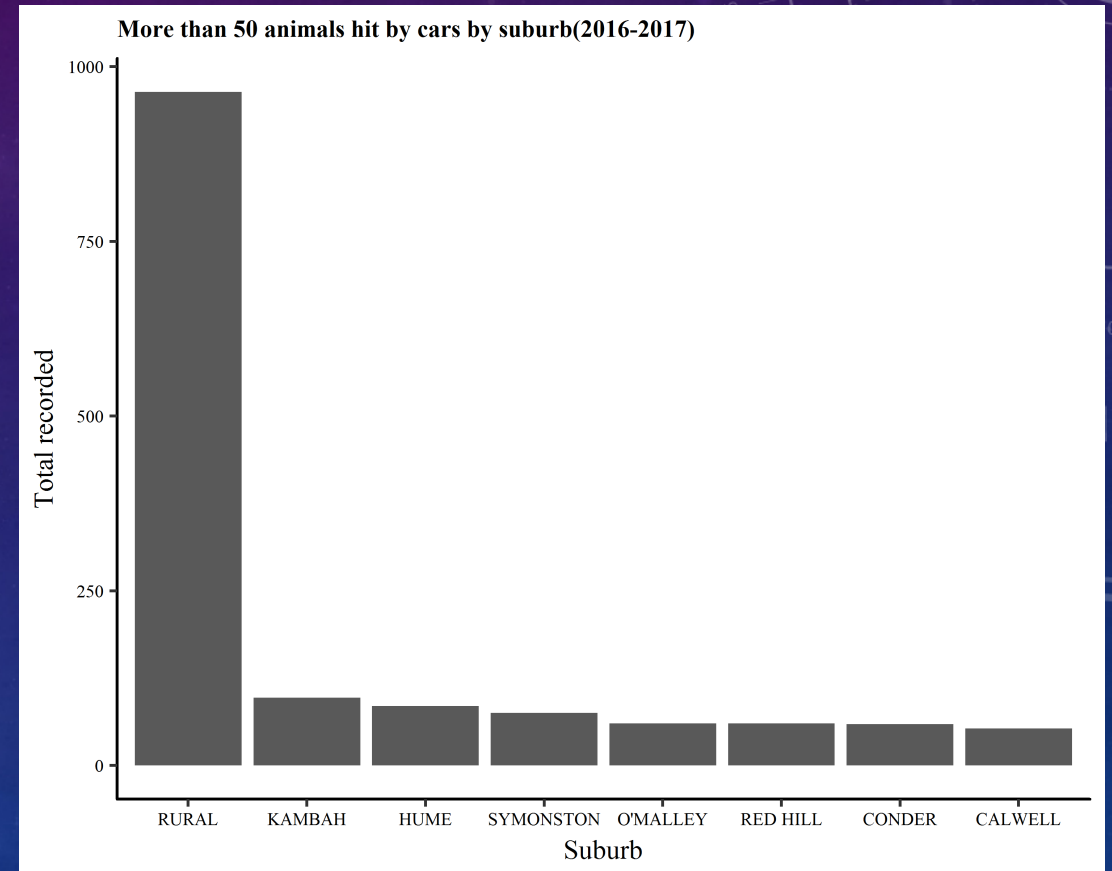
- Animals Not Good With Road Rules
- 86,000 Native Animals killed p.a.
- 88% are Kangaroos
- Often injuries go unreported
- Poor data quality



ACT Wildlife Stats - Hit By Cars



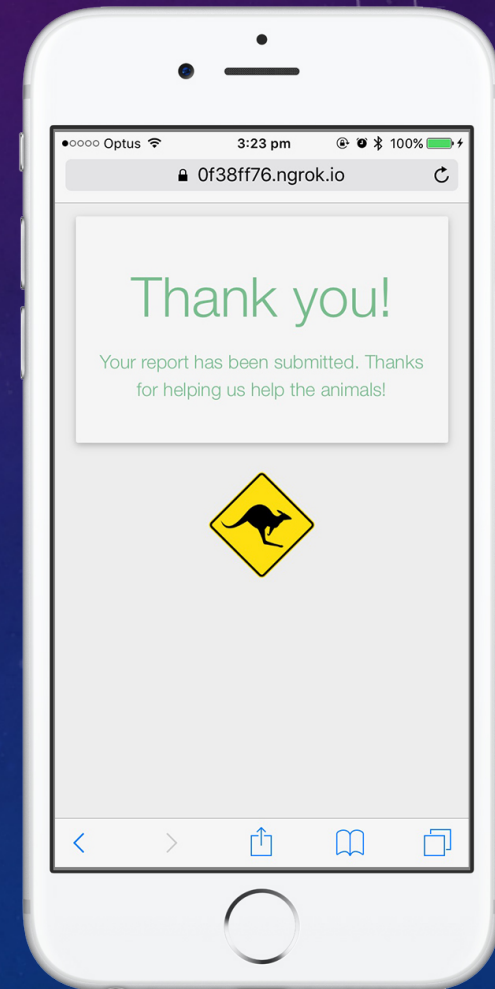
By Animal



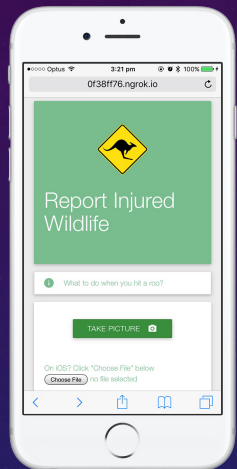
By Location

SOLUTION

- Adaptive webapp
- Sends notification & GPS location to wildlife services
- Simultaneously submits insurance claim



HOW IT WORKS



USER BENEFITS

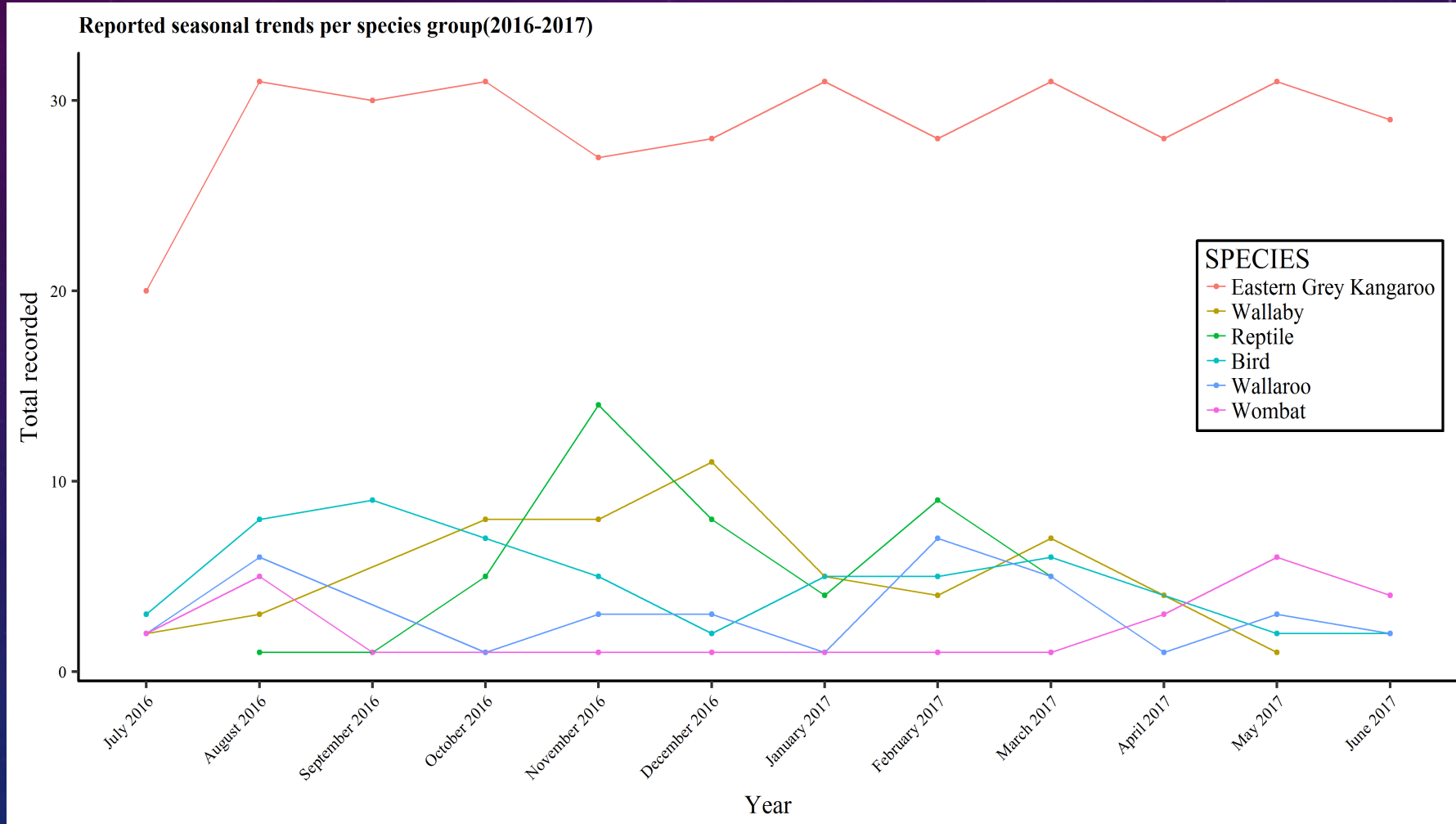
- Faster response from wildlife services
- Reduced admin costs
- Better data capture for analysis
- Better protection for Aust wildlife



GOVERNMENT ANALYSIS BENEFITS

- Multiple NEW sources of data
- Quantify observer bias
- Model and integrate high quality transport and public use data
- Up to date user mapping for hot spots of animal use

BETTER DATA – BETTER MITIGATION



GLOBAL IMPACT

- Better analysis of effective mitigation methods
- Employ technology to avoid collisions
- Map data into GPS Nav systems for additional warnings