



Enlightening human living

EVERY YEAR

70% at least 1 million people get killed on roads
of these are from 3rd world countries
this includes the Philippines

15,064 traffic accidents

41 traffic accidents per day.

accidents from 2001-2006 were caused mainly by
4,182 driver's errors in 2006

This figure, however, was lowered by **21.7%**

Cause	2001		2006		Percent Change
	Number	Rank	Number	Rank	
Driver's Error	5,338	1	4,182	1	(21.7)
Mechanical Defect	554	2	2,388	2	331.0
Over Speeding	367	6	1,956	3	433.0
Self Accident	491	3	1,115	4	127.1
Bad Overtaking	451	4	1,067	5	136.6
Overloading	353	7	1,036	6	193.5
Road Defect/Under Repair	208	9	1,021	7	390.9
Hit and Run	422	5	866	8	105.2
Bad Turning	209	8	750	9	258.9
Others	139	11	308	10	121.6
Drunk Driving	176	10	284	11	61.4
Using Cellular while Driving	14	12	91	12	550.0
Total	8,722		15,064		72.7

TABLE 1 NUMBER OF TRAFFIC ACCIDENT BY CAUSE: 2001 AND 2006

Indicator	2001	2002	2003	2004	2005	2006
By Time of Occurrence	8,722	5,551	16,361	14,202	11,425	15,064
Daytime	5,926	3,877	11,105	9,749	7,479	9,102
Night Time	2,796	1,674	5,256	4,453	3,946	5,962

TABLE 2 TRAFFIC ACCIDENTS: RESULTS AND TIME OCCURANCE 2001-2006

So, what may
be causing
this?



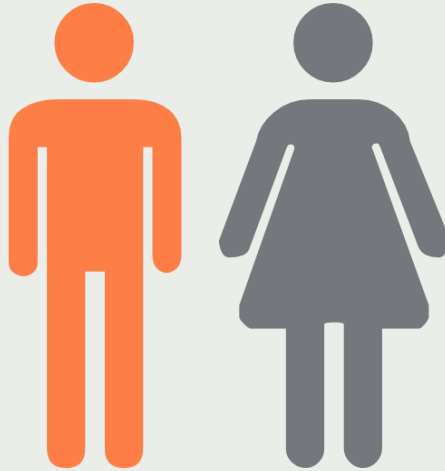


Sleep Driving is suspected to be a primary cause in
more than **27.8%** of road fatalities

WHO ARE AT RISK?



18-29



MEN



SHIFT WORKERS

Road accident statistics in the Philippines by: **2013**

4th leading cause of death
Sleep Driving
Mortality in 2020

79% of road crash fatalities are caused by driver's error

OUR SOLUTION?

WAKE_{APP}

DRIVE A MUCH SAFER ROAD EVERY DAY

WHAT IS IT?

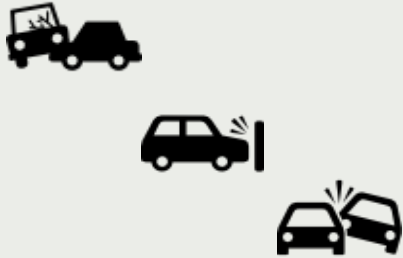


WAKE_{APP} is an integration of smartphones and the latest wearable technology smartwatches

working together to keep car drivers awake and vigilant upon navigating towards their destination.



Problem



Customer Segment



Solution

Unfair Advantage

- Notification
- Real time Drowsiness
- History of past Travel
- Alarm

Unique Value Proposition

Drive a much safer
road everyday