## Summary

## A tool to reduce accidents & lower insurance costs

## Names

PhoneBelt

**Notes:**

What if I make the clamp that clamps the phone extremely strong so that the user is heavily deterred from taking their phone out? Won’t release until no motion detected.

I need to stop considering Life360 as competition. They have the customer base most similar to mine in the whole world. They would be better as a partner than as a competitor. Their product only focuses on tracking but not safety.

Future versions will have the driver facing camera and the dash cam that uses AI to coach drivers. This is to disrupt the need for driving schools as it will coach drivers on how to drive better. It would have a speaker that would say something if the camera was covered. Would not actually record. Parents already pay hundreds for their child to drive with an instructor. This would actually be a cheaper alternative and would last much longer than the 6 hours of supervised driving instruction.

A future version where GPS is used. Where it is hard wired into the car. One that records time spent in mount. One that also beeps in response to speeding over 70, hard braking, etc. One that connects to NFC to approve certain apps while blocking others.

I am worried about the pricing. Having the appearance of a typical phone mount will anchor people to the price of a phone mount rather than that of a child safety product

Would having the PhoneBelt communicate with the phone in order to approve/disapprove certain apps while driving be good or bad.

Polling for IR/whatever to handle the case the phone is dead or not in the car

Would detecting speeding or hard braking be an asset to add? Say starting a dinging if someone passes 80, slams on the brakes or starts drifting or create drive score?

Think through other form factors for example having the device attach to your phone physically rather than on the car

Instead of constructing API where I or the developer pick if its driving approved, allow the parent to decide what apps are okay through the app

Down the road adding a vibration sensor IC to account for consistent driving at consistent speed while still being accurate will almost certainly prove useful and important. I am still unsure what value a gyro/ magnetometer will have on top of these two ICs but they are both interesting and would likely marginally improve the motion detection circuit but at the moment I do not think their value justifies the additional complexity of the circuit.

Eventually make a new product critiques page

Is there a price anchoring problem? People anchored to the price of a phone mount? Ask Reddit/gpt for solutions?

Write our elevator pitch (once market is figured out)

Buy a device to access the app? - better user lock in?

Launch an app first before hardware to save 100ks of costs?

Wb a feature where you integrate ai to answer questions about driving like… is it illegal to.. xyz

App to track your driving to protect you against the police

Automated driving school/ license testing

Automate registration process with virtual tags/licenses

Way down the line start worrying about how to approach data laws, tracking laws, permission laws in each state/ country

Unambiguously need a firm to write SBIR proposals because it is too damn technical and a ton of work and a firm will drastically improve odds of winning

Potential plot problem. If paying drivers for good drivers, it may lead to drives being tracked that are not from driver say in a Tesla or a bus etc. Hardware can help with this. AI might be able to differentiate tesla or autopilot. If the rewards are rather small this wont necessarily be a problem. Reward being capped is also another solution.

Really interesting way to get media attention and get organic growth would be to publish data about the average driver of each city. A post comparing the average NY vs LA driver would surely make front pages of the news and get a lot of coverage.

The viral attention of getting paid to drive well is such a home run.

When onboarding new drivers give them a new account bonus so they don’t start close to 0 and get a new reward. Huge psychological evidence of people being eager to finish something if it comes prestarted.

It is 100% worth looking into car OS systems and launching apps inside the vehicle. You have a Tesla? A toyota? Use their onboard computer and app system instead of or on top of the cellphone as a tool.

## Consider partnerships with universities similar to how they partner with health insurance or life insurance companies.

Still need to figure out if the angle or arrival/ departure of BLE is a necessary feature and whether I need or should add additional antennas to the PCB

Still need to iron out business model and strategy

The possibility of using a product like the Wio terminal is still an interesting idea. Instead of the phone mount, OBDII reader, glove compartment, physical form factors. Having a LED screen that says this shit and provides feedback as a system intself is an interesting prospect.

Get ideas from Kickstarter not developed apps and websites. I should be getting inspiration from businesses with single value props that are growing.

Could START as an app to track drives for students earning their permit. There is a shit app called Drive Ready that does this. This could be a small market to get traction.

We literally have all the crap to have an amazing mile tracking app for people that need to track their miles for small business

Critiques

Tbd

## Risks

Missed error after production

Insufficient Funding

Overproducing Inventory

Black Swan event like cargo going missing/ lawsuit

Low LTV customer

Teenager is a transient customer; needs a solution right now not in a year on kickstarter

Shipping product with battery

## Resources:

NAIC

APCIA

Berkeley consulting groups, other college clubs, professors, interns (especially engineering/cs students that never got a summer internship), subreddit for information, subreddits for research or promotion with help from ads or a moderator, friends, family, SBDC, legal clinics for contract help, university clinics in other matters, online forums, RC Makes makerspace (has a public cnc machine etc), leaders in government, experts in government, any pro bono program, and crowdfunding platforms.

Ask Jake Eisler out to lunch, my treat. He works in automotive sales and cold calls dealerships and has a million contacts in the industry of various hiring managers. Even if his contacts do not perfectly align with my customers, I can still learn about the sales process to these types of companies\

Virtual Assistant. Later down the road I want to get a cheap virtual assistant(s) from overseas to do calendar management, b2b lead generation, content creation editing and posting, funding leads, customer service, data entry, bookkeeping/accounting

CLU/Berkeley/wherever study

Talk to mom’s church friend that does toy manufacturing in china

**Departments/skills needed:**

Industrial design engineer DFM/DFA/ aesthetics

Graphic design

Sales

Fundraising

Operations

Mechanical Engineering

Production

Logistics

Customer service

Electrical engineering

Embedded engineering

Marketing

Business Development

E-Commerce

Accounting

Supply Chain Management

Distribution management

Web developer

Accounting

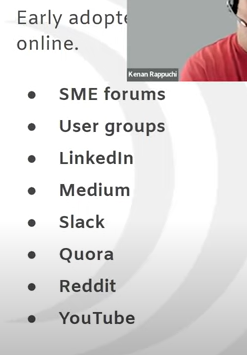
PR

Testing

## Notes:

The early adopter demographics are affluent, tech-savvy, safety conscious. Parents involved in advocacy groups, PTAs, safety workshops, parents attending safe driving infoessions, parents who’s kids have already been involved in an accident. Getting help from mangers. Asking XC/track parents at meets. Already use life360

Places to find early adopters (typically reach out through email/ direct message)



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Upsell chargers, phone cases, specialty pads,air fresheners, etc. Including a charger could be part of the kickstarter reward.

$129 Cellcontrol DriveID. Out of business. Disable most phone signals. They would be a **fantastic resource** to learn from. The tech they used to build it… IMU vs accelerometer. Manufacturing. Battery. Heat. Material. Packaging. Legality or promises. Automotive regulation. Getting all the government sites to promote them. How are they still the top result on google despite being out of business for years? I need to get in touch with them.

Perhaps the white polycarbonate form factor is not what the customers want?

## Legal:

Ask about what claims I can/ cannot make in my marketing.

The efficacy of various types of studies.

IP.

How to avoid knocking off others’ designs myself.

“Affecting visibility” windshield law is tricky. Legality of mounts is questionable in some states?

Regulations regarding selling car safety devices? If so, how to work around it?