



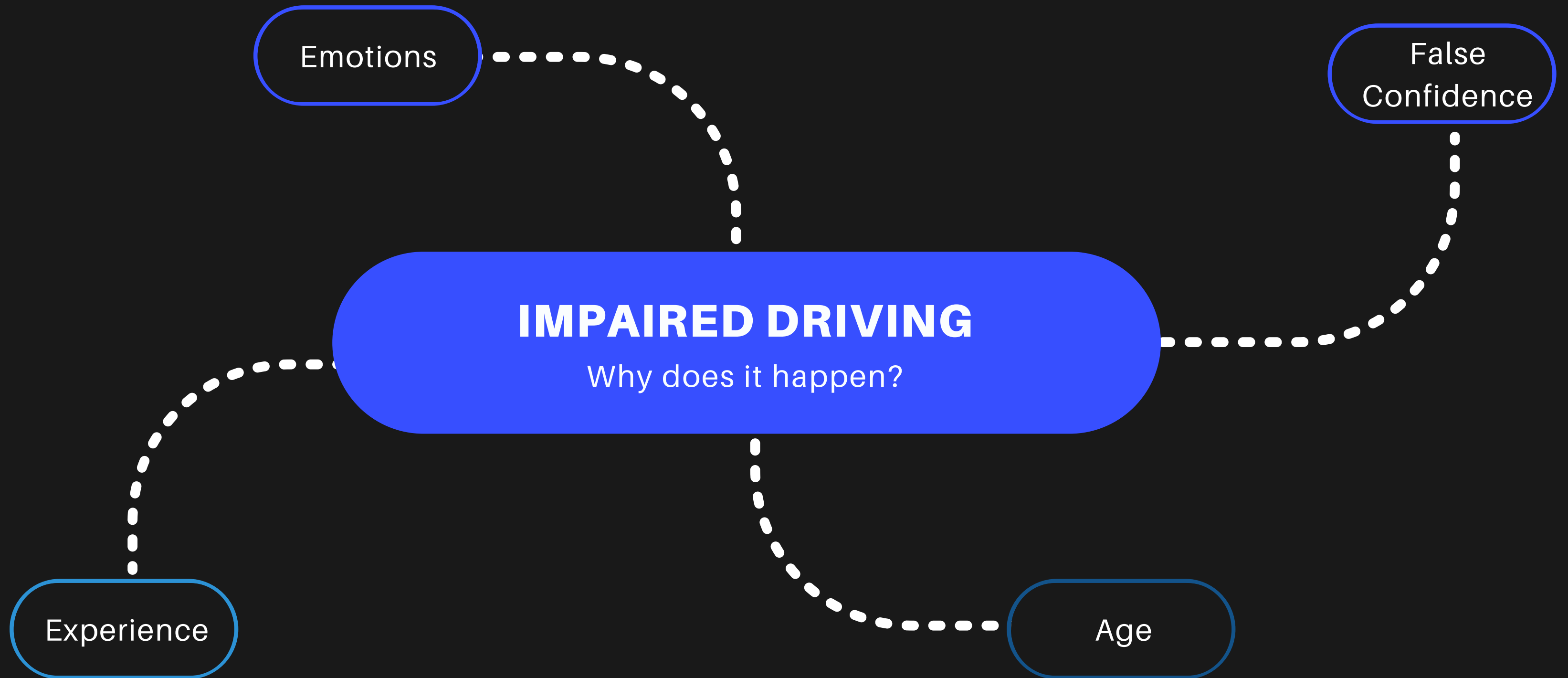
# **SAFE DRIVE.AI**

**A SOLUTION TO IMPAIRED DRIVING**

JP, Luke, Dennis, Joseph, Ben

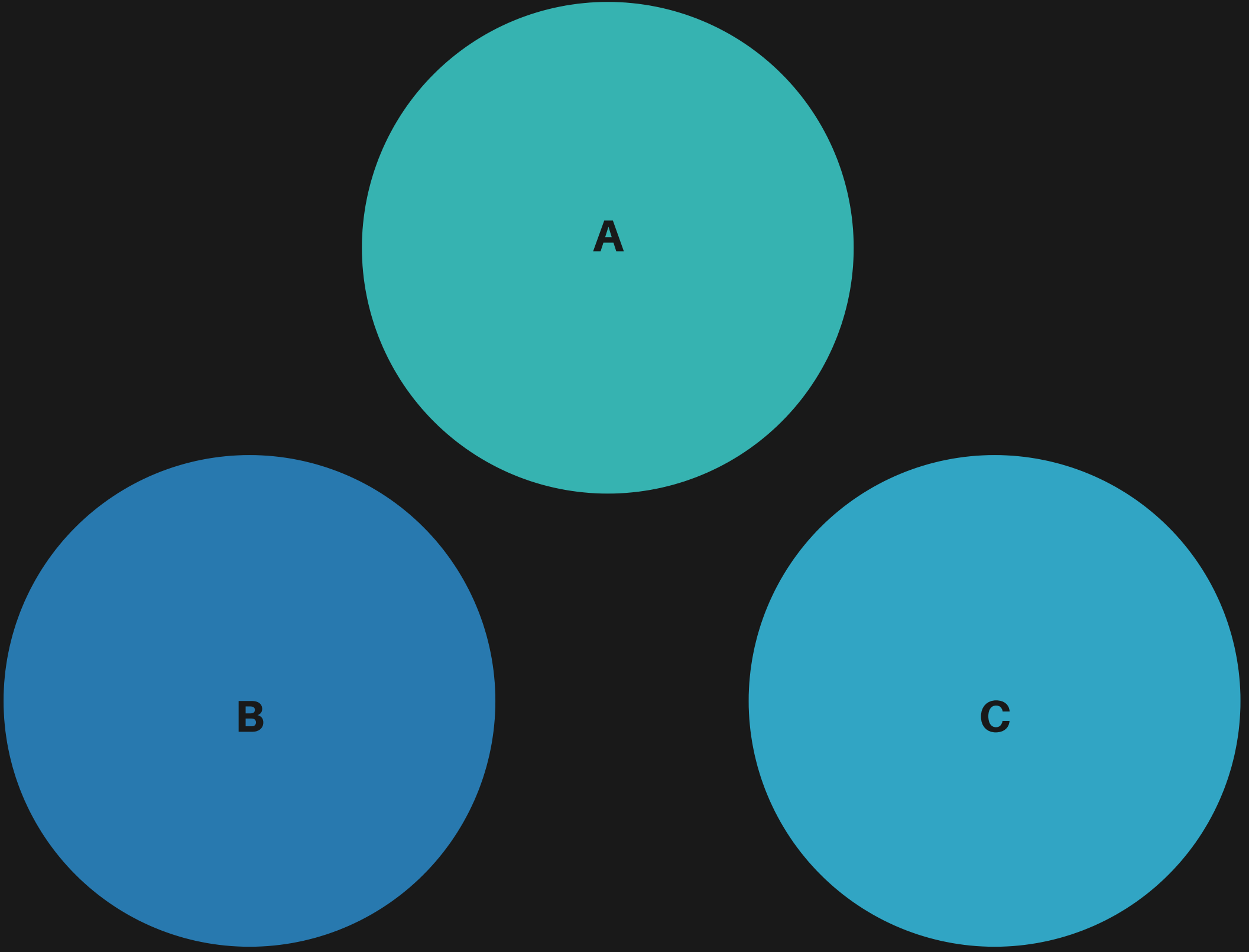
# 75%

OF ALL DEADLY CAR CRASHES INVOLVE  
AN IMPAIRED DRIVER

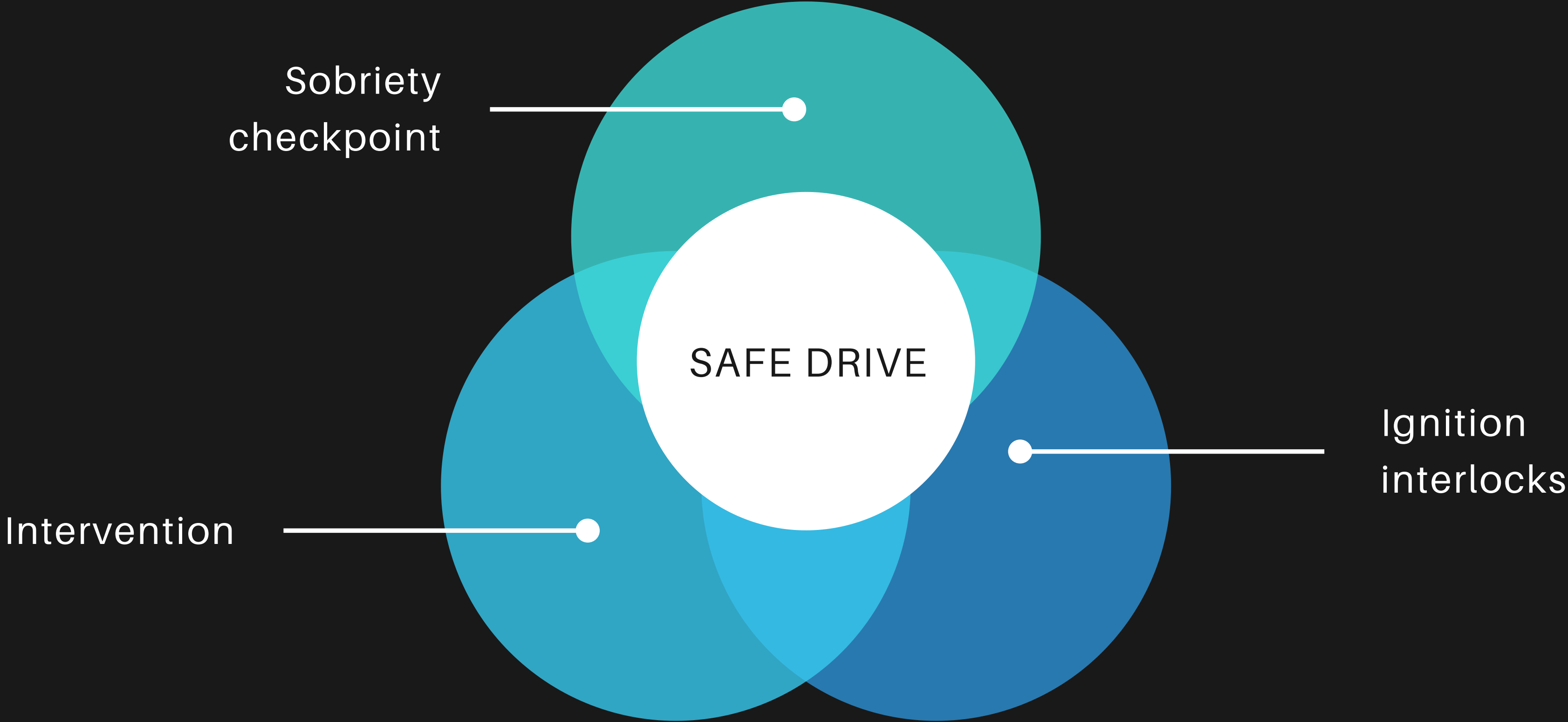


- A** Sobriety checkpoint
- B** Ignition interlocks
- C** Interventions

**Current Solutions**  
to address impaired driving



# The SAFE DRIVE.AI Solution

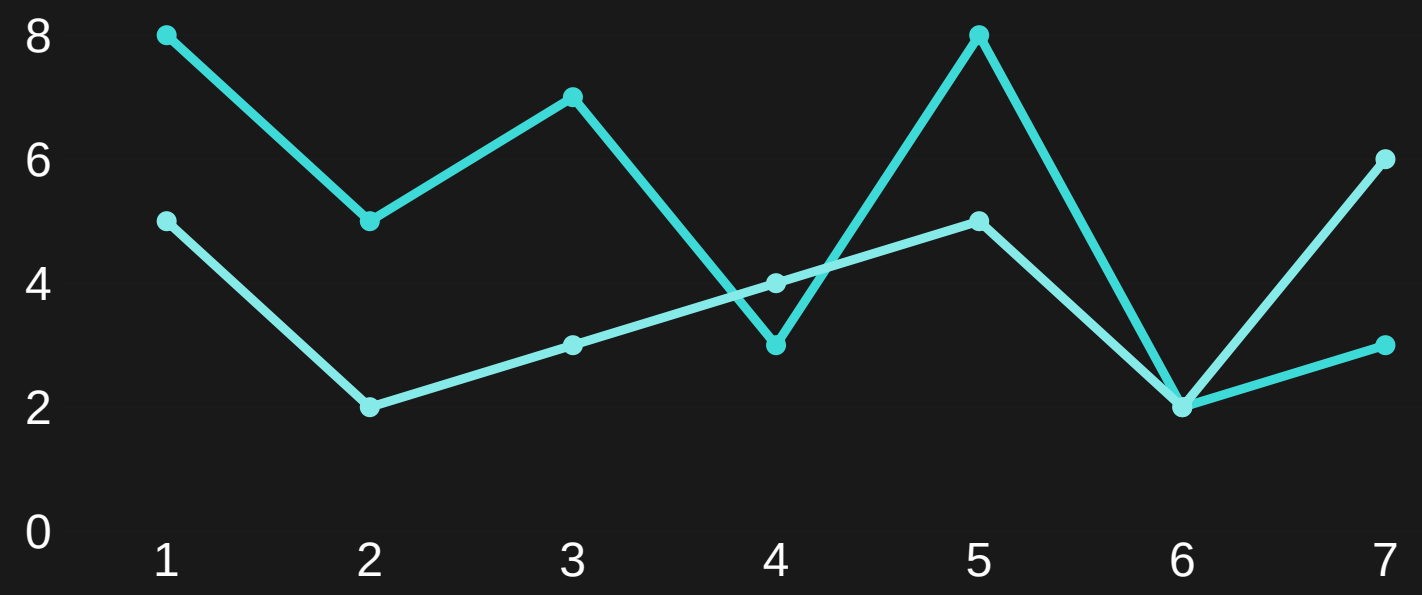




FACE SCANNER

# SAFE DRIVE.AI

A SOLUTION TO IMPAIRED  
DRIVING



SPEECH RECOGNITION



REACTION GAME

**DEMO**

# Product Map

## USER PATH

USER BASELINE  
DATA

Train the neural  
networks

USE APP BEFORE  
DRIVING

User activated, check  
sobriety

ANALYSIS MADE

Twilio message sent to  
selected contacts





Recovering Users



Inexperienced Users



Responsible Users

**Consumers**

**37.5 Million**

CANADIANS

**80%**

*DRINK EVERY YEAR*

**87%**

*HAVE ACCESS TO A CAR*

**19%**

*DRINK ABOVE LIMIT*

**5.23 Million**

MARKET ESTIMATE

# COMPETITORS



## RIDESHARE

Uber, Taxi, Lyft

Presentations are tools.



## SMART PHONE APPS

Alcohoot and Drink  
Tracker

Presentations are tools.



## DADSS

Driver Alcohol Detection  
System for Safety

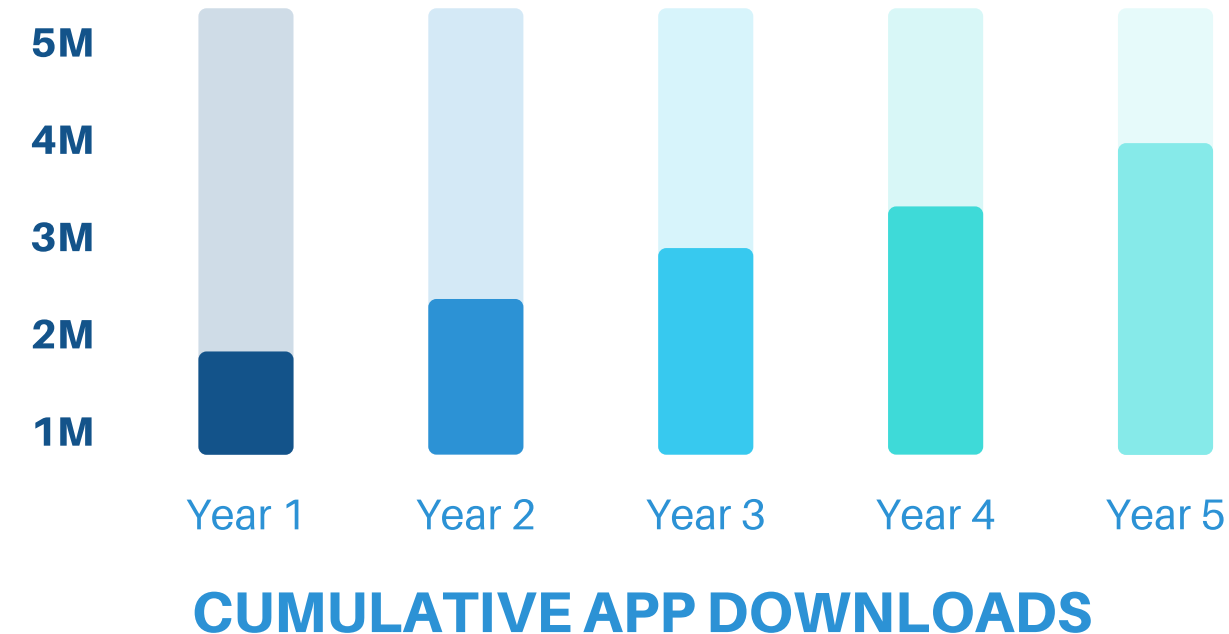
Presentations are tools.



**\$5 APP**

**\$20  
Million**

**\$4 MILLION**  
RAISED FOR MADD

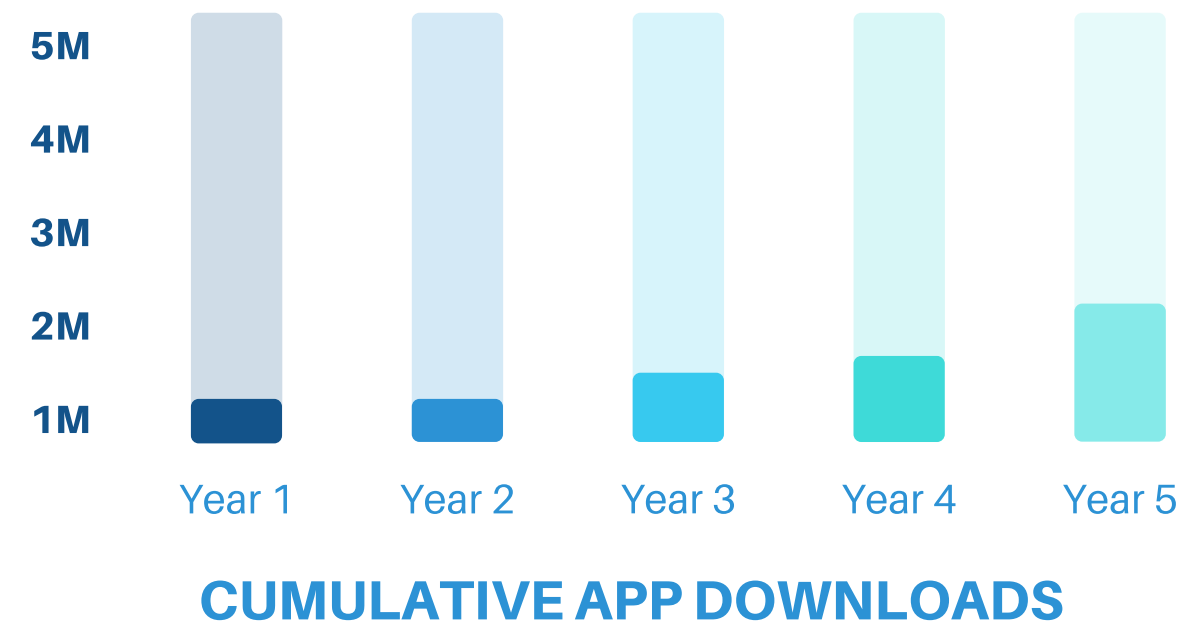


**20%**

Of app proceeds go to MADD

**\$10  
Million**

**\$2 MILLION**  
RAISED FOR MADD



# COST BREAKDOWN

**\$10 000**  
total estimate

