Sunrise.

Get more out of your morning commute.

What do you spend each day, but never get back?

Time

Problem

On Average each Queenslander spends 1.75hrs commuting each day

This app optimises the way in which Queenslanders engage with route selection and transit modes

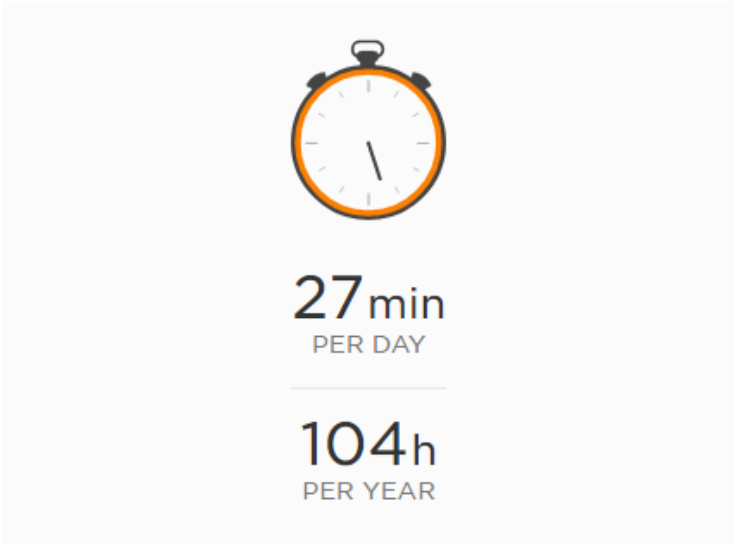
Demo

Solution

Variable Alarm Application

- Phase One - Individual
  - Individual Optimisation
  - Increased Uptake

Extra Travel Time over Free Flow Traffic



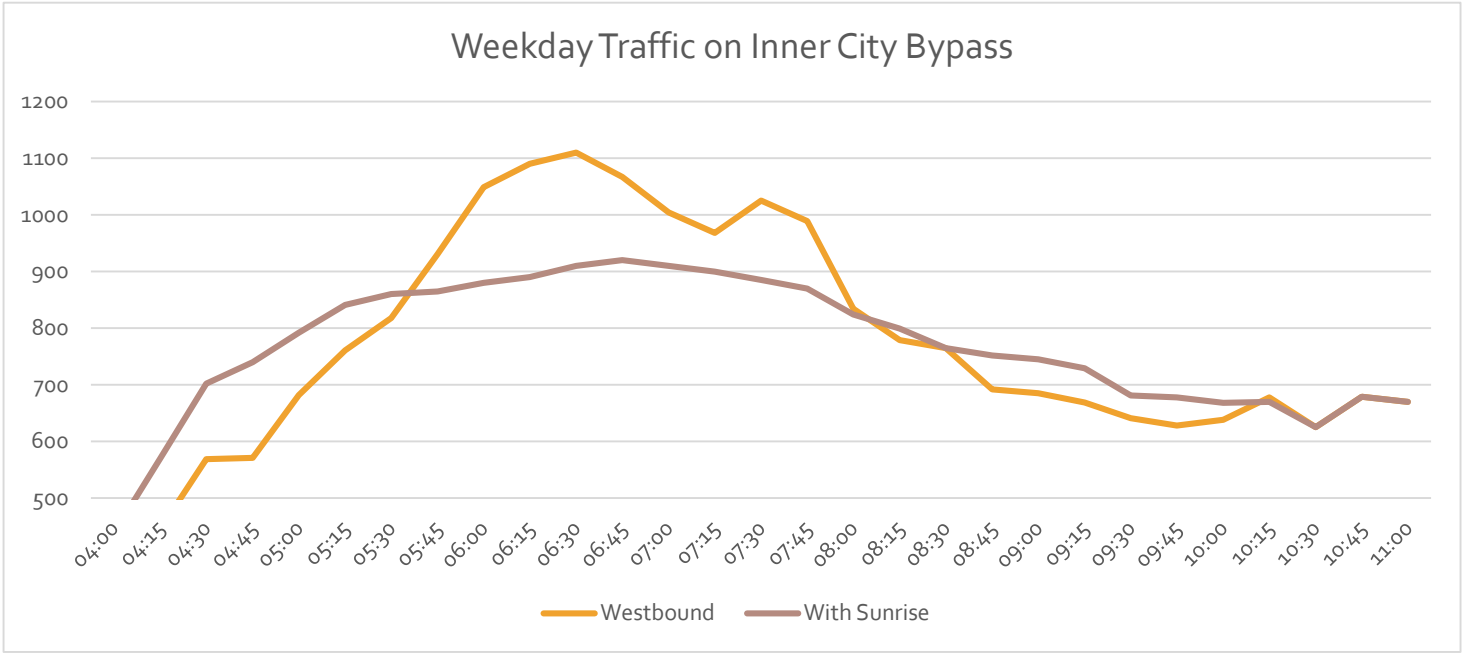
*Data taken from TomTom Study 2016

Solution

Variable Alarm Application

- Phase Two - Community
  - Community Coordination
  - Increased Utilisation of Public Transport network

Load Balance



*Data taken from Queensland Roadway Information Study

Opportunity

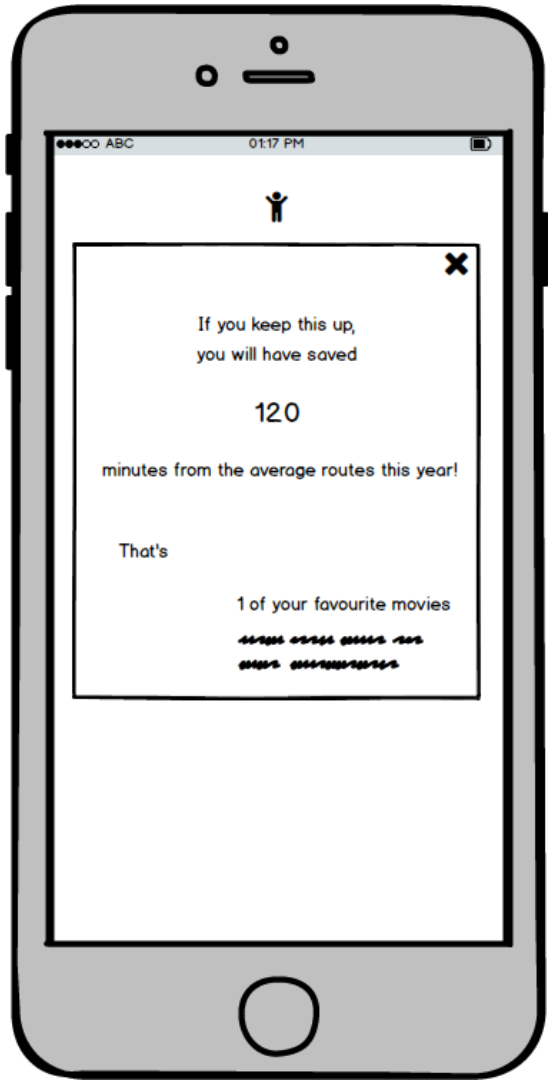
Customer

- Save Time
- Save Money
- Increase Happiness

Organisation

- Improve Safety
- Environmental Consciousness
- Increase Economic Utility

User Adoption

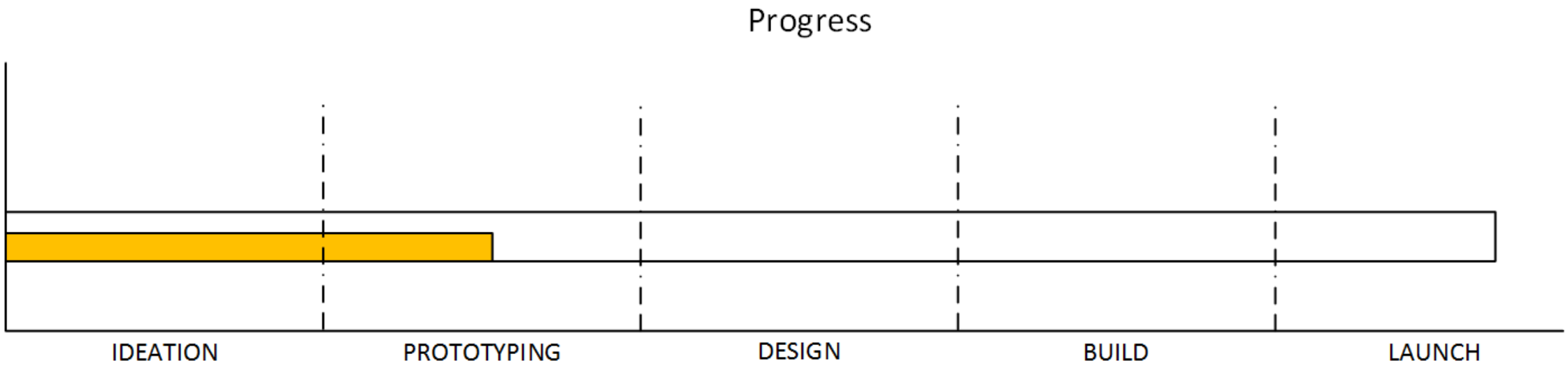


- A 5 minute saving per trip can lead to a saving of ~40hrs p.a.
- A 10,000 person uptake of the application can lead to an economic saving of ~$4M p.a.

In the field

Current Apps in the Market

Google Maps	Market Leader in Route planning and optimisation
Waze	Crowd sourced information informing travel decisions
QLD Traffic	Currently at an informational advantage for planned shut downs and traffic incidents



Current EOIs ~ 50

Progress

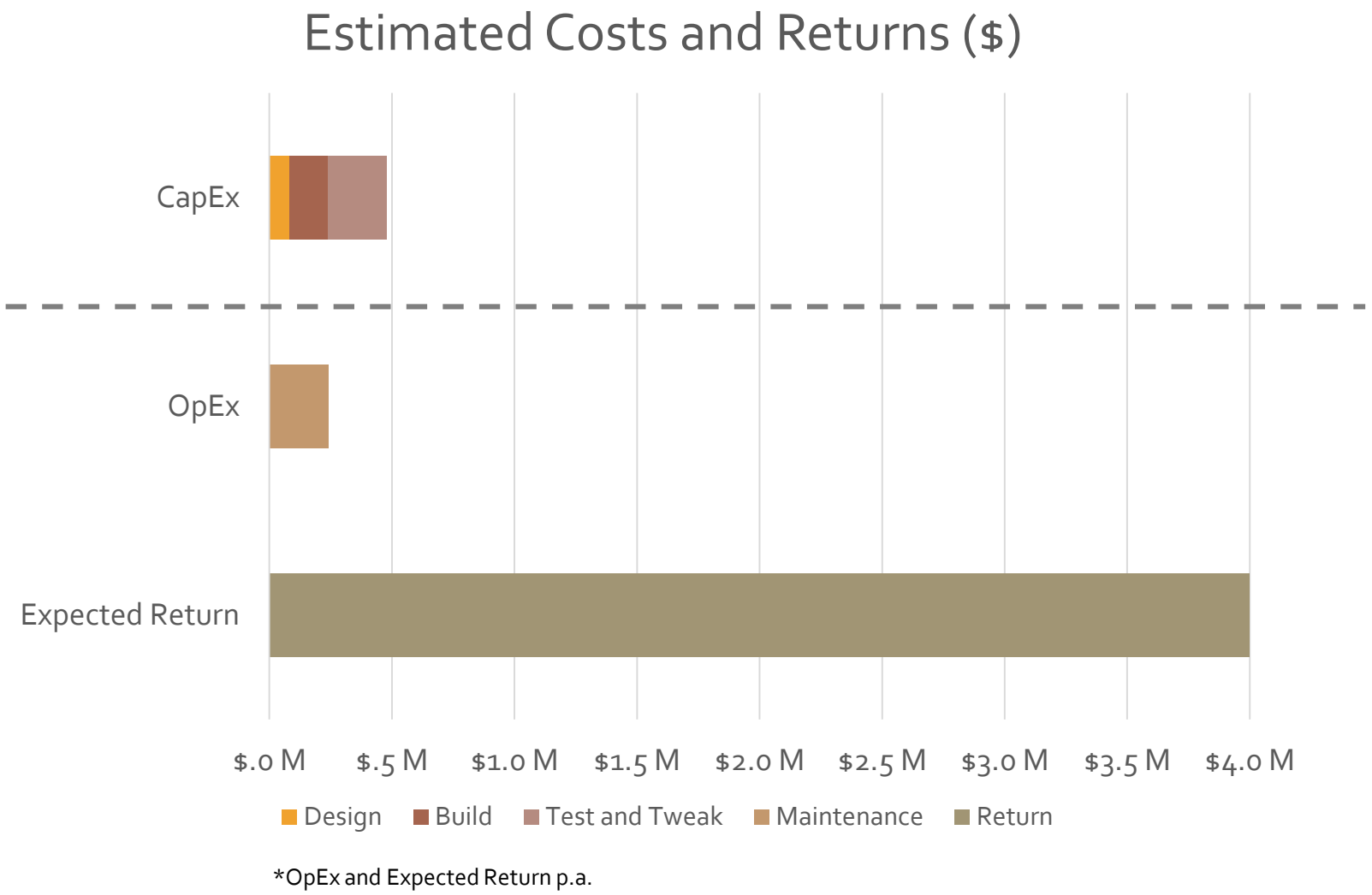
What we'll do next

- Push Notifications

- Calendar Integration

- Weather Event Management

Development



*OpEx and Expected Return p.a.

How can we achieve the goal of better managing demand on the network, providing better outcomes for everyone, including safer, more reliable and more efficient journeys?

Sunrise.

Feedback

- Alex – "This seems (like) a really cool idea!"
  Rail Engineer
- Christina – "As someone who hates mornings and wants them to have as little impact on my life as possible, this sounds super handy :O'
  Chemical Engineer
- Samuel – "This seems cool. If you need manpower coding sh*t up for a hack or similar, happy to help!"
  Physicist/ Machine Learning Expert (the smartest person we know)
- Annon – "This sounds awesome – I'm always trying to find that sweet spot where I maximise sleep/minimise stupid car time… Good idea!"

Market

- Primary Market – Workers with flexible working arrangements
- Secondary Markets – Those looking to optimize their transit
- Tertiary Markets – All other