

Event : Hackstop 2021

---

# Vehicle safety and Emergency Telematics



By  
Arsh Gopani  
Vraj Parikh



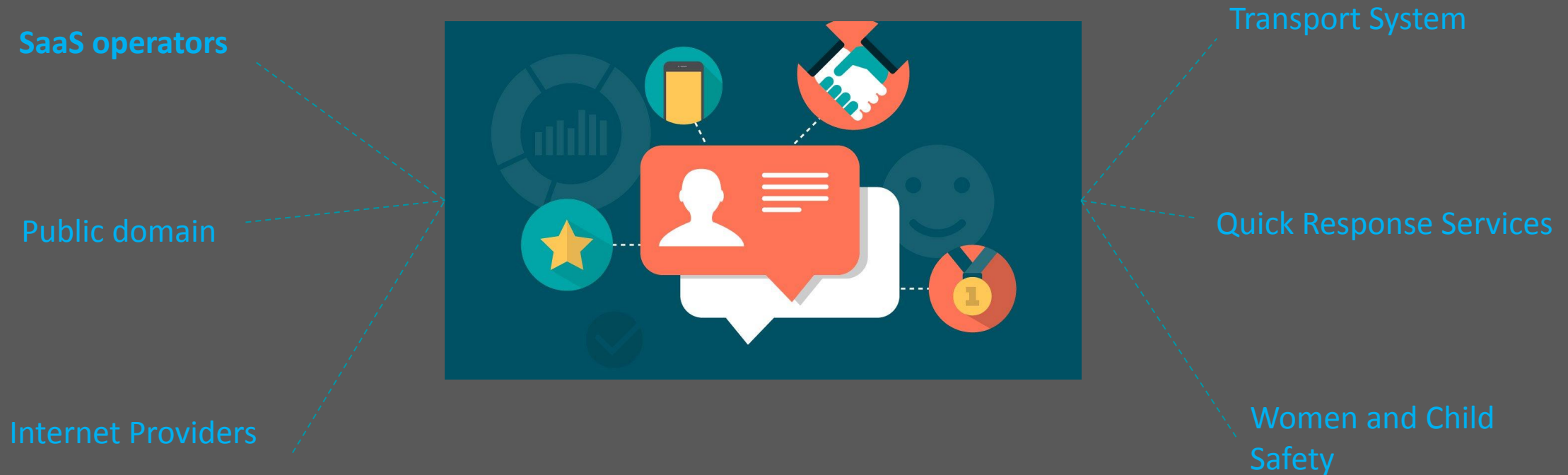
Amplifying India's Potential

*Prodhyam*



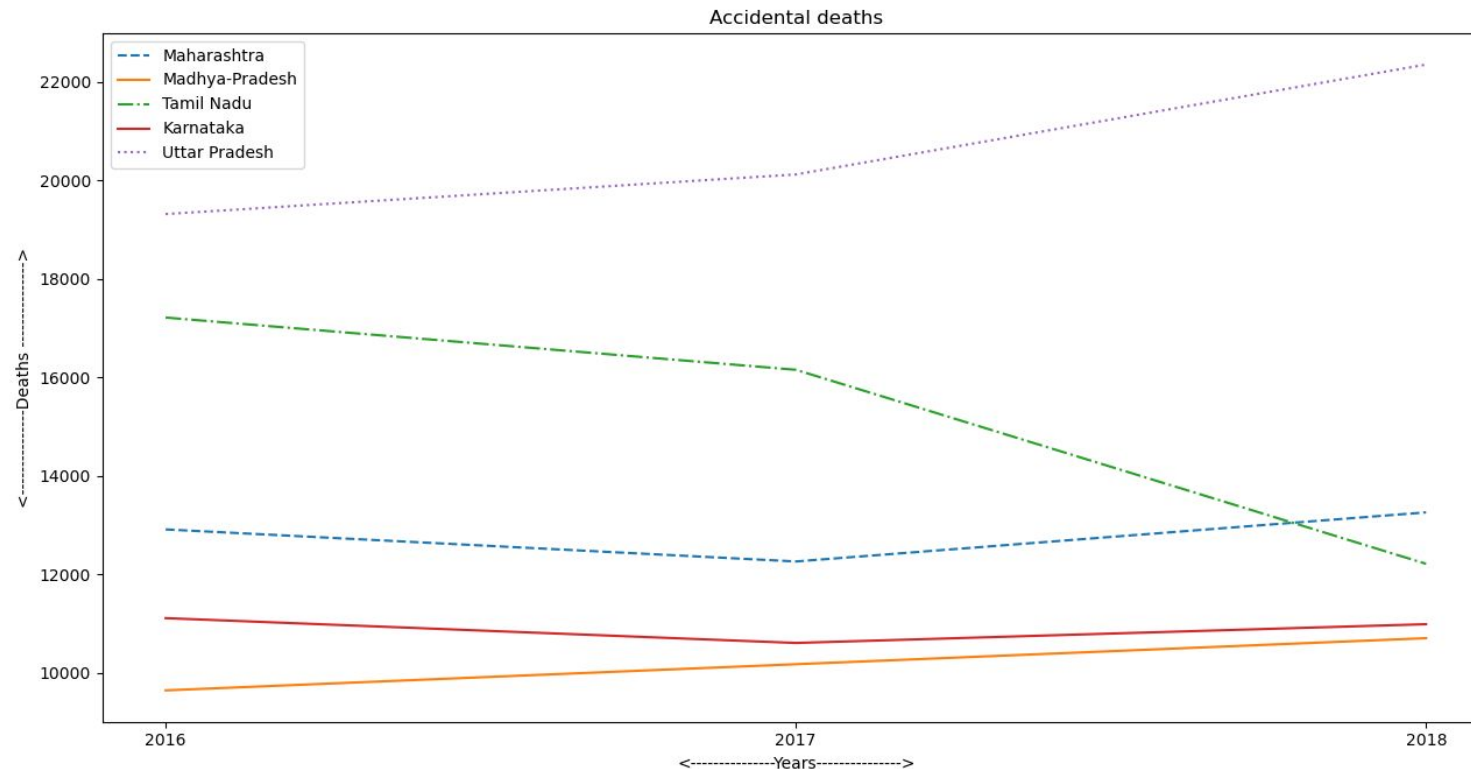
# Problem Statement

I.T and advancements in safety technology for Vehicles



\*Saas - Software as a service

# Current Market Scenarios



- Source
- The times of India and W.H.O

# Causes of road-accidents

## RLY ACCIDENTS AMONG TOP 3 CAUSES

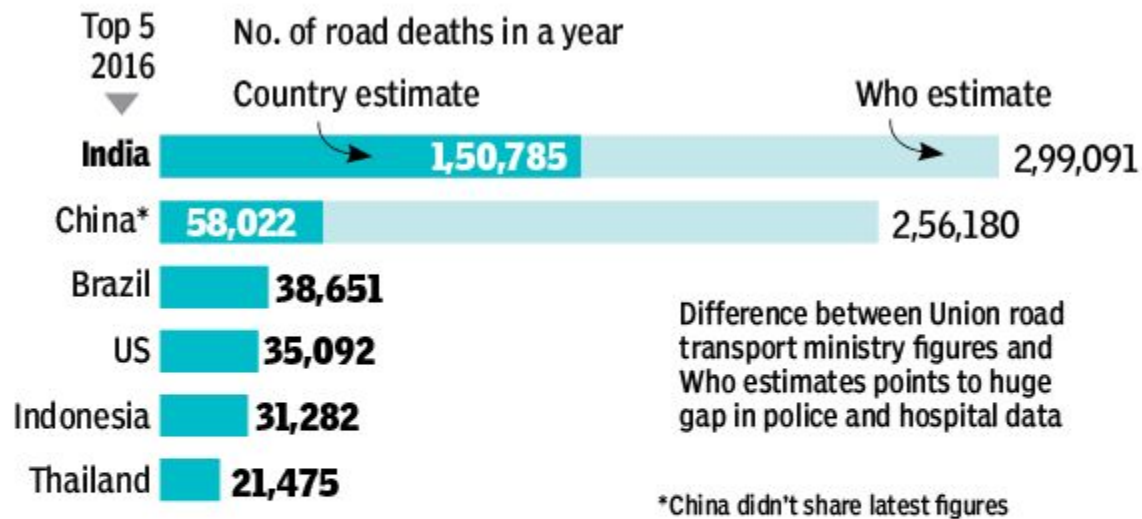
Top 5 causes of unnatural deaths (2004-2015)



A report in Hindustan Time states that, 39 Lakh deaths in span of 12 years could have been avoided

# Certainly a mind Numbing figure

Road accidents **kill more people in India** than any other country...



...But India is not among **worst** countries in terms of **death rate**

Road accident deaths per lakh population (Who estimate)

Liberia	Saint Lucia	Zimbabwe	Burundi	Dominican Rep	India
35.9	35.4	34.7	34.7	34.6	22.6

Source

The times of India and W.H.O

<https://timesofindia.indiatimes.com/india/road-accidents-kill-more-kids-young-adults-globally-than-illness/articleshow/66995867.cms>

# Lets have Some Market Stats

Automotive Telematics Market:  
\$99 Bn Market by 2027

Sources

Markets & Markets

Venture Beat

CAGR

The global digital process automation market is projected to grow from USD 6.77 billion in 2018 to USD 12.61 billion by 2023, at a CAGR of 13.3% from 2018 to 2023.



## A futuristic car interior with a steering wheel and dashboard, overlaid with a network of glowing blue icons representing various smart car features like connectivity, navigation, and safety.



## *What Can be done :*

>>> Speed Limiting

>>> Tracking

>>> Geofencing

>>> Monitoring



>>> Vehicle to Vehicle communication

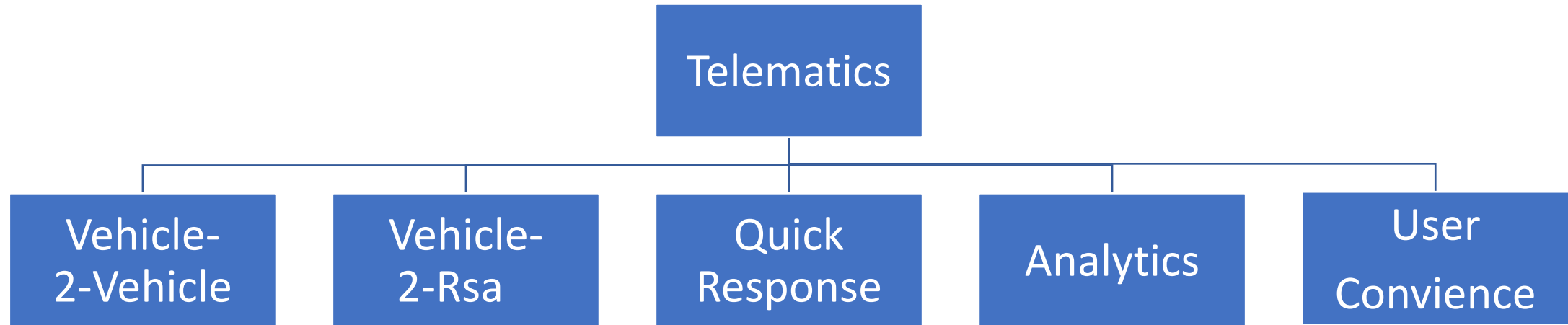
>>> Quick Response

>>> Stats and Behaviour

>>> Analytics of Vehicle



# FIELDS OF APPLICATIONS OF MODELS



\*Rsa - Roadside assistance

# Areas of Scalability :



Personal Cars

Outsourcing

Delivery Vehicles

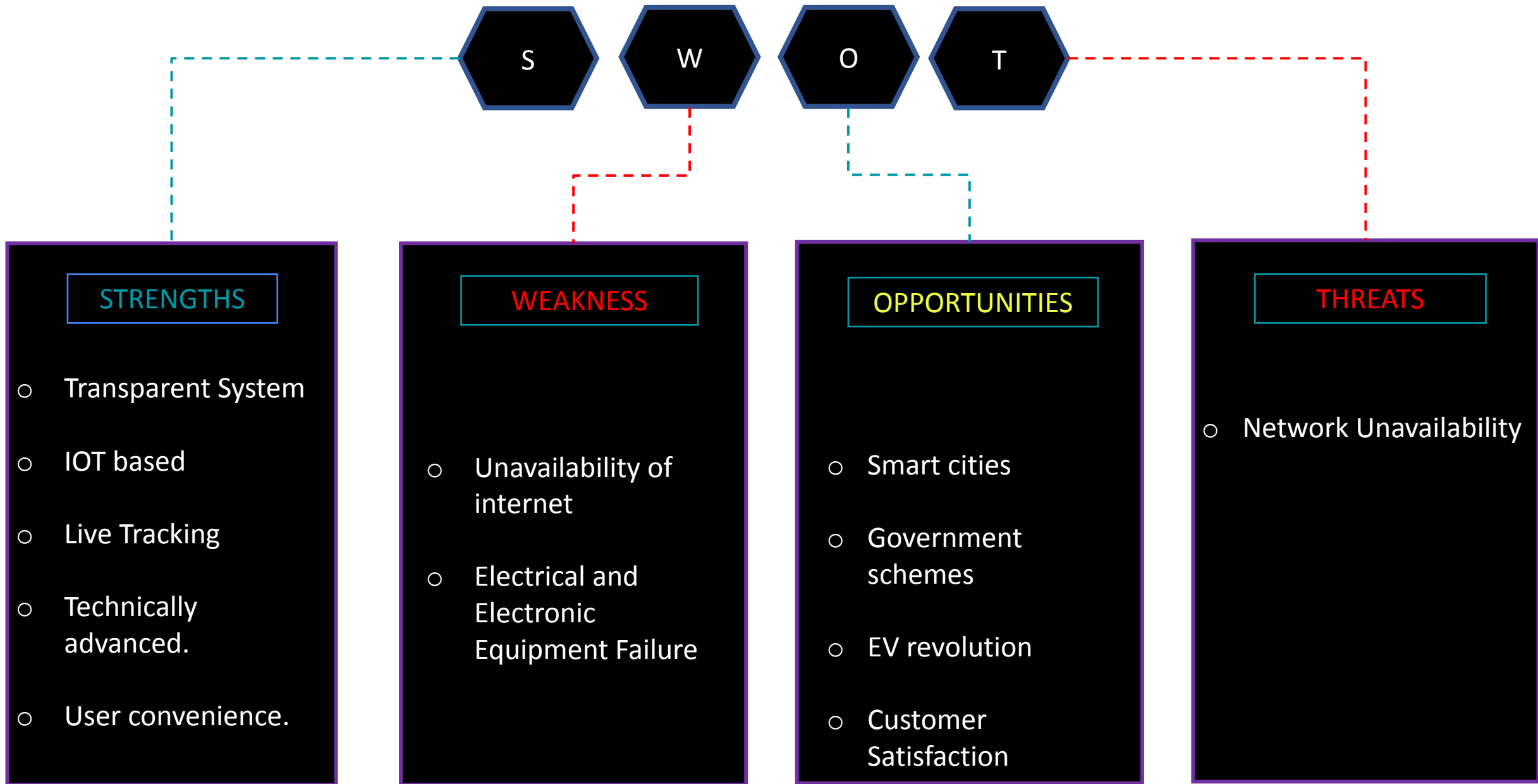
After Sales

Emergency Vehicles

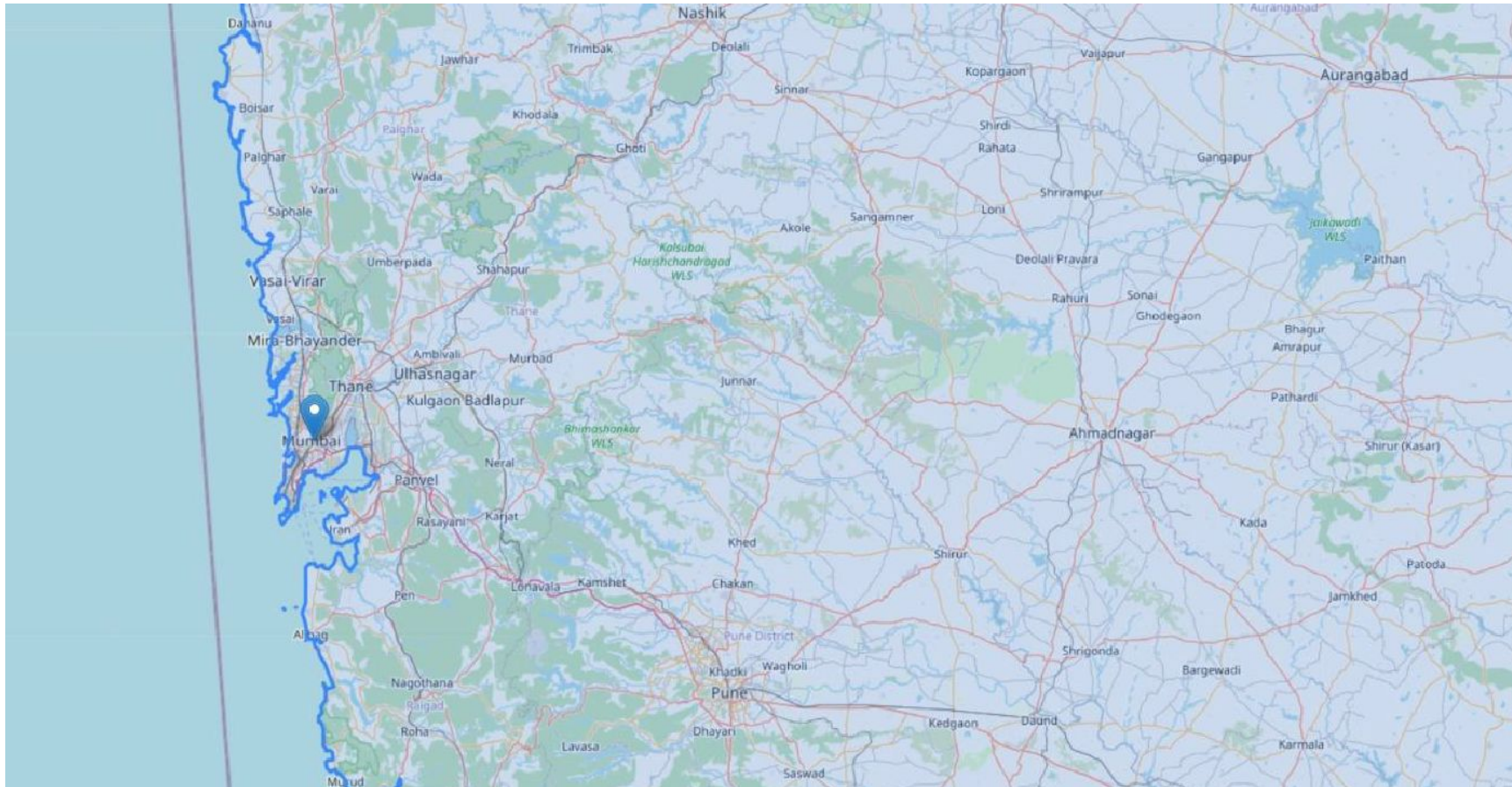
Car Rentals

Defence

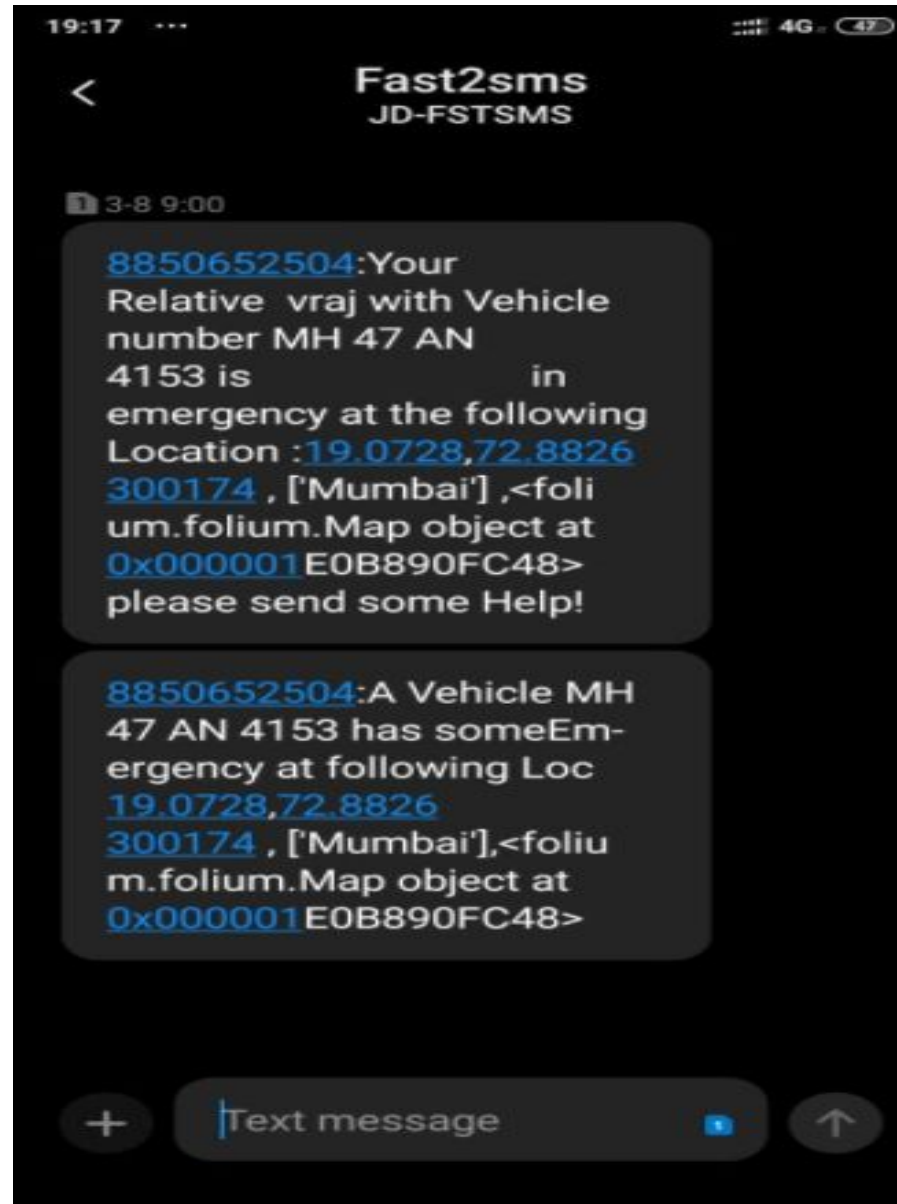
Women Safety



# Some Glimpses of the idea



# Sending Emergency Message to R.S.A

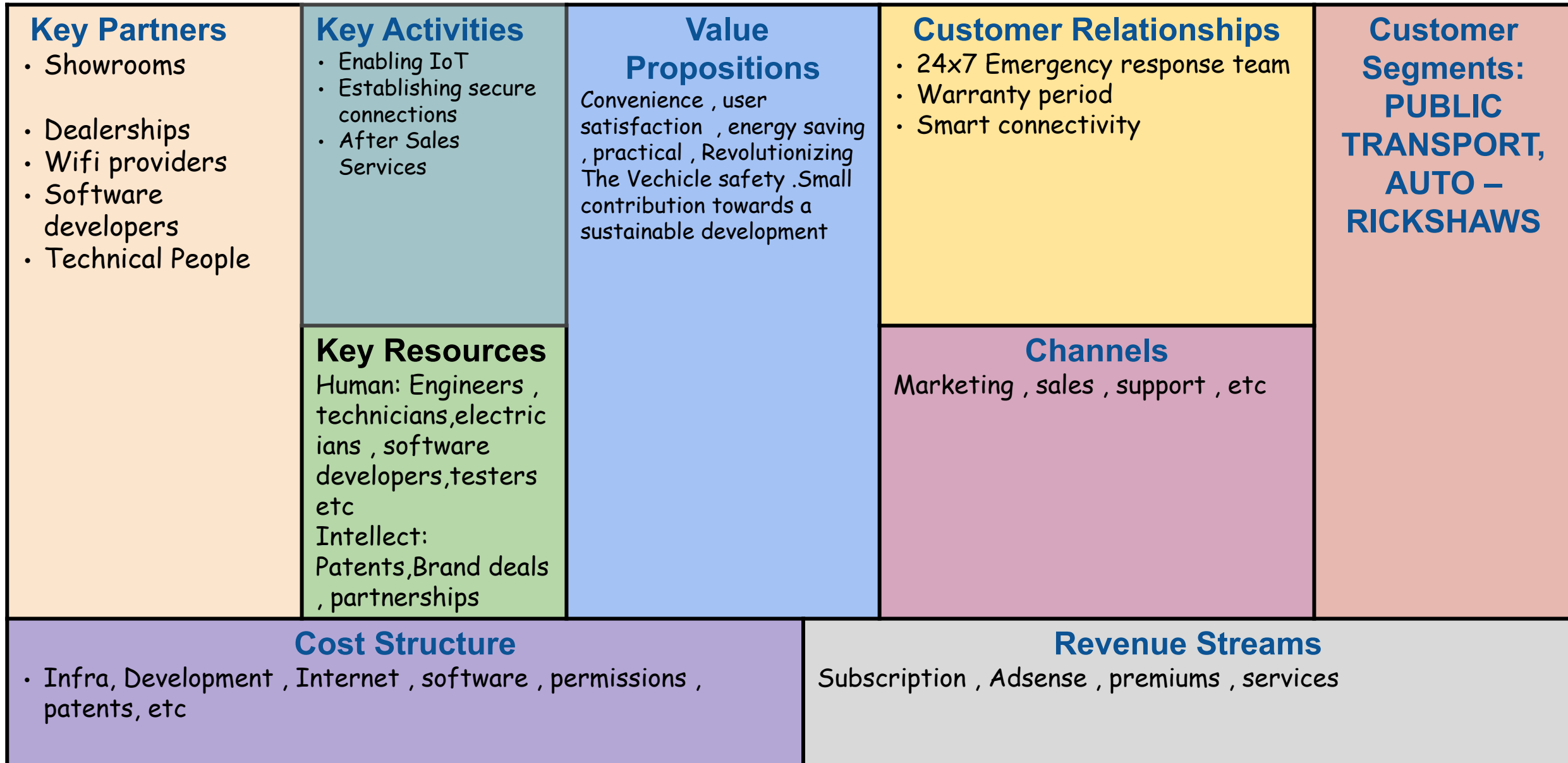


# Future Upgrades

1. Interfacing the GSM Module, E-Sim, Accelerometer as a System for direct plug and play operations.
2. Implementing Voice Commands for user convenience.
3. Monitoring Vehicle Updates and health directly to mobile via OBD-II and CAN Protocol.
4. Direct Call to Car Kit.
5. Remote Monitoring and Control.



# Business Model Canvas



Questions &  
Suggestions??  
?