OUR MISSION IS TO

DISRUPT THE DRIVER SAFETY WORLD!

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CMV Statistics

- **12.8% of fatal and 8.4% of non-fatal crashes involved a large truck or bus[1]**

- **80% (ATA) to 90% (NHTSA) of car-truck crashes were caused by the other driver**

1. Source: fmcsa.dot.gov

We need to change driver behavior.

- Over 43,000 people die in vehicle collisions

- Over 5 million people seriously injured

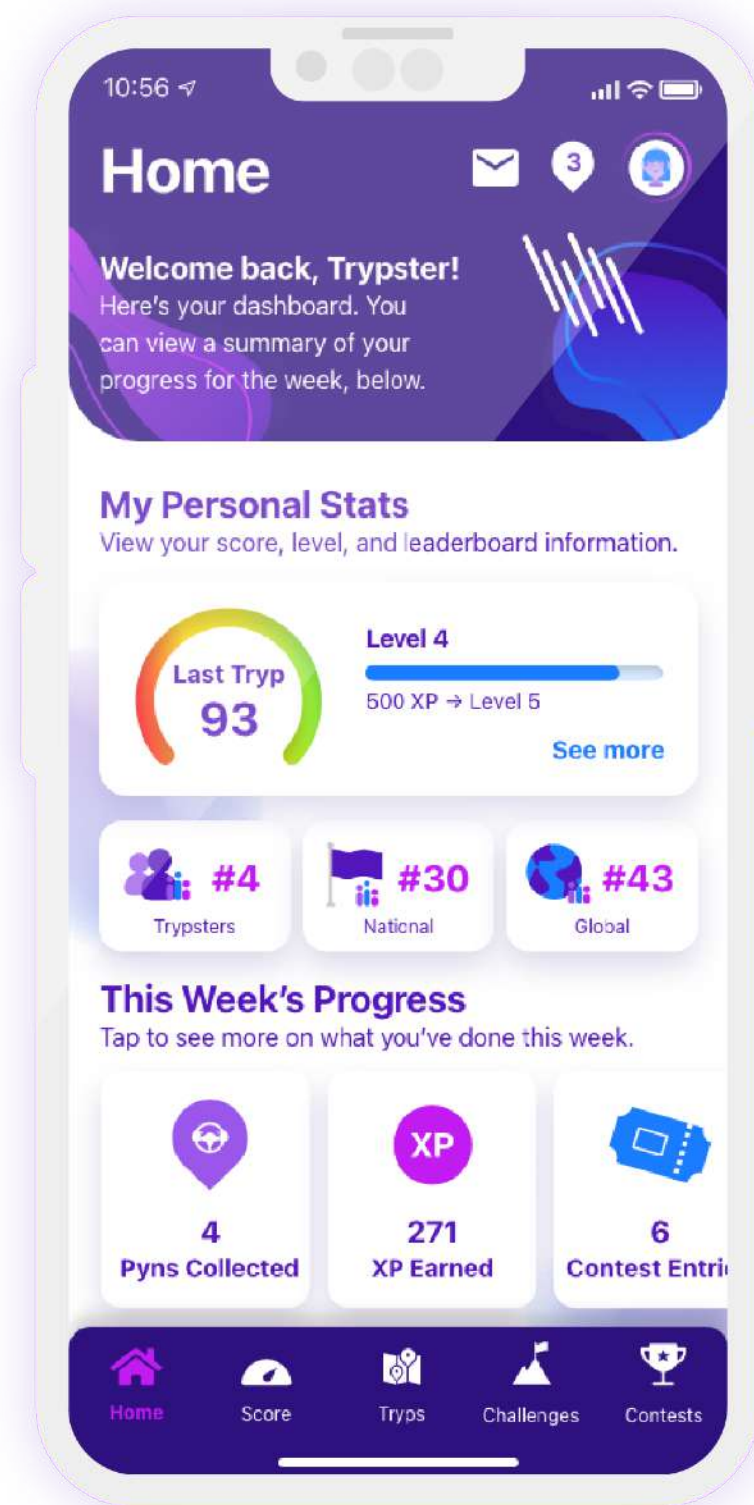- Economic Cost – $1.37 Trillion (includes lost productivity)

in 1899, New York City taxicab driver Jacob German became the first person in the United States to be cited for speeding while driving an automobile.

At the time, New York had speed limits for horses and cars of 8 miles per hour when traveling in a straight line. When cornering, drivers had to slow to at a max speed of 4 miles per hour. German was traveling an astonishing 12 miles per hour. It was so fast that the bicycle officer who pulled German over actually arrested and imprisoned him!
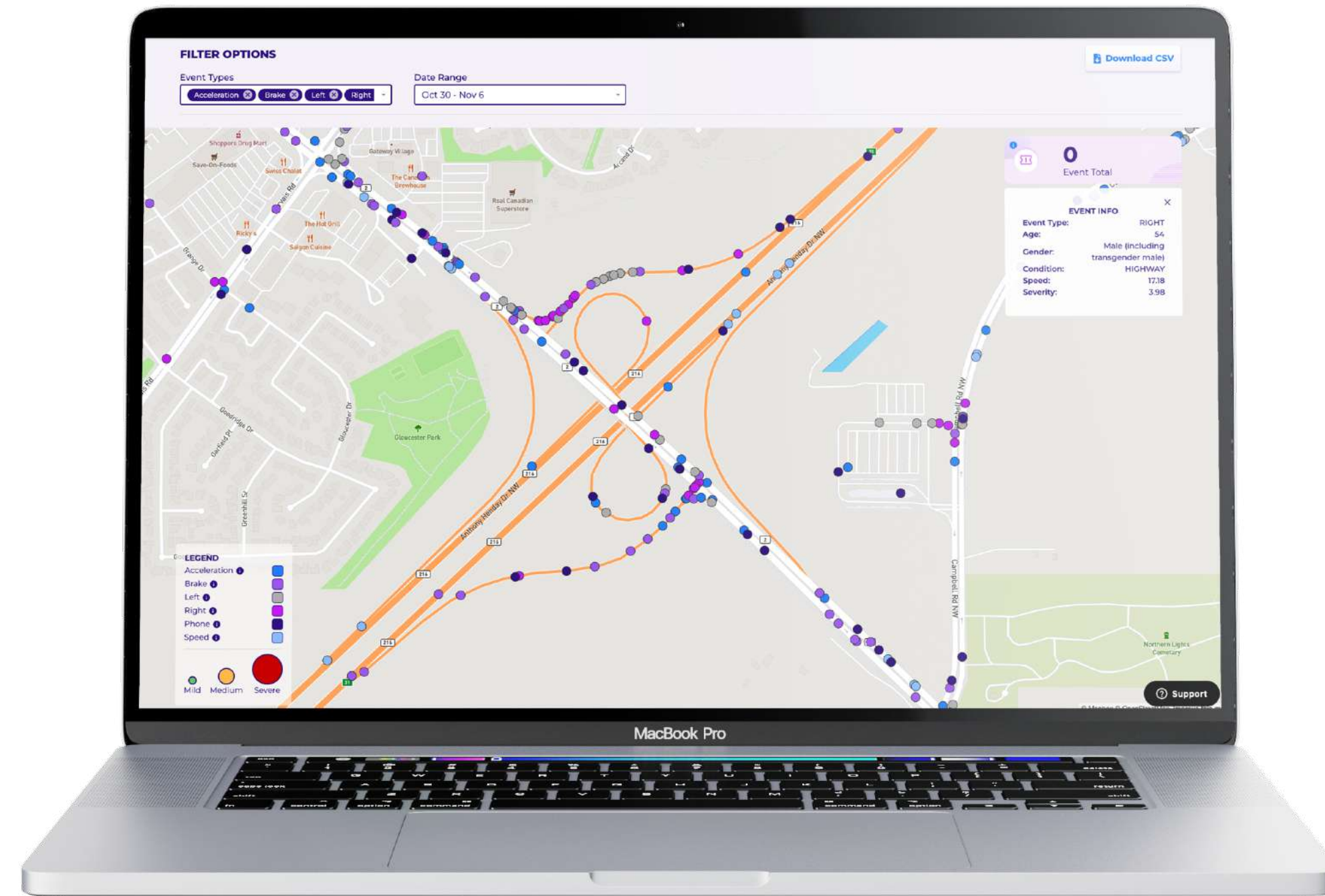
126 years later...

- 41 million speeding tickets are issued in the United States each year

- $6B in fines paid by drivers

- In 2022, speeding was a factor in 29% of vehicle fatalities killing 12,151 people
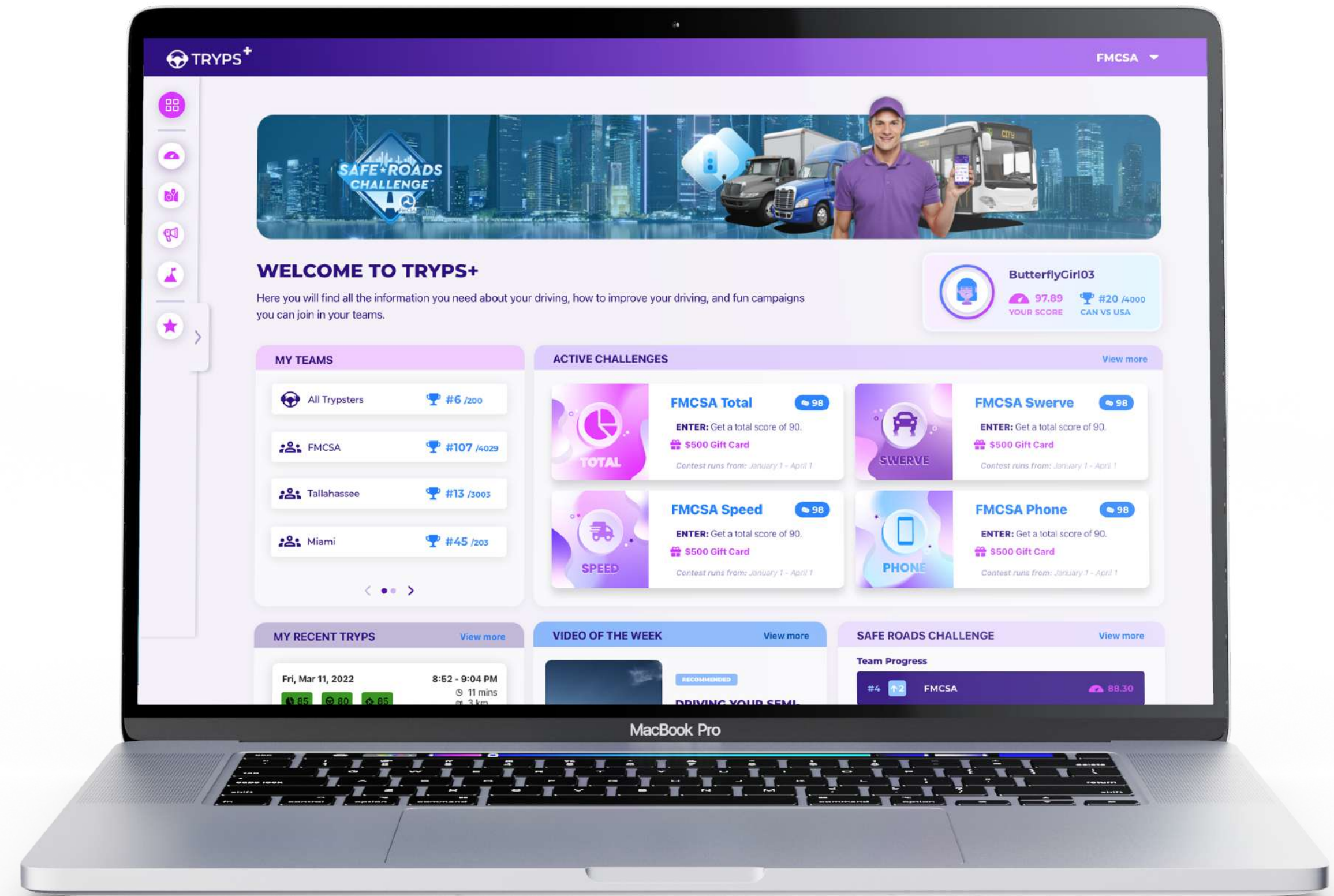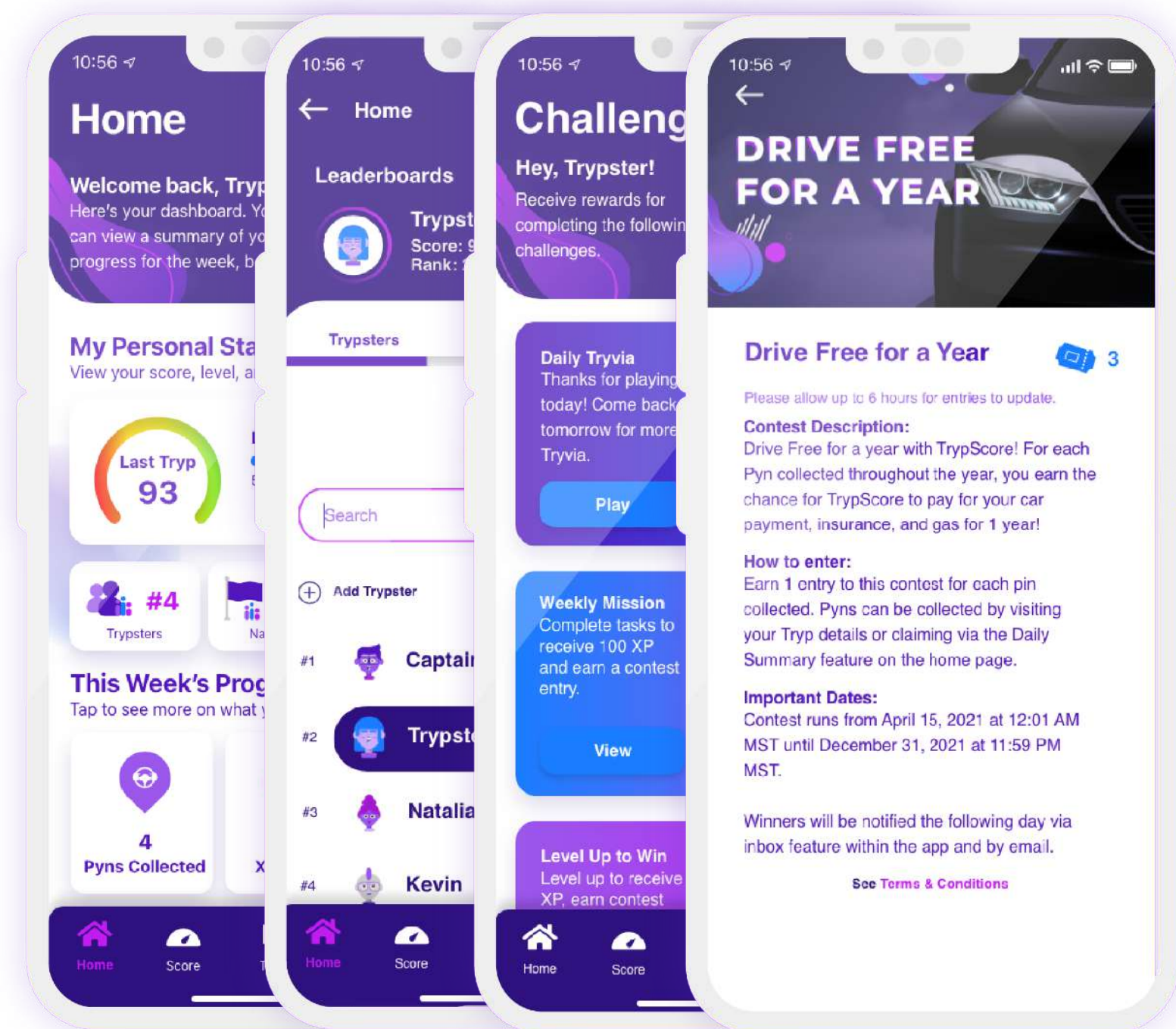
Why not try something new?

Reward drivers for good driving behavior as part of a game that everyone in the safe driving community can play.
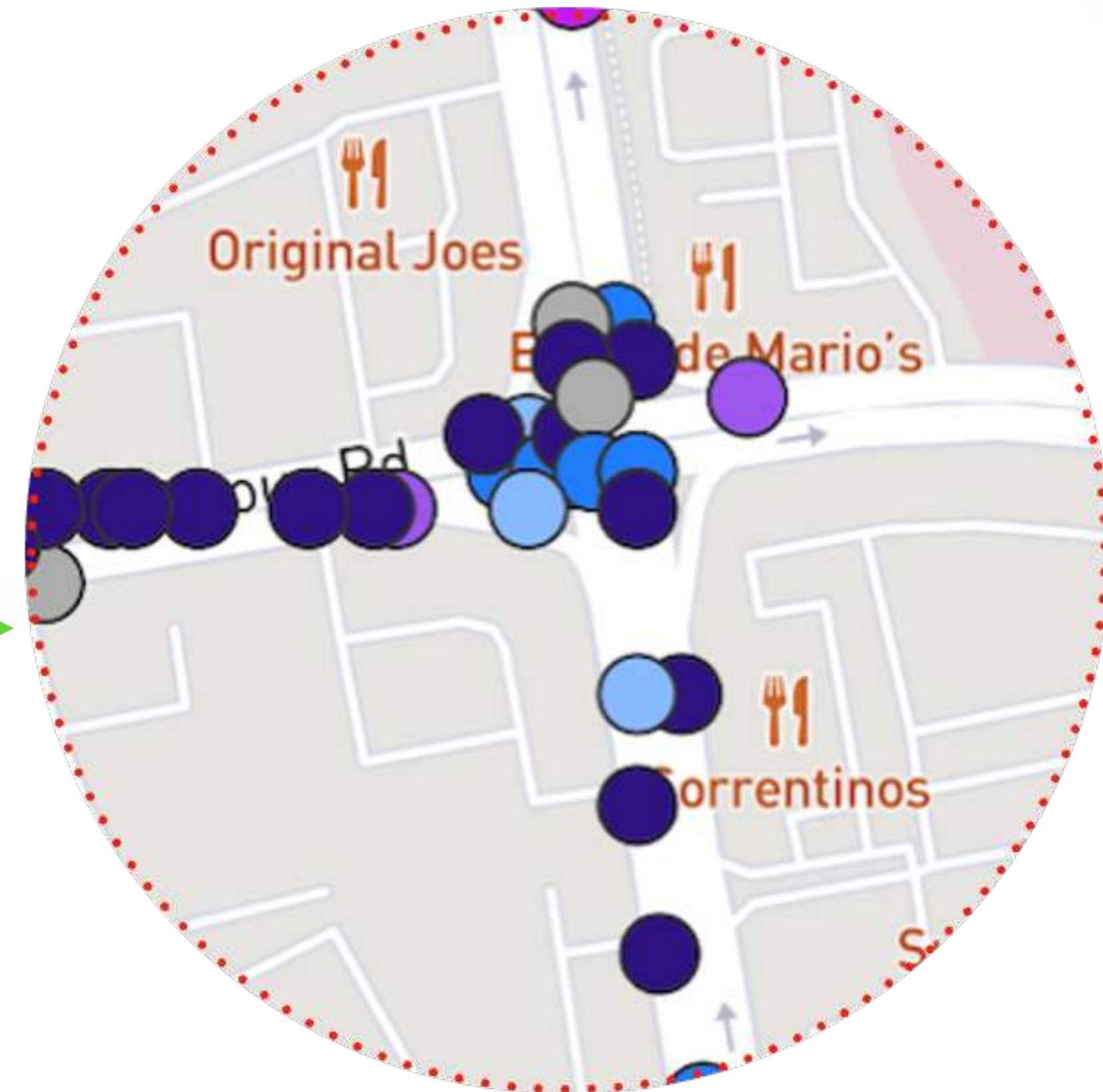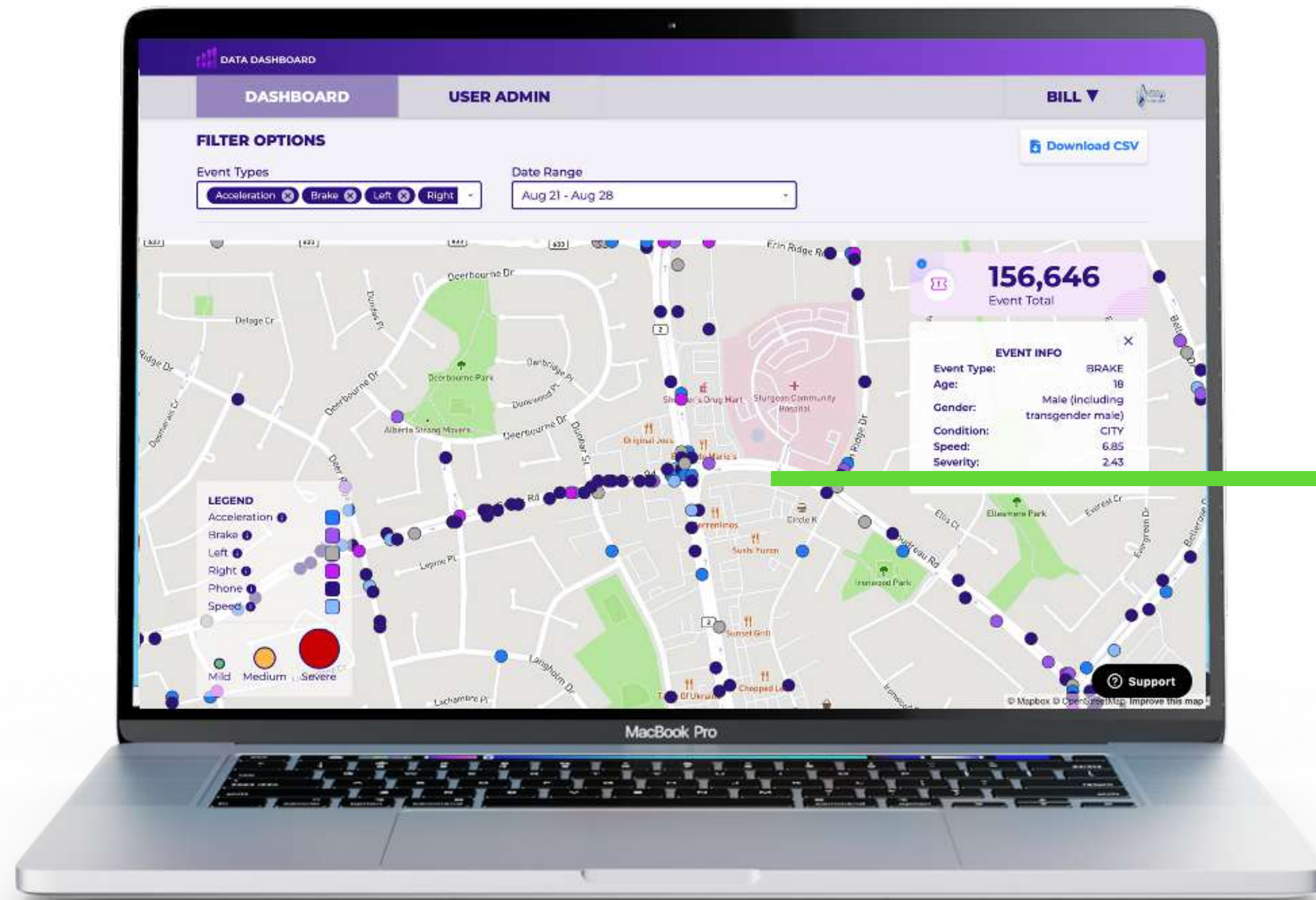
Collect and utilize real-time data to make proactive enforcement, infrastructure and messaging decisions.

Build a telematics app built for drivers (not insurance companies or fleet managers)

Collect USEFUL real-time data...

Primary, de-identified **driver risk events** are recorded and visualized **to enhance identification and measurement** of traffic safety initiatives.
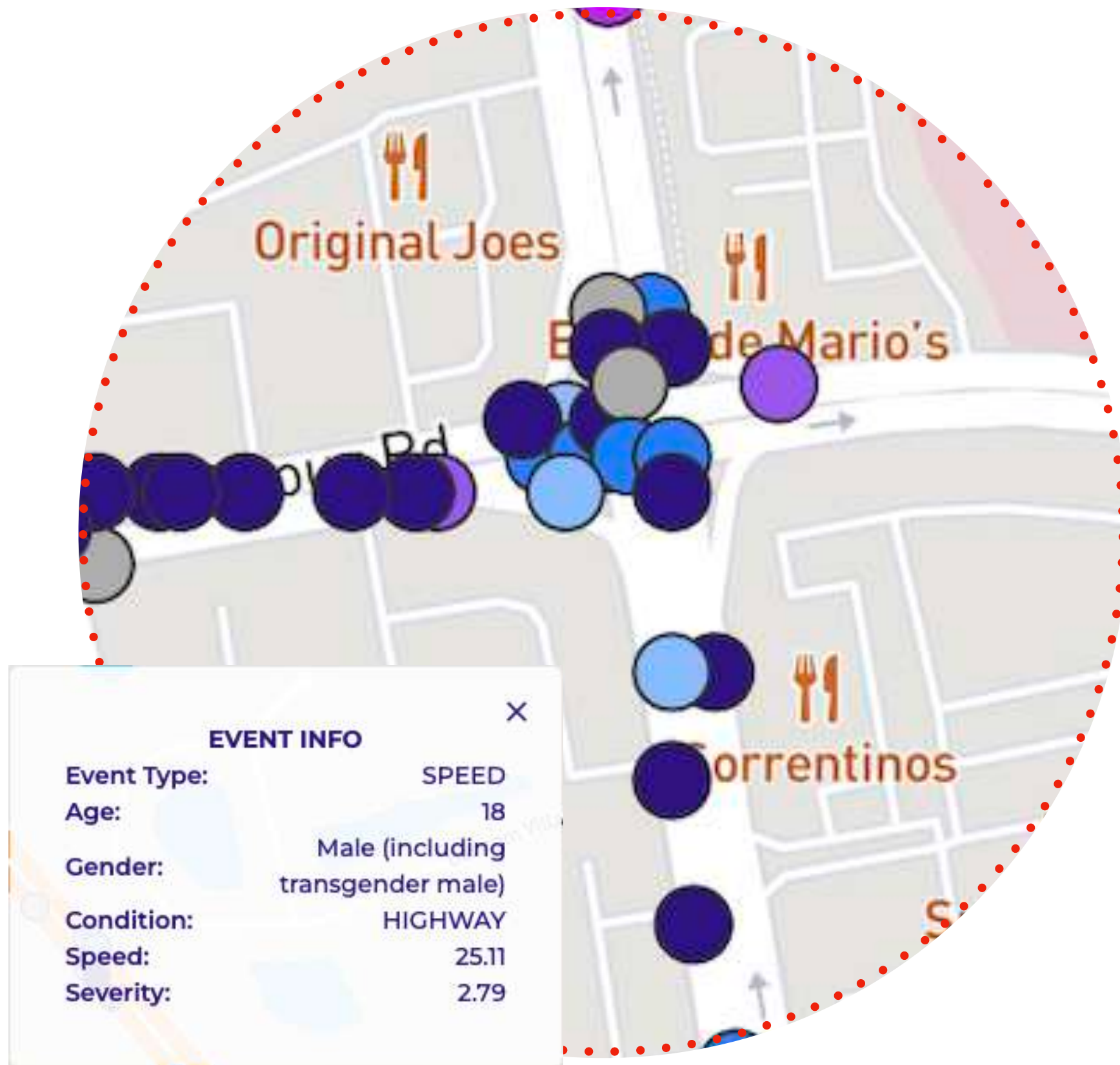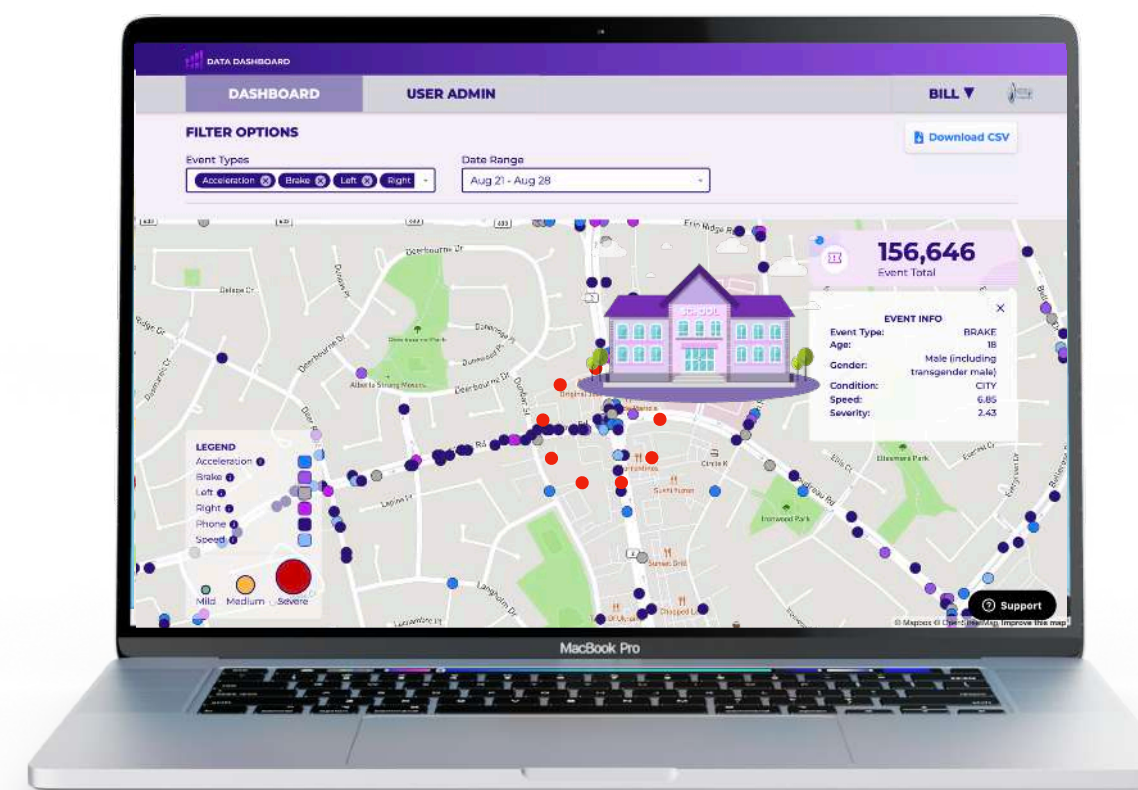
...then use it to proactively reduce crashes!

EVENT INFO

Event Type:	SPEED
Age:	18
Gender:	Male (including transgender male)
Condition:	HIGHWAY
Speed:	25.11
Severity:	2.79

Traffic Enforcement

SmartSigns
The next generation
Driver Feedback Sign

YOUR SPEED
PUT DOWN PHONE

Traffic Infrastructure

SIDEWALK CLOSED

Targeted PSAs
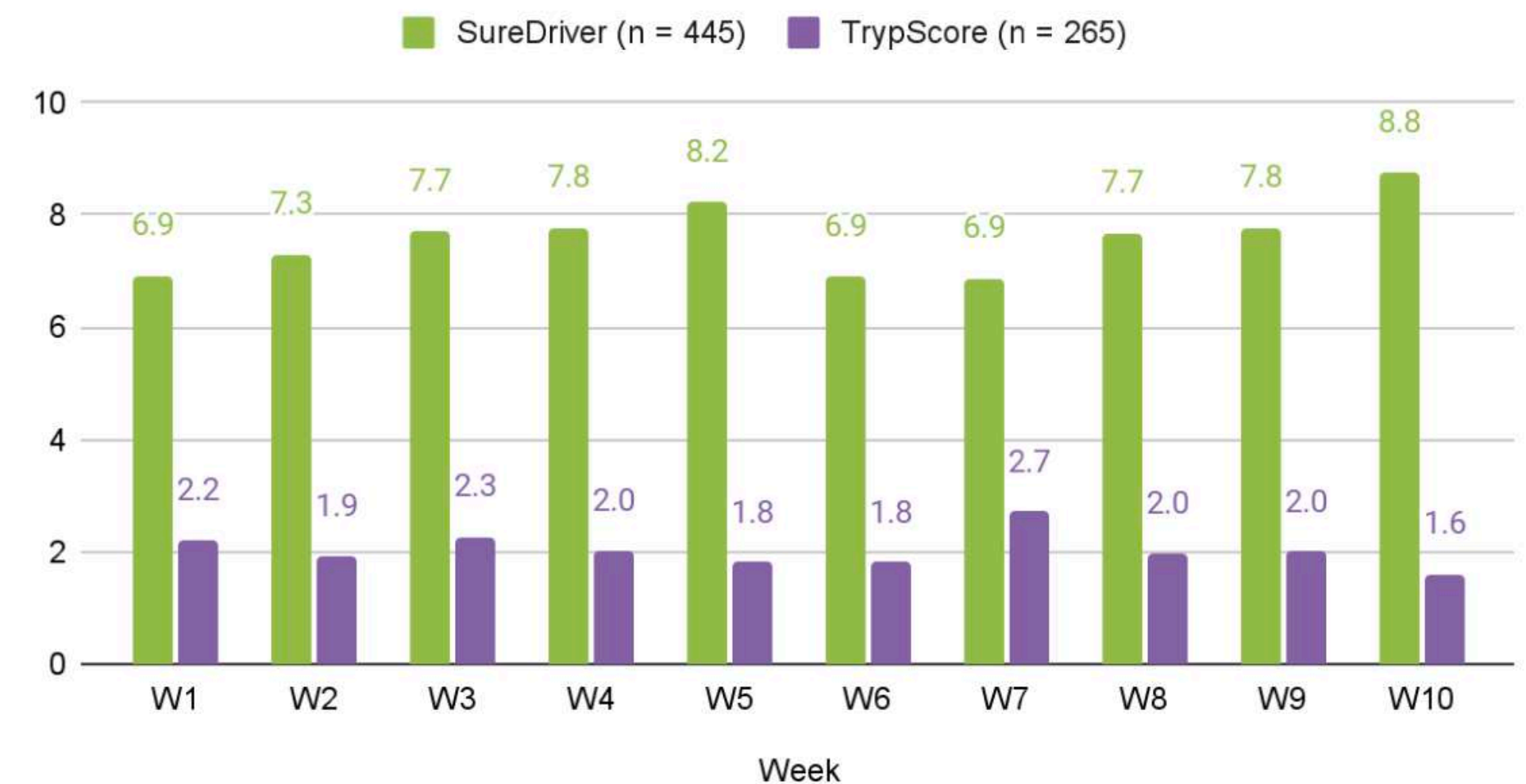
Gamification works!

Fleet Case Study

- Drivers with telematics, online training and in-person training kept in dark for 90 days

- Made aware of their scores and ranking compared to their co-workers

- Analyzed 1.4 million miles, 105,000 drives over 75,000 hours

Giving drivers feedback on **their driving behavior and making it a competition** reduced **overall risk events by 27%** and a reduction in **fuel usage of 7-14%**.
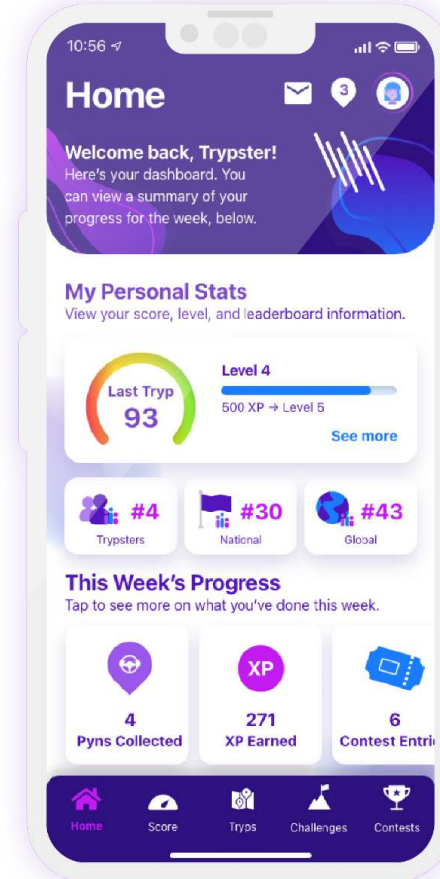
Young Driver Study

	All Non-winners	All Winners		1-2 Time Winners	3-5 Time Winners	5+ Time Winners
Average focus score:	71	78		76	79	85
Number of active driving weeks:	1	7		6	7	9

Risk Events detected per 100 miles by week

■ SureDriver (n = 445) ■ TrypScore (n = 265)

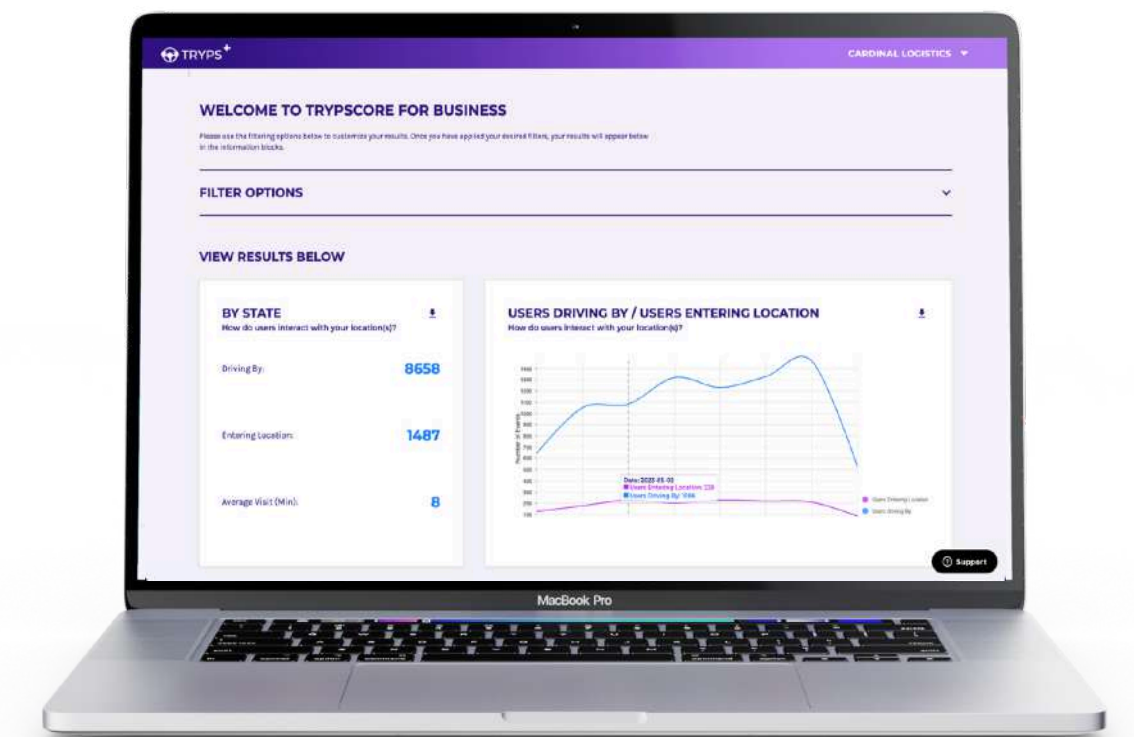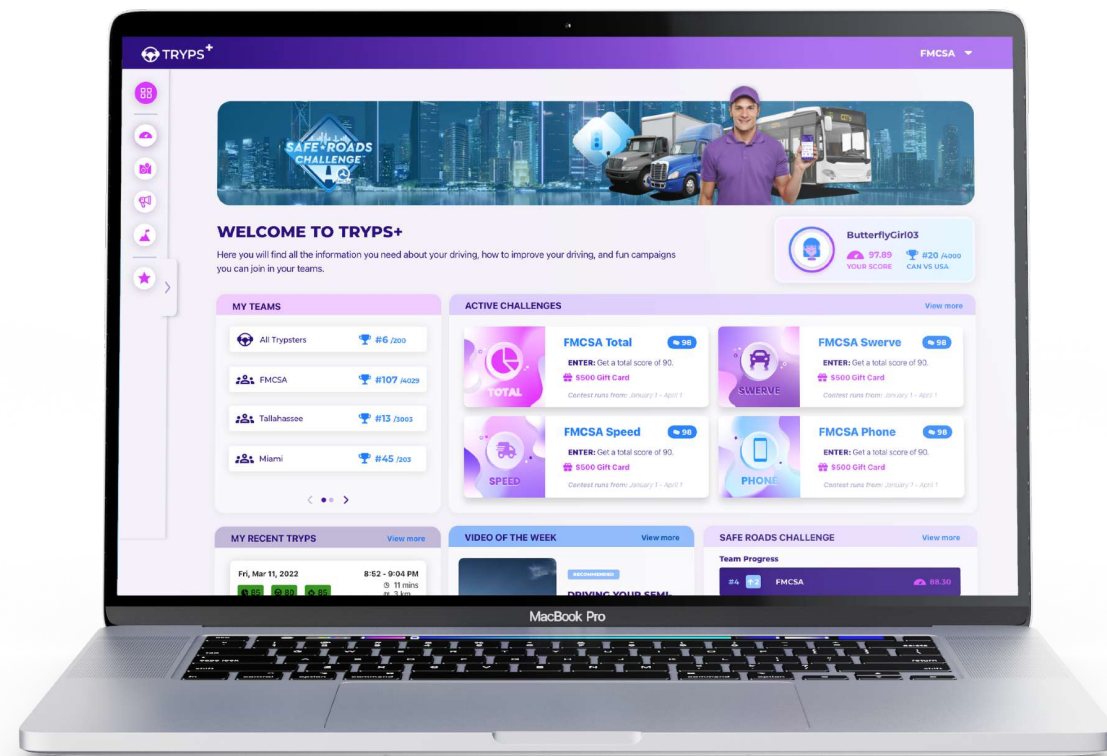| Week	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
SureDriver	6.9	7.3	7.7	7.8	8.2	6.9	6.9	7.7	7.8	8.8
TrypScore	2.2	1.9	2.3	2.0	1.8	1.8	2.7	2.0	2.0	1.6

Everyone can play!

Drivers download TrypScore to compete for top spot and rewards while becoming better drivers and increasing family safety.
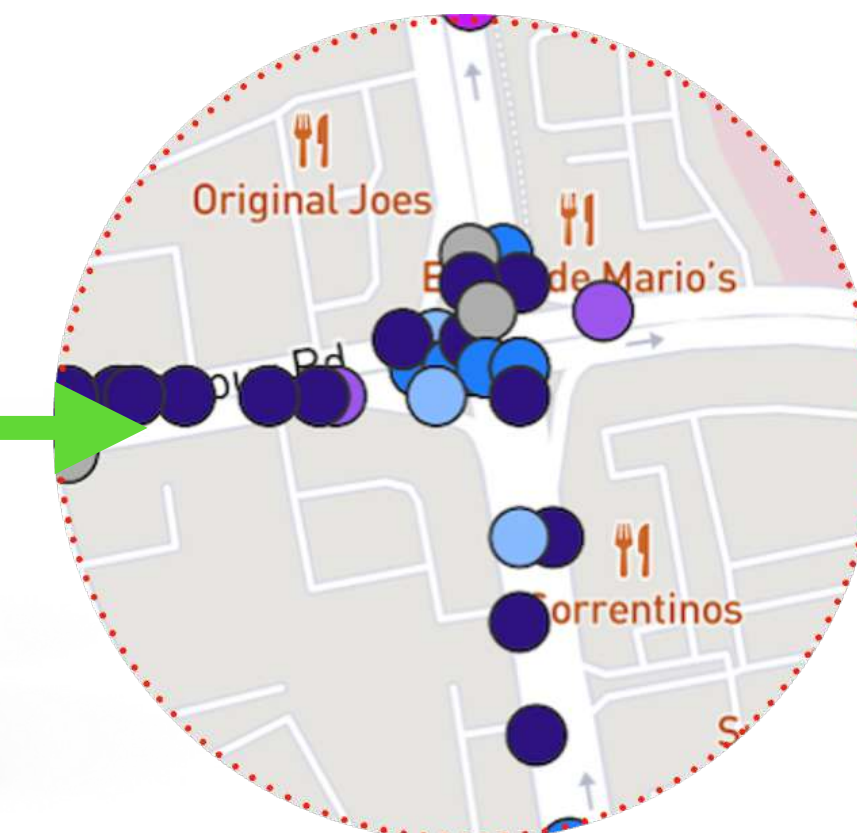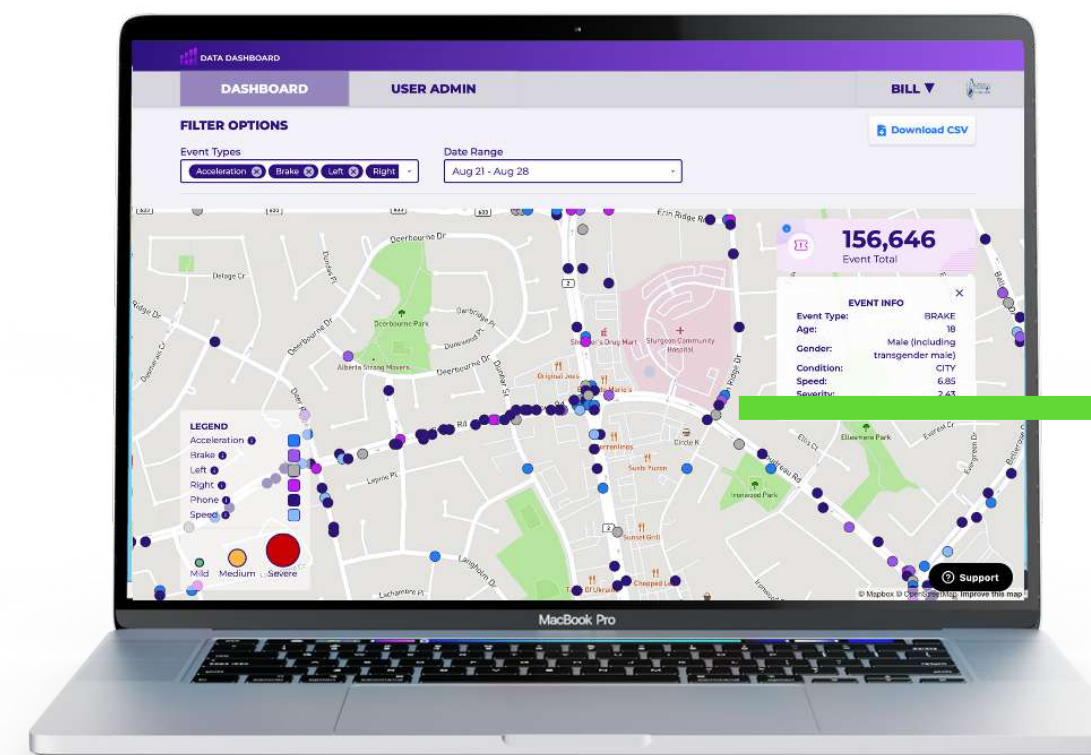
Community Partners sponsor Safety Zones and acquire users, reward loyal customers and fulfill CSR and receive valuable consumer intelligence.

Organizations can sponsor their drivers to self-coach and reduce risk, insurance premiums and operating expenses. (insurance, employers, members etc.)

Government Agencies get valuable driver risk information to overlay with existing data for proactive crash avoidance.

THANK YOU FOR YOUR TIME

QUESTIONS?

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