



**maven machines**

# Safety in Trucking

**3.5 million truck drivers on the road today**

**500,000 annual trucking accidents**

**100,000 injuries and 4,000 fatalities**

**Average cost of an accident is \$59,100**

**That's a total economic cost of \$30B**

## **Causes of Trucking Accidents**

**90% is driver error**

**Most is fatigue and distraction**

**\$7B spent on trucking safety each year**



# The Maven Co-Pilot

*A Smart Bluetooth Headset for Truck Drivers*



**Detect** and warn of driver fatigue, drowsiness, and distraction

**Track** frequency of mirror checking and time eyes-on-road

**Score** driver alertness w/safety score updated throughout 10 hour shift

**Monitor** driver performance for training, probationary drivers, accident forensics

**Talk** High quality hands-free communications device



# Complete Solution

**Sensor array** embedded in the Co-Pilot headset

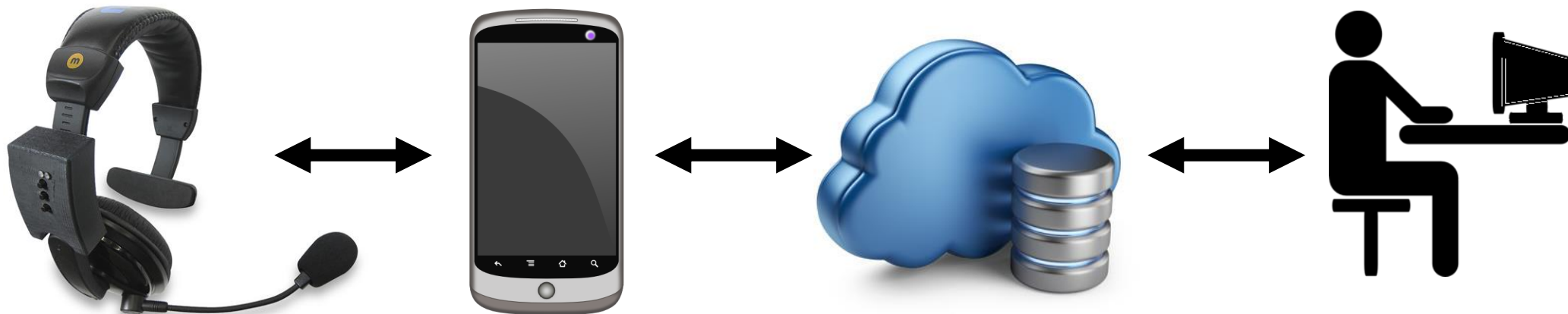
**Data** from sensors transfer **50 times per second** via **Bluetooth** to the Smartphone

**Algorithms** in the Maven Smartphone app detect **driver status and events**

Driver is **warned** if overly fatigued or distracted via **audio and haptic feedback**

**Events** are logged to a **cloud platform**

**Real-time** monitoring and **data analytics** via **web interface** to the cloud platform



# Business Model

**Customer** –Sell to fleets (**B2B**)

**Insurance companies** - incentivize trucking companies to adopt this technology

**Hardware / Data Stream** - Monthly service charge (annuity)

**Analytical Services** - Additional Revenue opportunities per customer's needs

**Big Data** - It's not just about safety - data is highly valuable to the trucking company, truck industry, transportation research, healthcare





Thank You

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