UPTOSKILLS

Anti Sleep Detector

Stay Alert, Stay Safe

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Guided by :-
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DR☾WSY DRIVERS

Introduction

The idea for the anti-sleep detector came to us after hearing news about accidents caused by drowsy driving

https://shorturl.at/u0NR3

17 deaths on India's roads every hour, Chennai and Delhi most dangerous

Official data show more people died on Indian roads in 2016 than in 2015; UP and Tamil Nadu accounted for the largest numbers of fatalities

BIG NUMBERS

	IN THE YEAR		EVERY DAY		EVERY HOUR	
	ACCIDENTS	DEATHS	ACCIDENTS	DEATHS	ACCIDENTS	DEATHS
	4,80,652	1,50,785	1,317	413	55	17

84%
DEATHS IN 13 STATES, UP ON TOP

- 16.3 Others
- 3.3 Bihar
- 3.3 Haryana
- 3.4 Punjab
- 4.3 West Bengal
- 4.8 Telangana
- 5.4 Gujarat
- 5.7 Andhra Pradesh
- 6.4 Madhya Pradesh
- 6.9 Rajasthan
- 7.4 Karnataka
- 8.6 Maharashtra
- 11.4 Tamil Nadu
- 12.8 Uttar Pradesh

DELHI, CHENNAI ROADS MOST DANGEROUS

CHENNAI:
LARGEST NUMBER OF ROAD ACCIDENTS,
7,486

DELHI:
LARGEST NUMBER OF ROAD ACCIDENT DEATHS,
1,591

CHENNAI:
LARGEST NUMBER OF INJURED PERSONS,
7,349

LUDHIANA:
HIGHEST ACCIDENT SEVERITY,
69.9

50 CITIES WITH MILLION-PLUS POPULATIONS ACCOUNTED FOR
- 18.7% of all road accidents
- 11.8% of all road accident fatalities
- 16.7% of all persons injured in road accidents

FEWER ACCIDENTS, MORE DEATHS

	2015	2016	% change
Accidents	5,01,423	4,80,652	-4.1
Killed	1,46,133	1,50,785	3.2
Injured	5,00,229	4,94,624	-1.1
Severity*	29.1	31.4	7.9

*Accident Severity is the number of persons killed per 100 accidents

HIGHWAYS NOT THE BIGGEST KILLERS

Road type	Share of accidents	Share of accident deaths	Share of persons injured
National Highways	29.6	34.5	29.6
State Highways	25.3	25.8	25.1
Other roads	45.1	37.6	44.6

All figures in per cent

SPEEDING BIGGEST PROBLEM, MOBILES AN ISSUE TOO

SPEEDING caused 66.5% of all road accidents and 61% of deaths
OVERTAKING caused 7.3% of all road accidents and 7.8% of deaths
INTAKE OF ALCOHOL/DRUGS caused

SPEEDBUMPS & POTHOLES KILLED 15 EVERY DAY

SPEEDBREAKERS CAUSED
9,583 road accidents and
3,396 people killed

POTHOLES LED TO
6,424 road accidents and
2,324 fatalities

NEWEST VEHICLES IN MOST ACCIDENTS

- Not known 2.2%
- 15+ yrs 9.4%
- 0-5 years 40.3%
- 5-10 years 32.7%
- 10-15 yrs 15.4%

CITIES WITH THE MOST DANGEROUS ROADS

Cities	No. of accidents
Chennai	7,486
Delhi	7,375
Bengaluru	5,323
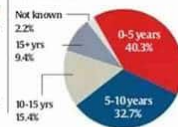
Team

On a mission to make World better and easier through our contributions and expertise

Fenil Chauhan (Founder)
Powerhouse blend of all trades, responsible for product development. Fenil is best suited for this role due to his extensive background in engineering and product innovation.

Riddhika Cheruku (Co- Founder)
Expert in product sales and marketing, with understanding customer needs and driving sales growth. Riddhika's experience in marketing makes her ideal for this role.

Problem Statement

- Drowsiness while driving long distances or at night and the issue of blinding headlights from oncoming vehicles.

Solution

- **Proposed solution:** A device integrated into glasses that alerts the driver when they feel drowsy

- **Unique features:** Affordable and aimed at economy car users and Also we provide

  Anti Glare with this glasses.

Market Analysis

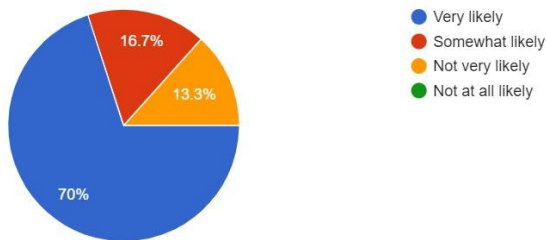Target audience: Middle-class drivers → Market research: anti-glare glasses → Fit in the market landscape

Market Validation

After conducting the survey :-

How often do you drive at night?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

16.7%
13.3%
70%

What are the most important features to you in an anti-sleep detector with anti-glare features? □ Copy

Accuracy	17 (56.7%)
Reliability	12 (40%)
Price	16 (53.3%)
Ease of use	12 (40%)
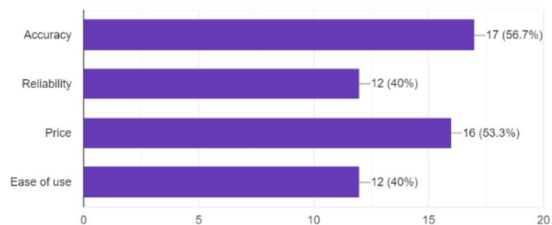
How much would you be willing to pay for an anti-sleep detector with anti-glare features? □ Copy

- 0-2000 INR
- 2000-4000 INR
- 4000-6000 INR
- 6000 INR or More

23.3%
73.3%
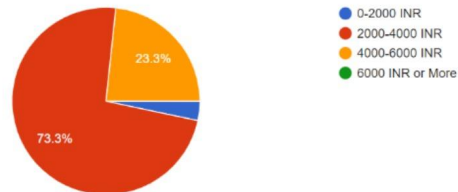
How likely are you to purchase an anti-sleep detector with anti-glare features?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

23.3%
73.3%
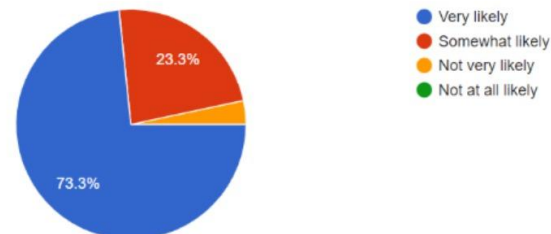
Would you recommend the anti-sleep detector to other drivers? □ Copy

- Yes
- No

10%
90%
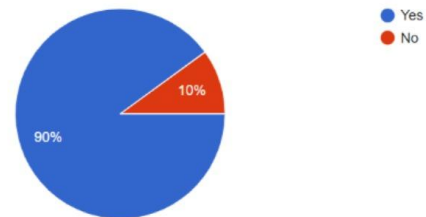
Business Model

Revenue model: **By Partnership with the Economy car Company.**

Pricing, monetization strategies, and cost structure **is more focus on economy Car.**

Current Traction

- **Achievements:**
  - Prototype development and initial testing completed
  - Positive feedback from 25 testers
  - Media Coverage (https://gujarati.news18.com/news/surat/two-students-in-surat-developed-anti-sleep-detector)
  - Design Patent of our product
- **Next Steps:**
  - Finalize product design, initiate mass production, and launch marketing campaign

Competitors

| Competitors	How our solution is better
Guardian Optical Technologies	We are better because they are solely focusing on the drowsiness detection our product also focuses on the binding headlight.
Smart Eye AB	They do not provide feature for headlight binding.

Company Structure

- **Equity Structure:**
  - Fenil Chauhan: 50%
  - Riddhika Cheruku: 50%

Fundraising History: 18000 INR granted from the college cell, SSIP.

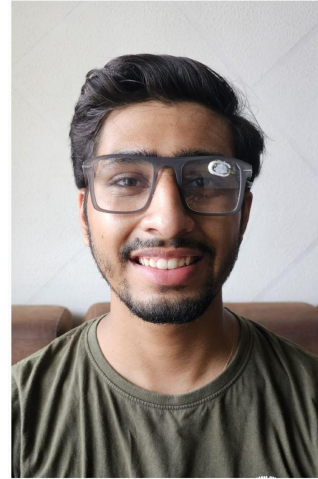- **Investors:** No external investors to date(28/07/24)

How does our project works
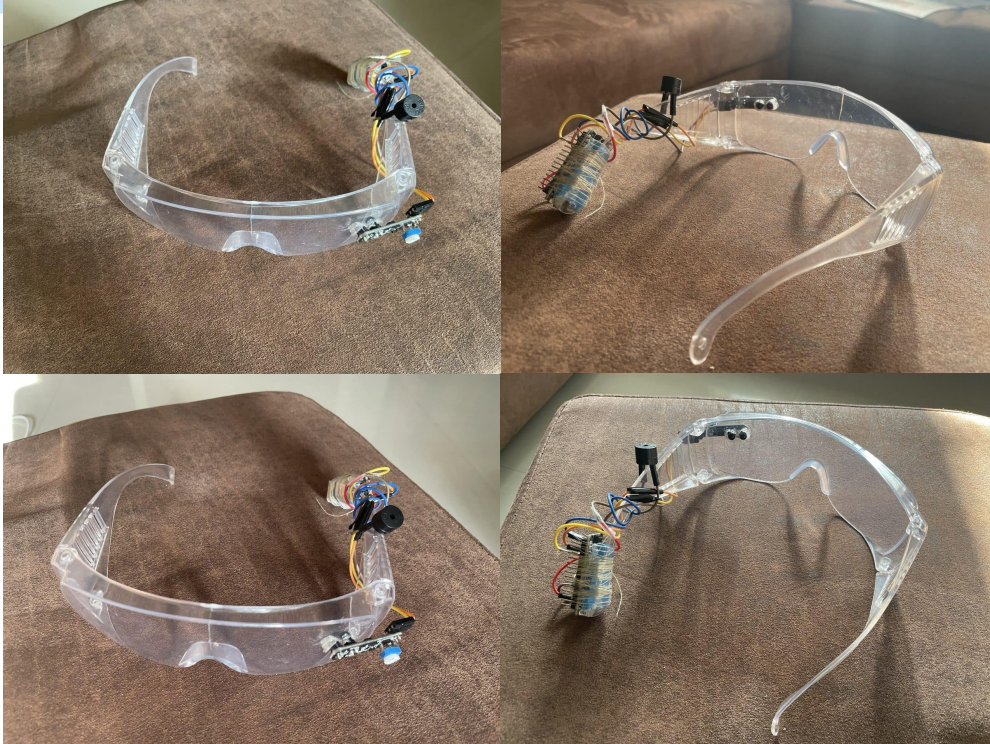
#Prototype 1

How does our project works

#Prototype 2

Marketing and Sales Strategy

Marketing and promotion

B2B

B2C

Strategies

Benefits of using the Anti Sleep Detector

Increased safety

Reduced accidents

Potentially lower insurance costs.

Offer a free trial period or a money-back guarantee to encourage customers to try the product.

Partner with driving schools or companies that employ drivers to promote the product.

Finance

- **Manufacturing Cost: 2,000 INR per unit**

- **Selling Price: 4,000 INR per unit**

- **Profit Margin: 50%**

- **Seeking Investment: 2,00,000 INR**

- **Key Focus: 65% Manufacturing, 35% Marketing**

- **Target Market: Economy Car Companies**

- **Marketing Strategy: Traditional & Digital**

Allocation of Investment

- Breakdown of 2,00,000 INR investment
- Manufacturing: 1,30,000 INR
- Ensuring quality and production capacity
- Strengthening the supply chain
- Marketing: 70,000 INR
- Traditional Marketing: 45,000 INR
- Building partnerships Economy Car Company
- Digital Marketing: 25,000 INR
- Online advertising, social media campaigns

Allocation of Investment

- Website development and maintenance

- Sales & Distribution

- Expanding distribution networks

- Attracting and training sales teams

Revenue Projection

- **Expected Sales**
  - Year 1: 1,000 units
  - Year 2: 3,000 units
  - Year 3: 6,000 units

- **Revenue Projections**
  - Year 1: 40,00,000 INR
  - Year 2: 1,20,00,000 INR
  - Year 3: 2,40,00,000 INR

- **Return on Investment**
  - Year 1: 20%

Revenue Projection

Year 2: 60%

Year 3: 120%

With your investment, we will capture the market and drive exponential growth

Conclusion

Current use case

- Sleep detection while driving a vehicle.

- While watching TV you get sleep TV will automatic turn off.

- The light will automatically turn off when you fall asleep while reading .

- Late Night Reading for Students.

Future

- We can also try to convert this project as wireless.
- GPS Tracker to send alert for the family members.
- Application development(android + ios) to implement future functionalities.

- We can also replace eye sensor with eye detection camera.

Thank You