HOW MIGHT WE REDUCE THE NUMBER OF PEDESTRIAN-RELATED VEHICULAR ACCIDENTS IN ATLANTA?

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1. WHY PEDESTRIAN SAFETY?
   - 23% increase in pedestrian deaths year on year
   - Metro Atlanta ranks No. 8 for pedestrian danger
   - 3,000 Atlantans have been hurt or killed by traffic violence in last 15 years
   - 50% of pedestrian accidents happen in 10% of the areas

2. KEY INSIGHTS
   - Poor road infrastructure is one of the largest causes of traffic accidents
   - Cities streets and intersections are areas where the most pedestrian accidents occur
   - The increase in pedestrian-related accidents are due to roads prioritizing fast-moving traffic over safer speeds

3. SOLUTION
   - Solution: IoT using cameras to take information about potential accidents and predict them
   - Unique Value Proposition: Prevent accidents in Atlanta by using technology to predict problems resulting in accidents and proposing solutions leveraged to make change

4. EARLY ADOPTERS AND PLAN
   - Early Adopters will be pedestrian advocacy groups and potentially local government agencies
   - Service would start out free, but would eventually move to paid model
   - In the next two years the plan is to collect more data for the service to recommend solutions