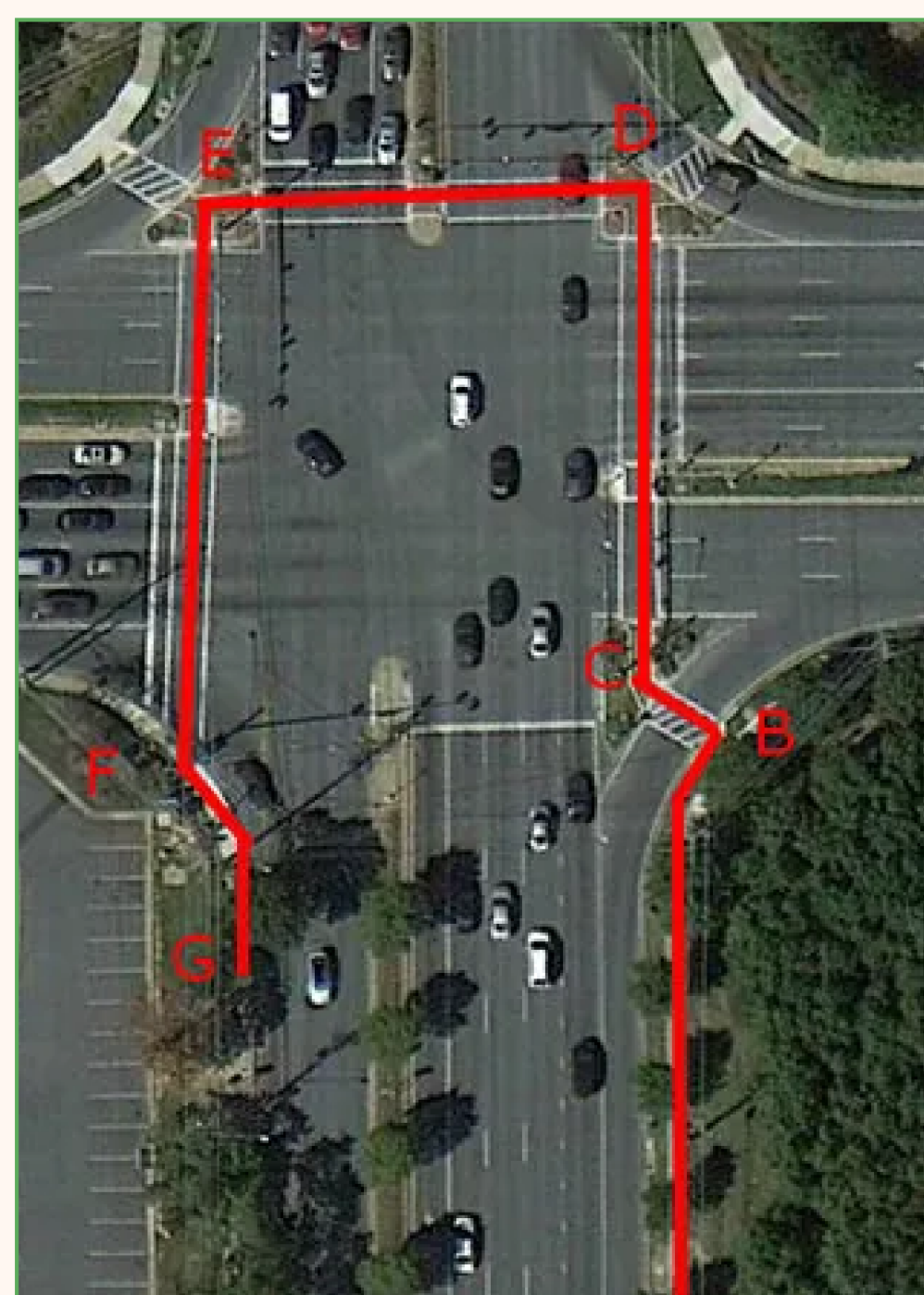
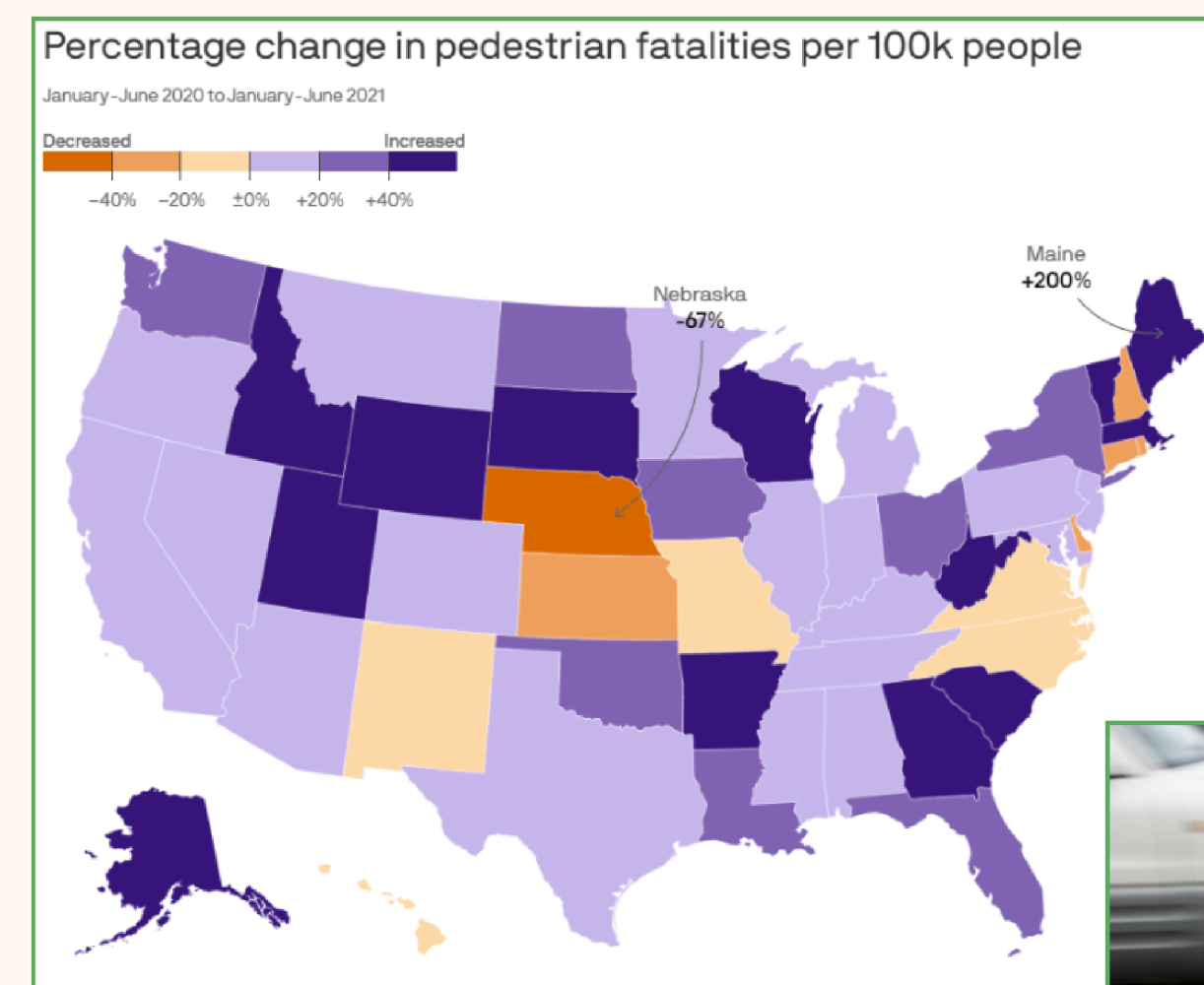


HOW MIGHT WE REDUCE THE NUMBER OF PEDESTRIAN-RELATED VEHICULAR ACCIDENTS IN ATLANTA?

Team P08: Samuel Sloan, Suraj Mehrotra, Krushay Bhavsar, Datta Kansal

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

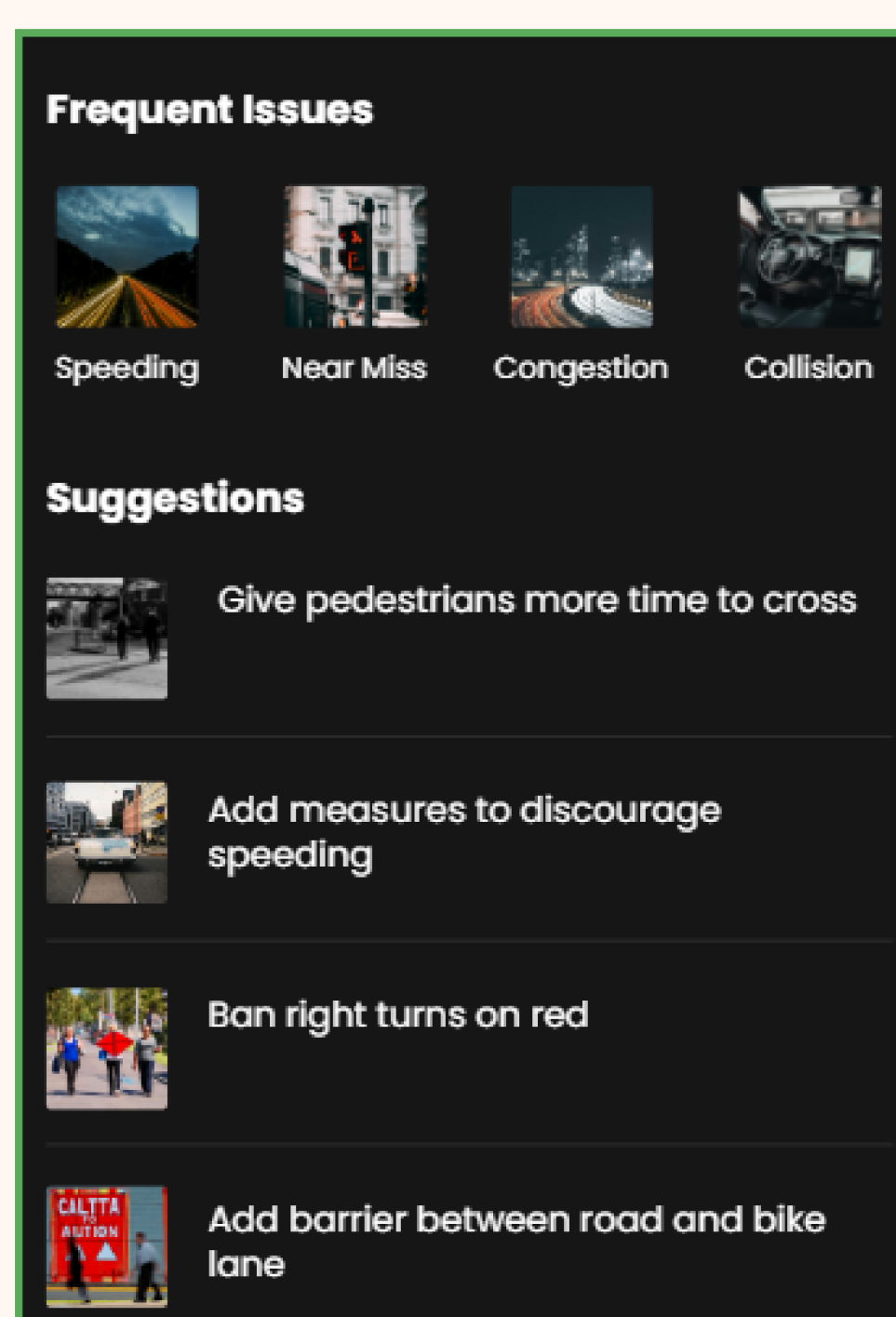
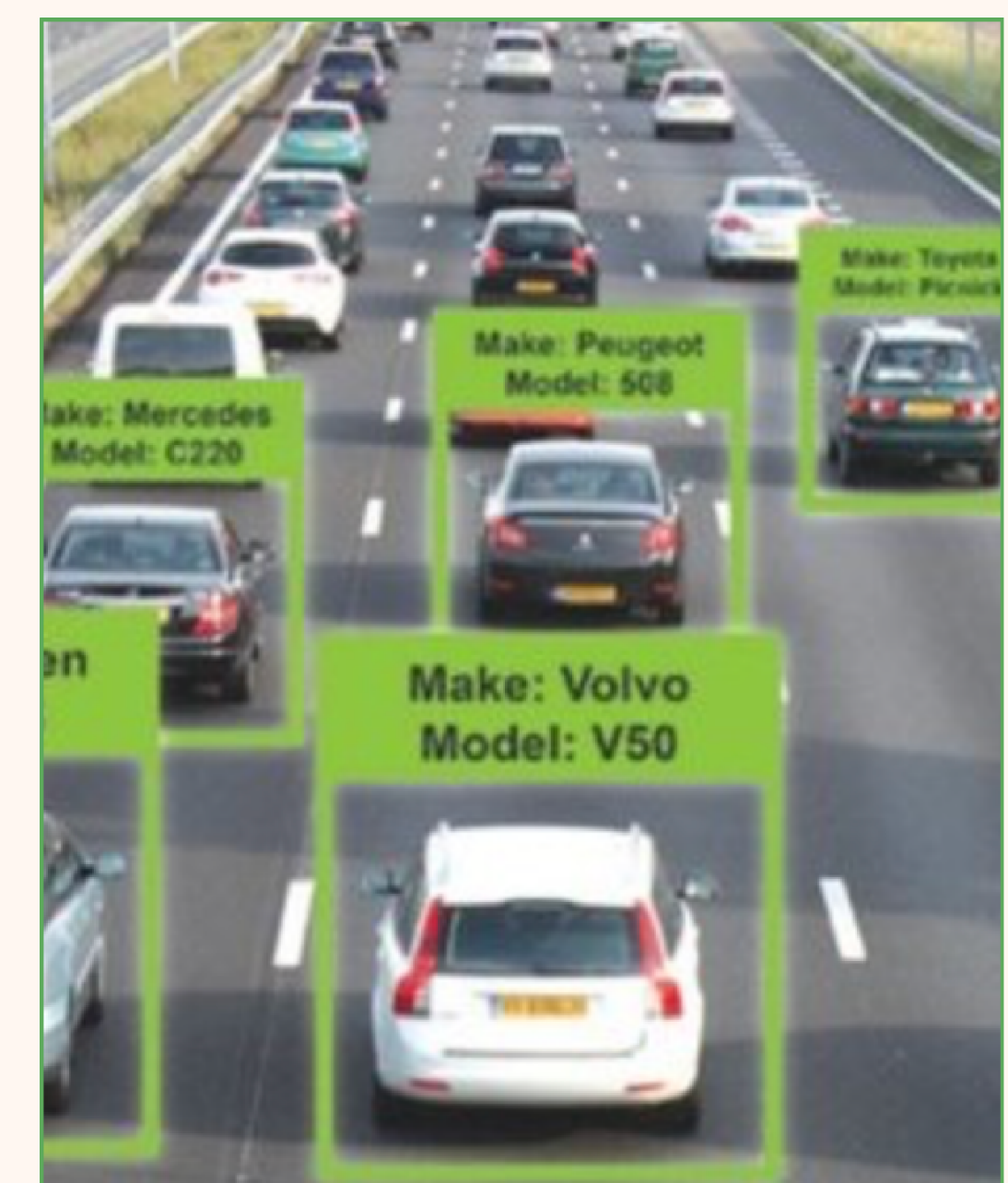


2 KEY INSIGHTS

- **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

