

STOP N' GO

Save Time, Save Lives

Maddox Alexander
(Greenwood)

William He
(Paul Laurence Dunbar)

James Rodgers
(South Laurel)

Sahil Konduru
(St. Xavier)

Paige Omohundro
(Madison Central)

Brandon Smith
(Bullitt East)

Description

Problem: Car Accidents at Stop Signs

- Over 700,000 deaths from stop sign related car accidents every year

Solution: A sensor that tells the drivers right of way

Mission Statement: To keep our communities secure by preventing wrecks with a safe and effective traffic sensor.

Channels and Cost Structure

Channels:

- Lobbyists
- Meetings with local companies

Cost Structure:

- Reducing costs whilst not sacrificing safety

Customer Relationships & Segments

- Directly involved with local governments and state DOTs
- Meetings with no decision required, and take criticism on product for further development
- It is necessary to post of a bond and get a permit from the county clerk in order to sell to the State Governments

Target Audience

Our Target Audience is State Governments because they are in charge of traffic management

Partnerships, Activities, and Resources

- Sensor Companies: Honeywell International and Rockwell Automation
- State Governments (in order to sell them the product and utilize it)
- Circuit board company: Avanti Circuits
- Main activity will be lobbying and selling directly to government officials
- Our key resource is our intellectual property of the combination of various technology that gives hope for saving lives and reducing incidents
- Utilize some capital investment to cover costs of purchasing required technology

Value Proposition

Our simple and unobtrusive system will help advise drivers, while not turning the intersection into a miniature red-light

Forward Thinking

Our business can help others in the community by providing them with opportunities for traffic safety education

Costs

Primary Cost:

- Buy components from other companies and this is majority of costs

Secondary Cost: Installation and labor costs

- Power and logic wiring
- Labor costs

Estimated Cost Per Intersection:

- \$250.00

Revenue Streams

Direct Sales
Investment Money

