Testing Methodology

Overall Conclusions: Reaction time is negatively impacted by drinking. Increased blood alcohol content (BAC) significantly decreases one's ability to drive safely. A BAC level of 0.08% will result in a DUI arrest in most states. Since reaction time is one of the first indicators of impairment, we use the Stoplight Game to indicate whether the teen is potentially impaired, even if well below the legal limit.

The following methodology was employed:

To determine the norm for the population we administered the stoplight game to 101 individuals, recording their score and standard deviation for a set of 10 individual attempts. The 101 individual results were used to calculate the mean and standard deviation of the entire sample population.

The graph shows the minimum score, maximum score, average, and standard deviation of the entire sample population.

- A group of 30 volunteers of drinking age played the stoplight game to establish their 100% sober baseline score and then, after ingesting at a party, took the test at the end of the evening to see if their reaction time had changed and was statistically different.
- A comparison of their sober baseline scores against the mean and standard deviation of the population confirmed that their pre-drinking scores was a statistically acceptable baseline.
- The post-party results for most of the subjects confirmed with a high degree of confidence that their reaction time was impaired which resulted in a "failed test" message to their parent(s).

Product Commercialization Strategy

Business Model:
- Clue Me In will be offered free to all teens with full functionality
- A sample version of Clue Me In with limited features will be offered free to parents
- A fully-functional version of Clue Me In with the communication link to the child’s Key Me In app will be available for $4.99/yr on a subscription basis

Development Program:
- Complete app development and list in the Apple App Store
- Conduct a beta-test of both apps and the communication interface
- Offer an introductory price of $1.99/yr to the first 1000 Clue Me In subscribers
- Begin development of apps on an Android platform when interest is confirmed
- Complete app development and list in the Apple App Store

Marketing and Promotion:
- Social media (Facebook, Twitter)
- Print ads in local newspapers, magazines, and newsletters
- TV and radio spots
- Online advertising and social media campaigns
- Influencer marketing

Sponsors:
- Alcohol Companies/Breweries
- TADD
- PTAs
- Local Businesses

Number of iPhone sales: 60,720,000
Number of Illinois Teens with iPhones: 151,980

Target Teens: Registered Drivers Age 17-20
Target Parents: Age 40-60

Marketing and Promotion:
- Social media (Facebook, Twitter)
- Print ads in local newspapers, magazines, and newsletters
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