



Preventing Underage Drinking & Driving

Problem



Vehicle crashes are the leading cause of death for teens (15-20 years old) and one-third are alcohol-related

Nearly 30% of high school teens have engaged in binge drinking



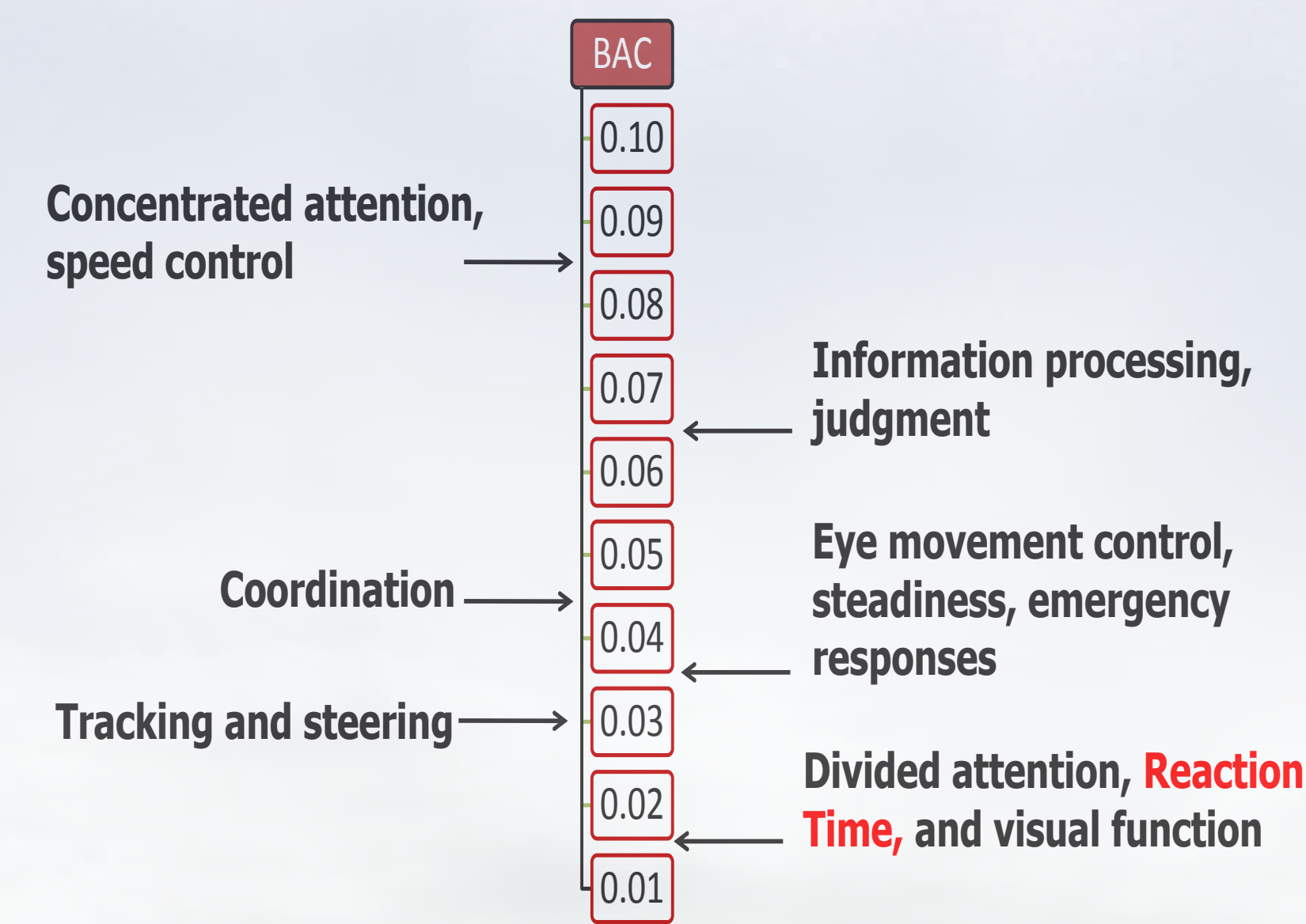
About 43% of high school seniors have drunk alcohol in the last 30 days

60% of juniors and seniors admit to riding with an impaired teen driver



Impairments

Blood Alcohol Content



Target Market



Strategy

"Parents Do Make a Difference" 74% of kids (8-17) said their parents are the leading influence on their decisions about drinking"



"Youth Contract with Parent" The Agreement: Parent and youth come to an agreement concerning driving privileges and expected behaviors as well as consequences.

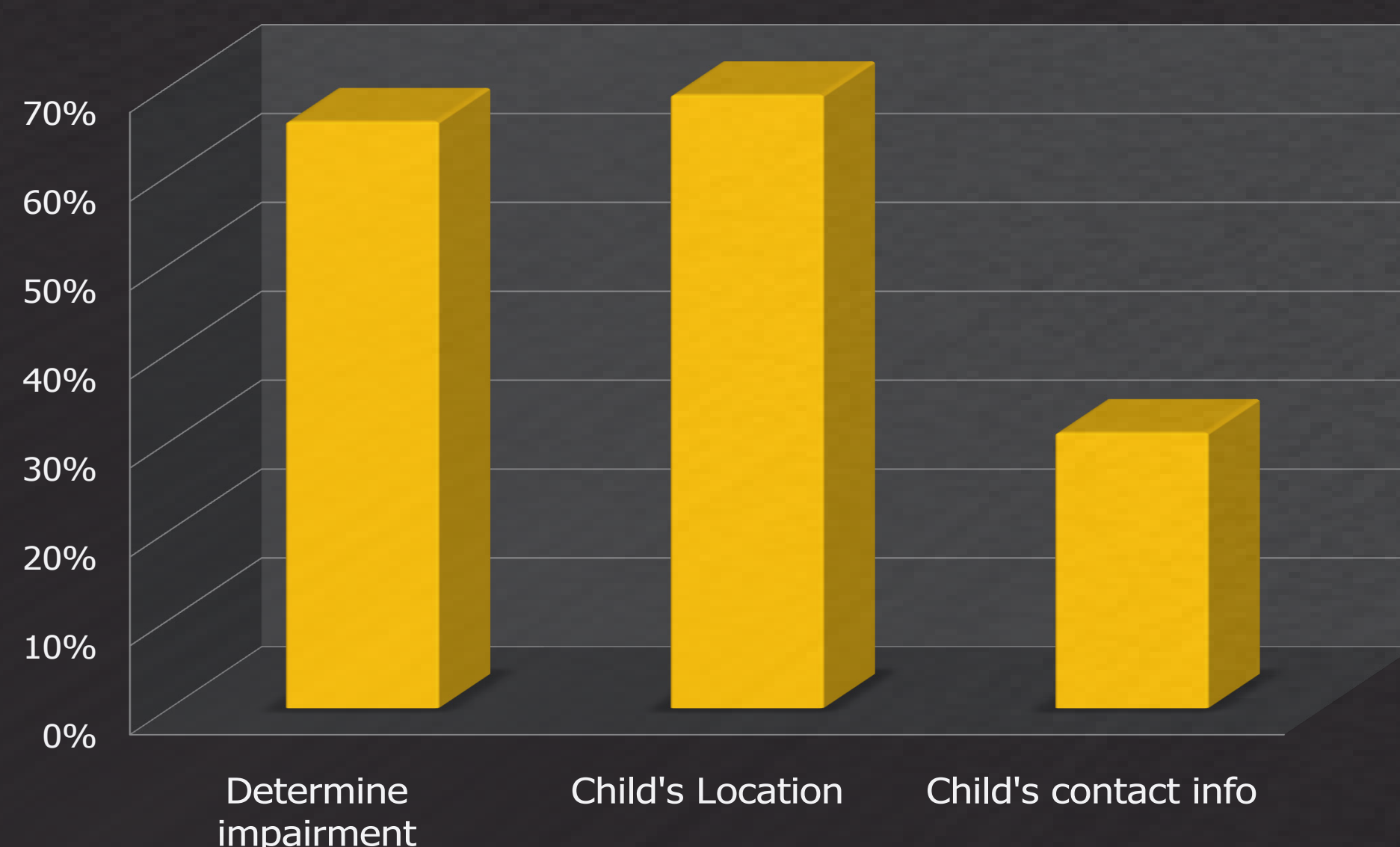
"Mothers Against Drunk Driving Illinois strongly supports and applauds the efforts of IIT IPRO 351 seeking to create innovative, interactive technology to combat drinking and driving."



Reaction time is the first skill affected and is common among all risk factors (Sleepiness, Drugs, or Alcohol)

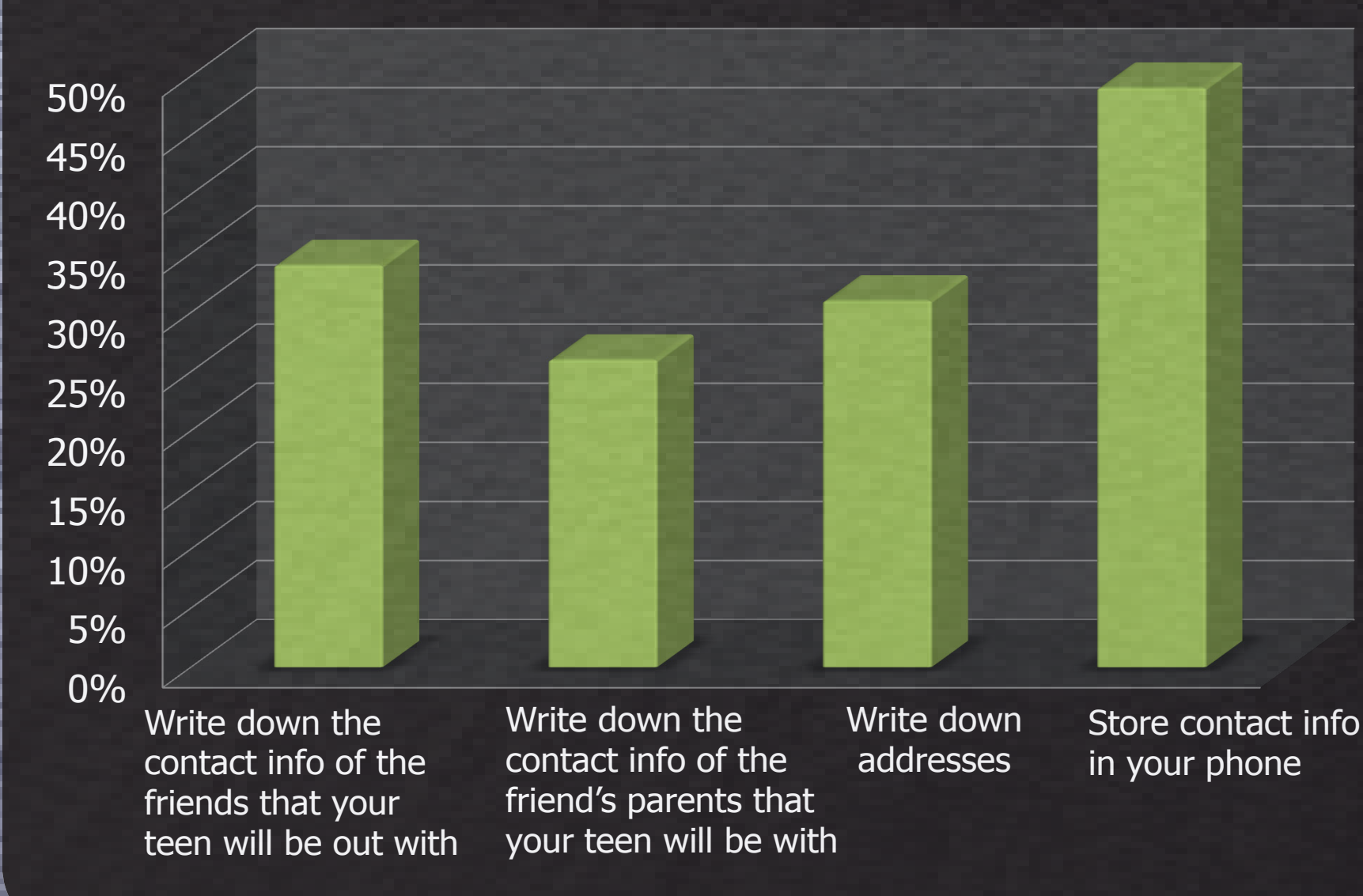
Results

Features of App parents are more likely to use



What features of this app appeal to you?

Parents with a Clue



Are these some of the things you do before handing over the keys to the car?

Accomplishments

- Designed and developed a functioning iPhone application prototype
- Established a relationship with M.A.D.D.
- Established awareness with various parent organizations
- Tested Stoplight game validity
- Surveyed parent target market
- Created an app business model and financial forecast

Next Steps...

- Get app on Apple store
- Find official sponsors and endorsers
- Maintain collaboration with M.A.D.D.