

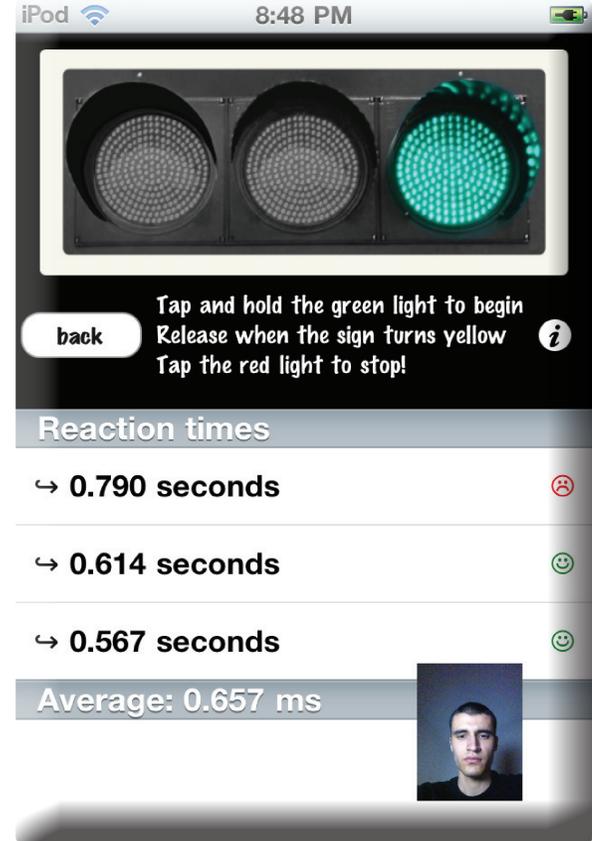


ENPRO 351

Increasing Communication Between Parents & Teens

... there's an App for that!

KEY ME IN This application is intended for the teen-ager. The teen documents his/her plans for the use of the car (including where they are going and who they are going out with) and transmits this information to a separate parent app. This teen app includes the Stoplight Game which can detect a delayed reaction time and signal a potential risk of impaired driving.



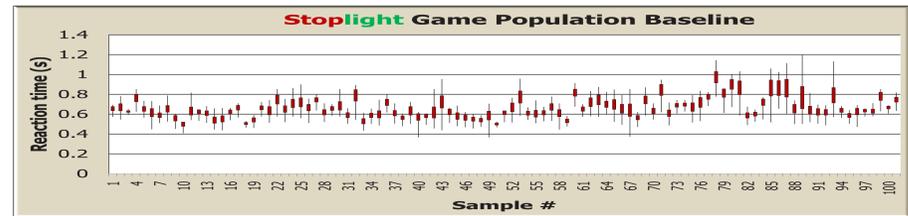
CLUE ME IN This application is intended for parents and is synched with the Key Me In app their child is using. This app is designed to keep the parent informed of the child's whereabouts and plans. Results of the stoplight game are texted to the parent on demand to advise the parent if the child is potentially impaired.



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 101 sober scores in order to establish a population baseline. The overall average of each sober individual's average is 0.626. The average of each sober individual's standard deviations is 0.071.

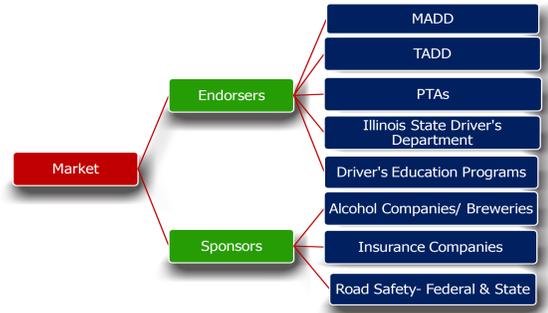
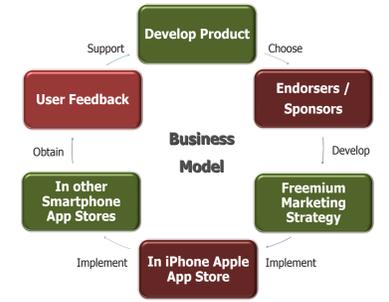
Sample #	Sample 1 iPhone		Sample 2 iPhone		Sample 3 iPhone		Sample 4 iPhone		Sample 5 iPad		Sample 6 iPad		Sample 7 iPad		Sample 8 iPad		Sample 9 iPad		Sample 10 iPad	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Mean	0.6337	0.6620	0.6193	0.8590	0.5759	1.0661	0.5649	0.8427	0.5922	0.6222	0.6201	0.7545	0.6090	0.8228	0.7379	0.7205	0.6518	0.8255	0.7202	0.7630
Standard Deviation	0.0430	0.0989	0.0678	0.2593	0.1271	0.3883	0.0425	0.2044	0.0673	0.0830	0.0288	0.1089	0.0422	0.0606	0.0832	0.1298	0.0296	0.1282	0.0512	0.0549
Individual Scores																				
Pass/Fail	Fail	Fail	Fail	Fail	Fail	Fail	Fail	Fail	Fail	Fail	Fail	Fail	Fail	Fail	Pass	Fail	Fail	Fail	Pass	Pass
T-Test Value	~0.020	~0.001	~0.001	~0.001	0.000	0.030	0.000	0.000	0.000	N/A	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.151	0.151
Confidence Interval	~98%	~100%	~100%	~100%	100%	97%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	0%	0%

- A group of 10 volunteers of drinking age played the stoplight game to establish their 100% sober baseline score and later, after imbibing 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 score 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 would result in a "failed test" message to their parent(s).



Product Commercialization Strategy

- Business Model:**
- Key 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/year 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



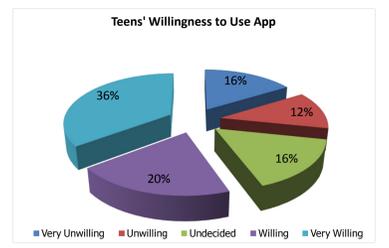
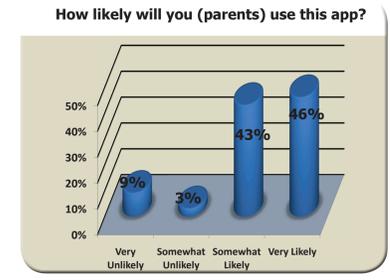
Marketing and Promotion:

- Leverage media to build awareness: local newspapers, blogs, social media, viral video
- Seek endorsements to establish credibility and access target market
- Approach potential sponsors to fund development or underwrite app purchases

Total Addressable Market:

- Number of iPhone sales: 60,720,000
- Target Parents: Age 40-60
- Target Teens: Registered Drivers Age 17-20
- Number of Illinois Teens with iPhones: 151,980

Parent and Teen Feedback



Spring 2011 Team Members: Business Team: Jennifer John, Talha Qureshi, Cedric Ramos Silva
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 User Interface Team: Dan Kelly, Mikayla Mazur

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