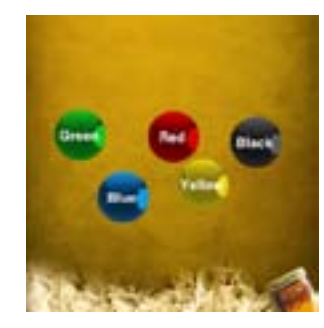


IPRO 351: Combating Underage Drinking & Driving

Prevention: iPhone Impairment Games

Competitive Technology

Direct Competitors



Should I Dial?

- Tests: motor skills, comprehension and has BAC to gauge
- For entertainment only

R U Drunk?

- Tests: Balance, alphabet, BAC and straight line walk
- For entertainment only



Indirect Competitors

Breathalyzer

- Tests: Blood alcohol content
- Device uses breath sample

Field Sobriety

- Tests: Balance, visual and BAC with breathalyzer
- Administered by a police officer



Interlock System

- Tests: BAC content through a handheld sensor unit attached to the vehicle's ignition
- Vehicle will only start if BAC is lower than 0.2



	Breathalyzer	Transdermal	Infrared	Other Phone Apps	Clue-Me-In
Cost	Neutral	Disadvantage	Disadvantage	Disadvantage	Advantage
Ease of Adoption	Neutral	Disadvantage	Disadvantage	Disadvantage	Advantage
Intrusiveness	Disadvantage	Disadvantage	Disadvantage	Disadvantage	Advantage
Measure multiple impairments	Disadvantage	Disadvantage	Disadvantage	Disadvantage	Advantage
Scientific support	Disadvantage	Disadvantage	Disadvantage	Disadvantage	Advantage

Business Model



- Subscription-based: \$0.99 per month
- Begin with Clue-Me-In
- Additional platforms (Android, Palm, etc.), release new features at staggered points in time:



Our Solution

Clue-Me-In

- Tool for establishing a verbal agreement between the parent and teen
- Teen inputs Who/Where/When information

Word / Color Game

- Tap the screen when the word matches the color
- Reaction time and failures will be recorded

Clinical Research: Processing Bimodal Stimulus Information Under Alcohol: Is There a Risk to Being Redundant?; University of Kentucky, Department of Psychology.

Memory Game

- Memorize the given objects in sequential order
- From a pool of random objects, place the correct objects in the right order

Clinical Research: Differential Effects of Alcohol on Working Memory: Distinguishing Multiple Processes; University of Missouri, Department of Psychological Sciences.

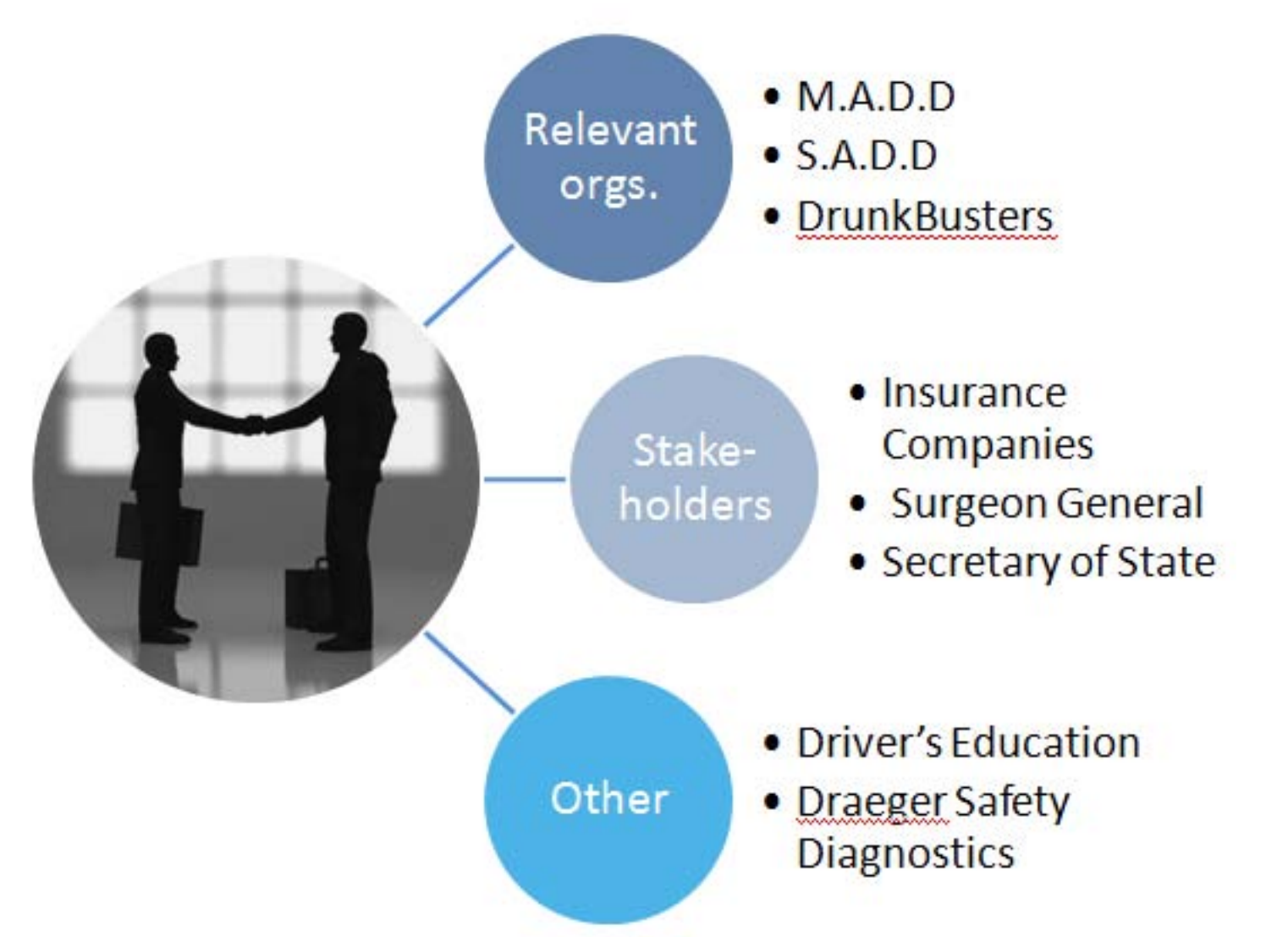
Obstacle Course Game

- While maintaining balance on the road, solve the math problems by steering the car to the correct number along the side of the road

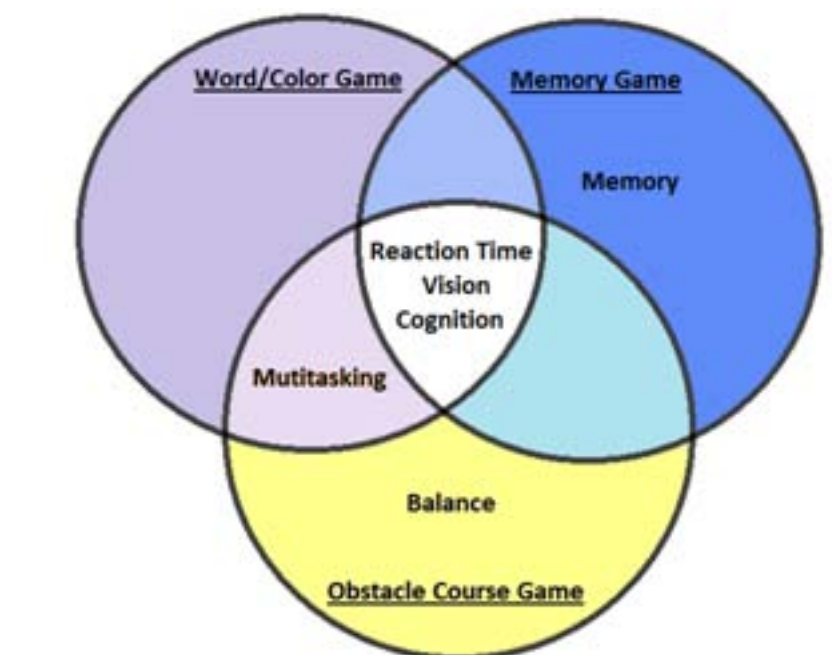
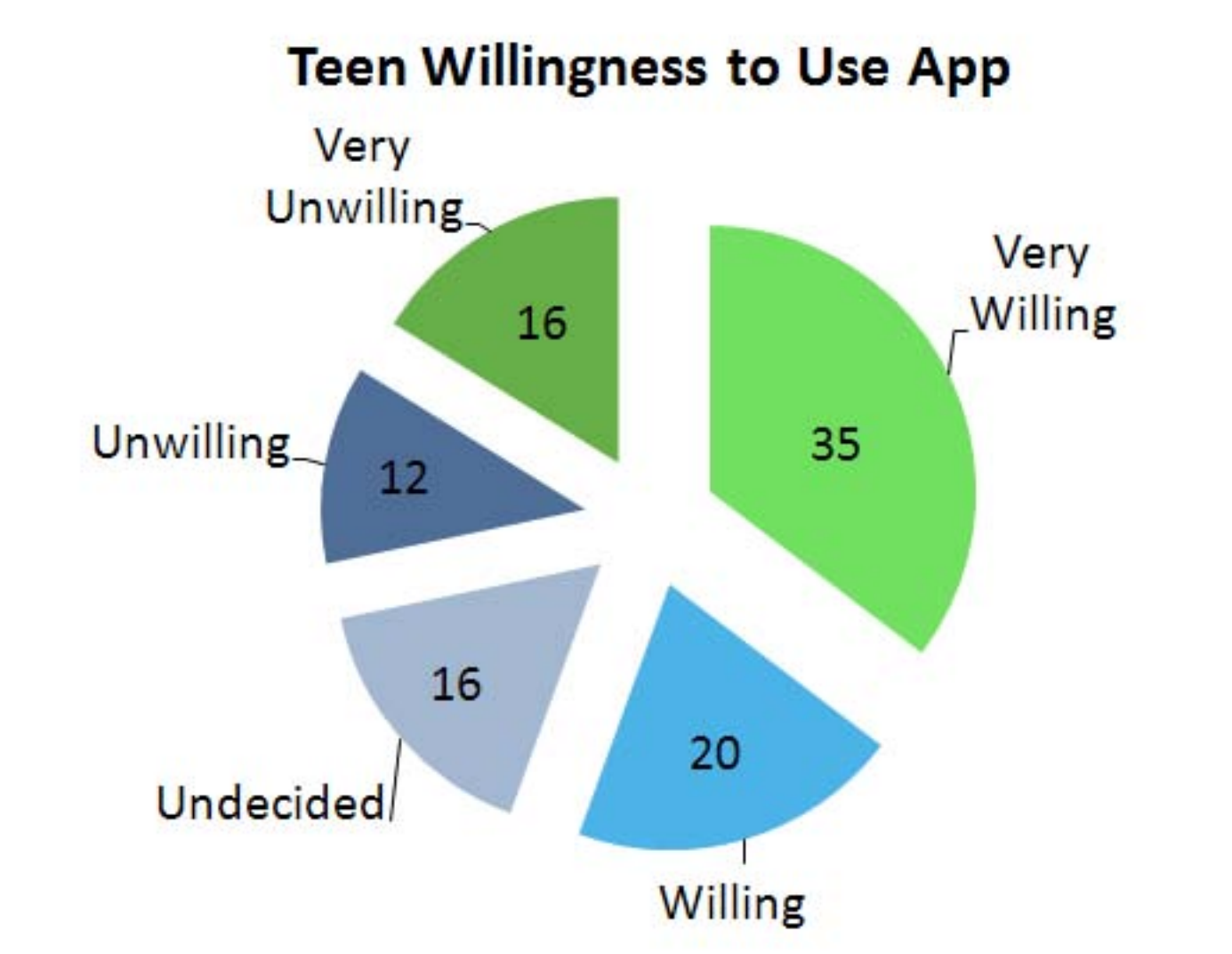
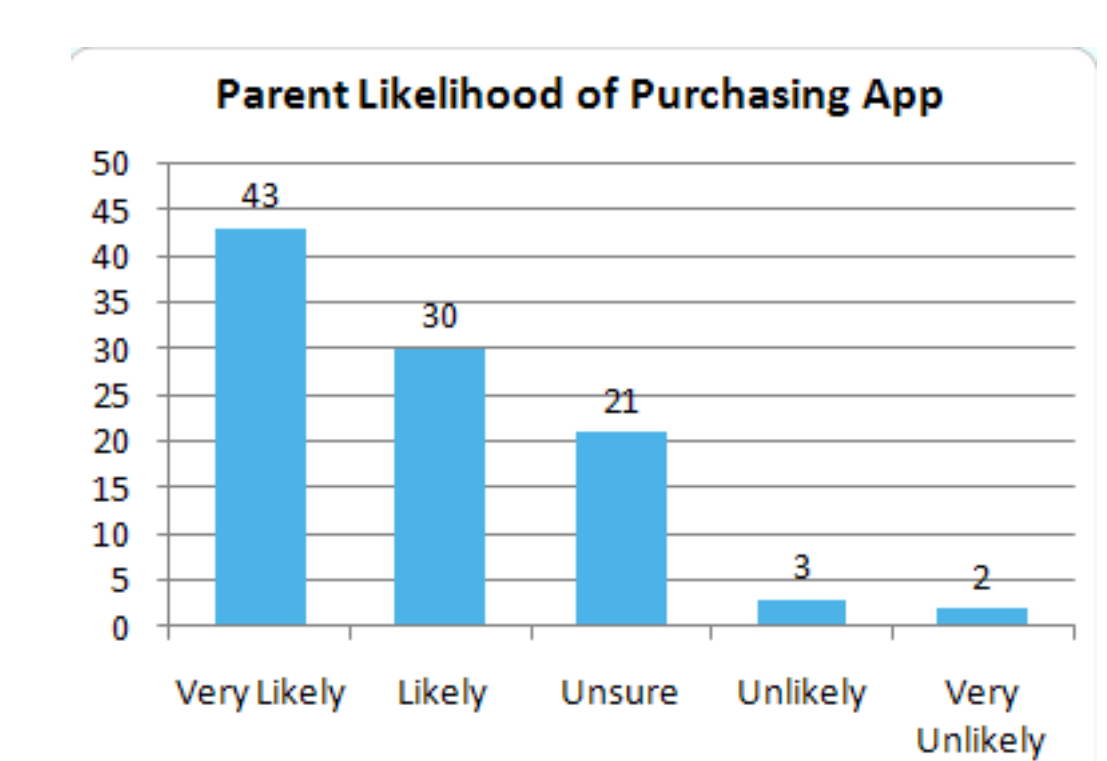
Clinical Research: Effects of Alcohol on Tests of Executive Functioning in Men and Women: A Dose Response Examination; Temple University, Experimental and Clinical Psychopharmacology.

Go-To-Market

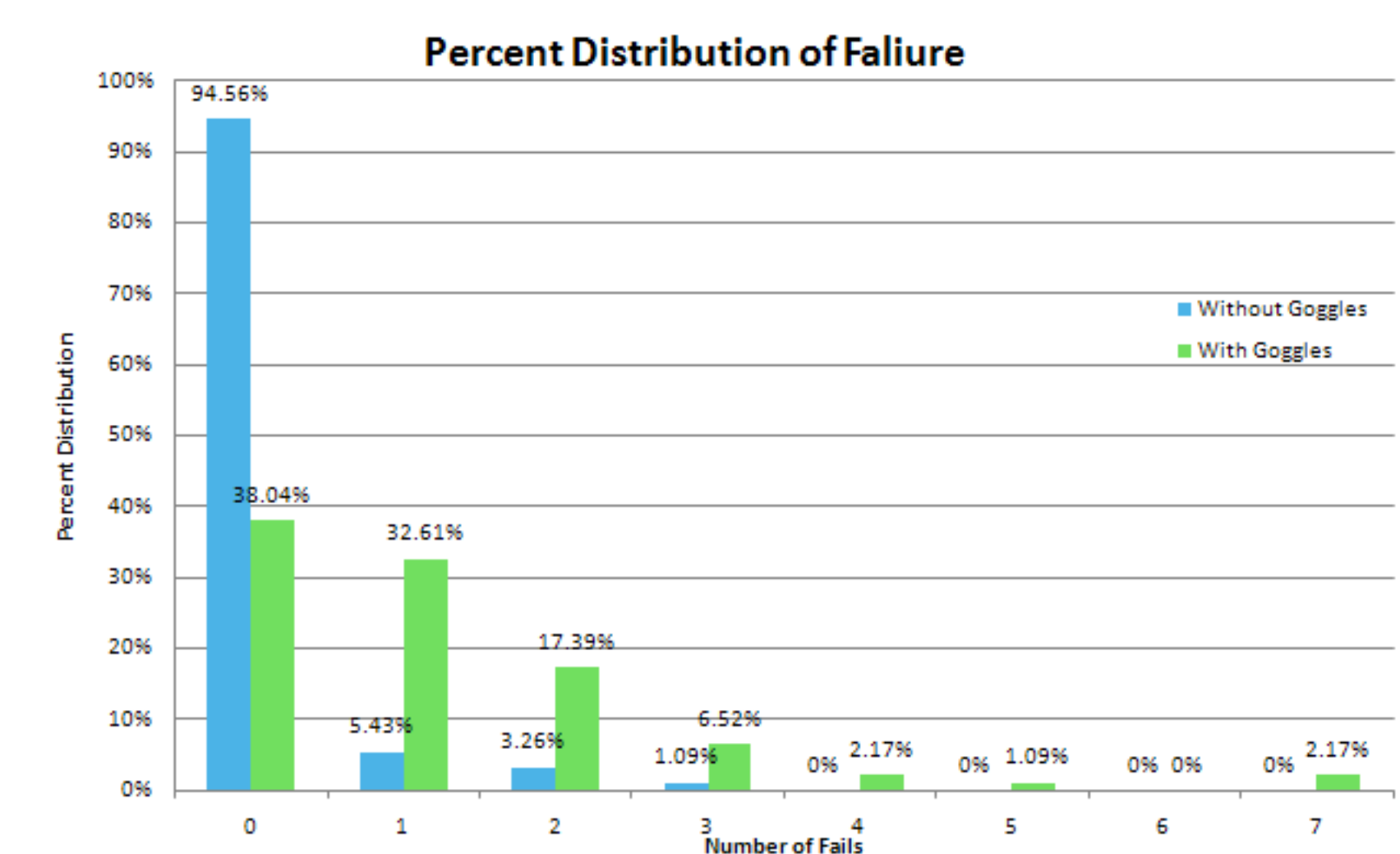
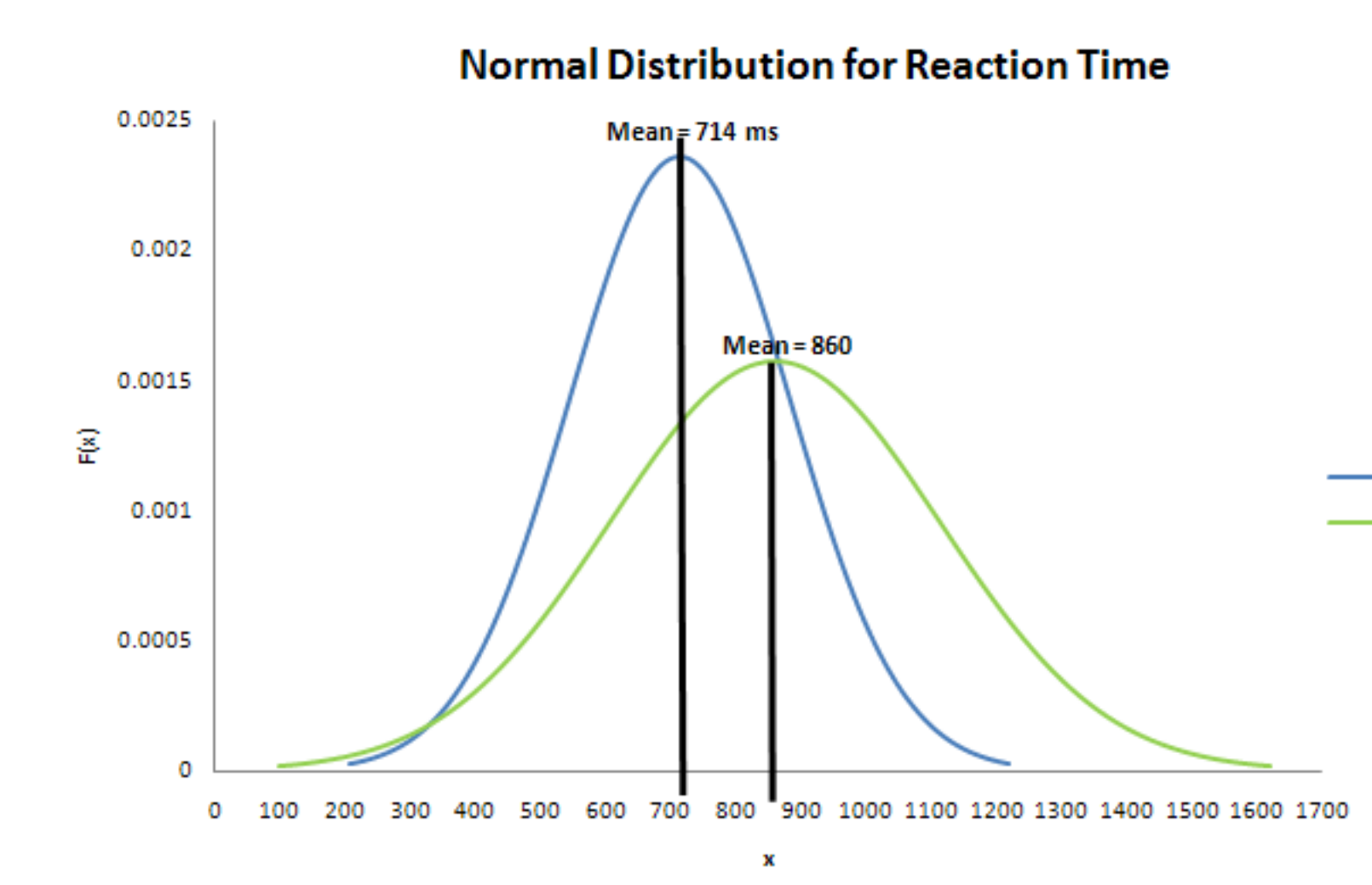
- Blogs and reviews
- Keyword optimization
- Freemium strategy
- Partnerships



Parent / Teen Feedback



Testing Methodology



Financials

	Year 1	Year 2	Year 3
Price (Annual Subscription)	\$6.99	\$8.99	\$9.99
# of Active Subscribers	20,000	30,000	50,000
Gross Sales	140,000	270,000	500,000
Apple Commission	42,000	81,000	150,000
Net Sales	\$98,000	\$189,000	\$350,000
Operating Costs			
General/Administrative	\$10,000	\$10,000	\$10,000
Sales and Marketing Expense	60,000	60,000	60,000
Research and Development	10,000	20,000	50,000
Net Costs	\$80,000	\$90,000	\$120,000
Net Income	\$18,000	\$99,000	\$230,000