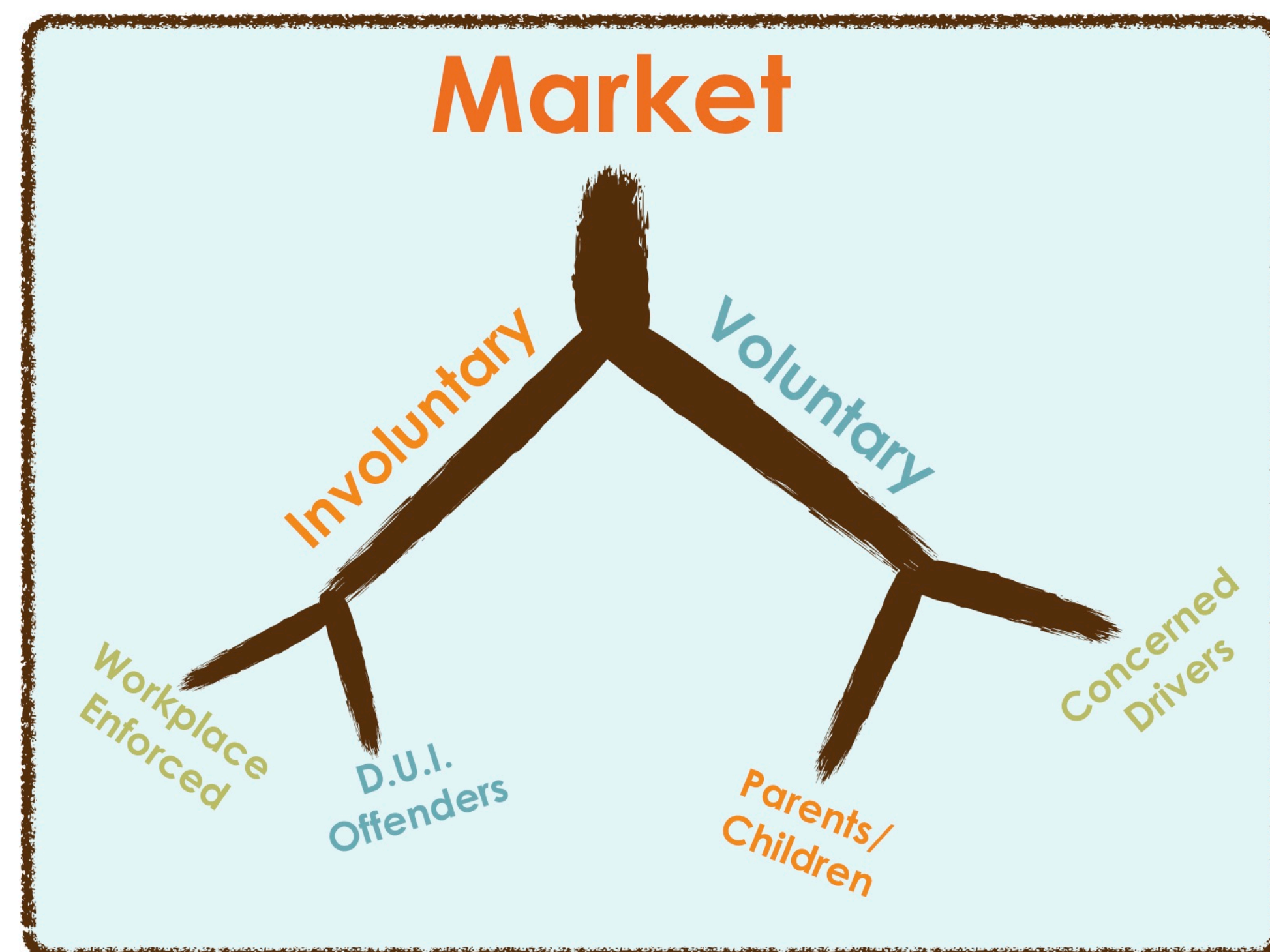


EnPRO 351

Combating Underage Drinking and Driving

Market

Involuntary:



Voluntary:

Parents and Teens would opt to use this product as a way to deter irresponsible behavior (driving while drunk, tired, etc.) The product benefits **parents** by giving them peace of mind that their child and their car are safe. For **teens** this product means the freedom to use the car and encourages them to follow the rules.

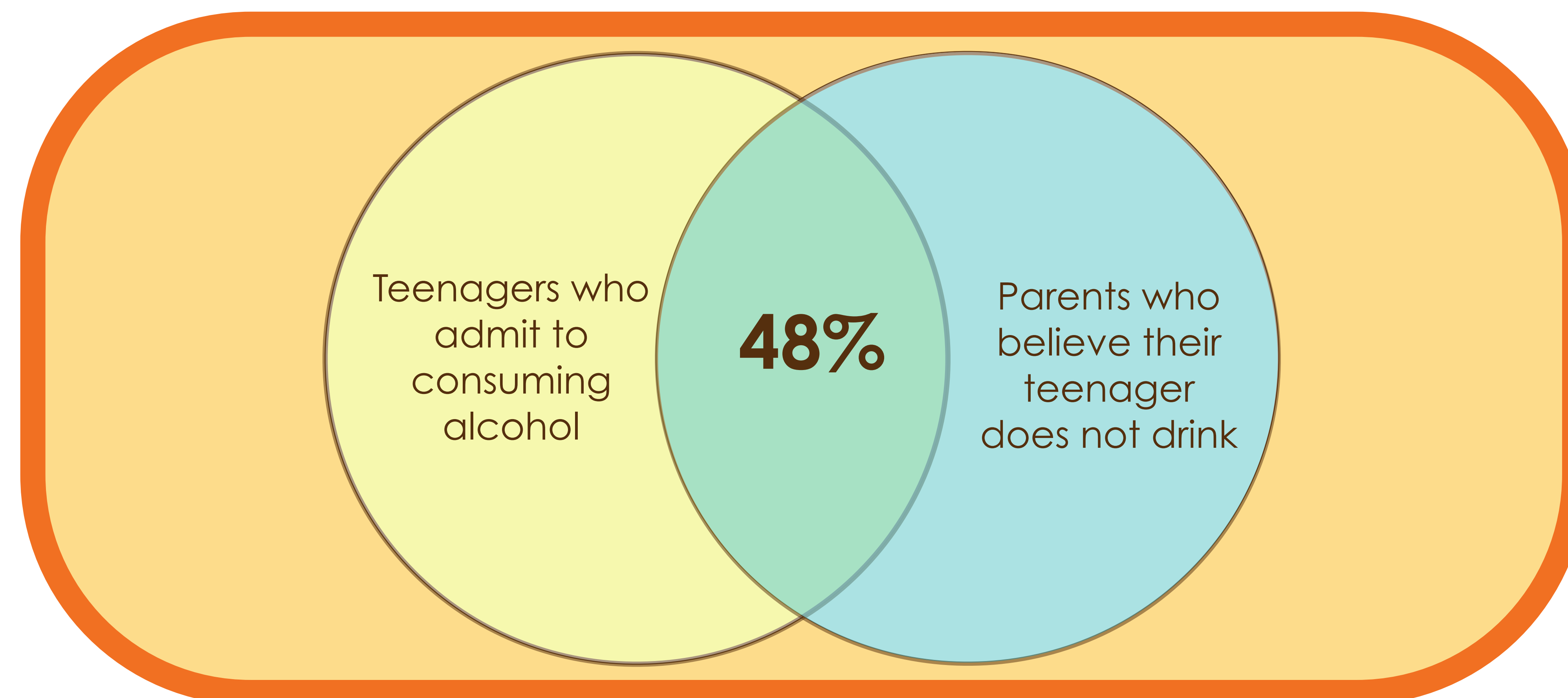


Voluntary = \$215 Million

The Problem

A substantial number of teenage driving accidents involve alcohol impaired minors behind the wheel.

75% of high school seniors have consumed alcohol.



60% of high school upperclassmen admit to riding with an impaired teen driver.

Opportunity

100% of surveyed parents ask their child who they're going out with, where they're going, and what they'll be doing.

Only 10% of surveyed parents record the answers.

Future Work

- Technology:**
- Calibrate the normal level of performance and expected rate of failure
 - Develop SDK software to integrate between cell phones and with Connect2Car

- Business:**
- Continue surveys and focus groups
 - Marketing and Promotion plan
 - Intellectual Property agreements
 - Revenue Model