

Problem



160 Million People in the US consume alcohol.



14,000 Fatalities a year are due to drunk driving accidents. That is about **38%** of all traffic related fatalities.



Drunk driving accidents cost the US Government **\$9 Billion Dollars**.



Current technology that measures Blood Alcohol Content (BAC) is **slow, bulky, and sometimes faulty**.

Statistics obtained from National Highway Traffic and Safety Administration, 2007 & 2009.

Solution



Prevent people from being able to drive by creating an Ignition Interlock Device.

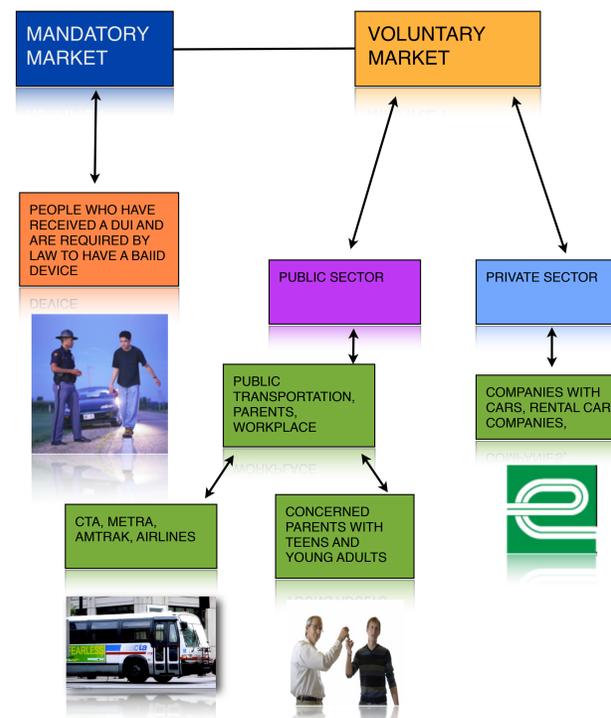


Alcometre will use light to measure alcohol in the blood. As well as identify the person who is being tested.

EnPRO 351



Market Analysis



Target Market

Concerned Parents Market



Three out of four students have consumed alcohol by the time they end high school.
-2005 Monitoring the Future



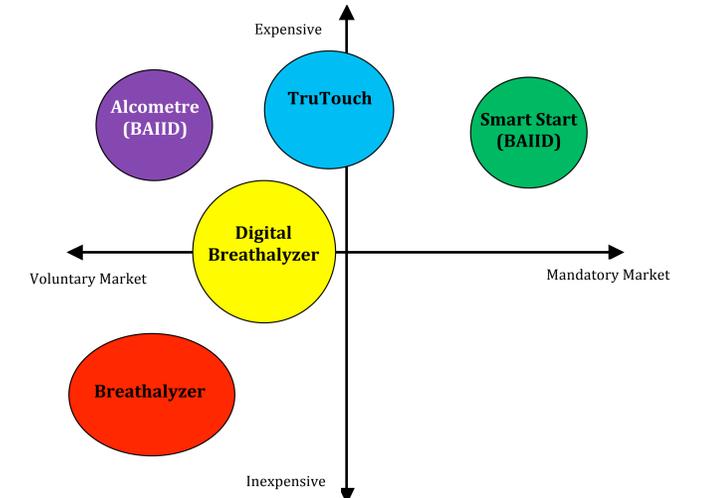
Nearly half (48 percent) of all of the alcohol consumed by students attending 4-year colleges is consumed by underage students.



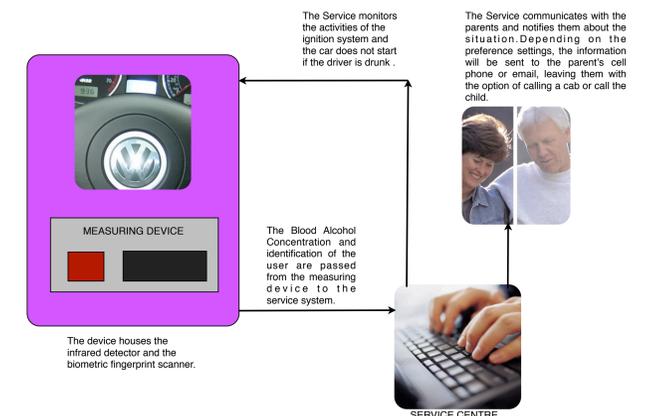
In 2007, the U.S. Surgeon General estimates that approximately 5,000 persons under age 21 die from alcohol-related injuries involving underage drinking each year.

Statistics obtained from National Highway Traffic and Safety Administration, 2007 & 2009. Substance Abuse and Mental Health Services Administration. U.S. Department of Health and Human Services, Office of the Surgeon

Positioning



Business Model



Next Steps



Continue to develop business models.



Engage the Market and look for potential investors.