



THE PROBLEM

Worldwide, traffic accidents claim approximately 1.25 million lives annually. People in the prime of life are especially at risk -- traffic fatalities are the leading cause of death among 15- 29-year-olds. Nearly 19,000 people died in the US in the first six months of 2015, on pace to be the deadliest year since 2007.

THE SOLUTION

CroXwise steers users to safety.

Our mobile application integrates DOT fatal accident data with traditional GPS-based mobile mapping to create an overlay of spatial points indicating the area's history of fatal or injurious traffic accidents.

MARKET OPPORTUNITY

CroXwise has a market potential of 130 million users in the US. We surveyed more than 230 people; our results indicate that 82% stated they felt "concerned" about dangerous intersections.

Our survey uncovered interest in **CroXwise** as an integrated feature up to 80%. According to comScore, our app will appeal to 78 million U.S. Android users and 51.1 million Apple users.



Initially, we will target cyclists and smartphone users in the 25-65-age range, heavy vehicle traffic, and high smartphone use. King County, 730,000 smartphone users among its 1.26 million people aged 25-65 and 984,000 vehicles on the road, will be our launching point. Los Angeles (with 1.95 million residents and 1.13 million smartphones in the target age range, and 1.5 million vehicles) will be our second launch area. As CroXwise iterates, we will launch in select U.S. cities, before expanding overseas.

COMPETITIVE LANDSCAPE

Unlike other traffic safety solutions, **CroXwise** empowers users to ensure their own safety. Traffic safety measures tend to rely on government intervention: speed limits, traffic calming, and vehicle safety features. Such solutions cost time and money. CroXwise is fast, mobile, and current. Some apps address traffic safety by restricting drivers' phone-use. Others anticipate local government integration of Bluetooth or costly "smart" features into traffic systems. Rather than limiting users or waiting on government, CroXwise leverages existing data.

MONETIZATION STRATEGY

We anticipate a single-platform rollout in 6 months. Start-up costs of \$20,000, cover development, design, licensing, marketing, and initial patent research. Another \$20,000 will secure patent protection. Thereafter, annual maintenance of \$80,000 covers cloud costs and ongoing development. Despite multiple paths to monetizing CroXwise, the most promising is in-app advertising. A cost-per-mile model would generate \$80,000 annually. We also may have an opportunity to aggregate user data: demographic, vehicle and user-route information, enabling marketers to target ads for businesses on the route.

TIMELINE



TEAM

Dr. Maria Artunduaga/ Project Lead
Ricardo Garcia/ Mobile developer
Jennifer Jenks/ Human Centered Design
Don Smith/ Data Mining
David Zerby/ Marketing and Business

ADVISORS

Susan Ashlock/ Map Developer
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