

# Professor Driver

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## Introduction

Learning to drive is incredibly difficult. Unsafe driving is the second leading cause of death of teenagers in US. Over 3,000 Teenagers are killed annually. This is not only tragic, but could be measured as a cost of over \$40 billion.

Learning to drive can also put a strain on family relationships: Parents lack coaching experience and often “overcoach” their students, and teenagers tend to receive parental criticism poorly.



## Problem

There are 15 million 15 to 19-year-old teenage drivers in the US.

The current drivers’ education is not solving the problem because it’s expensive, not compulsory in many states, focused too much on classroom teaching, and is simply ineffective.

Therefore, we want to make a more effective and engaging way for teenage drivers to learn driving, and a more convenient way for parents to engage in the learning process.

## Solution

Professor Driver is an app that tracks teenage driver’s driving behavior, providing feedback and evaluation to them and their parents to allow them to learn more safely and effectively. Our solution also helps keep parents informed of any patterns of unsafe behavior to help guide their children to secure habits.

Rather than a simple risk assessment or monitoring tool, Professor Driver is an educational tool that provides supplemental feedback and support for a learning driver, designed scientifically with teenage psychology in mind. Students will be able to engage in self-reflection, examine their progress over time or compared with other drivers, and achieve the driving goals that they set.

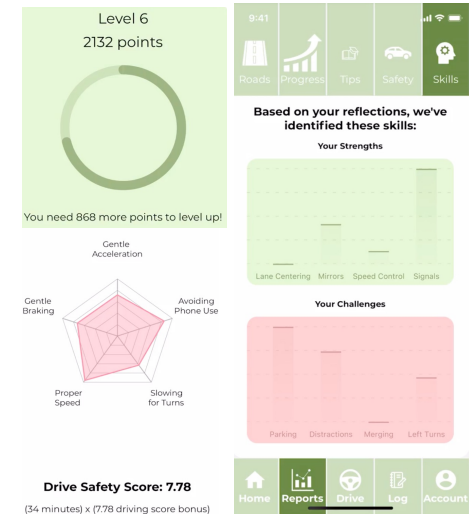
## Data Analysis

Professor Driver uses a smartphone’s built-in hardware devices, including GPS, accelerometers, and gyroscopes to detect dangerous driving habits including hard braking, speeding, excessive acceleration, and taking corners too quickly.

We evaluate driving behavior based on gentle acceleration, gentle braking, avoiding phone use, proper speed, and slowing for turns.

## Results

Our solution has been tested with a few initial student drivers and parents and received positive feedbacks. Below are our home, scoring and report screens.



## Future Plan

Our initial target market is parents of 15 to 19-year-old teenagers “who care for, worry about, and are willing to spend money for their children's safety.” Our market entry strategy is to partner with transportation agencies, insurance companies, and teen safety groups to promote driving safety.