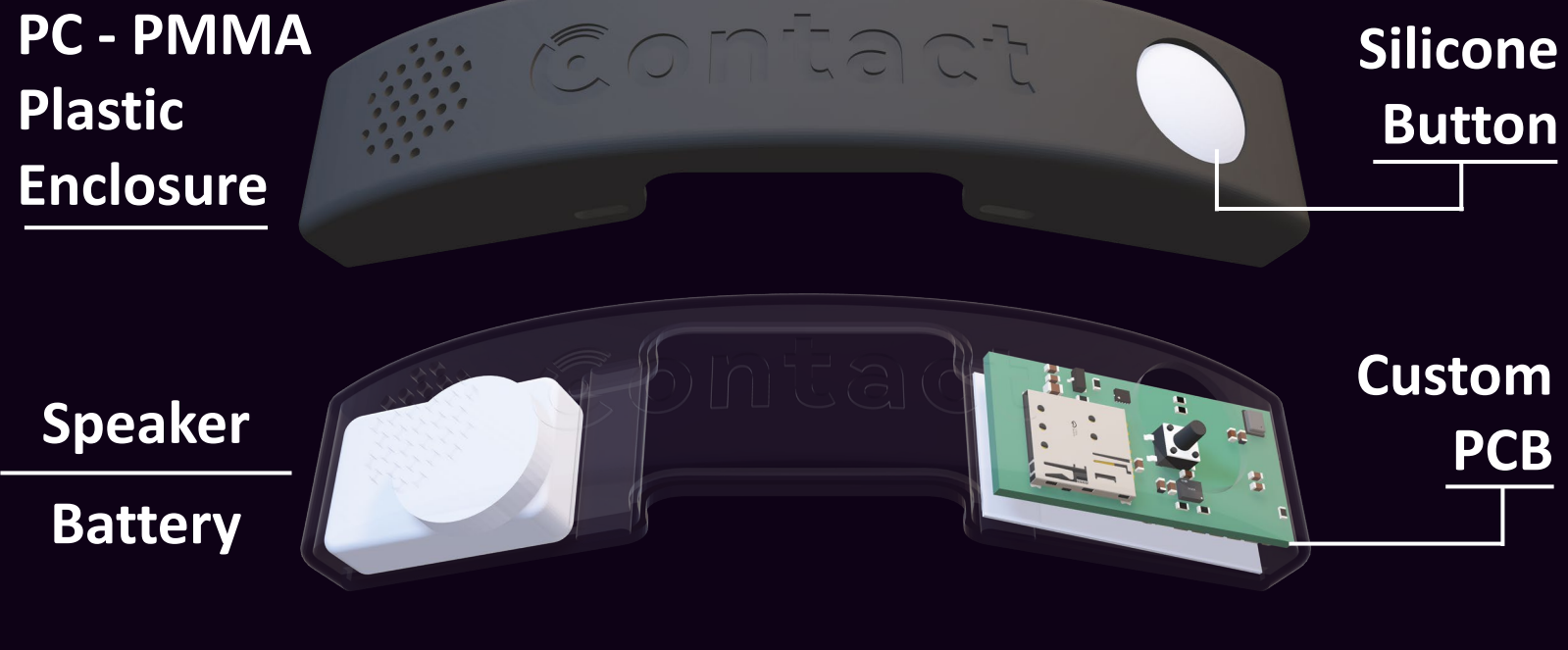




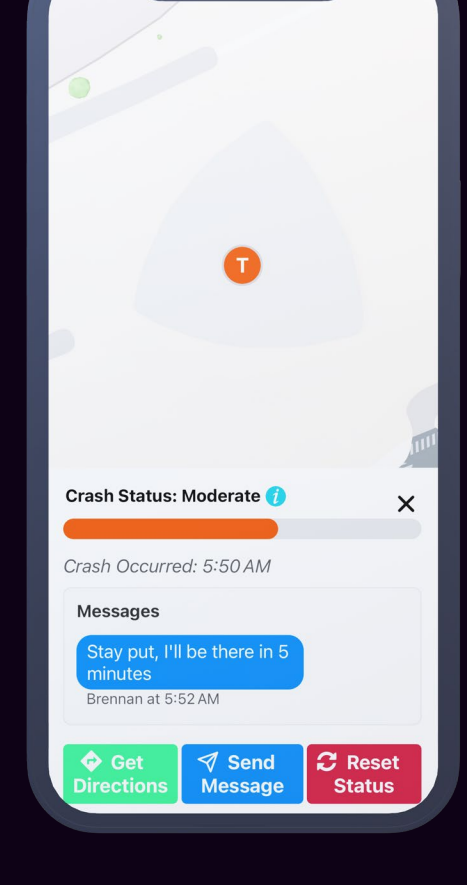
A crash detection system designed for young riders, increasing safety and independence through emergency alerts



Product Features



Parent/Guardian Phone App



Our Head-Sensing Algorithm detects if a helmet is being worn, minimizing false alerts

Our Crash-Detection Algorithm calculates severity using measured acceleration, and an Abbreviated Injury Scale (AIS), a medical/sports industry standard

Specifications

- Dimensions: 1.3" x 4.9" x 1"
- Velcro Strap Mounting
- Wi-Fi 6 / LTE Connectivity
- IP44 Rating: Splash/Dust Proof
- Battery Life: 1 Week
- USB-C Charging

Business Plan

Year 1

Production: 5,000 Units

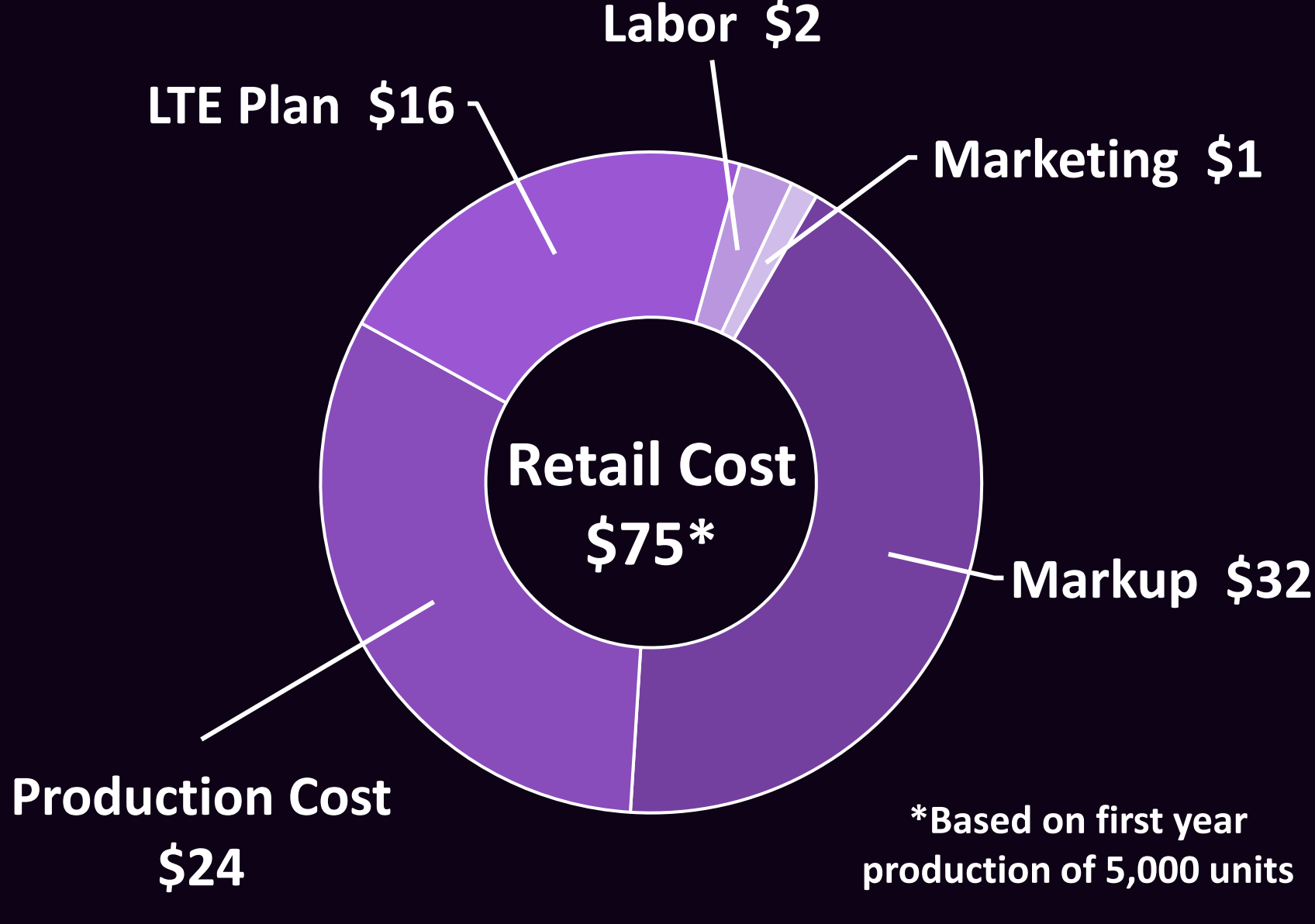
Marketing towards biking-oriented communities:



Schools



Outdoor Youth Groups



Contact us:
2009purple@mit.edu

Special Thanks

- | | | |
|----------------------|----------------|--------------------------|
| Josh Wiesman | Rob Podoloff | Abissa Banuazizi |
| Peko Hosoi | Warren Seering | Amy Carelton |
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| Georgia Van de Zande | Rachel Molko | Irma Ceco |
| Catalina Romero | Stephanie Hoo | Meenu Singh |
| | Melody Yu | |

Purple Team

- | | |
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| Xavier Bell | Blake Hudspeth |
| Elijah Bell | Alexandra Lee |
| Garrett Blosen | Malachi Macon |
| Ethan Chang | Aidan Salazar |
| Charles Ge | Amee Savjani |
| Yohan Guyomard | Dalila Valdes |
| Alayah Hines | Amir White |
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