**Prevention: iPhone Impairment Games**

### Competitive Technology

**Direct Competitors**
- **Should I Dial?**
  - Tests: motor skills, comprehension and has BAC to gauge
  - For entertainment only
- **R U Drunk?**
  - Tests: Balance, alphabet, BAC and straight line walk
  - For entertainment only

**Indirect Competitors**
- **Breathalyzer**
  - Tests: Blood alcohol content
  - Device uses breath sample
- **Field Sobriety**
  - Tests: Balance, visual and BAC with breathalyzer
  - Administered by a police officer
- **Interlock System**
  - Tests: BAC content through a handheld sensor unit attached to the vehicle's ignition
  - Vehicle will only start if BAC is lower than 0.2

### Our Solution

**Clue-Me-In**
- Tool for establishing a verbal agreement between the parent and teen
- Teen inputs Who/Where/When information

**Word / Color Game**
- Tap the screen when the word matches the color
- Reaction time and failures will be recorded

**Memory Game**
- Memorize the given objects in sequential order
- From a pool of random objects, place the correct objects in the right order

**Obstacle Course Game**
- While maintaining balance on the road, solve the math problems by steering the car to the correct number along the side of the road

### Go-To-Market
- Blogs and reviews
- Keyword optimization
- Freemium strategy
- Partnerships

### Parent / Teen Feedback

### Business Model

**Developer**
- Subscriptions-based: $4.99 per month
- Begin with Clue-Me-In
- Additional platforms (Android, Palm, etc.), release new features at staggered points in time:
  - Strobe light in car
  - Facial recognition
  - Stuttered speech detection

**User**

### Testing Methodology

**Normal Distribution for Reaction Time**

**Percent Distribution of Failure**

### Financials

<table>
<thead>
<tr>
<th>Year</th>
<th>War 1</th>
<th>War 2</th>
<th>War 3</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Active Subscribers</td>
<td>20,000</td>
<td>30,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Gross Sales</td>
<td>$190,000</td>
<td>$270,000</td>
<td>$390,000</td>
</tr>
<tr>
<td>App Revenue</td>
<td>$71,000</td>
<td>$135,000</td>
<td>$261,000</td>
</tr>
<tr>
<td>Net Sales</td>
<td>$59,000</td>
<td>$189,000</td>
<td>$344,000</td>
</tr>
<tr>
<td>Operating Costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General/Administrative</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Sales and Marketing Expense</td>
<td>$60,000</td>
<td>$60,000</td>
<td>$60,000</td>
</tr>
<tr>
<td>Research and Development</td>
<td>$30,000</td>
<td>$30,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>Net Costs</td>
<td>$80,000</td>
<td>$90,000</td>
<td>$120,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>$18,000</td>
<td>$99,000</td>
<td>$214,000</td>
</tr>
</tbody>
</table>