Connect, Connect & Connect

A Global Insurance Accelerator company
THE COMPANY

Smart Drivinc: An US based startup with subsidiary in Dubai, focused on defining next-gen connected services. A patent pending IoT solution that is tailored to sense contexts and improve awareness.

Mission: Improve safety and efficiency through contextual awareness

Vision: Connect Users, Things and Machines
THE TEAM

Dr. Shashaanka Ashili
CEO & Founder
Bio-Optical Physicist with background in Sensors, Optics, Electronics and Microfluidics. Was one of the lead investigators at Arizona State University on 10 year, $35M NIH NHGRI grant on single cancer cell analysis.

Krishna Ashili, MS, MFE
VP – Analytics & Software
UC-Berkeley Data Science graduate with experience in Software. Worked with Intel on RFID and opensource technologies, and Citi, Goldman Sachs and Wells Fargo on high frequency trading platforms.

Dr. Tatagatha Ray
VP - Hardware
An expert in Sensors, MEMS devices, Microfluidics and Low power embedded systems. Developed undersea network of sensorbots that sense the ecology and communicate through Li-Fi technology.

Tim Woods
Expert – Multimodal Transportation
An expert in multimodal transportation and operations. Spent decades in trucking business interfacing with port operators. Currently focused on establishing nodal centers for multimodal transportation.

Iqbal Rafi
Business Development (Asia)
A financial analyst with a firm grasp on business side. Spent years in financial research and analytical model development. Currently focused on supporting strategy and growth opportunities.

A team of 15 people covering all facets
PRODUCT PORTFOLIO

- Distracted driving
- Smartphone distraction
- Value – Policyholder
  - Primary scope – USA & MENA
  - Ready for immediate deployment

- Telematics
- Digitization of driving
- Value – Policyholder & Carrier
  - Primary scope – MENA & ASEAN
  - Ready for immediate deployment

- Container management
- In-bound containers
- Value – Port operators
  - Primary scope – USA & ASEAN
  - Ready for immediate deployment
TRAFFIC FATALITIES

In United States
14% ↑
2014 – 2016

In Dubai
40% ↑
2015 – 2016

Trends never seen in 70 years (since World War II)

Problem: 26% of all crashes are due to drivers using smartphones

SOLUTION

turn smartphone into **dumbphone**

- **Identify driver**
  - Driver vs Passenger

- **Dis-engage texting**
  - Limit distraction

- **Notify if disabled**
  - User compliance
PRODUCT – SXI™

• Gadget on the windshield creates a smart zone surrounding the driver.

• App on the phone triggers the smart mode while driving.

Advantage: Reduction in smartphone distraction (85%)
NEXT-GEN TELEMATICS

Goal: Prescriptive analytics through artificial intelligence
CARGO MOVEMENT

- Export container movement is streamlined.
- Import containers movement is highly inefficient.

Segmented players

Tremendous load on resources

INBOUND CONTAINER

- Reshuffling and Rehandling of containers
- Dwell time effect on throughput of the port
- Traffic congestion due to random arrival of haulers

**Problem:** Hauler timings & container movement is not synchronized

SOLUTION

Real-time tracking of containers
Real-time tracking of haulers

Goal: Predict container departure time and optimize the movement
PROPOSED SYSTEM

Map the container within the port

Cloud

Port operator

Freight forwarder

Realtime estimation of truckers arrival

Goal: Automate container movement and synchronize with hauler arrival

Snap on the incoming container

Snap on the windshield of the truck
CONT'D..

Features

• Real time information sharing with all the parties.
• Automated information gathering without multiple user inputs.

Advantages

• Distributed system without integration challenges with existing legacy systems.
• Independent digitization of port operations maintaining data security.

Benefits

• Prior estimation of container movement, reduces reshuffles and rehandles.
• Reduction in container dwell times within the yard.
• Increase in port throughput that results in increase in revenue.
Signed with two insurance carriers in USA

Signed with Dubai RTA

In discussion with SK Telecom of S. Korea

Shortlisted for IJM – Port of the Future

Selected to Global Insurance Accelerator – 2016 cohort

Finalist – ACORD Insurance Innovation Global Challenge 2016
THANK YOU

Contact information
Shashaanka Ashili, PhD
CEO, Smart Drivinc
(480) 286-6880
Shashaanka@SmartDrivinc.com

www.SmartDrivinc.com
## COMPETITIVE LANDSCAPE

<table>
<thead>
<tr>
<th>Features</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Features</strong></td>
<td>DriveMode (AT&amp;T)</td>
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<td></td>
<td>Drivemode</td>
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<td></td>
<td>Life Saver</td>
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<td></td>
<td>True Motion</td>
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<td>Ever Drive</td>
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<td>Apple</td>
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<td></td>
<td>Cell Control</td>
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<tr>
<td></td>
<td>Smart Drivinc</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>App</td>
</tr>
<tr>
<td>Bypass the app</td>
<td>U</td>
</tr>
<tr>
<td>Driver vs Passenger</td>
<td>P</td>
</tr>
<tr>
<td>detection *</td>
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<td>Call blocking</td>
<td>P</td>
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<tr>
<td>Text / app blocking</td>
<td>P</td>
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<tr>
<td>Allow list</td>
<td></td>
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<td>✓</td>
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<tr>
<td>Real-time notification **</td>
<td></td>
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<tr>
<td>Uninstalling App</td>
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<tr>
<td>Uninstalling Hardware</td>
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<tr>
<td>Intelligent zoning</td>
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<tr>
<td>Compatibility</td>
<td>iOS &amp; Android</td>
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<td>Android ready, iOS in production</td>
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- U – User
- A – Admin or Loved one
- P – Partial

* & ** together results in reduction of smartphone distraction by more than 85%
PRICING

Price of the hardware for containers: $149 (one time)
Monthly subscription costs: $19/device
Web based portal: TBD

Price of the hardware for the truckers: $49 (one time)
Monthly subscription costs: $4 – $9/truck