Solving for Distracted Driving at Scale

Technology caused distracted driving, and we’ll use technology to address it

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Zendrive’s mission:

Make roads safer with data & analytics

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Zendrive uses smartphone sensors to:

1. Identify driving behaviors and score driving risk
2. Coach and improve drivers
3. Automatically and instantly detect collisions
160B ANALYZED MILES

60M ALL-TIME DRIVERS

MORE MILES THAN

PROGRESSIVE  TESLA  Allstate

UBER  lyft  WAYMO
1000x BETTER THAN PROGRESSIVE SNAPSHOT

10X FASTER COLLECTION

10X RICHER DATA

10X MORE DATA
Creating safer roads with the industry’s largest driving dataset
Analyzed +160 billion miles, +60 million drivers in less than 2 years

100x data velocity v. industry leaders
10x more data than Progressive Insurance.
Progressive took 20 years to gather 15B miles.
We did it in 2 years.

- 2015: 10,000 Miles Analyzed
- 2016: 100 Million Miles Analyzed
- 2017: 1 Billion Miles Analyzed
- 2018: 25B miles
- 2019: 100B miles
- 2019: 250B miles
- 2019: 500B miles

2015 2016 2017 2018 2019

- 100 Million Miles Analyzed
- 1 Billion Miles Analyzed
- 25B miles
- 100B miles
- 250B miles
- 500B miles
Helping solve for distracted driving

Applying Zendrive data in the real world
Up to 74% of Drivers are Distracted Every Hour, Every Day

The Vast Majority of Driver Phone Use Occurs During Daytime Hours

Most dangerous hours of the day:

- Afternoon commute
- Drivers are more distracted than mornings
Distracted Driving at Night Longer Than Daytime

**Nighttime Phone Use is 20% Longer Than Daytime Phone Use**

- Average amount of driver phone use:
  - 3-minutes, 40-seconds every hour
- At 55 mph, that’s like driving blindfolded 42 football fields or 2.3 miles
Distraction Getting Worse, Legislation Not Working

2018 STATE RANKINGS FOR AVERAGE PERCENT OF TIME PEOPLE SPENT USING THEIR PHONES WHILE DRIVING EACH DAY
(GREEN STATES IMPROVED, RED STATES GOT WORSE YEAR-OVER-YEAR)
Most Distraction: Early in Trip (Is There Hope?)

There is hope.

1. Finish that call.
2. Send that message.
3. Set-up your map and music.
4. Before you start the car.

MAJORITY OF PHONE USE HAPPENS IN THE FIRST 5% OF A TRIP
As a society, we’ll solve distracted driving through:

1. Awareness
2. Technology
3. Legislation
Making roads safe with data and analytics.

We’d love to help you, too.

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Please evaluate this presentation using the Lifesaversers Conference Mobile App
Automatically detect collisions with Zendrive’s patented platform

Collision detected

Was this a collision?

To ensure your safety, we will call or dispatch help. Please let us know if this was a collision.

Yes  No

Notify emergency contact

Call 911

Help is on the way

4 min away from your location

Proven at Scale
Hundreds of SDK deployments to +60M drivers

Easy to Integrate
Integrate and test iOS | Android SDKs in ~hour

Minimal Battery Usage
<1% incremental battery use per hour of driving

GDPR Compliance
In market with large UK enterprises

Global Experience
Customers on every continent

"We spent 6 months rigorously testing and vetting various companies. We chose Zendrive’s SDK because it was superior to its competitors in terms of battery consumption, stability, trip detection and tracking accuracy."

-- VP Product, one of world's largest mobile operators
Funding
$20M raised to date
Series A in 2016

Investors
BMW iVentures
Sherpa Capital
First Round Capital
Fontinalis Partners

Global Experience
Customers on every continent, including:

- Ford
- Gett
- GM
- Audi
- CICC
- Ping An
- AVIVA
- KARHOO
- EMKAY
- Hop Skip Drive
- BOOSTER
- GasBuddy
- MapmyIndia
- AAA
- dashride