



EXECUTIVE SUMMARY

We believe that cooperation, mutual respect, helping others, maintaining the quality of our products and fair treatment to our customers will lead us to success and achievement of our goals.

Product's need

According to the WHO study every single year almost 1,250,000 people are killed in the world as a result of car accidents. of them almost 270,000 that are pedestrians who were killed in a crosswalk in addition every single year almost 50 million people are injured due to car accidents and for many of them are caused disabilities. it is important to note that every single day 3,300 people are killed as a result every single minute are killed more than two people.

Technology

our product consists of two radar sensors, which can identify the speed of moving objects in the open space. Once the sensor detects the proximity of a living object, it will begin to calculate the speed of a vehicle to the pedestrian crossing and to check if there is a real danger to the pedestrian in its current location. "in addition, the product has software that can synchronize between the location and speed data and therefor" informs the voice indication to operate and alert.

Potential market

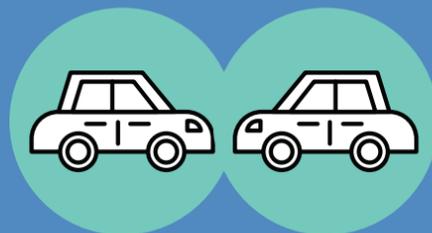
In Israel, there are 250 cities and municipal authorities. The selling price of a unit is standing on 12,000NIS So our profit for each unit is 4,000NIS. In the first two years we are planning to reach 30 cities that will buy 15 units of the KEEP-GOING per city and by that we will reach the total profit of 5,355,000 NIS

The solution

Our head product is the KEEP GOING it is a smart system that analyzes the state of the road in real time and alert the pedestrian to the presence of danger on the road with voice prompts if the pedestrian is distract and he is not focused on the road and the system identifies a danger it will cause the pedestrian to raise his head.

This product is an additional safety which is additional to the road which can operate and analyze in real time and not to operate according to the tempo of traffic lights.

1,250,000 people are killed in the world as a result of car accidents.



Nearly 270,000 pedestrians are killed at an additional crosswalk each year.

every single minute are killed more than two people as a result a car accident

