



BLINKAPP

One line pitch:

BlinkApp is an automatic accident detection and notification system based on smartphones allowing for fast response time in a blink of an eye

Market Analysis:

In order to define the countries where Blink market penetration will be the most effective, we conducted a comprehensive study of all countries around the world. During this study, three main factors were examined including the country's income, the road traffic death rate, and the total number of accidents. Based on the results of this research, we categorized the markets where Blink can penetrate into four groups explained below as per their penetration priority. a year from now all new cars in the whole of the European Union will be fitted with such a device, by law; our opportunity is to target early adopters in the region, especially the gulf area

Value proposition:

In a nutshell, Blink is distinguished versus its competitors by the following: - Blink is a low-cost, highly accurate mobile application - Blink ensures a detection rate accuracy of 98% -Blink provides an Accident Severity Report that describes the details of the crash once it occurs -While operating, Blink does not use the mobile phone processor except when the crash occurs, which allows the device to work with its full battery capacity - Once the crash occurs, Blink uses the Graphical Processing Unit (GPU) embedded in the mobile phone device, in addition to the CPU, to ensure the utmost processing speed of the crash notification - relies on advanced machine learning technology

Business Model:

From the business side, the gulf area in high GNI and high death rate, so we expect in the first 5 years \$750 m market size and \$30 m market share. And for the future scaling-up we will target additional regions and countries we will cost \$10 per user yearly for both segments which focusing on life cost saving (Government - End User & Drivers) and property cost saving (Fleets - Legal & Insurance Comp.). Currently we are testing our business model with two potential customers one of them police department in the gulf while the other is car fleet company

IP and Regulatory situation:

Currently we are very busy writing up two US patents and also planning to help to prevent accidents through driver and road level analyses modules.



COMPANY PROFILE

- **Website:**
<http://www.blinkapp.net>
- **Field:**
- **Contact:**
NOUFAL Wael
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- **Location:**
11 Gamal Eldin Afifi Nasr City
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Egypt
- **Founded in:** //04/2017
- **Employees:** 9
- **Financial information (€):**
 - **Company stage:**
Pilot Phase
 - **Capital raised to date:**
0
 - **Monthly burn rate:**
5000
 - **Capital seeking and date:**
500,000 30/12/2017
- **Investors:**