

TrueMotion

The Smartphone as Poison and Cure

Ben Kotrc, Data Scientist

09/19/2018

Distracted Driving Summit





Using Data

Our mission: using data
to make driving safer

TRANSMISSION

TO MAKE DRIVING SAFER

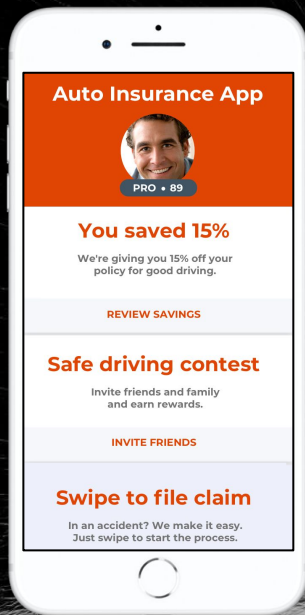
A large, conical pile of license plates from various states is displayed behind a glass partition in an office setting. The plates are haphazardly stacked, with some clearly visible, including ones from New York, Kentucky, and Virginia. The background shows a modern office interior with a glass wall and ceiling lights.

Our mission: using data
to make driving safer

DISTRACTED DRIVING KILLS AND INJURES NEARLY 395,000 PEOPLE EVERY YEAR.

Our approach

Collect raw sensor data



Process in cloud-based telematics platform



Deliver insights to auto insurers



UBI/Pricing



Next Gen Claims



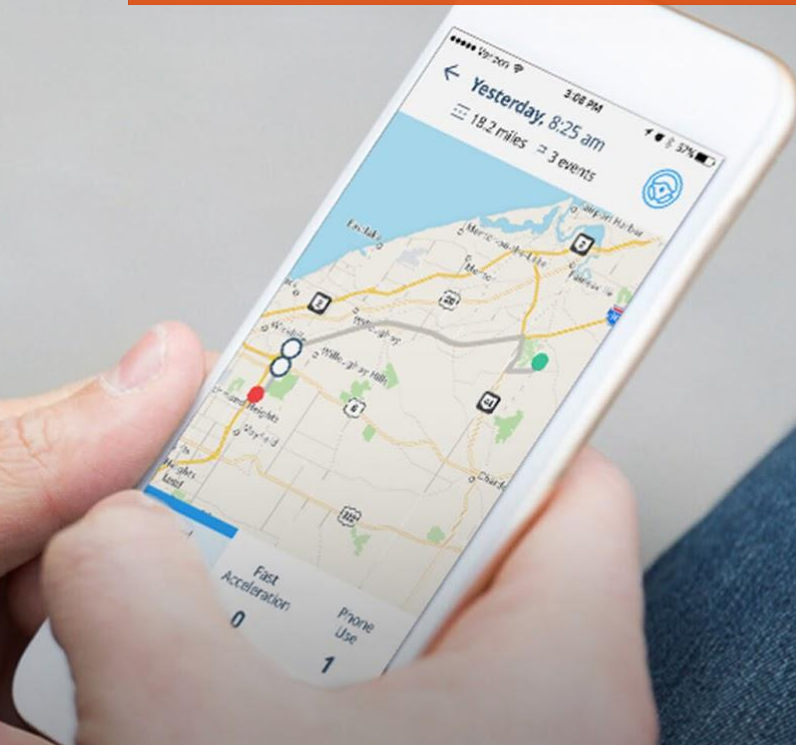
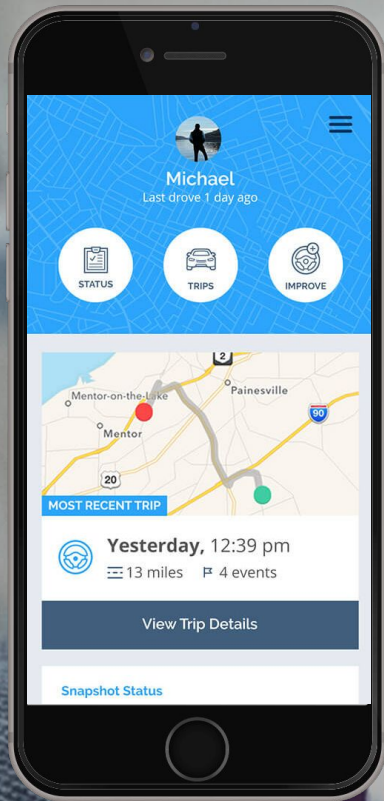
Loyalty



Ride Sharing
& Fleet

PROGRESSIVE[®] snapshot[®]

Insurers offer our apps through their own brands



PROGRESSIVE[®]



Nationwide[®]

Insurers offer our apps
through their own brands



MetLife



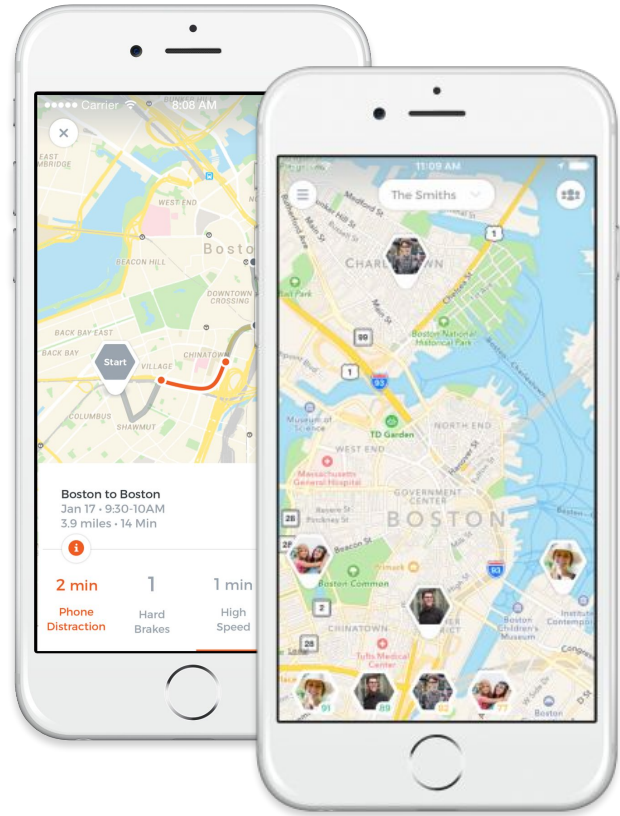
TRAVELERS 



Safety Insurance

AUTO • HOME • BUSINESS

Mojj



TrueMotion

FAMILY

Phones are packed with sensors

Accelerometer

GPS

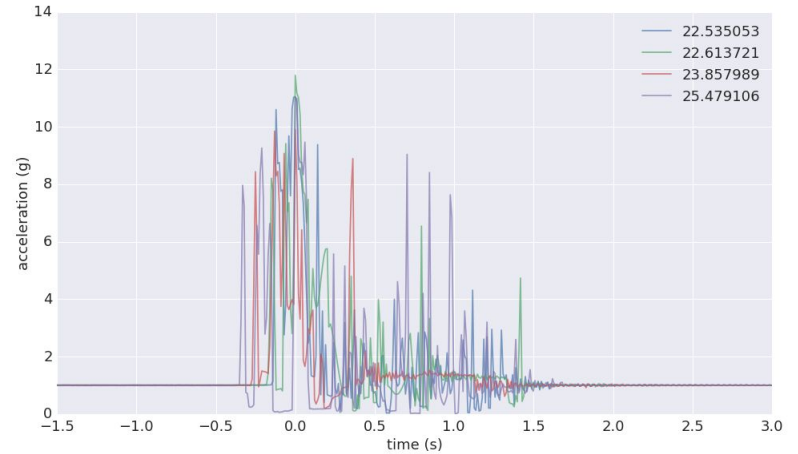
Gyroscope

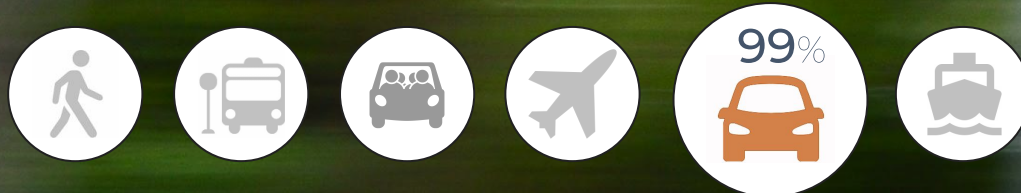
Magnetometer

Barometer

Proximity Sensor

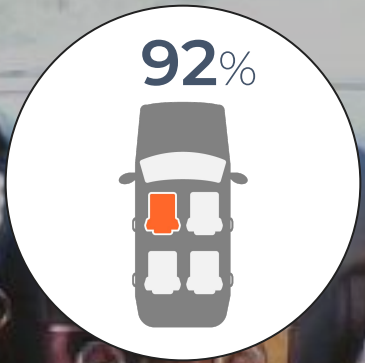
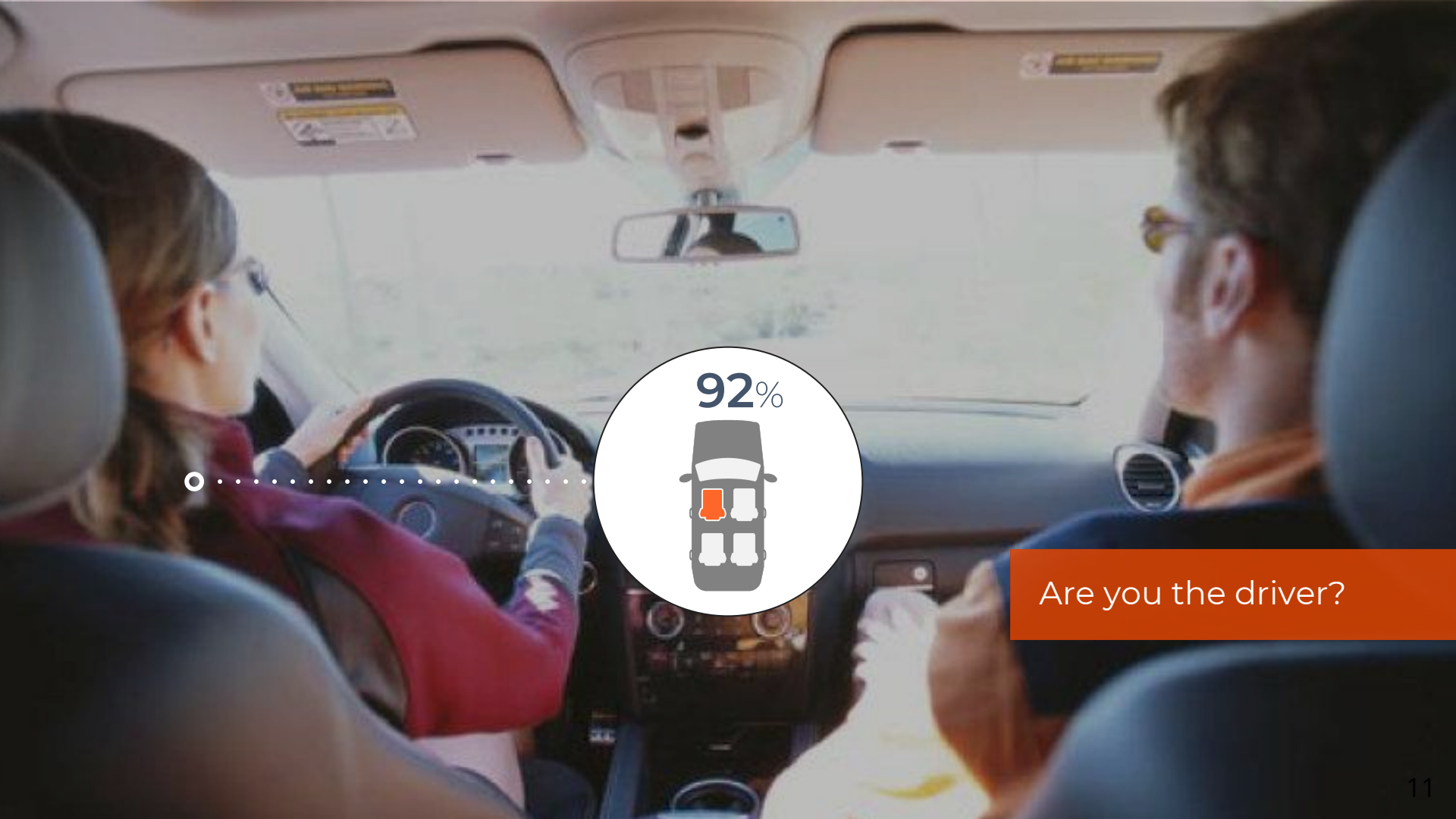
Ambient Light





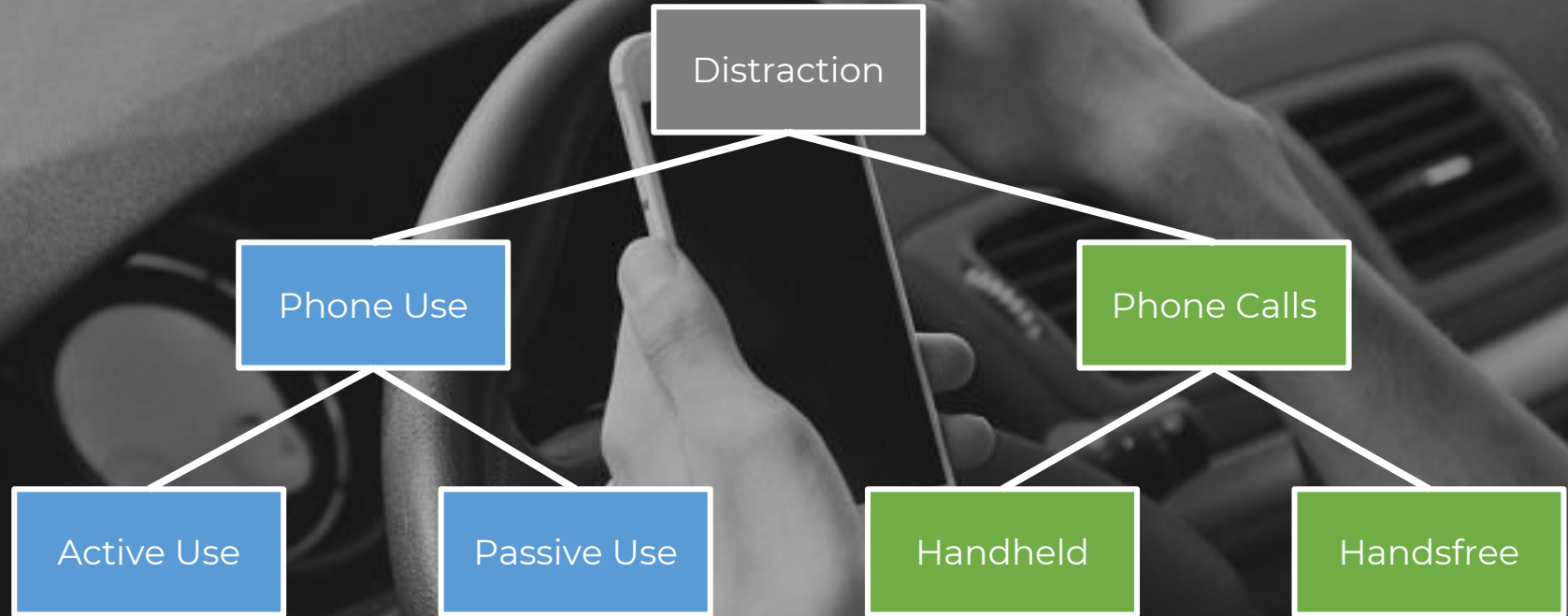
Are you in a car?





Are you the driver?

Are you distracted?



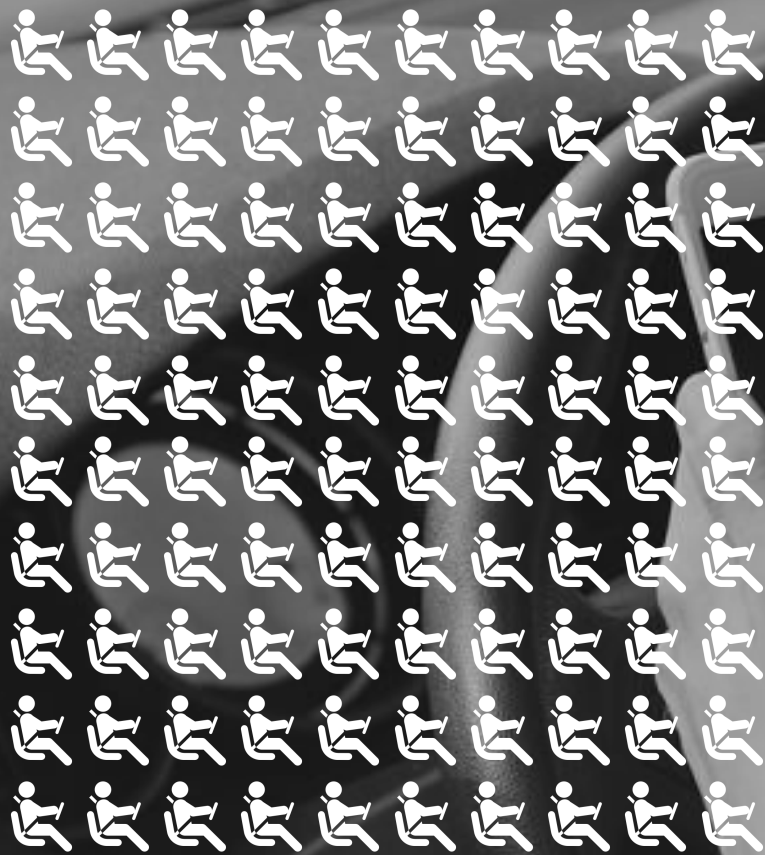
The average driver has
10 minutes
of distraction
per hour of driving

7 minutes
swiping and typing

2 minutes
hands-free phone calls

1 minute
in-hand phone calls





The average population
of 100 drivers has over

24 hours

of distraction

per week of driving



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per week of driving

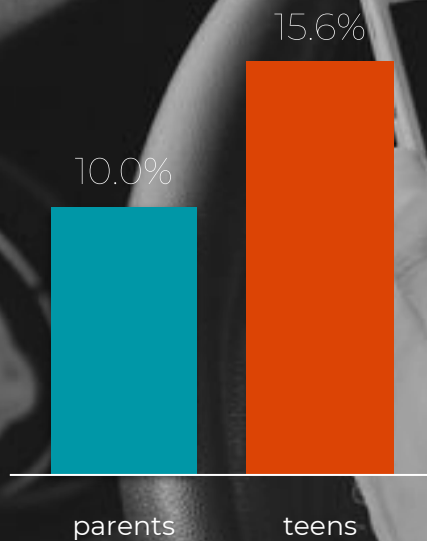
Out of 100 drivers, just

12 drivers

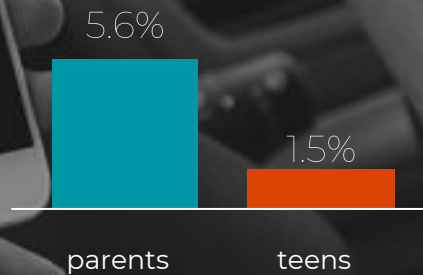
account for half of the
distracted driving time

Parents vs. teens

Swiping and Typing

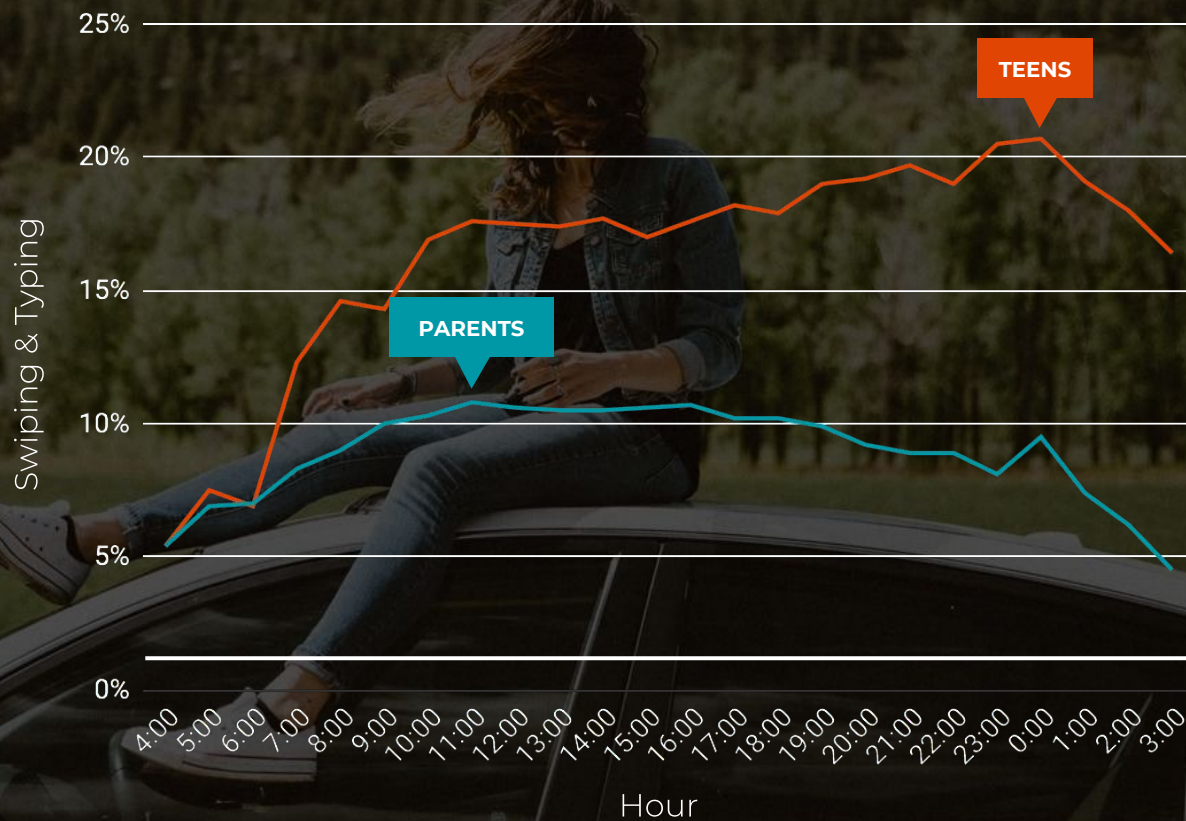


Handsfree Phone Calls



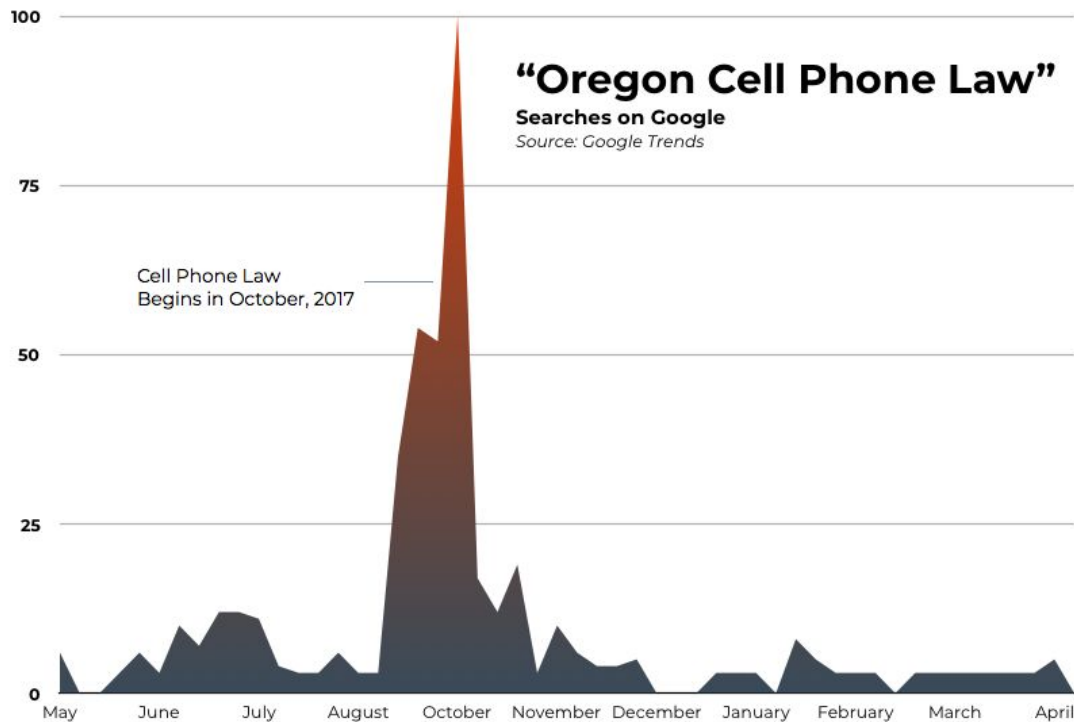
Parents vs. teens

Distraction by driving hour



The Impact of Legislation

Swiping and Typing



A photograph of a person's hands on a car's steering wheel. The person is holding a smartphone in their left hand, looking at the screen. The background shows a blurred view of a city street through the car's windshield. The image has a semi-transparent dark overlay.

1) Insurance Rate Incentives

2) Gamification & Rewards

3) Social Strategies

4) Research at Scale

Changing behavior

5) Individual User Research

A photograph of a person's hands on a car's steering wheel. The person is holding a smartphone in their left hand, looking at the screen. The background shows a blurred view of a city street through the car's windshield. The image is overlaid with a semi-transparent dark grey layer containing white text.

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Usage-Based Insurance

Pricing insurance based
on driving behavior

TrueMotion was the first
to offer a filed driving
score based on distraction

Powerful financial
incentive through
insurance rate discount





91%

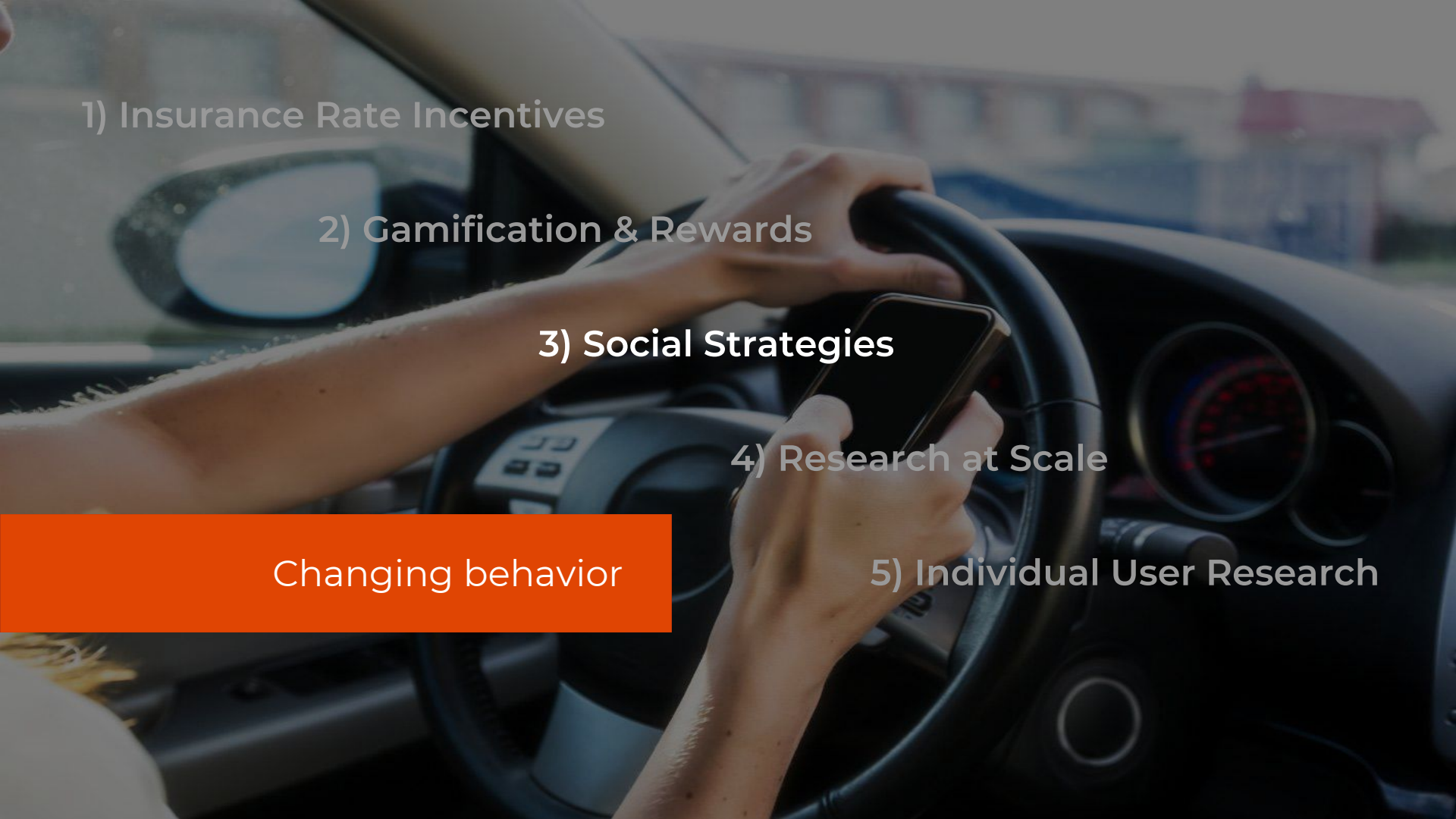
"I've reduced my distraction"

95%

"The app is positive"

94%

"I'm more aware of distraction"

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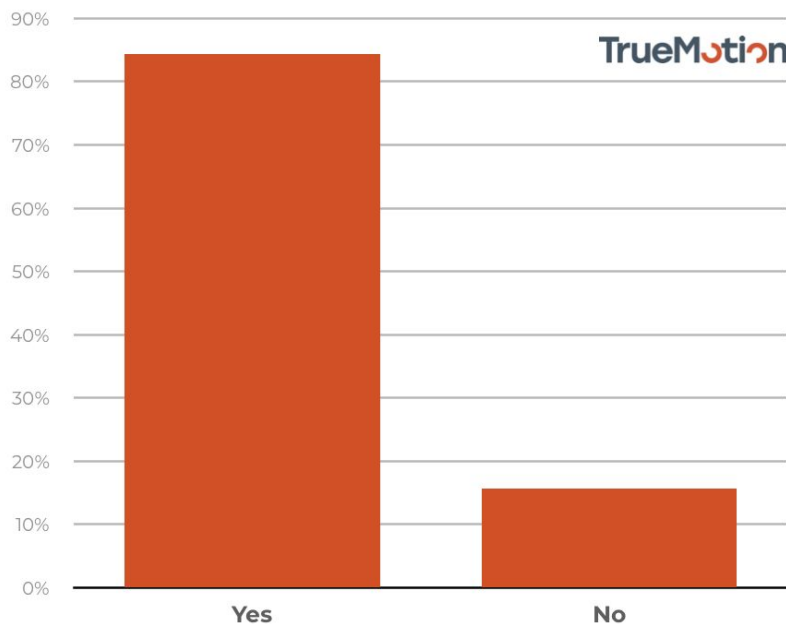
5) Individual User Research

TrueMotion

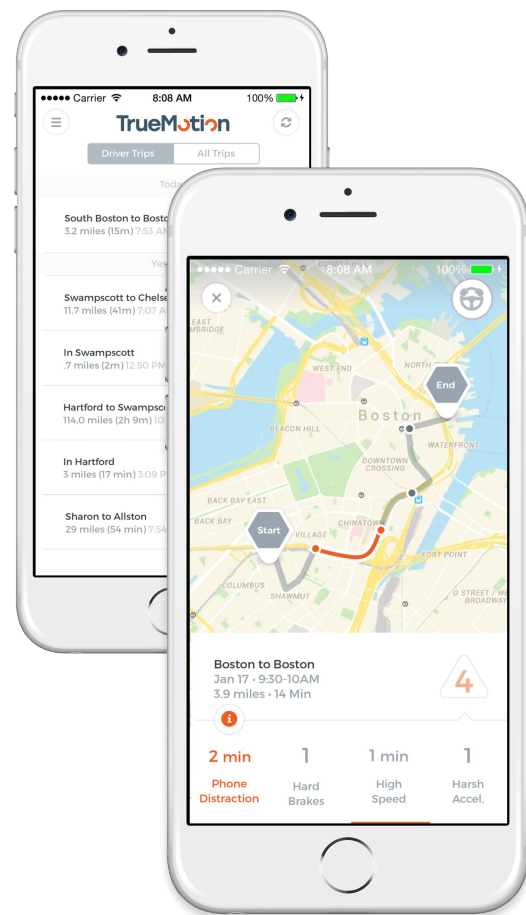
FAMILY

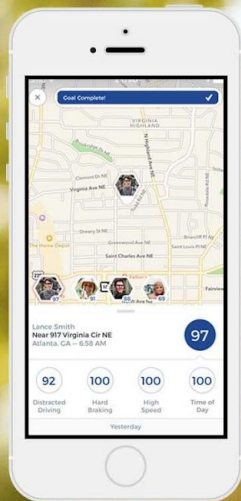


Has TrueMotion Family inspired conversations with your teen about driving safety?



TrueMotion Family parents | August 2018 | 102 respondents





TEEN SAFE DRIVER

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Teen Safe Driver Program

Helping your teen master safe driving habits just got easier with the Teen Safe Driver program. Our smartphone app powered by TrueMotion monitors **distracted driving** and other risky behaviors — helping your teen learn how to drive safer and smarter.

How does the Teen Safe Driver program work? The TrueMotion app scores each trip your teen takes, so they can watch for areas that need improvement in real time. They'll also have fun challenging themselves and watching their scores tick upwards as their driving improves.

And as the parent, you'll have the app on your smartphone, too. That way, you can track your teen's progress and also keep an eye on their whereabouts while

A photograph of a car driving on a highway towards a bright sunset. The image has a strong orange and yellow color cast and significant motion blur, particularly on the road surface and the car's rear. The car on the left is a dark-colored sedan with a license plate that reads "6PSZ399". The car on the right is a dark-colored SUV. The sun is a large, bright orb in the center of the horizon, creating a lens flare effect.

Thank you

TrueMotion

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