# ROADCODE

SOLVE4SAFETY DATA COMPETITION

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# Roadcode Team

**Interdisplinary Team**

**Proven Track Record**

**Startup Culture**

**01** Ford Connected Vehicle Data

**02** Rigorous Approach with OEM Resources

**03** User Centric Design Thinking

# Roadcode Video

# Data Sources

**Connected Vehicle Data**

**Social Media Data**

**Cellphone Data**

**Crash Data**

**Roadway Network & Infrastructure**

**CMF Clearinghouse (HSM)**

# Solution

### Visualize

**Data Visualization**

*Visualize connected vehicle data, crash data, social media data, cellphone data, and other innovative datasets to paint the full picture of safety environment*
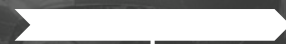
### Network Screening

**Hot Spot Identification**

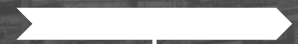*Leverage the power of machine learning to identify crash hotspots using network screening method*

### Intervention Selection

**HSM CMF**

*Simulate the choice of safety countermeasure and predict the impact of safety interventions at your finger tips*

### Outcome Prediction

**Cost & Benefit**

*Predict the crash reduction, safety improvements, and Return of Investment*

**Now**

Build

Minimum Viable Product (MVP)

**Near**

Deploy

with Pilot Customers

**Far**

Scale

to Nationwide

# Trusted in transportation

An established innovator in the transportation industry