

## **What is Drive Alive?**

It's the premier encouragement based system designed to help stop cell phone related distracted driving accidents (like texting while driving). The system is comprised of users, affiliates, contributors, a rewards pool, an app, a website, and a company (us).

## **How does it work?**

It is all centralized around the core concept of encouraging motorists to run Drive Alive (the app) while driving. Drive Alive monitors, not blocks, a user's device. It monitors GPS data and cell phone activity data to ensure the user was driving phone free during a trip. Users who used the app as intended and complete a successful trip are then sent rewards from the rewards pool by Drive Alive, LLC (the company). These rewards act as the incentive to keep driving phone free, and make getting into that habit fun. Users who Drive Alive detected to be driving distracted, or not driving at all, are not sent rewards.

## **How effective is this solution? Can it really affect motorist's behavior on a massive scale?**

Drive Alive was designed to appeal to the maximum amount of drivers as possible by both offering rewards, and making it as non invasive as possible. This design allows the app to be marketed towards all drivers, who own a Smartphone, and who might want to earn rewards, that's a rather large market (Approximately 40 Million). Drive Alive has only been available for download on Android devices for about 5 ½ months and already has 223 active users driving phone free every day. Those 223 drivers have driven safely for a collective 1600+ hours. With the imminent release of Drive Alive's iPhone version, and with help from supporters, those numbers could grow dramatically.

## **But how could Drive Alive, LLC afford to reward millions of drivers?**

The key to creating a sustainable and desirable rewards pool will be to gather community support. Drive Alive, LLC will seek support from businesses, companies, individuals, groups, and schools. Businesses and companies are encouraged to support Drive Alive, LLC by becoming an affiliate. Drive Alive, LLC has setup an affiliate system that allows affiliates to promote their business while supporting phone free driving.

Affiliates are expected to provide at least one unique reward for the rewards pool, and in exchange they get great PR and free advertising for their business or company through Drive Alive, LLC's website, social media, and through Drive Alive itself. Drive Alive, LLC feels that as the amount of users grow, so will the amount of interest for affiliates to want to get on board.

Drive Alive, LLC also seeks the help of individuals, groups, and schools. They have already received about \$700.00 donations, and they use 100% of all donations towards the rewards pool. All developmental and advertising costs are taken care of by Drive Alive, LLC. On their website there is a contributors list that glorifies any supporter, and lets the world know that they stand against cell phone related distracted driving and how they helped to stop it. On both the affiliates and contributors pages of the Drive Alive website, Drive Alive, LLC allows users to post links to their website, social media pages, and more, so that everyone knows exactly who is helping to support safe driving. Those links help supporters SEO, and is just another added enticement to get supporters on board.

Drive Alive, LLC also seeks the support of major car insurance companies. It is their hope that these insurance companies will offer some type of discount for consistent users who run Drive Alive for "x" amount of time per month. The pricing structure and amount of required safe driving time accrued using Drive Alive, will be setup by the insurance company. This type of discount would not only save car insurance companies money by reducing costs associated with cell phone related distracted driving (about \$43 billion per year), but they will create a sustainable and desirable reward each and every month for Drive Alive users.

### **Why an incentive based monitoring solution over a blocking system?**

Blocking systems are cumbersome and present many challenges in order to be effective on a massive scale. First off, they drastically reduce battery life, which makes any app that blocks these functions undesirable to a consumer or producer of Smartphones. To block a user's phone when they move over a certain speed, the phone needs to be *constantly* asking the GPS, "Is the user moving now?" "Is the user moving now?" over and over, every second. A monitoring app only needs periodic GPS updates to ensure the user is driving, which drastically reduces battery life. In addition, the blocking app does not know when the user might start driving, so it is required to be run on the user's Smartphone 24/7, whereas Drive Alive only needs to be run when the user chooses to run it, again drastically reducing battery consumption.

Next, they appeal to a much smaller market. Most people will not willingly choose to run this type of app on their phones, because of that these apps are marketed towards tech savvy parents/employers, looking to control their kids/employees, using a password, from using their phones.

I suppose you could say, well what if we force people to use these apps, but in America, we just don't see that happening anytime soon. People on the internet always find ways around blocks, and if all new phones came with this type of app preinstalled, then people would just use old phones until the company lost enough money that they gave up, or another company came along that made a phone without the app preinstalled.

In addition these apps stop passengers from using their cell phones while as a passenger in a car, or on public transportation. The worst thing that happens in Drive Alive's case is that a passenger gets rewarded when they weren't actually driving, however there are multiple studies that show that passengers using their cell phones is also distracting (so we don't mind giving out a few rewards to passengers who refrain from using their phone) In addition, we can monitor, and discredit trips that the GPS determined were a known public transportation route. Public transportation routes run on set location to location points, and set time intervals, so it would be easy to do so; however we feel the amount of users trying to get rewards for riding on a train or bus, would be trivial at best anyway.

Instead Drive Alive works on the principal that America was founded on, capitalism. It's run and supported by the people for the people, without forcing anyone into doing anything. Drive Alive, LLC feels that this is the correct solution to stopping the problem. We feel supporters and users will feel the same way and support this system until there are millions of dollars worth of rewards in the rewards pool, and millions of users all driving phone free.

If you want to support America and Drive Alive, LLC's effort to stop cell phone related distracted driving, please visit our website, which is linked in the bottom of the providers section of this website, and see all the benefits and features associated with Drive Alive. Even though all the statistics and focus of this study were on the U.S. Drive Alive, LLC does still plan to implement Drive Alive in other countries as well, in fact about 5 of our current user's are from the UK.

Remember: Drive Alive was only out on one platform (Android) for 5 and ½ months, and has been working with a rewards pool of only \$700.00 and has got 223 people to drive safely for 1600 hours, and last year in 2011, 1 person died from cell phones while driving every 3 hours, if you think about those numbers and how fast they could grow with support, you can easily see how Drive Alive, LLC has laid the groundwork for what can be a real solution to this problem with some support from the community.

### **Still not convinced?**

Drive Alive, LLC setup exciting unique features that further help to entice people, especially young people, into driving safely. Drive Alive, LLC features a top 10 list on their website (which can easily be modified to being top 50, 100, 3000, or whatever) which displays the top phone free drivers. This allows Drive Alive to be fun and competitive. Users in the top 10 also have the highest chance of earning rewards, which makes running the app often and consistently not failing trips more lucrative.

Another feature is the Drive Alive leader board, which displays to the whole world (without even having to sign in) every trip completed by every Drive Alive user right on the website. It shows the user's name (or Anonymous number if the user choose to be displayed anonymously), trip length, and any reward that they might have earned for that trip, and the totals at the bottom. This allows onlookers, supporters, and users to keep track of how well Drive Alive is working.

These two features combined with people's ego's, and wanting to brag about how they are better than everyone else for driving safely (which they are) will make people who aren't interested in rewards even want to use the app to drive phone free. In addition, Drive Alive, LLC encourages users to put in their favorite charity's PayPal email address instead of their own, so that their rewards can be donated to charity, and that will also entice users who aren't interested in rewards into driving phone free using Drive Alive.

On the Android marketplace, Drive Alive has received the following ratings

5 Star – 34  
4 Star – 1  
3 Star – 0  
2 Star – 0  
1 Star – 1

In addition to those great ratings, they have also received many encouraging reviews, that prove their theory on that incentive based non invasive enticement is the way to go for stopping this problem. Here are a few:

**Great**

Awesome app! Although, I'm still trying to get used to remember to turn it on when I get in the car. I will in time! Already been rewarded! :) Great service too! Tim's responses are very quick and informative! I would surely recommend this app!!!

**This is an amazing app. It keeps me safe and pays me for it. ...**

This is an amazing app. It keeps me safe and pays me for it. Keep giving and I'll keep driving safe.

**Excellent App. No reason not to get this!**

An amazing idea put to great use. Incredible stuff!

**Great concept! Ive been using it for a week and I received dollars in ...**

Great concept! Ive been using it for a week and I received dollars in my pay pal account! Can't wait to use it again!

**Revolutionary**

There are tons of concerns world-wide on the effects that texting while driving, this is known. But now there are reports of accidents/deaths occurring from using Facebook/Twitter/Google+ while driving. This application solves these problems hands down. What's a better driver for not texting than receiving free money in your wallet? With money and other incentives to just run this app and drive, this innovation will go far. I installed this app, opened it an received \$5 to my paypal account. This is legit.

**Great app, who would hate free money?**

I don't think I've ever written a review before. This app is great, I've gotten into the habit of turning it on, throwing my phone on the seat, and driving. If I get a text, I'll check it after I arrive at my destination (alive, lol). Rewards are cool, and I'm sure they will expand in variety assuming this all takes off (but who can really complain about money, because that is ALWAYS welcome). If you have problems focusing on the road while driving, why not give this app a shot? It's worth it.

Think about training a dog to get a desired behavior. If all you ever do is discourage, punish, and penalize undesirable behavior, but never reward desirable behavior, you will not get the result as quickly as you'd hoped. Both corrections, and rewards are necessary to change the dog's behavior as quickly as possible, and the same goes for this situation. I'm not saying drivers are dogs, but there is something to be said about this analogy.

It's pretty clear that there are tons of discouragement type efforts to stop this behavior, like 28 new laws passed between 2009 and now, scary PSA's, and much more, but there are hardly any encouragement based solutions that reward NOT texting while driving. Those discouragement based solutions alone are not working, as proof in 2009 only 985 people died from cell phones while driving, and despite the massive increase in the amount of discouragement based solutions, that number rose to 3092 in 2011. It's time to break away from the norm, think outside the box, and support a solution that supplements these punishment based efforts with some good old encouragement.