



Company Name: Cycles 2 Vehicles (C2V)

Product Name: EyeCycle

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Background

-  EyeCycle by C2V is a revolutionary artificial intelligence technology led solution to the current pressing cycle safety issue
-  Implementing AI camera sensors at dangerous road junctions and blind turns, coupled with LED warning signs, we, at C2V, want to transform cycle safety throughout the UK and abroad
-  EyeCycle will be a non-disruptive system attached to existing street furniture, mitigating against the socio-economic and political pitfalls of current hard infrastructure cycle safety schemes

2/3 OF CYCLISTS ARE KILLED OR SERIOUSLY INJURED WITHIN 20 METRES OF A JUNCTION

Need

-  Cyclists are not safe on Britain's roads, with riders 15 times more likely than drivers to be killed or seriously injured (KSI) according to UK government statistics
-  With the current climate crisis more sustainable methods of travel must be encouraged but with 64% of Britains' saying that its too dangerous to cycle on our roads C2V wants to combat this with EyeCycle.
-  Such a high majority of these KSI incidents occurring at road junctions, C2V recognised the clear immediate need to improve cycle safety at these hotspots, to reduce accidents and save lives.

Innovation

-  The AI software EyeCycle will utilise, will be diversely trained allowing it to detect cyclists from all ethnicities and abilities, before transmitting a remote signal to the LED warning signs
-  The LED warning signs will be located an appropriate distance prior to the turning, alerting oncoming drivers of the approaching hazard, warning drivers to be extra cautious before proceeding through the junction
-  All infrastructure will be powered by photo-voltaic cells attached to the components or to the street infrastructure they are attached to, providing sustainable eco-positive power source

57% OF CAR-BIKE ACCIDENTS ARE ATTRIBUTED TO THE DRIVER 'FAILING TO LOOK PROPERLY'

IN A SURVEY BY C2V WITH OVER 170 RESPONSES 93% SAID THEY WOULD FEEL SAFER WITH EYECYCLE

Prospects

-  C2V's main aim with EyeCycle is to partner up with an urban local council to pioneer technology led cycling infrastructure with the aspiration to transform attitudes about road cycling safety
-  EyeCycle's versality makes it an attractive standardised investment for local councils with the components being easily implementable at a complete variety of dangerous junctions and turns
-  Following surveying to determine modified positioning of the sensors and signs, dependant on what's most appropriate, EyeCycle could flexibly be implemented within any variety of road junction