



HOW MIGHT WE REDUCE

Deer-Vehicle Collisions in the Southeast US?

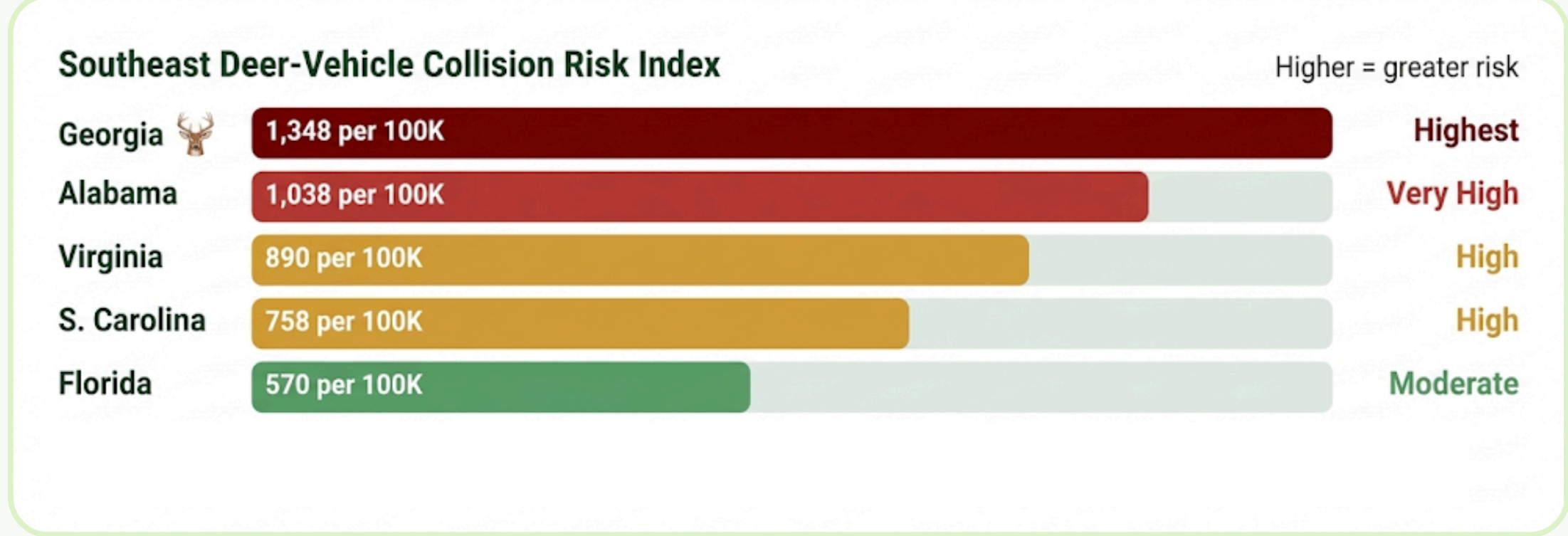
#1
DEADLIEST ANIMAL IN AMERICA

\$10B
ANNUAL US ECONOMIC LOSS

2.1M
COLLISIONS PER YEAR

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COLLISION RISK – SOUTHEAST US STATES



THE SCALE OF THE PROBLEM

440
Human fatalities annually. Deer is America's deadliest animal via vehicle strikes

\$5,620
Avg repair claim in 2025, up 14% from prior year, rising every year

1 in 139
National average odds of hitting a deer, 1 in 25 in worst states

59K+
Injuries/year, 67% of all animal-vehicle insurance claims involve deer

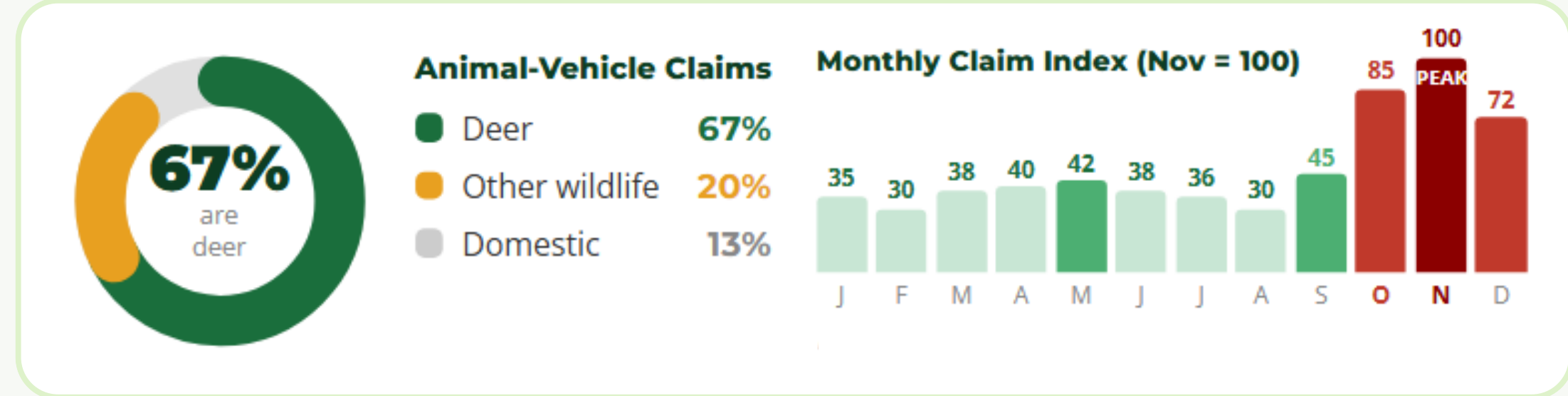
CURRENT SOLUTIONS

DEER WHISTLES
X Proven Ineffective

DEER SIGNS
△ Often Ignored

WILDLIFE CROSSING
✓ Effective, Costly

DEER VS. ALL ANIMAL COLLISIONS · MONTHLY SPIKE



THE "BOY WHO CRIED WOLF" PROBLEM - WHY STATIC WARNINGS FAIL

Always-On Alerts

Driver Habituation

Our solution

RISKY ASSUMPTIONS

Traction & Attention

Assumes enough users see notifications, increasing data collection and app use.

Alert Precision

Data quality must prevent false positives and avoid alert fatigue.

Solution Directions

Thermal Camera Detection

Roadside thermal sensors detect deer when designated driver enters area.

Mobile App Integration

Live alerts in Waze, Apple Maps, and Google Maps daily.



Wildlife Reserve Tracking

Integrate forest and wildlife databases to predict real-time deer movement.

Insurance Risk API

Partner with insurers to integrate with Drivewise and Drive Safe.