



Terry Goguen & AnnaClare Smith
Middlebury College '16



Middlebury College



Middlebury Center for
SOCIAL ENTREPRENEURSHIP



VCET VERMONT CENTER FOR
EMERGING TECHNOLOGIES



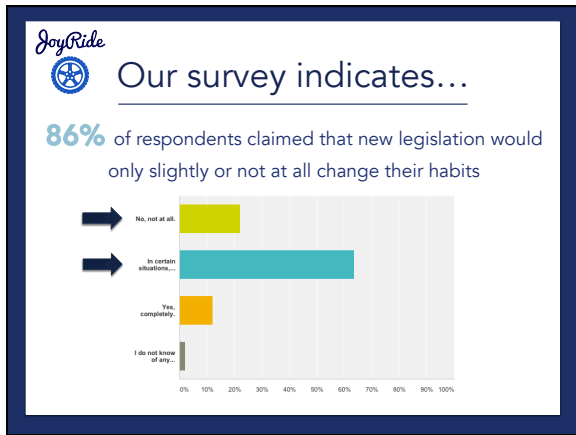
Problem

9 people are killed
1,100 are injured

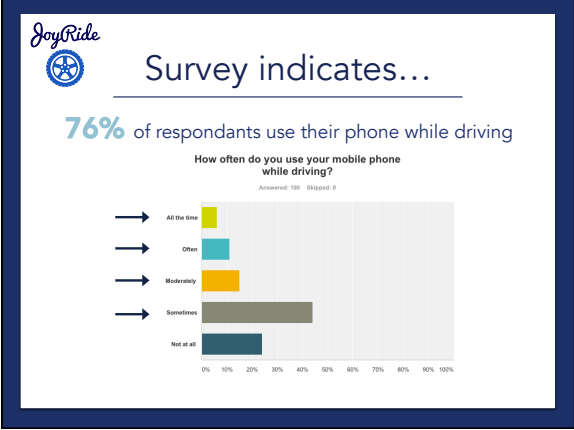
...everyday in the United States due to distracted-
driving-related accidents

*according to distraction.gov






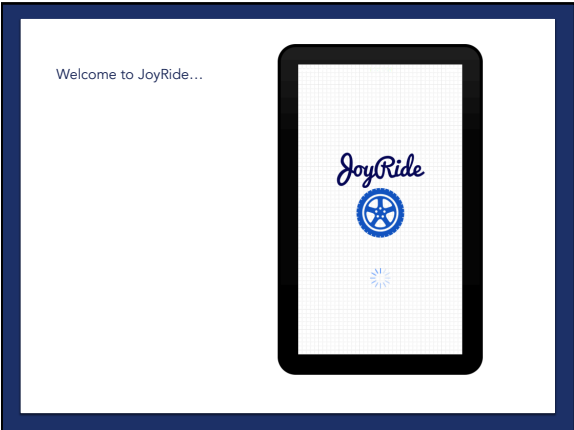


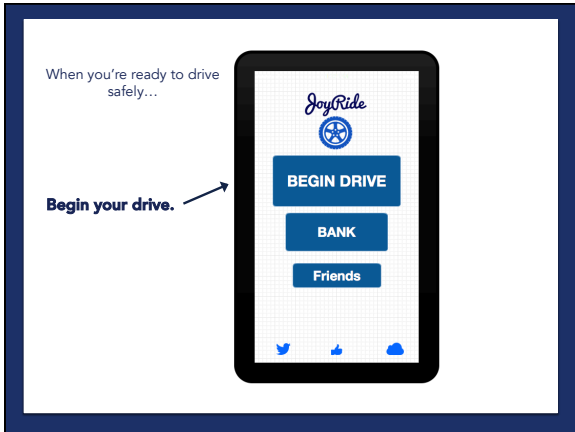


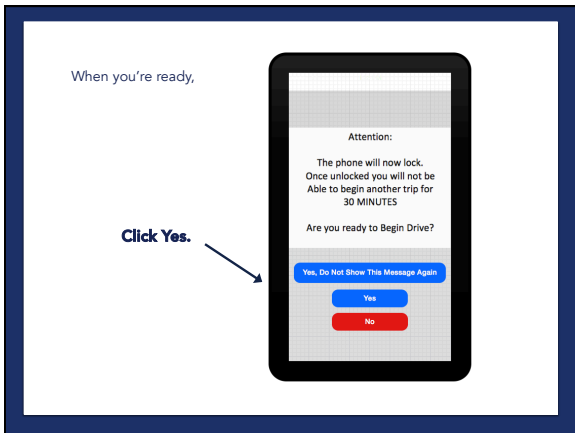
What if...

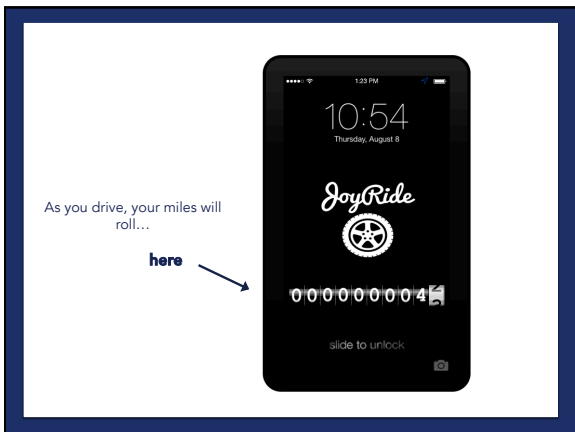
We could incentivize ourselves to drive safely

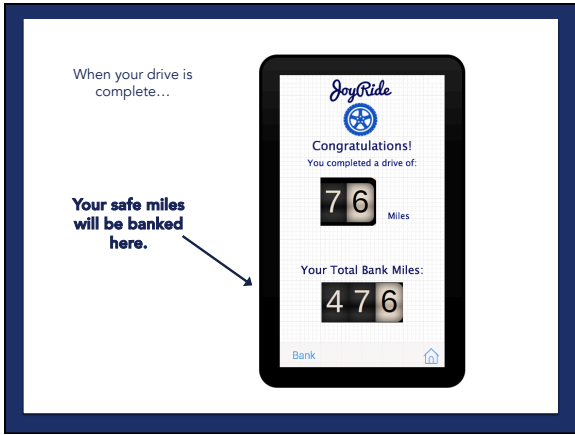




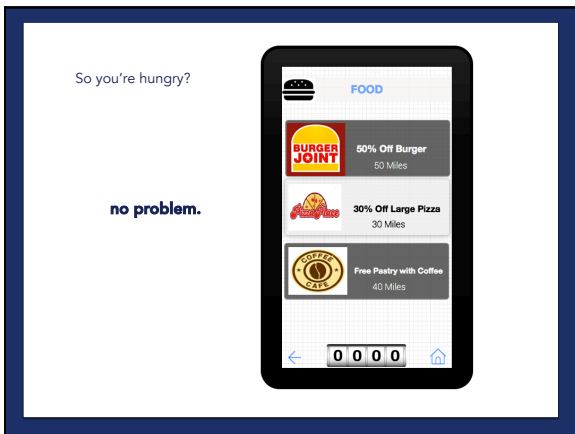


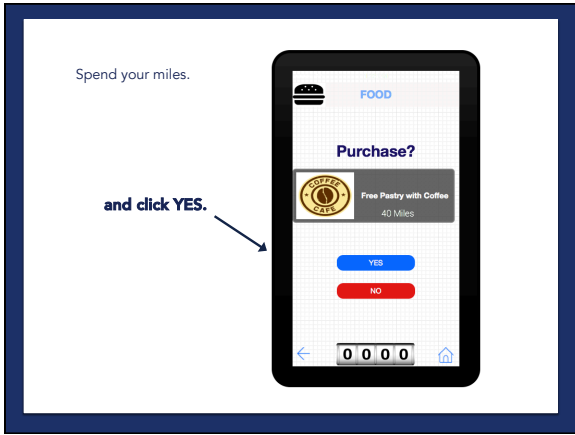

















JoyRide 

Marketing


 

JoyRide 

Competition

Similar Applications:   

Competition for phone:    

JoyRide 

Start Up Costs

\$ 15,000	app development
200	incorporation
3,000	server fees
7,000	travel
+ 10,000	legal fees
<hr/>	
	\$35,200



Progress to date


Marketing

- ❖ State Government
- ❖ Federal Government
- ❖ Local companies

Team & Affiliates

- ❖ Partner Affiliates
- ❖ Search for CTO
- ❖ Contractor

LOCALVORE TODAY



OUR MISSION SIGN UP

Drive Safe, Reward Yourself.


ENJOY THE RIDE. ENJOY THE REWARDS.

CURRENT SIGN UPS: 135

The app will be FREE, but we need your help and funding to develop the app! If you are interested in learning more about our app and what you can do to help sign up with your email and get updates on our progress.

The first 500 emails will receive a special promotion when the app is live!

www.joyrideapp.io



2015

← Continue marketing →

Solidify CTO Launch VT Working App

Kick Starter

↑

MiddStart

↑

Mass Challenge

↑

App Development


↑

February

March/April

May

Summer

JoyRide


Next Steps

We Need Your Support

Drive Safe, Reward Yourself

JoyRide


JoyRide


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