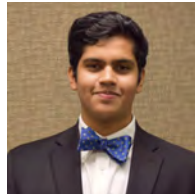


Team 2 - BLINKAH



**Ritam
Das**



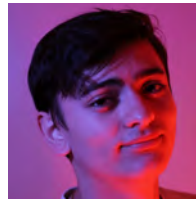
**Raghurama
Bukkaraysamudram**



**Will
Pine**



**Ayush
Upneja**



**Parker
Van Roy**

Client: Student Defined Project

WE ARE BLINKAH: Revolutionizing the Road

BLINKAH is a leader in lateral thinking with our disruptive behavior-based-insurance-as-a-service (BBI-AAS) platform that engineers solutions to urgent pain points in our society. We enhance road safety and eliminate statistically proven policing biases. Leveraging proprietary edge computing machine learning algorithms in an IoT system with 4G LTE telecommunications, BLINKAH Dashcam Head Units are able to identify erratic drivers in real time, aggregate contextual information, and send reports to the BLINKAH Cloud. Using these key performance indicators, the BLINKAH Cloud conducts deep behavioral analysis on drivers in a robust big data computing environment and distributes these findings to insurance companies, emergency services, and other relevant entities through a REST API and data visualization tool known as the BLINKAH Computational Frontend (BCF). BLINKAH makes a social impact by incentivizing safe driving and solving non-emergency concerns through appropriate organizations, thus, reducing the risk of racial profiling that results in rampant police brutality and reinforcing road safety. "USE YAH BLINKAH!"