CHALLENGE BRIEF

Startup Company ASK:
Active signalization in traffic

How to raise awareness among people to enable the new approach in traffic security.

1 | Who we are

We are a young high tech company A.s.K. d.o.o. that innovates, develops and produces new advanced systems for greater safety in traffic. Our products are aimed to reduce the number of traffic accidents in various situations such as blind corners and road sections on roads, inside parking garages, level crossings and dangerous spots in production facilities. Our aim is to find new, alternative and cost-effective ways to improve safety and traffic flow using the latest technology available. Our vision is to become the leading company on the market of active signalization in traffic.

2 | Define the users, people affected by your product/service

Our products are aimed at different users and customers: from government institutions and municipalities to public and private companies, as well as distributors. Our products provide greater safety and traffic flow for all traffic participants engaged in specific situations, for example pedestrians, cyclists, motorcyclists, drivers and passengers at blind road sections. Our product COPS system @road is aimed at government institutions, municipalities, private companies (as a donation for safety) and distributors, COPS system @rail is aimed at government institutions and public companies, COPS system @garage is aimed at private companies (shopping centers and garage managing companies) and COPS system @factory at private companies (with production facilities).

3 | Define the problem

While automotive and train technology constantly improves, there are still numerous completely unequipped dangerous road sections, crossroads and level crossings all over the world. The main problem of existing solutions such as traffic lights, roundabouts and rail gates, are high prices, high maintenance costs, significant intervention in
infrastructure and low customizability. Countries simply cannot afford to increase safety to a satisfactory level using the existing solutions, especially in times of the global crisis.

4 | What are the current solutions to it (if any)

The existing solutions such as traffic lights, roundabouts and rail gates are well known solutions, which either haven’t been improved for quite a while or have only been improved a little.

Our products are cost-effective with low maintenance costs, require only little intervention in the existing infrastructure and are totally customizable to the specific needs of a problematic traffic location. Modern sensor technology allows precise detection of movement and presence, and combined with LED lightning uses very little power (all our outdoor systems are solar powered, which is also environmentally friendly).

5 | The challenge

The main challenge for C:F youth is how to raise awareness amongst people in order to enable the new approach in traffic security. The challenge is to raise awareness about this new cost efficient approach and newly available traffic systems that can significantly improve traffic safety especially in under-developed regions in several instances, and through that increase the demand for such products.

More info about brief & company:
• http://www.ask.si
• http://youtu.be/KzuszKwvP50