Promote **safe** drinking

Active feedback through **real-time tracking**
SipDown | Initial Design

Wristband Breathalyzer

- Cumbersome to use
- Inaccurate results
- 20 minute delay before BAC output
<table>
<thead>
<tr>
<th>Customer Need</th>
<th>Product Attribute</th>
<th>Engineering Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discrete design</td>
<td>Thickness</td>
<td>&lt; ¼ inch thick</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blends in with existing cup accessories</td>
</tr>
<tr>
<td>Expandable to fit different cups</td>
<td>Expandable Diameter</td>
<td>3in. ± 1 in.</td>
</tr>
<tr>
<td>Reusable</td>
<td>Washable</td>
<td>Water resistant material</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enclosed electronics</td>
</tr>
<tr>
<td>Indirect Input Device</td>
<td>Rate of Consumption</td>
<td>Measures volume change with cup rotation</td>
</tr>
</tbody>
</table>
SipDown | Mockup
SipDown | Risk 1

How effectively can we detect **when** and **how much** beverage is consumed?

- Gyroscope
- Force sensors
SipDown | Risk 1

How effectively can we detect *when* and *how much* beverage is consumed?

- Gyroscope
- Force sensors
- Rough estimate of alcohol consumed
- Feeling: Good, getting tipsy, or stop drinking immediately
How can we make this device discrete?

**Form Factor + Feedback**

- Concealed design
- Adjustable diameter
- Visual feedback over audio and haptic feedback
SipDown | Next Steps

- Conceal electronics
- Ethanol sensors to distinguish between drinks
- Companion app
Target Price: $20

Beachhead Market

College students and concerned parents would purchase this product online or at a local convenience store.