StepBAC

Make smarter decisions

OCTOBER 5TH 2017  |  RED A
Idea

- Wristband breathalyzer
- BAC
- Convenient and stylish
- Phone app
Need

What is my limit???

There's only 1 way to find out!
OUR TARGET AUDIENCES

$100 Million

INEXPERIENCED DRINKERS
Are you interested in knowing your drinking limit?

- Yes: 55%
- No: 45%

55% said YES

n = 346
Would you use a breathalyzer in a social setting?

- Yes: 43%
- No: 47%
- Maybe: 10%

n = 346

43% said YES
Which breathalyzer form do you prefer?

- **Wristband**: 43%
- **Keychain**: 34%
- **Phone Case**: 16%
- **Other**: 7%

\[ n = 185 \]
CAN WE FIT TECH INTO WRISTBAND?

- Mouthpiece
- Battery Compartment
- Electronics
- Keychain Attachment

Dimensions:
- 7/16"
- 2.5"
Future

Sensor calibration and mechanical system optimization
Explore social acceptance with potential users
Validate product in social setting
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Next time you drink, join us, and stepBAC.