vive
BAND TOGETHER

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Every two minutes there is a new victim of sexual assault in America.
80% of victims are under 30.
1 out of 5 undergraduate women has experienced attempted, or completed, sexual assault.
This is a complicated problem space.
When alcohol is involved, it becomes a catalyst for sexual assault.

Varsha Govinda Raju
SEXUAL ASSAULT AND RELATIONSHIP VIOLENCE ACTIVISTS
4 out of 5 college students drink. Binge drinking is commonplace. Alcohol impairs judgement.
#YOLO
You Only Live Once
We aim to intervene in high-risk, alcohol-fueled social situations to reduce the occurrence of sexual assault and keep young people safe, without killing the fun.
Making safe acceptable.
Sync with phone.

Create party group.
Dismiss check in.

Friends alerted.

Manually alert friends.
Connect with new friends.
Vive leverages existing social and technological networks.
Transdermal Alcohol Sensor
Intervention vs Prevention
Intervention vs Prevention

Vive CHECK-IN

SOBER

INTOXICATED

INCREASED VULNERABILITY

HIGHLY INTOXICATED
Intervention vs Prevention

SOBER  
Vive CHECK-IN  
Vive CHECK-IN  
INTOXICATED  
INCREASED VULNERABILITY  
HIGHLY INTOXICATED
Intervention vs Prevention

- SOBER
- INTOXICATED
- HIGHLY INTOXICATED
- INCREASED VULNERABILITY
Market Entry

Takes the place of tickets at venues.

College Parties  Raves  Concerts
The concept of Vive is possible today.

Mayank Goel

PHD CANDIDATE AT UNIVERSITY OF WASHINGTON
UBIQUITOUS COMPUTING AND TECHNOLOGIES FOR DEVELOPING WORLD
Thank you