



Company Name: Cycles 2 Vehicles (C2V)

Product Name: EyeCycle

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The University of Sheffield.



Background


 EyeCycle by C2V is a revolutionary artificial intelligence technology led solution to the current pressing cycle safety issue

 Implementing AI camera sensors at dangerous road junctions and blind turns, coupled with LED warning signs, we, at C2V, want to transform cycle safety throughout the UK and abroad

 EyeCycle will be a non-disruptive system attached to existing street furniture, mitigating against the socio-economic and political pitfalls of current hard infrastructure cycle safety schemes

2/3 OF CYCLISTS
ARE KILLED OR
SERIOUSLY IN-
JURED WITHIN 20
METRES OF A
JUNCTION


Need


 Cyclists are not safe on Britain's roads, with riders 15 times more likely than drivers to be killed or seriously injured (KSI) according to UK government statistics


 With the current climate crisis more sustainable methods of travel must be encouraged but with 64% of Britains' saying that its too dangerous to cycle on our roads C2V wants to combat this with EyeCycle.

 Such a high majority of these KSI incidents occurring at road junctions, C2V recognised the clear immediate need to improve cycle safety at these hotspots, to reduce accidents and save lives.

Innovation

 The AI software EyeCycle will utilise, will be diversely trained allowing it to detect cyclists from all ethnicities and abilities, before transmitting a remote signal to the LED warning signs


 The LED warning signs will be located an appropriate distance prior to the turning, alerting oncoming drivers of the approaching hazard, warning drivers to be extra cautious before proceeding through the junction


 All infrastructure will be powered by photo-voltaic cells attached to the components or to the street infrastructure they are attached to, providing sustainable eco-positive power source


57% OF CAR-BIKE
ACCIDENTS ARE
ATTRIBUTED TO
THE DRIVER
'FAILING TO LOOK
PROPERLY'

IN A SURVEY BY
C2V WITH OVER
170 RESPONSES
93% SAID THEY
WOULD FEEL SAFER
WITH EYECYCLE

Prospects

 C2V's main aim with EyeCycle is to partner up with an urban local council to pioneer technology led cycling infrastructure with the aspiration to transform attitudes about road cycling safety

 EyeCycle's versality makes it an attractive standardised investment for local councils with the components being easily implementable at a complete variety of dangerous junctions and turns

 Following surveying to determine modified positioning of the sensors and signs, dependant on what's most appropriate, EyeCycle could flexibly be implemented within any variety of road junction