





# COMMUNITY

Quick & Clean Commute.

## OUR TEAM



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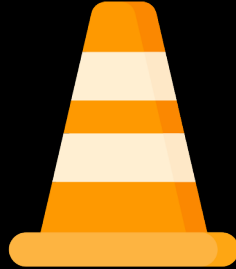
Product Design

# Problem

Cities are growing  
and commute times  
are increasing



Time spent in traffic  
is economically a  
deadweight loss



Traffic is caused  
by a lack of  
coordination



A graphic featuring a winding road with a dashed white center line on a blue background. The road curves from the bottom right towards the top left. Overlaid on the road is the large white text "\$1,642".

**\$1,642**

Annual cost of traffic annually for  
each US driver

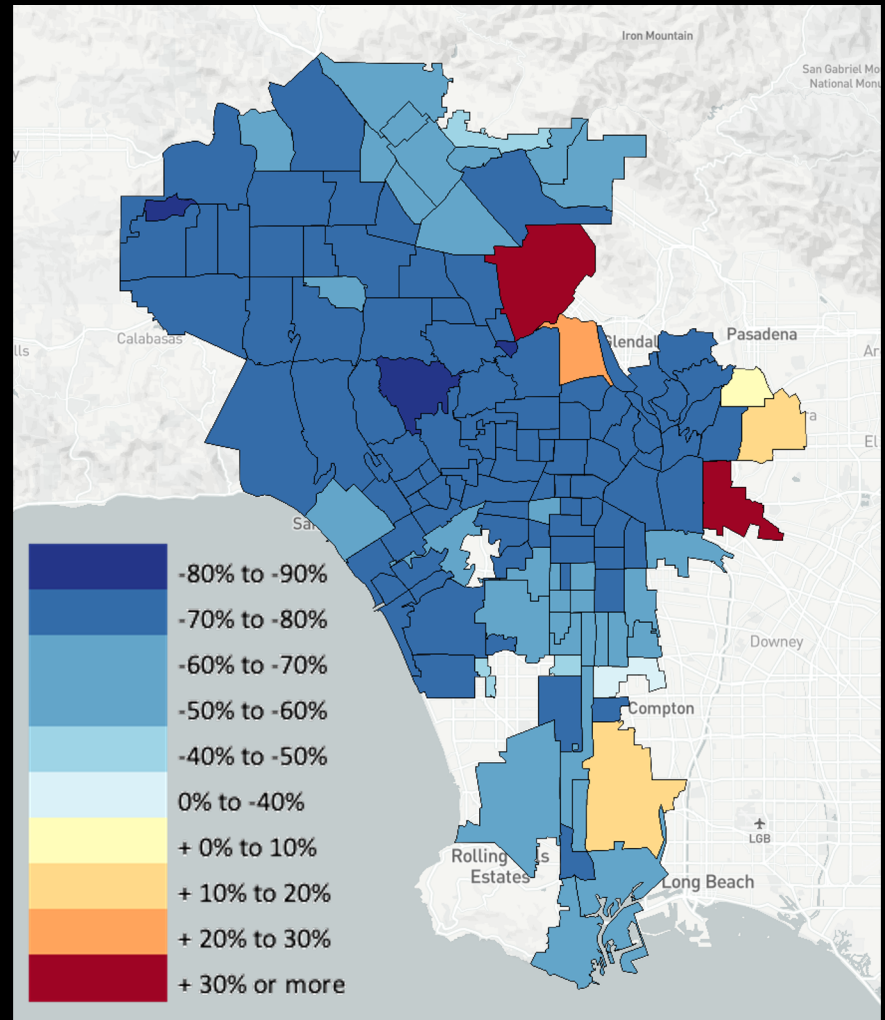


**“The average Angeleno spends an estimated **119 hours a year** stuck in traffic.” – CNBC**



**Traffic causes pollution, crime, & more**  
**Solving traffic has social impact**

**“Since the COVID-19 pandemic began, vehicle traffic is down 50% worldwide”**  
– Johann Lau, Google







## **Solution: COMMUNITY**

A platform to coordinate  
Work-From-Home schedules  
that minimize commutes

## GPS Costs

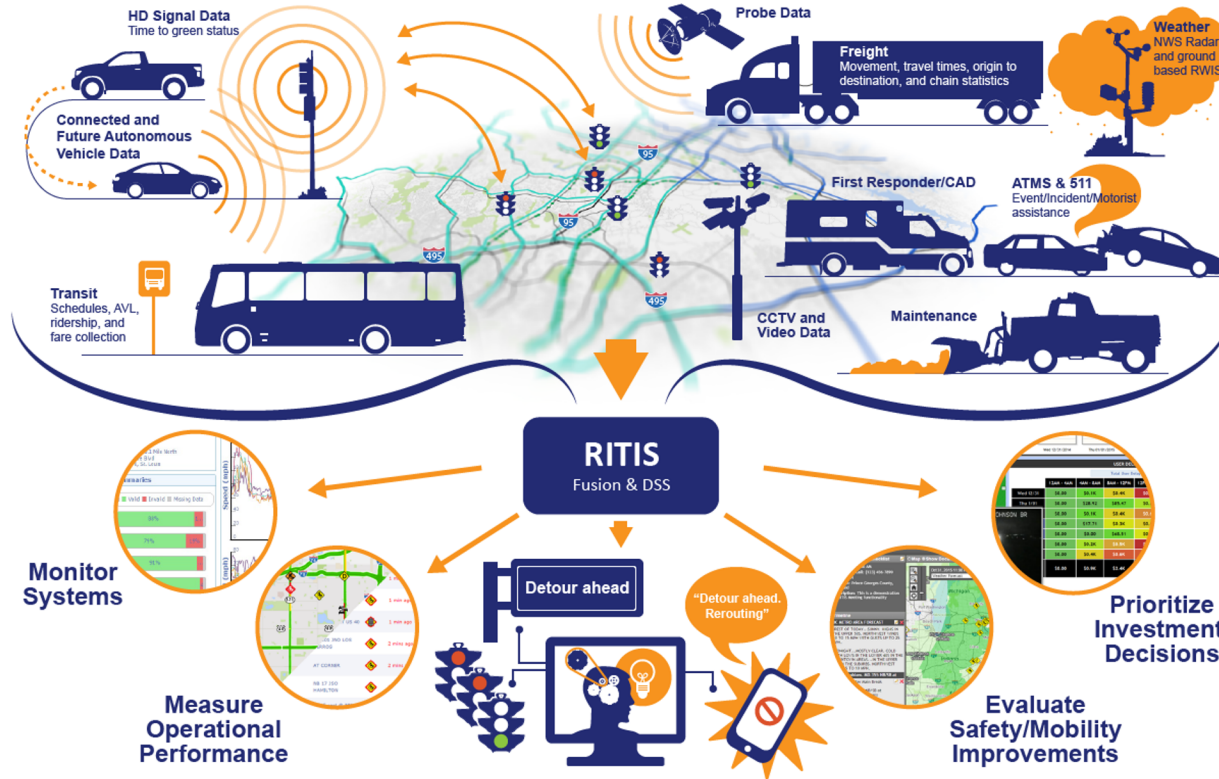
- **\$12B** Initial Constellation
- **\$1.7B** Annually

## GPS Benefits

- **\$1.4T** in USA Alone

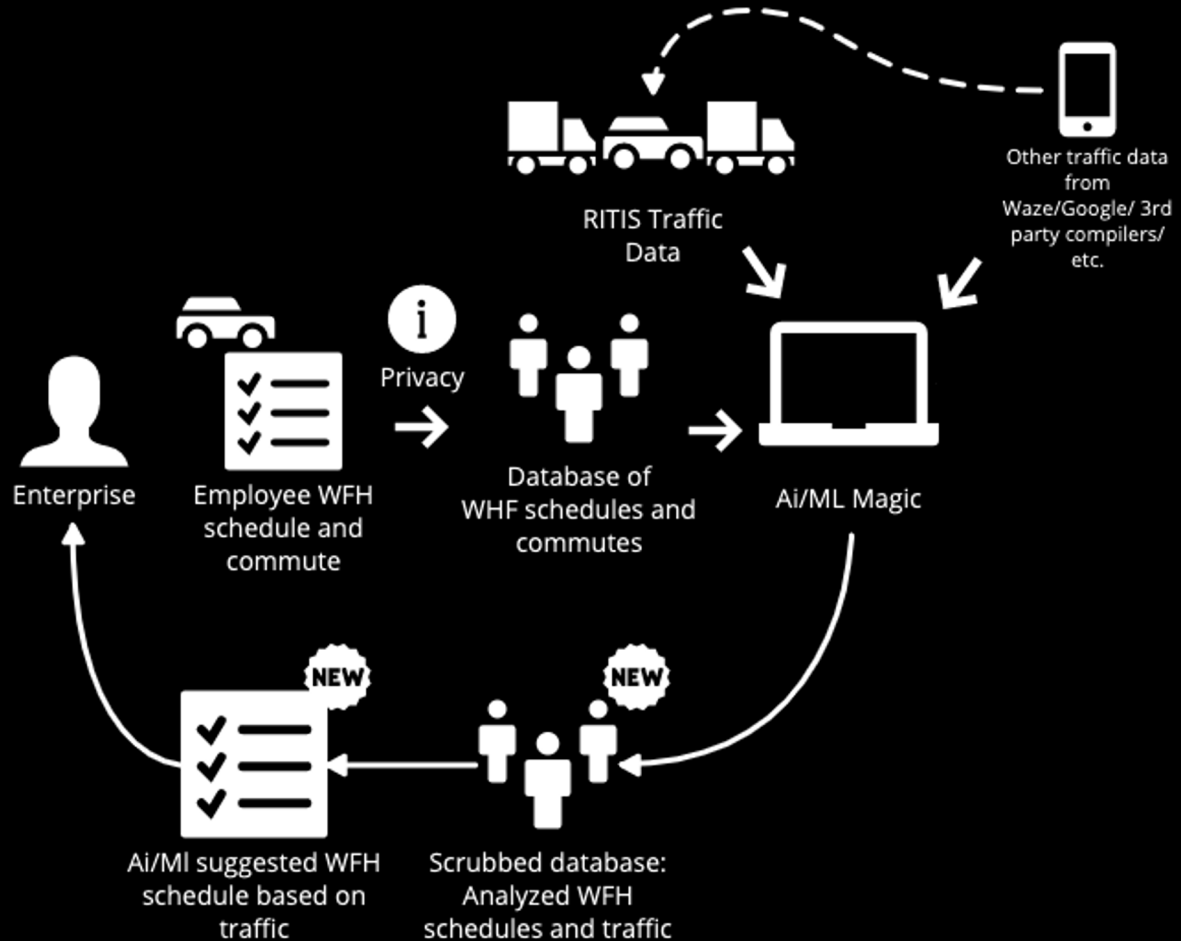


# API Integration From Regional Integrated Transportation Information System (RITIS)



# Overview of our solution

- Historic Traffic + WFH Schedules
- Predict Traffic
- Suggest Coordinated WFH Schedule
- Reduce Traffic



## Our Data

### West Hollywood Daily Traffic Volume

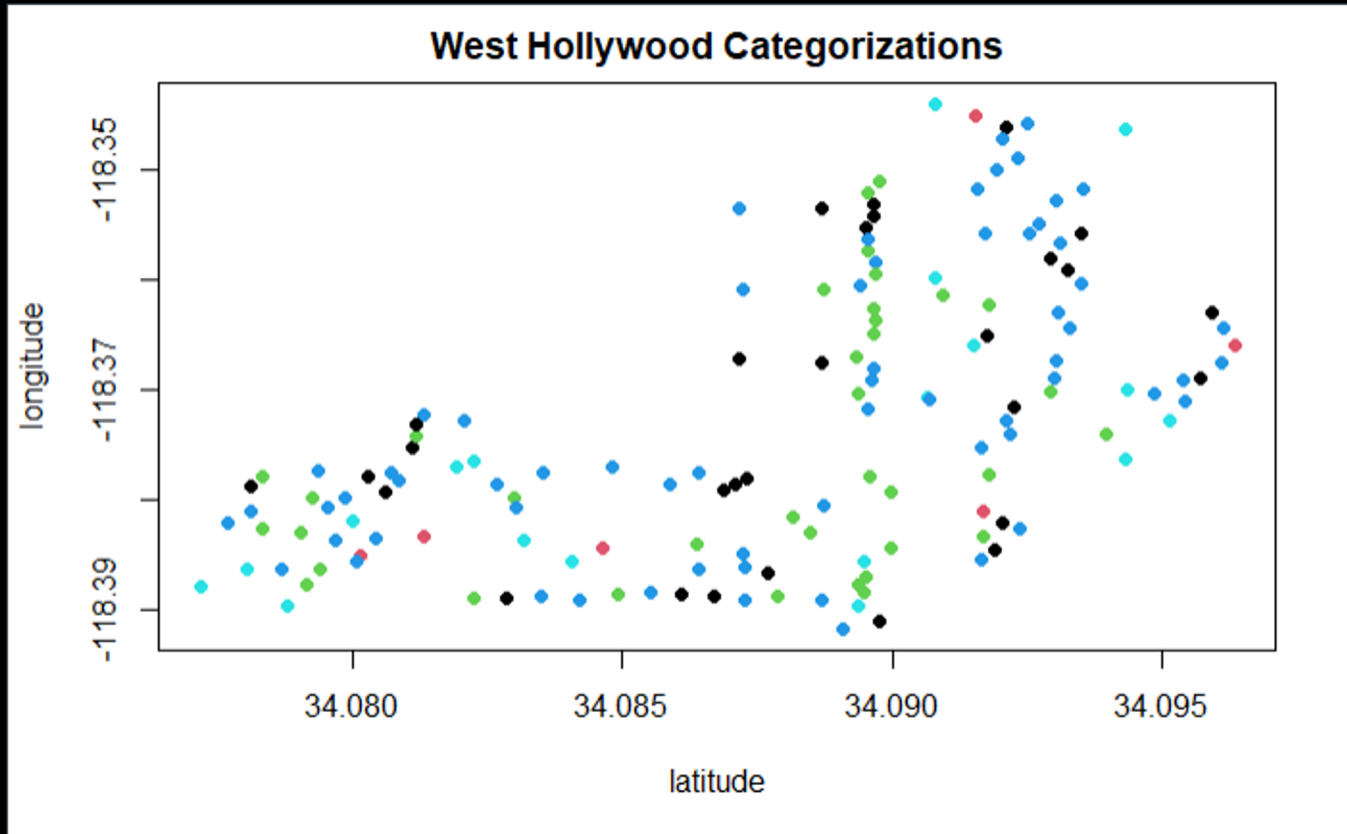
- Location coordinates allow for **data mapping**
- **K-Means clustering** to categorize the locations
- **Projected Traffic Volume** accounts for reduction in traffic due to work from home scheduling

Beverly Hills

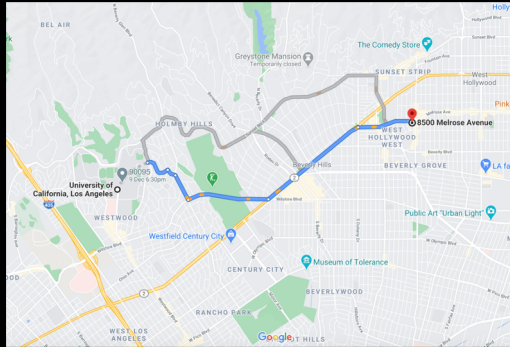
PARK LA  
BREA

HANC  
PA

# K-Means Clustering

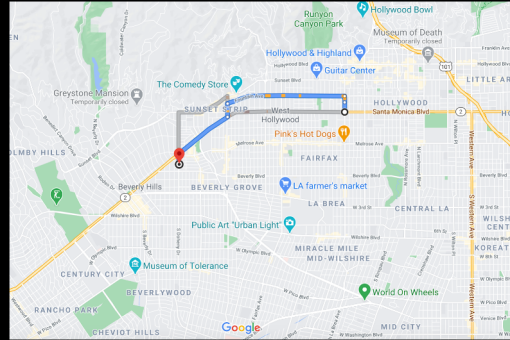


# Our Data



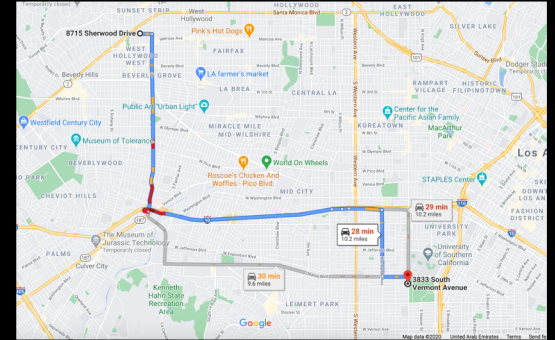
**From:** UCLA

**To:** 8500 Melrose Ave



**From:** 1100 N La Brea Ave

**To:** 400 N Doheny Dr



**From:** 8715 Sherwood Dr

**To:** 3833 S Vermont Ave

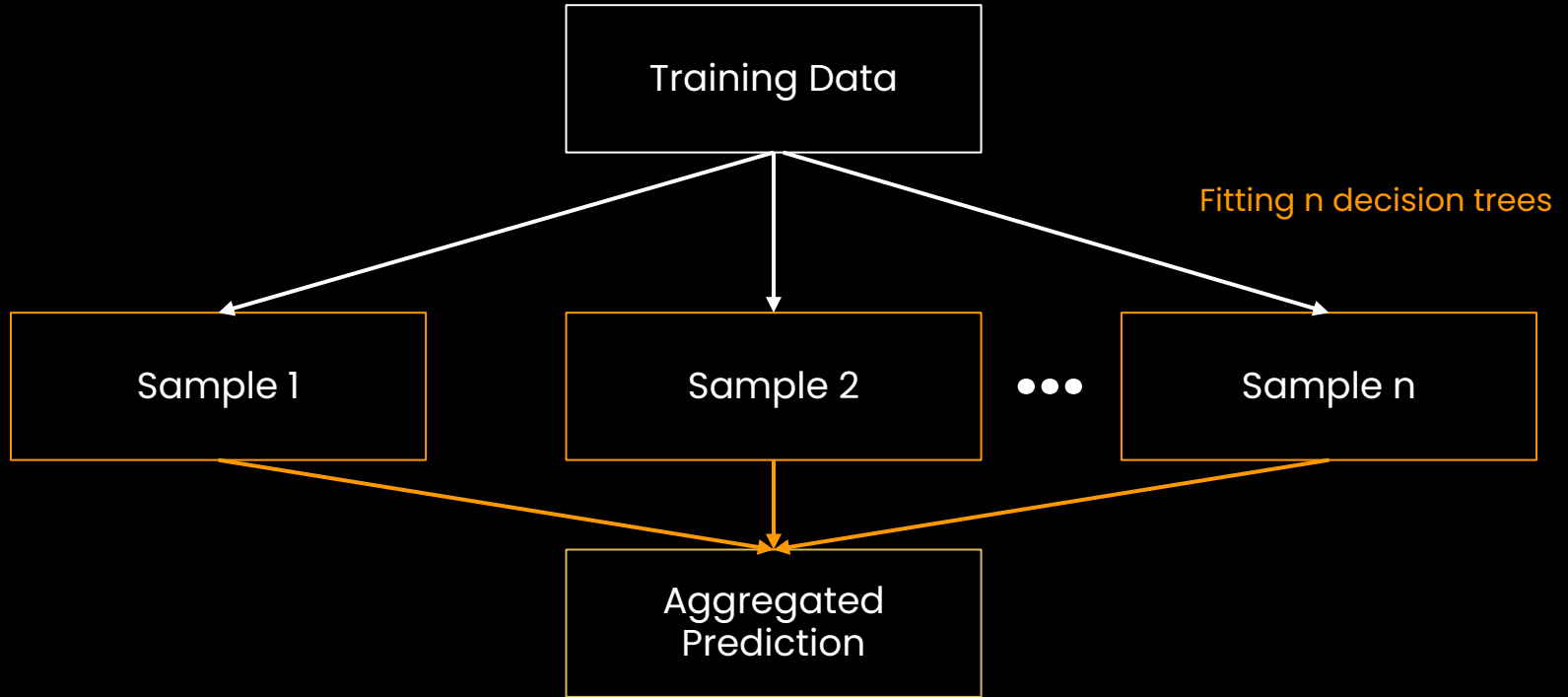
Using Google Maps, we recorded:

- Low and High travel time
- Predicted Projected travel time

**3 / 5**

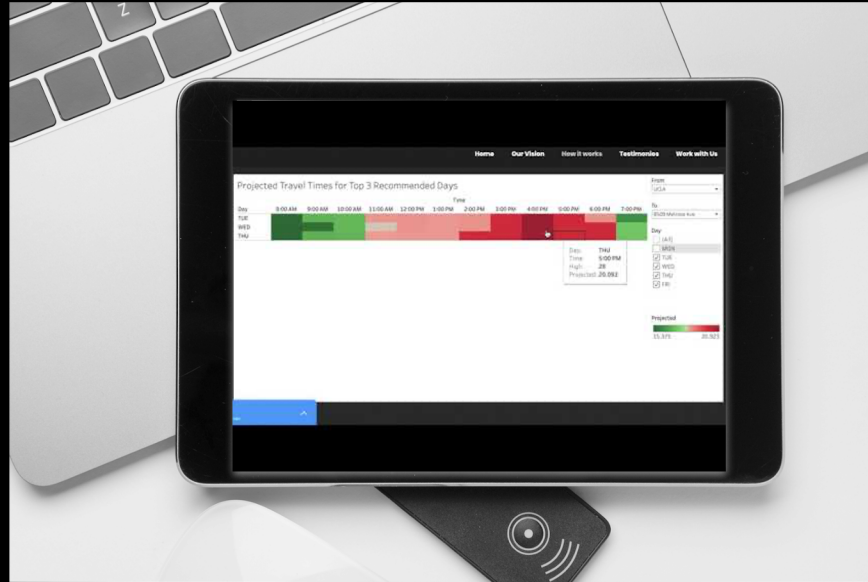
days of commute

# Bagging





# Product Demo



Website: <https://mycommuity.wixsite.com/ytp2020>  
Demo Video: <https://youtu.be/EnMOPSA-z40>

# Market Differentiation

WFH Schedules for  
Traffic Coordination

General Historic  
Traffic for  
Predictions

Anonymous User  
Data to predict  
traffic

Suggested routes



COMMUNITY



TOMTOM 



 Route4Me



# Our Unique Value Proposition

Quick & Clean Commute by facilitating Traffic Coordination

Ethical Data collection  
Data



Productivity



Work-Life Balance



Sustainability



# Los Angeles Market

LA City Employees

50,000

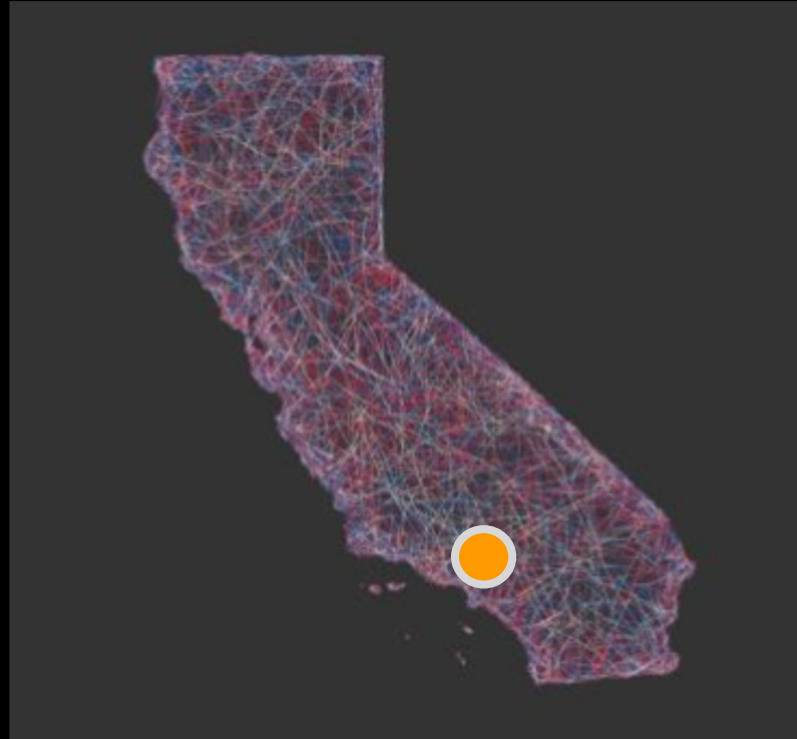
Large Companies

1,479

## Go-to-Market Plan and Expansion

Initial launch: LA area  
- large enterprises, LA  
City offices

Market Expansion:  
San Francisco & Seattle  
employ **30,000** and **10,000**  
people respectively



# Marketing Plan



## Online Presence

Operating a website  
and sharing  
research on traffic



## Email/LinkedIn

Personally reaching  
out to business  
customers



## Social Media Ads

Use Facebook and  
LinkedIn ads

# Business Model Options

## Data Sales

- Potential Customers:
  - Office Developers and Property Managers
  - City Planners for Infrastructure & Transportation
  - Long Haul Trucking or Last-Mile Delivery Services
  - Private Equity and Investment Banking Firms

## Location Data Market Size

- 2019 **\$10.6B**
- 2027 ~ **\$25.2B**

## Our Marketing Mission

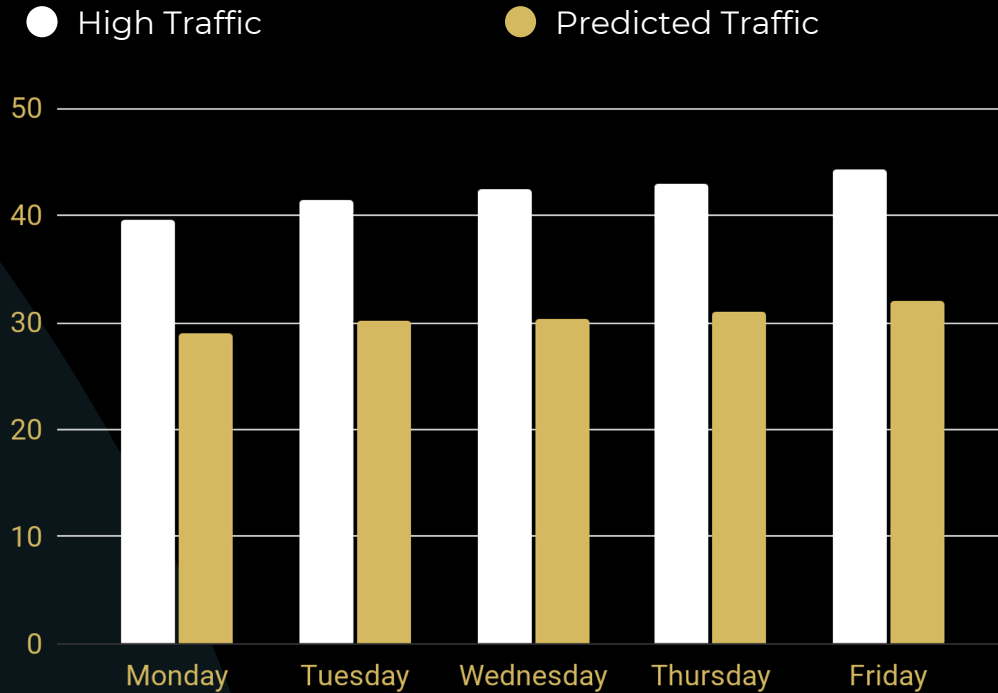
Promote widespread adoption of COMMUNITY in LA

### Target collaborators:

- LA county
- Institutes working with predictive analysis
- Government and Educational institutions



# Impact



**27.5%**

reduction  
in traffic



**“Vehicle CO<sub>2</sub> emissions could be reduced by 7-12%” – UC Riverside**

COMMUNITY IS  
HERE FOR YOU.



# THANK YOU!

## Questions?

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