



## The "Nice-to-Have"

**Topic:** Bellevue Campus Digital Twin

**Initial Idea:** Virtual campus tours for international students.

**Concept:** Virtual Campus Tour

**The Feedback:** "Is this worth \$10M?"

**Why we stopped:**

Good for experience, but not a scalable business.

**Verdict:** Novelty ≠ Value



## The "Convenience"

**Topic:** Smart Moving & Furniture

**Pivoted Idea:** Sensor-based moving & virtual furniture placement

**The Feedback:** "Placement is useful, but is damage frequent enough?"

Moving is a low-frequency event. It improves convenience, but isn't a 'Painkiller'.

**Verdict:** Low Urgency



## The "Critical Pain"

**Topic:** Shared Mobility Integrity (StatusTwin)

**Final Idea:** Detecting smoking/abuse without cameras.

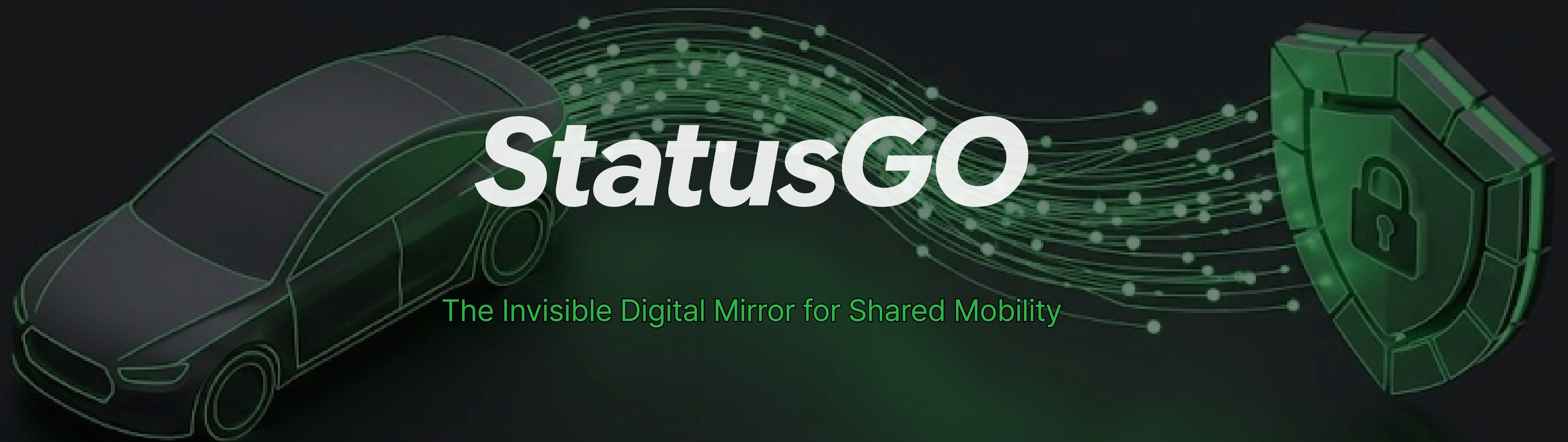
**Why Here?:**

**Market:** Growing fast (\$130B), but assets are dying.

**Constraint:** Camera = Illegal (Privacy Laws).

**Solution:** Non-visual Sensor Data (Digital Twin).

**Verdict:** High Pain & High Risk



A PERFECT START

**38-Year-Old Superhost, Michael.  
He handed over the keys to his BMW M3 to the guest.**

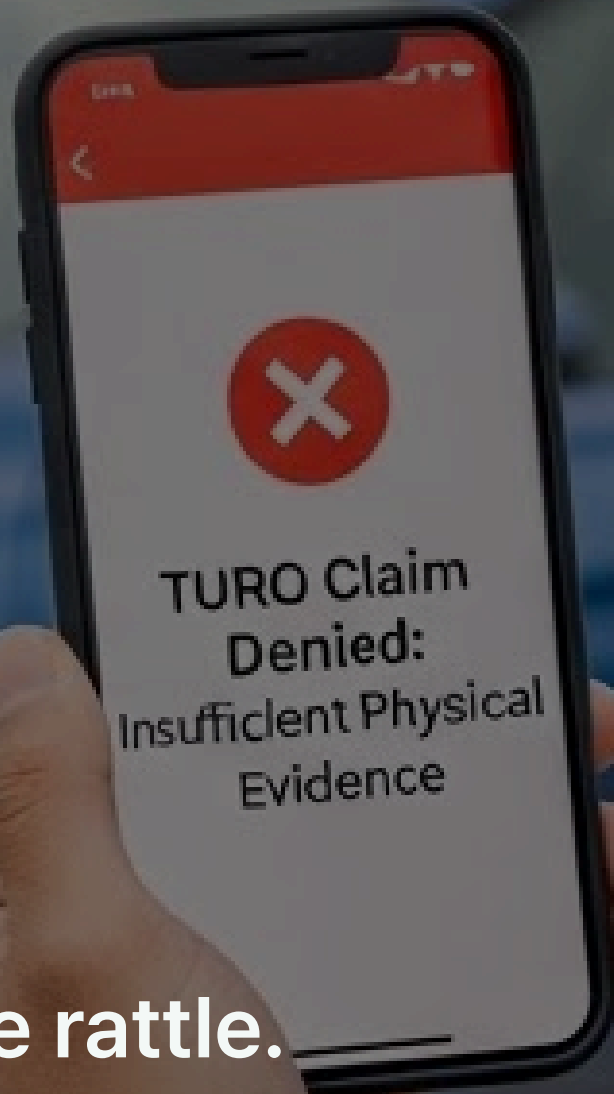
The woman was polite, and her rating was decent. It felt like a safe transaction.

THE BLIND SPOT

Knowing there were no internal cameras,  
She smoked with windows up and redlined the cold engine.

No witnesses. No physical evidence.

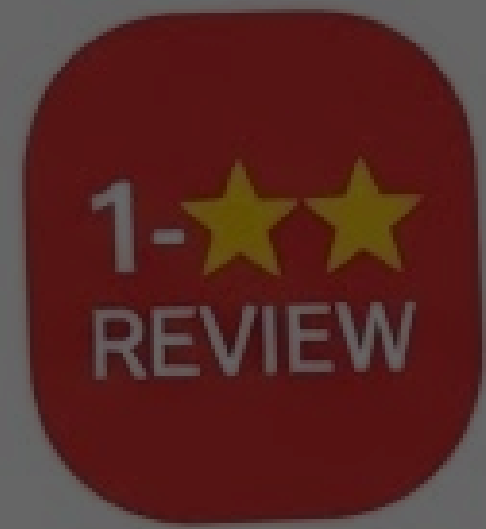




**CLAIM DENIED**

**The car returned with a strong odor and engine rattle.  
The platform rejected the claim due to lack of physical proof.**

Left with a damaged asset and a \$500 cleanup bill.



REPUTATION COLLAPSE

The next guest reported the lingering odor and left a 1-star review. The algorithm immediately buried his listing.

Revenue hit zero. With his reputation ruined, he was forced to quit the platform.

## The Explosion of Shared Mobility

The global car-sharing market is projected to grow at an annual rate of 20%,  
reshaping how the world moves.

**\$168B**

**Estimated Global Market Size by 2026**

Source: Statista - Shared Mobility Worldwide



## The "Not My Car" Syndrome

Shared vehicles suffer from "Depreciation Acceleration." Without ownership, drivers drive harder, faster, and more recklessly.

# 300%

Higher frequency of rapid acceleration & hard braking in shared vs. private cars

Source: Shared mobility services versus private car:  
Implications of changes in everyday life (2020)



## The Burden of Proof is Yours

Turo Policy: "Smell alone is not enough."  
If you can't photograph the air, you can't get paid.

\$0

Reimbursement amount for smoking claims without photos of "ash" or "burn marks"

Source: Turo Help Center Policy

## The Privacy War Has Begun

Following the GM data scandal, surveillance is toxic.  
In many states, recording inside a car without consent is a crime.

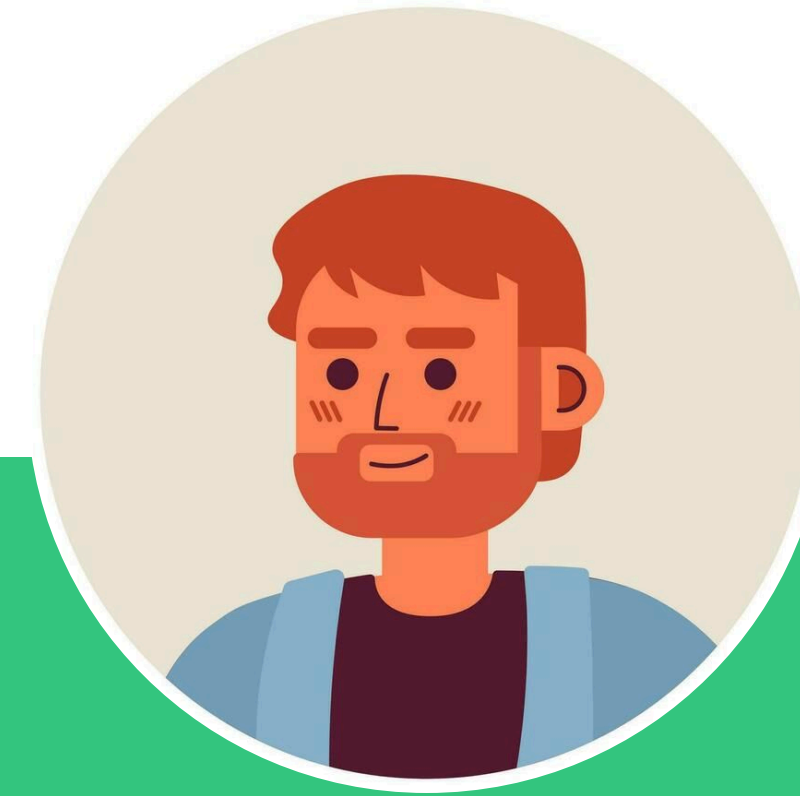
# NO CAMERAS ALLOWED

**Recording the vehicle's interior is a violation of Turo's privacy policy.**

Source:Turo Policy: Cameras and recording devices

**What if your car had a Digital Twin that remembers every unseen damage?**

# Our Persona



## Michael (38)

Full-time Turo Host (5 Cars)

### Current Concerns

"Turo says smell isn't proof. I get \$0 for smoking claims because I can't photograph air."

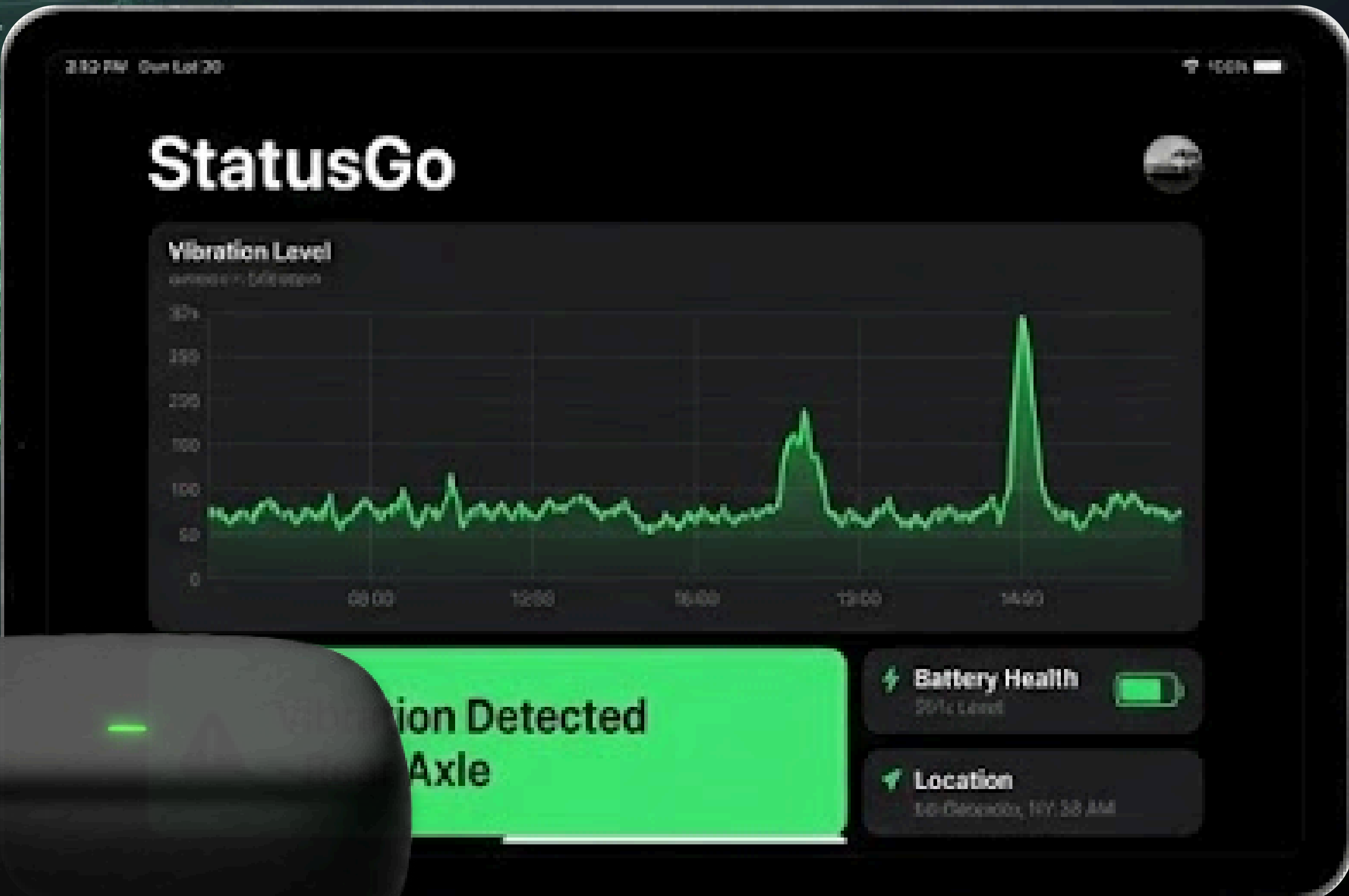
"I'm terrified of revenge reviews, so I often just pay for cleaning out of my own pocket."

### Characteristics

Conflict-Averse: Chooses financial loss over arguing with guests to protect his rating.

Data-Seeker: Wants indisputable sensor data, not messy emotional disputes.

Perfectionist: Deeply anxious about every unexplained rattle or hidden damage.




# StatusGO

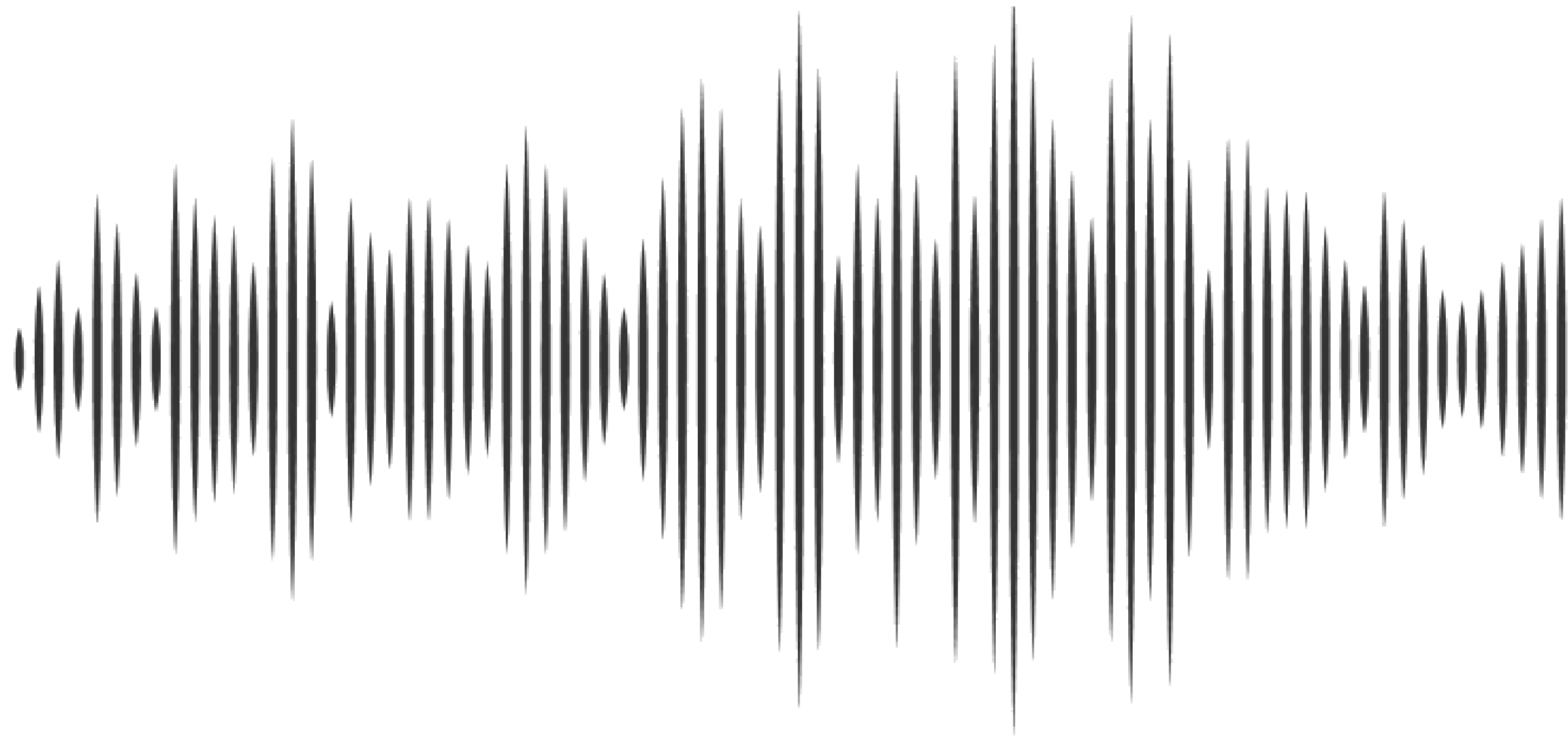
The Invisible Digital Mirror for Shared Mobility



**No** Camera  
**But** detects smokes



**NO** Voice Recording  
**But** detects noise



**AND... detects speed.**

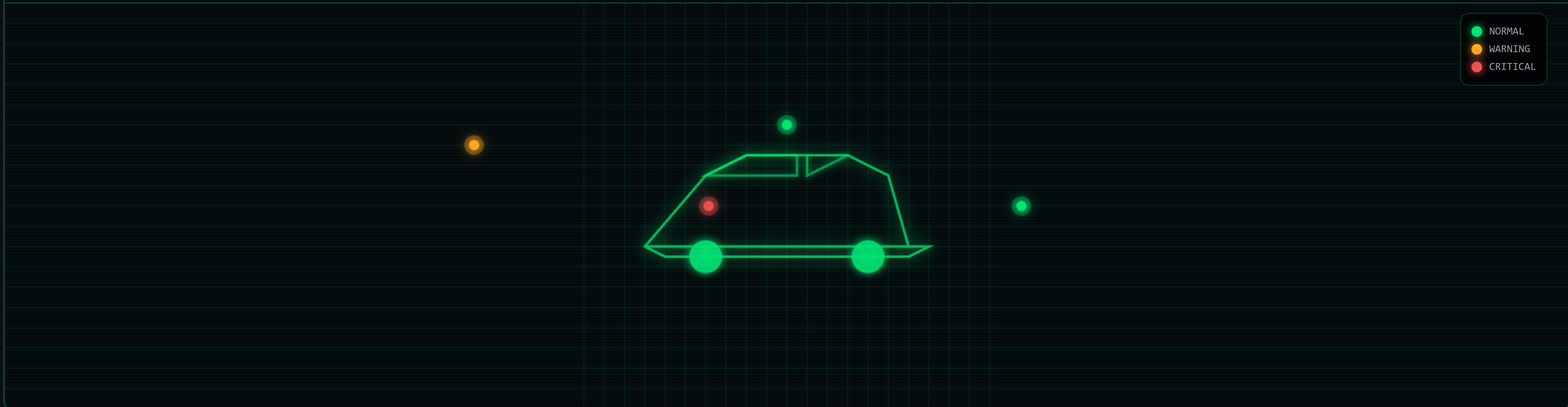


# DIGITAL TWIN - VEHICLE DIAGNOSTICS

UNIT ID: EMS-V-2847 STATUS: ⚠ ANOMALY DETECTED

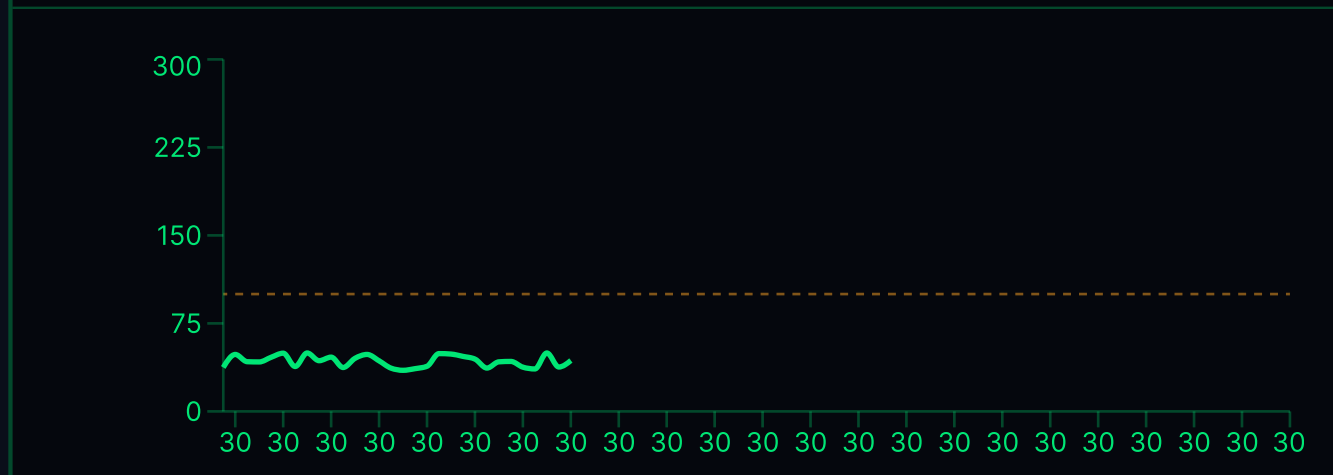


3D VEHICLE MODEL



AIR QUALITY (VAPE SENSOR)

43 AQI

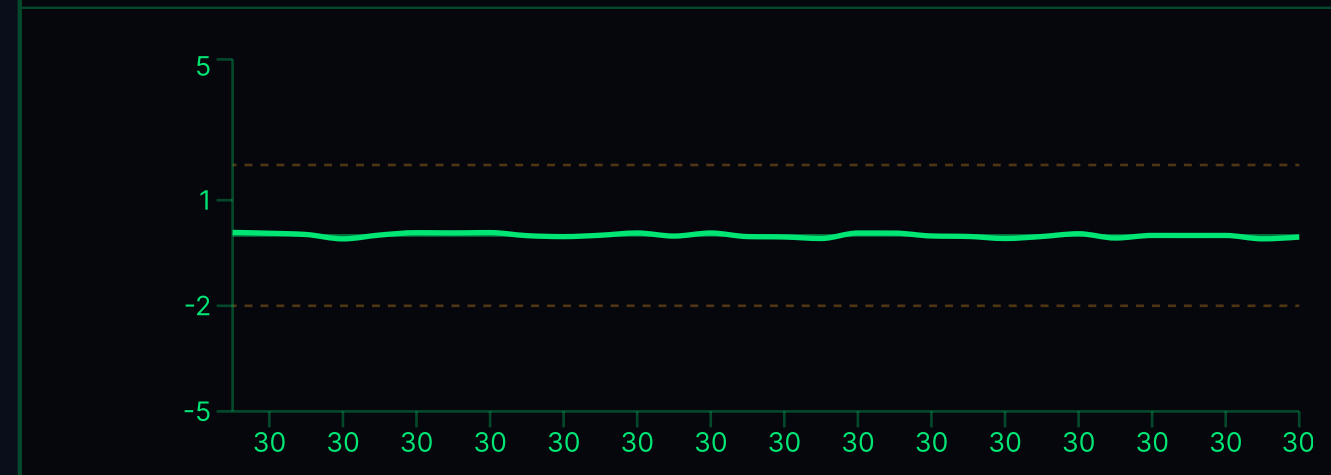


BASELINE: 40 AQI

✓ NORMAL

G-FORCE (IMPACT)

-0.05G

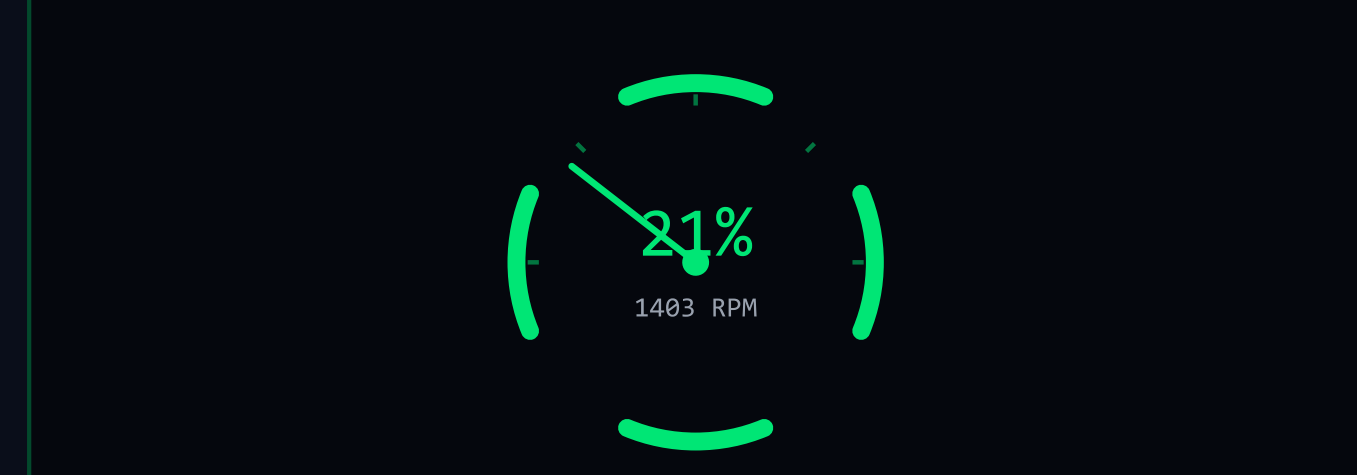


SHOCK SENSOR

✓ STABLE

ENGINE STRESS

NORMAL



RPM INTENSITY

✓ OPTIMAL

GENERATE FORENSIC REPORT

**Key Function 1**

## High-Precision Air Quality Sensor

The system detects in-car smoking by identifying simultaneous spikes in TVOC and PM2.5 levels.

Detects combustion activity solely through air quality sensors, without the need for internal cameras.



**Key Function 2**

## Spectrum Audio Analyzer Sensor

Identifies safety risks by monitoring audio clipping and excessive noise levels that impair driver focus.

Camera-Free Safety Monitoring: Identifying driving risks by analyzing decibel levels and audio clipping.



**Key Function 3**

## GPS-based Speed Tracker

Detects impacts by analyzing GPS data for synchronized time, location, and the rapid convergence of vehicle speed to zero.





## Revenue Recovery

Turn 'Denials' into 'Deposits'



## Prevention & Deterrence

The Watchtower Effect



## Asset Longevity

Protect Resale Value



# Our Process & Roadmap

From Problem Finding to Real-World Solution

