

Smart Solutions for Child & Driver Safety



ATHENA
by eve





Eve's goal is to eliminate deaths and injuries resulting from children or pets accidentally left in hot cars

Overview



EVE Ventures 'Eve' was founded with the vision to use artificial intelligence technology to reduce deaths and injuries in automobiles. Eve is ready to launch its first product: Athena.

Athena is a sophisticated yet simple-to-use in-cabin sensing and AI responsive product designed to eliminate deaths resulting from children or pets left in hot cars, through detection that is independent of line-of-sight and weight-sensing.

The product is compatible with virtually every car on the road and Eve is pursuing both B2C and OEM markets.

Eve is an AI automotive technology think tank and continues to grow a pipeline of B2B & B2C products and intellectual property.

Market Opportunity



There are 23,000,000 children ages 0-5 in the United States. Over 43 million (35.5%) households in the United States own at least one dog.

Hot car deaths and injuries of both children and pets have received exceptional attention by news organizations and governments.

However, the consumer has been deterred from buying a life saving product, due to the conceived 'guilt' purchase.

This has all changed. Consumers will be compelled to purchase a product since it is now required by Law.

No company to date has secured a significant portion of the direct-to-customer market or a retail presence within consumer electronics, baby products, pets or aftermarket automotive sectors.



Compelling Purchase

The decision to have this Life-saving solution is no longer for the driver to decide. It is required by law Similar to seatbelt & children car seats

Selling ATHENA worldwide just became easier since there is nothing more compelling to a buyer than a law requiring it.



[This EURO document reads like the User Manual of ATHENA](#)



Multiple countries, including the European Union and the United States, have enacted legislation to mandate a technological solutions for prevention and intervention.

On July 1 2021 the U.S. House of Representatives passed the Investing in a New Vision for the Environment and Surface Transportation (INVEST) in America Act ([H.R. 3684](#)), which includes the language from [the Hot Cars Act](#), a bill aimed at preventing hot car deaths and injuries.

In May 2021 The European Union’s Euro NCAP published its guidelines for the solution it will be certifying for all vehicles with children under the age of 4.

“Euro NCAP will reward vehicles that offer such solutions as standard from 2023”





Athena by eve

Eve is planning on a launch in Q4 of 2022 of Athena, a patented, user-friendly solution to the tragic occurrence of parents or care givers who leave children unattended in a vehicle, resulting in deaths and injuries. The system also works for pets. Eve's development team has successfully completed Athena based on several different sensors, an AI responsive system, which is more advanced than other consumer products on the market. A modified version of Athena will be marketed as a B2B solution for school bus companies to assure that no child is left on a school bus.



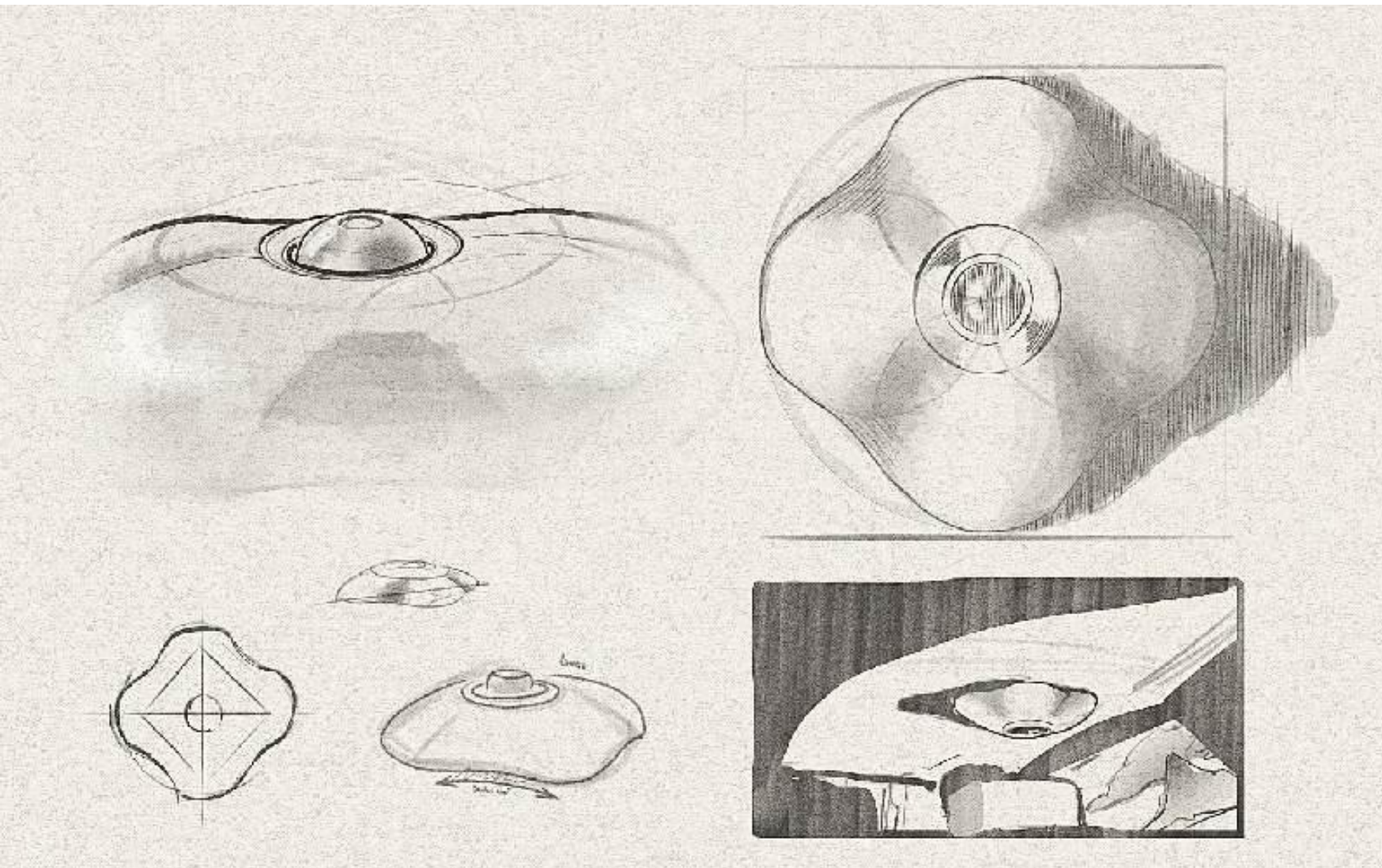


Development

Meticulously designed for performance and simplicity

Eve's development team successfully completed Athena using multiple high-quality sensors and proprietary software. Because the technology does not rely on a single sensor, Athena is able to detect a newborn baby under a blanket without line of sight. A patent has been granted for this detection and responsive technology.

Eve is in talks with a major international developer and manufacturer which has a specialty in consumer-grade products, with channels to Baby care stores and automotive after market support locations.



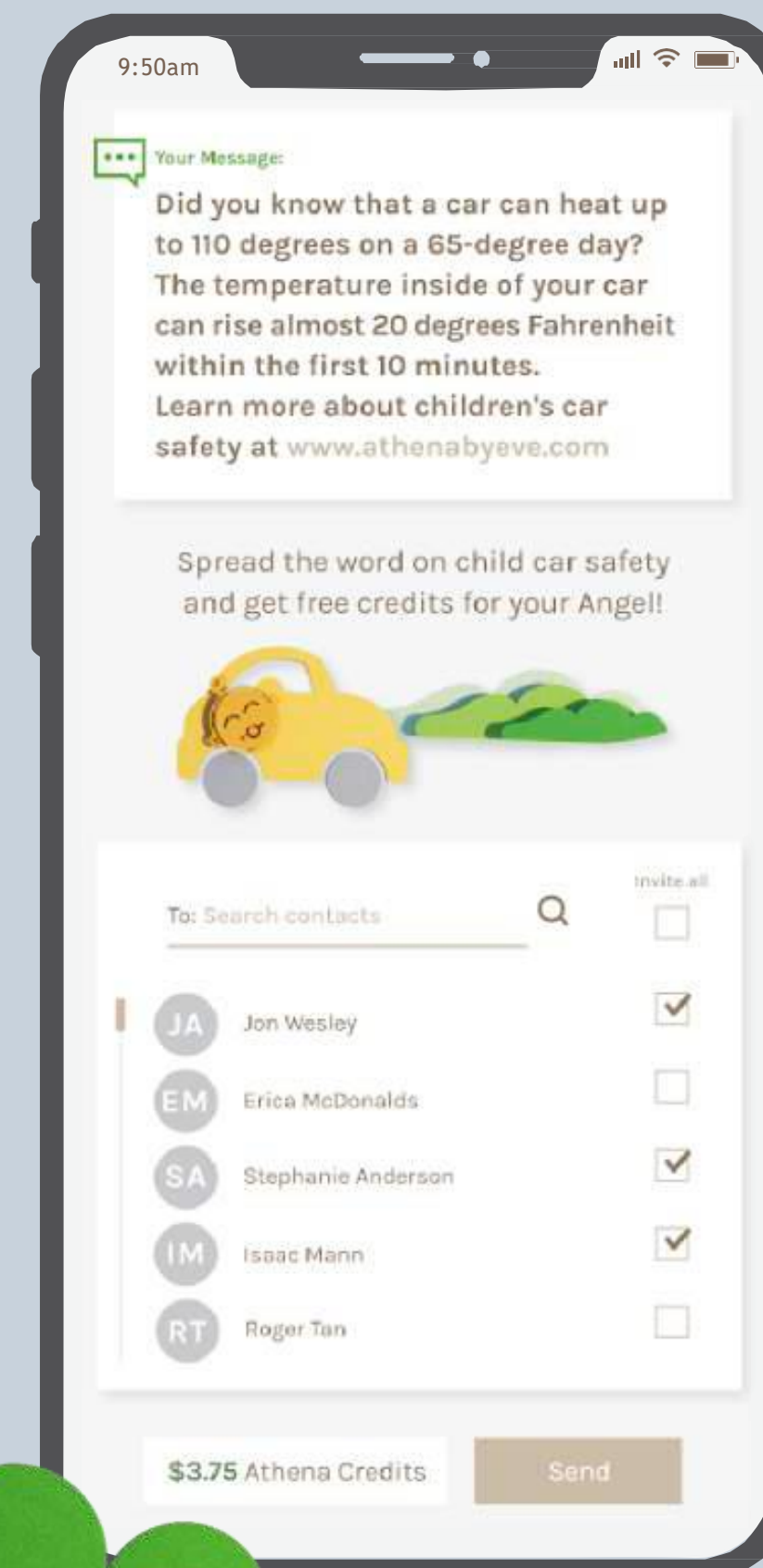
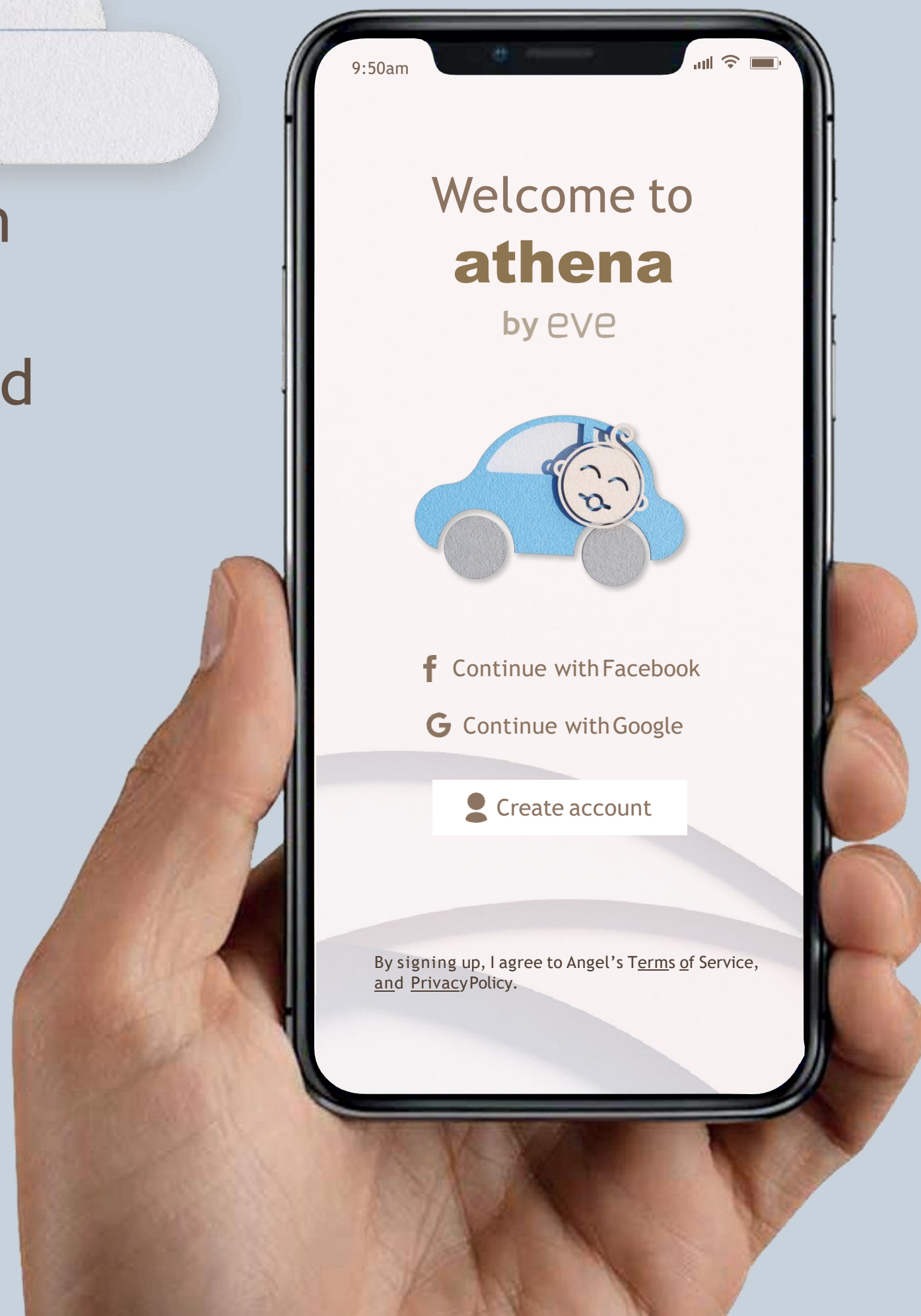


App



Athena is equipped with cellular connectivity, providing a sophisticated system of alerts and cloud processing.

Athena's app (iOS and Android) and browser-based platform allow for customization of emergency contacts and alerts.

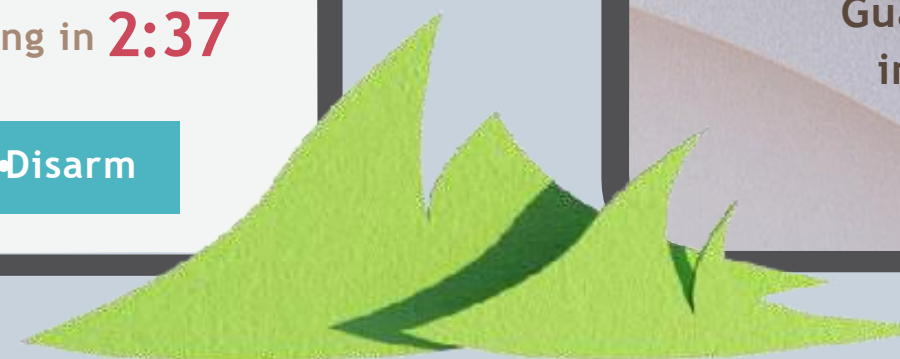
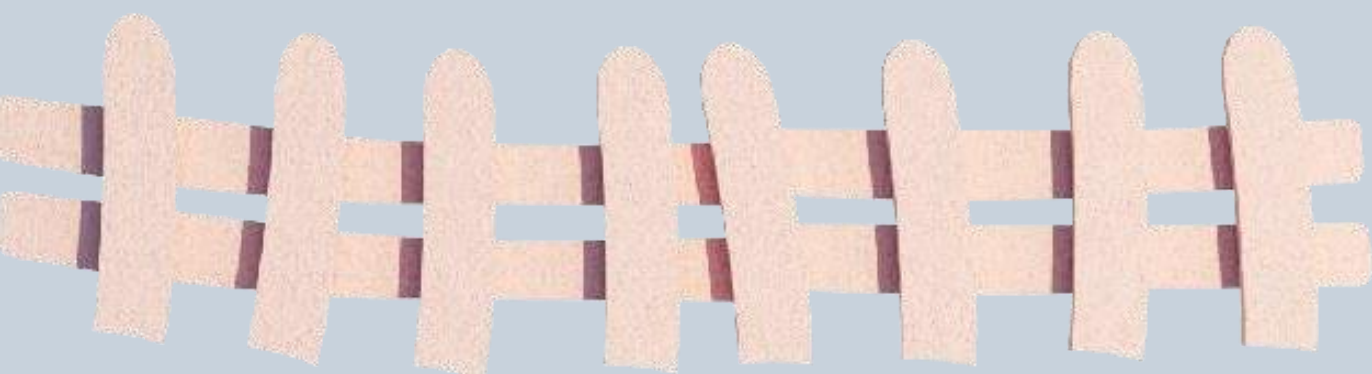
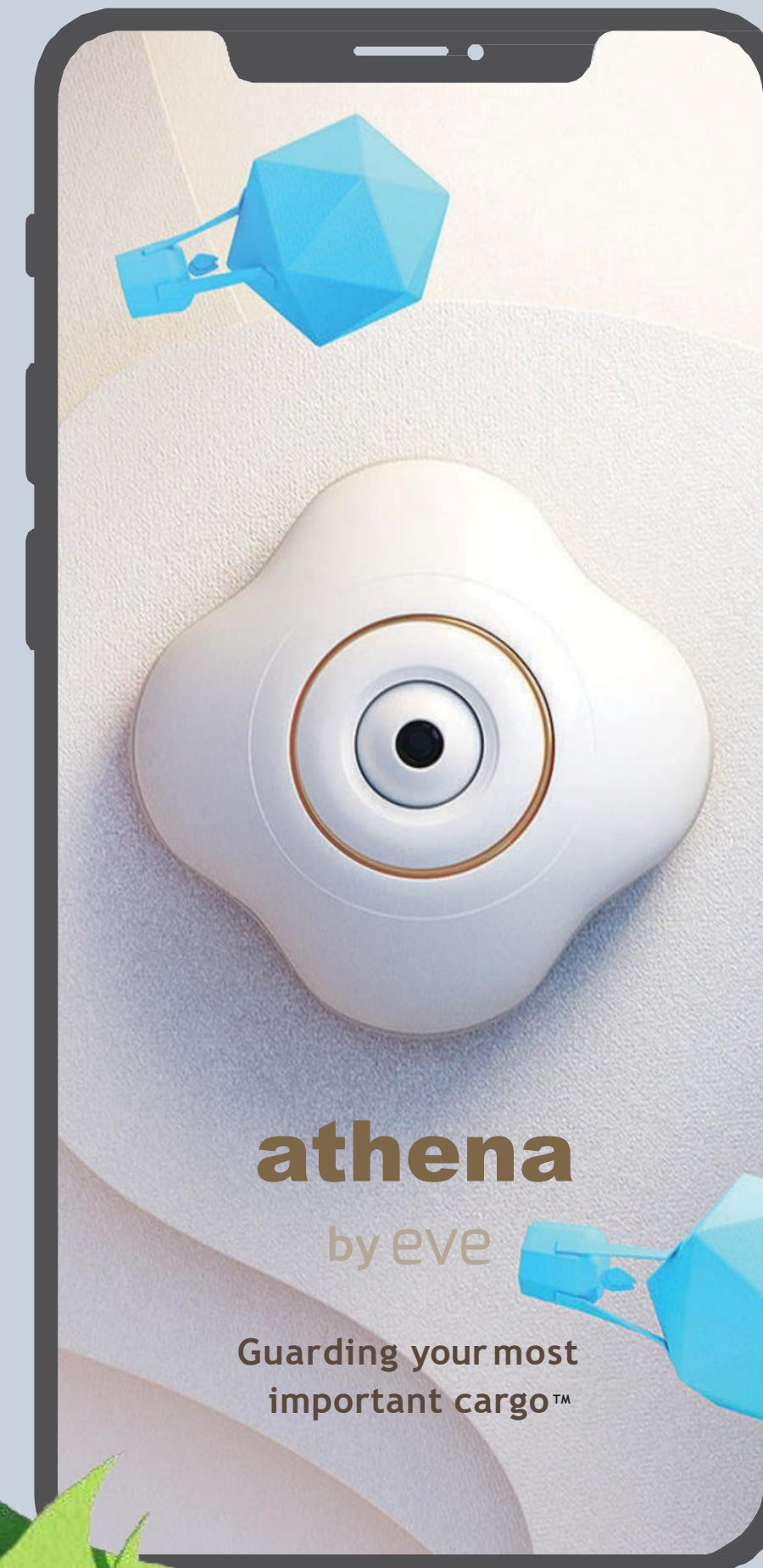
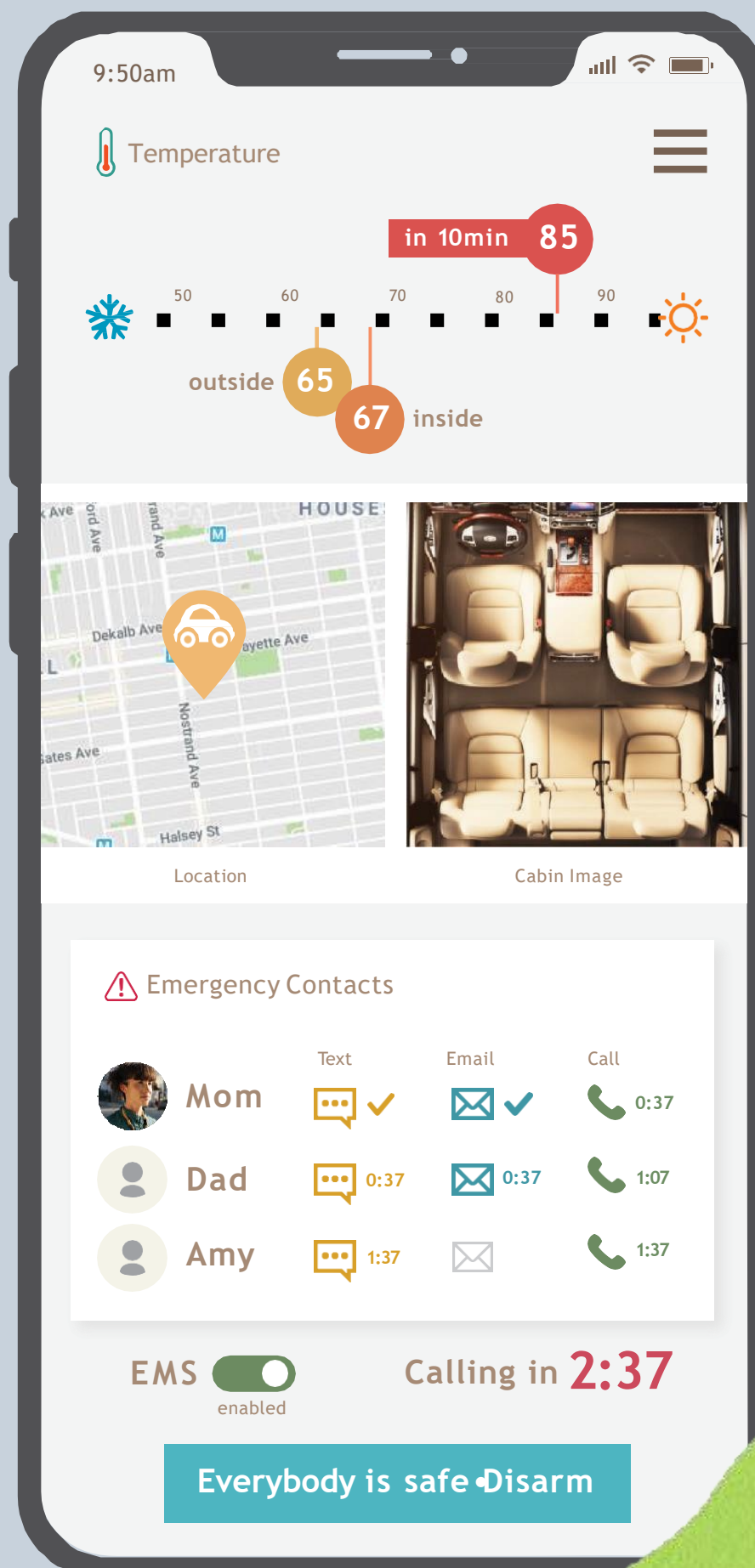




App

When a child or pet is detected after the driver has left the vehicle, Athena alerts a series of emergency contacts, providing the exact location of the vehicle and temperature conditions.

Users can customize timing, order and type of alerts, including contacting EMS in areas with more severe climates.





Athena™ Market Comparison

Products / Solutions	Detects Anywhere in Vehicle	Detects w/o pressure sensing	Detects w/o buckle system	Call Connection	GPS Connection	Active vs. Passive Safety Intervention	Notes / Other	Ease of Use/ Installation
Child Minder Smart Clip System	✗	✓	✗	✗	✗	Passive	Buckled chest clip on child restraint	key ring alarm
Evenflo SensorSafe	✗	✓	✗	✗	✗	Passive	Requires Evenflo car seat. CR found significant problems	Easy
Sense a Life	✗	✗	✓	✗	✗	Passive	Key ring alarm	Easy
athena	✓	✓	✓	✓	✓	ACTIVE	Comprehensive cabin sensing	Easy

48% of fatalities of children left in cars occurred when the child was NOT in their car seat. Therefore, solutions based exclusively on the car seat are inadequate.



Milestones





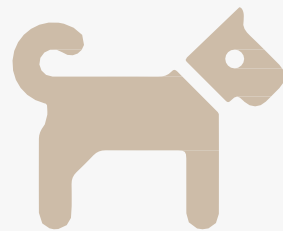
Target Customers



DIRECT TO CONSUMER

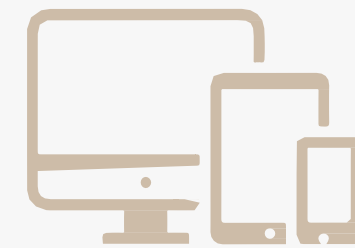


PARENTS



PET OWNERS

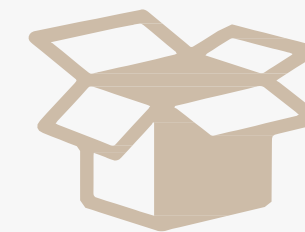
RETAIL



CONSUMER ELECTRONIC



BABY AUTOMOTIVE AFTERMARKET

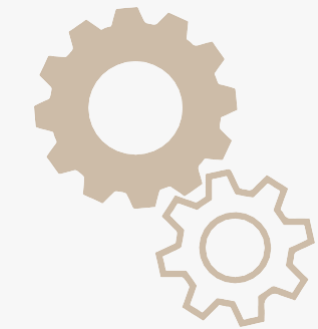


BIG BOX

OEM



MANUFACTURERS



OEM PARTS SUPPLIERS

Intellectual Property



Eve continues to create new technology and use concepts in parallel with the industrialization of **Athena**

Patented Technology: US P #9998899

In 2021 an additional patent was filed with global PCT coverage.



Brand Compass



BRAND AMBITION

To become the recognized authority in automotive smart-safety products

HUMAN INSIGHT

In a distracted society, anyone can make mistakes

BRAND MANTRA

Creating a new standard of safety on the road with high-performance, meticulously designed and simple-to-use product

BRAND ESSENCE

Sophisticated, simple, playful, noble, intensely reliable

ADVOCATES

Proactive, family-oriented, do-ers who know that part of a great life is protecting what's important to you.

BRAND EXPERIENCE

Sophisticated service and simple approachability

CONFIDENTIAL

January 2022

Team



Adam Tannenbaum, Co-Founder, Chief Technologist

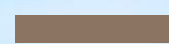
Adam has over 25 years experience in cutting edge hardware and software innovation as well as project development expertise. As a co-founder of Eve, Adam identified and realized the value of various technologies and led various research and development teams to commercialize those core technology's. Adam holds 5 patents in AI automotive technology.

Henry Kauftheil, Co-Founder, Lead Investor & Chairman

Henry has more than thirty years of experience in investment and asset management. Among his many business achievements, he is the Founder and Chairman of: H3 & Co., Dialyze Direct, LLC, ACG Equities, as well as several non-profit philanthropic organizations. He has been featured in over 20 trade journals, including: The New York Times, Forbes, and Business Week On-line, and interviewed by NBC, CBS, Fox, CNN and Bloomberg.



EVE Ventures
aspires to be the
Nest of smart
automotive
products.



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LAMAR 11477

January 2022

* Note: This is a concept image only.



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