

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 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 product designed to eliminate deaths resulting from children 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 will be pursuing both B2C and OEM markets.

Eve is an 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. Multiple countries, including the United States, have proposed legislation to mandate technological solutions for prevention and intervention. Nevertheless, no company has secured a significant portion of the direct to customer market or a substantial retail presence within consumer electronics, baby product, pet or aftermarket automotive sectors.

Eve is seeking to make a strong entrance into the market by addressing this specific problem, and in the process develop a foothold for additional automotive products.



Athena by eve

Eve is planning its first product launch in 2021 with Athena, a patent-pending, 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 a prototype based on several different sensors, 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.





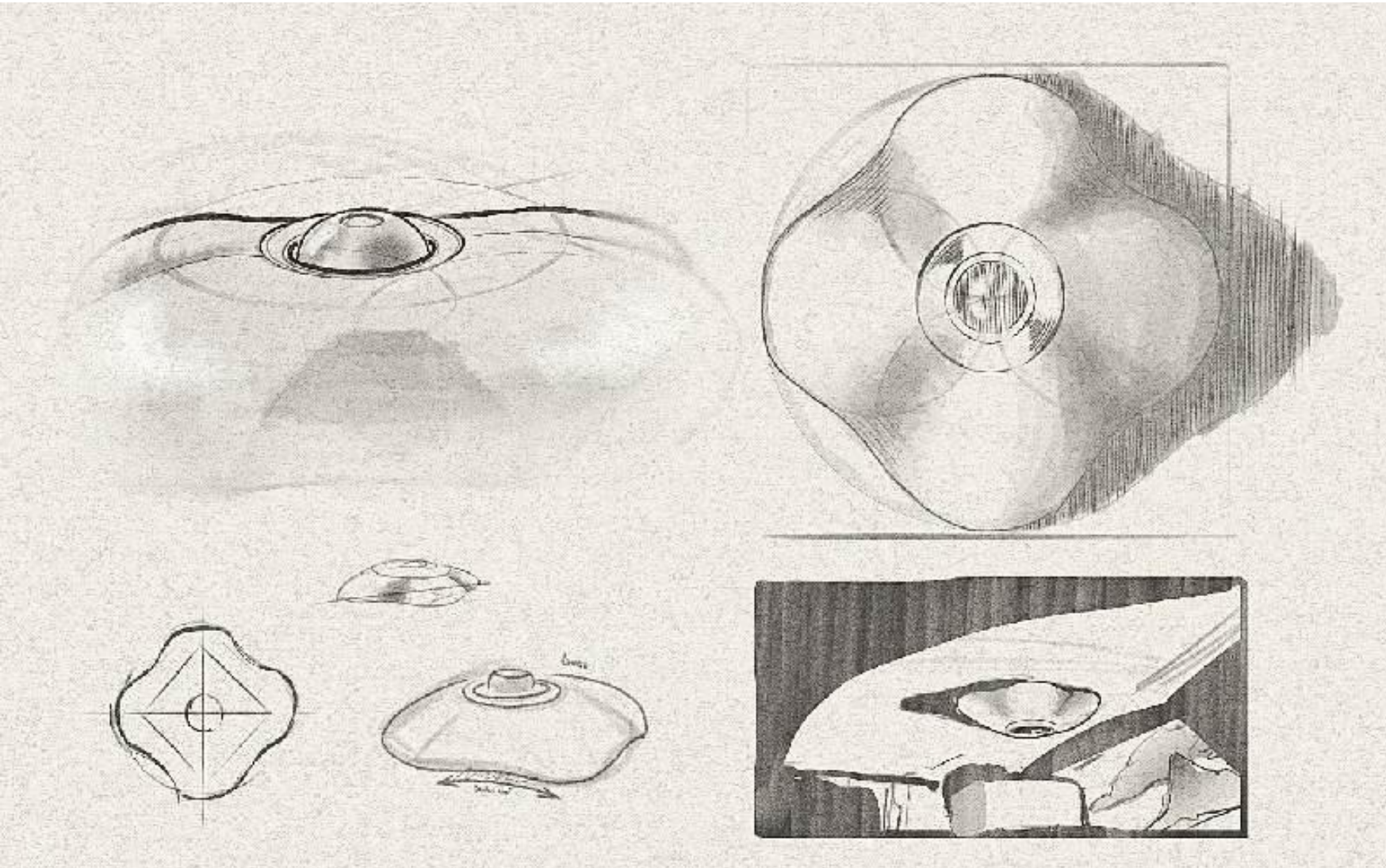
Development

Meticulously designed for performance and simplicity

Eve's development team successfully completed its working prototype 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 is pending for this technology.

Eve has retained a third-party developer to create a new iteration of its prototype that is scalable for mass production.

Eve is in talks with a major international developer and manufacturer - which has a specialty in automotive technology products - for development of Eve's final consumer-grade product.

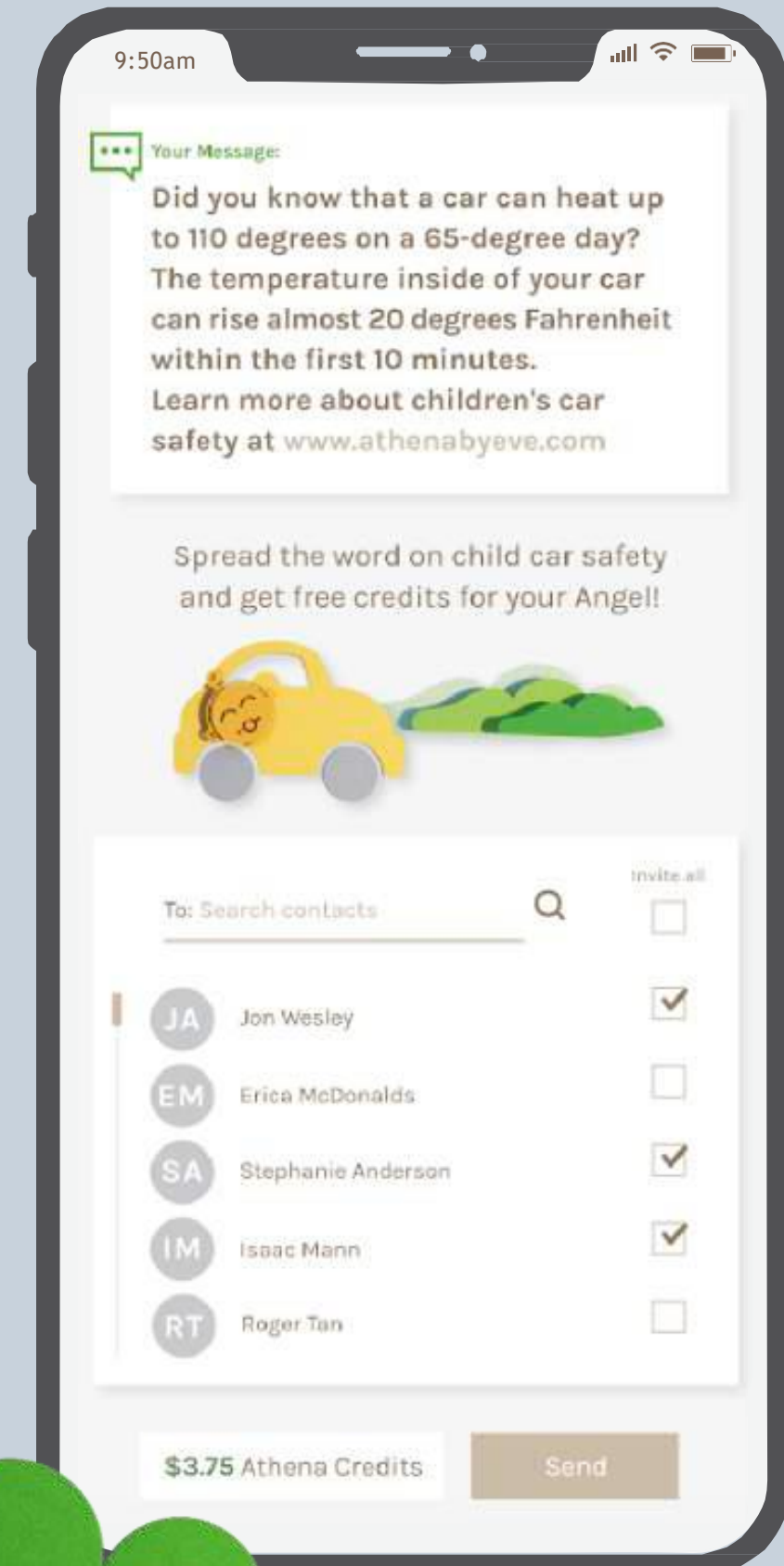
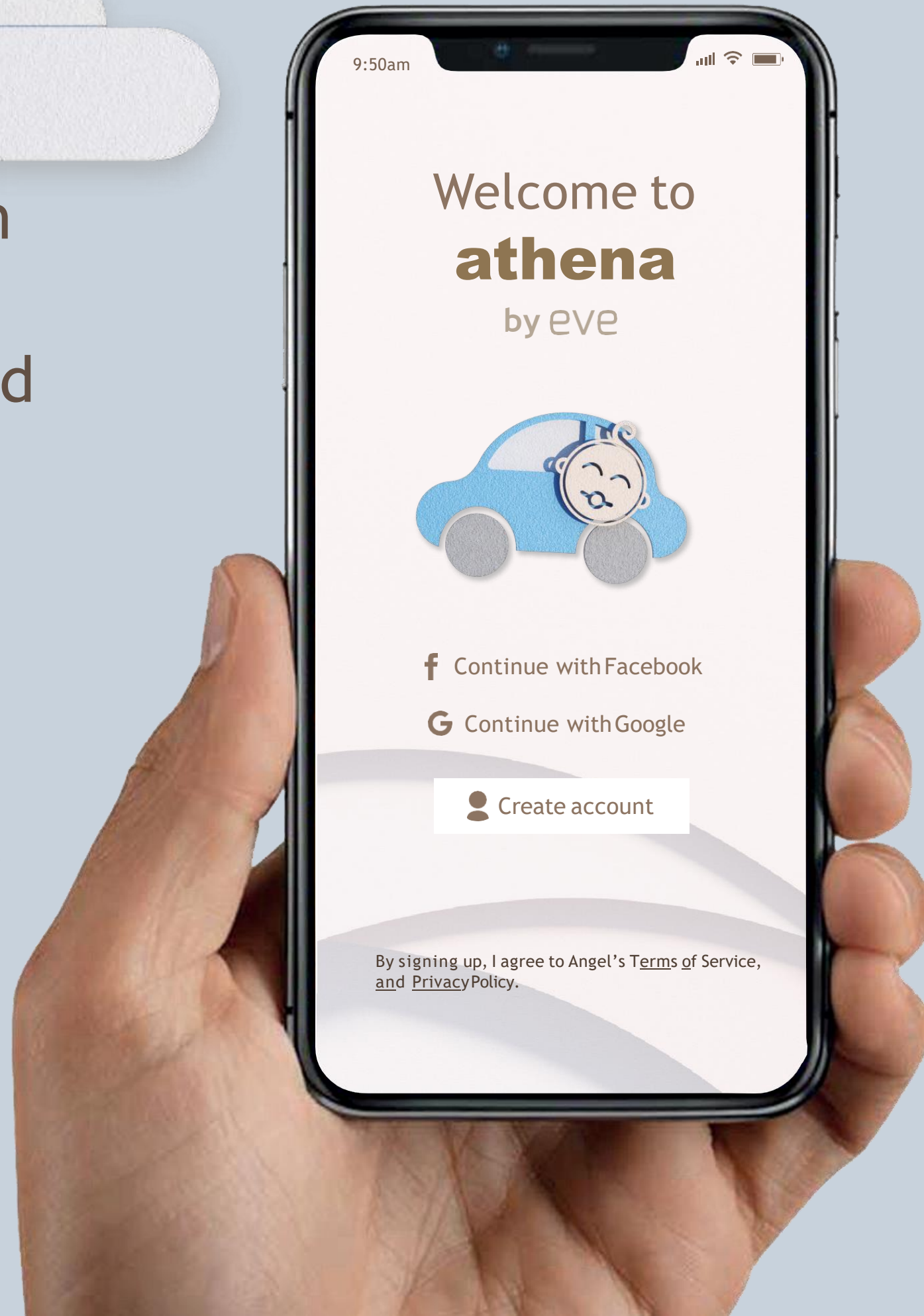


App



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.

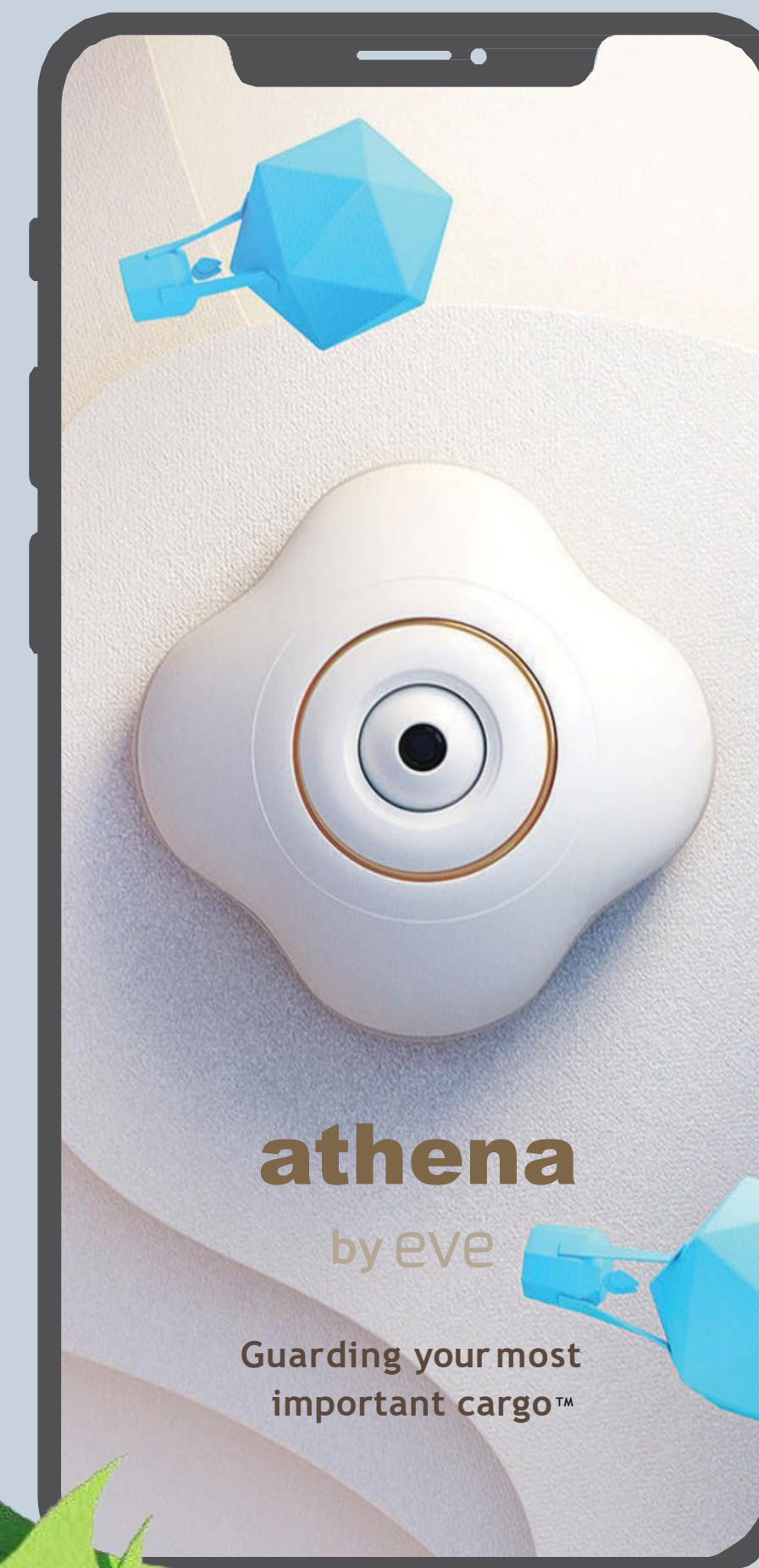
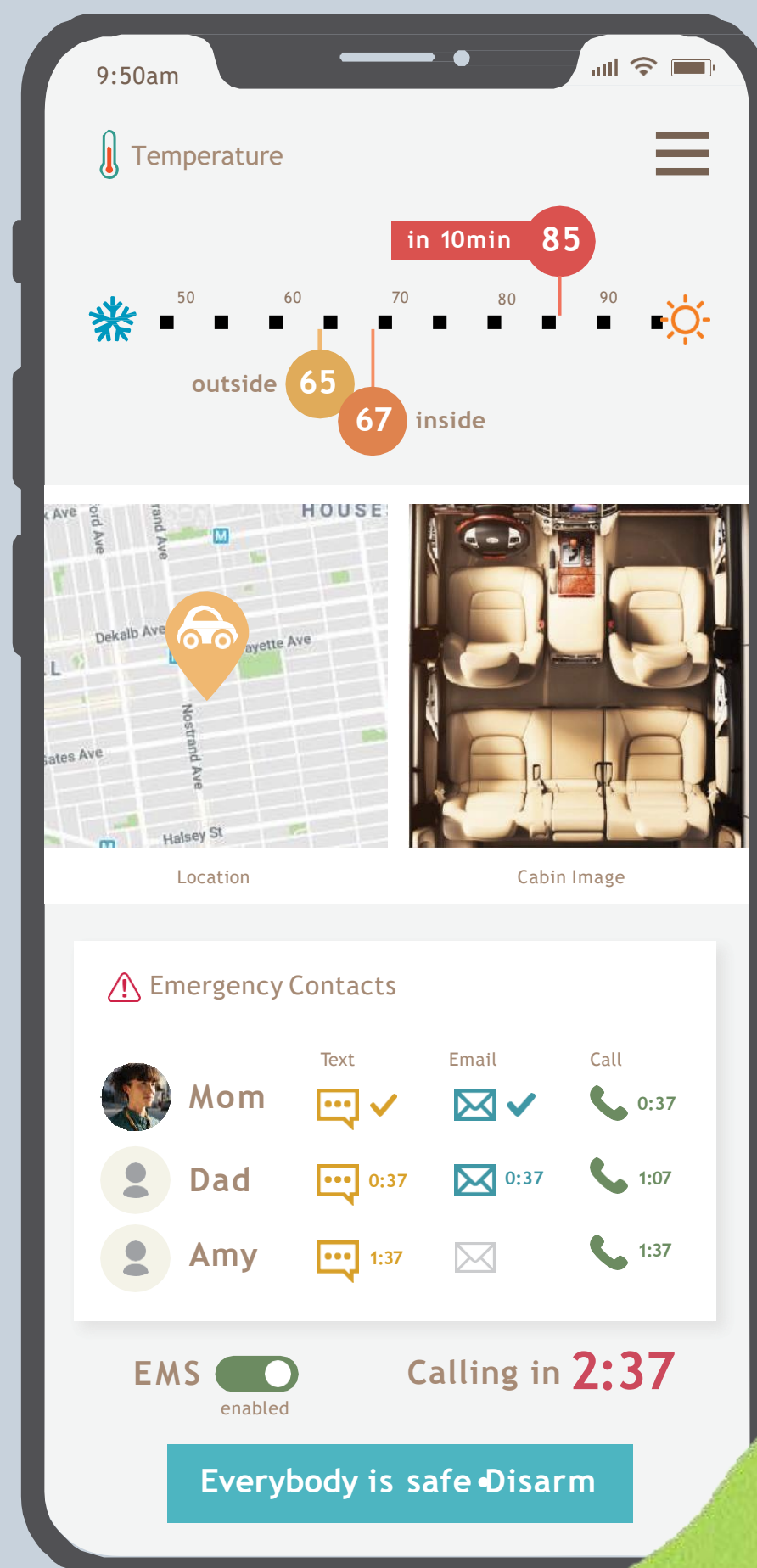




App

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.





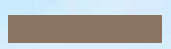
Athena™ Market Comparison

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.



Eve aspires to
be the Nest™
of smart
automotive
products.



Join us on the ride!

The billboard features a large illustration of a baby's face in profile, looking towards the left. The baby's eye is replaced by a white, circular car seat headrest. The word "athena" is written in a bold, black, sans-serif font above the headrest. Below the headrest, the text "by eve" is written in a smaller font, followed by the tagline "Guarding your most important cargo." in a curved path. The background of the billboard is a light, warm tone with faint illustrations of a car, a house, and a family. At the bottom of the billboard, there is a white banner with the text "Now available at" followed by logos for Target, Bed Bath & Beyond, Best Buy, and buybuyBABY. Below the billboard, a green street sign reads "LAMAR 11477".

* Note: This is a concept image only.



For more information contact:

[Come see Athena at www.my-Athena.com](http://www.my-Athena.com)

[Send us a note at info@my-athena.com](mailto:info@my-athena.com)