




BAND TOGETHER

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A young man and woman are shown in a dimly lit room with a strong red light cast over them. The woman, on the left, has long blonde hair and is wearing a light-colored tank top. She is looking towards the man with a concerned or surprised expression, her hand near her face. The man, on the right, has dark hair and is wearing a light-colored t-shirt. He is looking down at something in his hands, possibly a phone. The overall mood is somber and unsettling due to the monochromatic red lighting.

Every two minutes
there is a new victim of
sexual assault in America.

A photograph of a young man and woman in a dimly lit room, possibly a bar or club. The woman is on the left, looking towards the camera with a slight smile, her hand near her head. The man is on the right, looking down at something in his hands. The entire image is overlaid with a semi-transparent red filter. The text "80% of victims are under 30." is centered in white.


80% of victims are **under 30.**



1 out of 5 undergraduate women
has experienced attempted,
or completed, sexual assault.



This is a **complicated**
problem space.

A photograph of a bar scene with several glasses of alcohol on a table. A hand is visible pouring a drink into one of the glasses. The background is dark and out of focus, showing other patrons and bar elements. A large, stylized logo is visible on the right side of the image, featuring a silhouette of a person's head and the word "SOUNDWAVE" in a bold, sans-serif font. The entire image has a red tint.

When alcohol is involved,
it becomes a catalyst for
sexual assault.

Varsha Govinda Raju

SEXUAL ASSAULT AND RELATIONSHIP VIOLENCE ACTIVISTS

A red-tinted photograph of a college student drinking from a bottle at a bar. The student is in the foreground, wearing a dark tank top, with their arm raised to their mouth. In the background, another person is visible behind the bar counter. The scene is dimly lit with warm, reddish light.

4 out of 5 college students drink.
Binge drinking is commonplace.
Alcohol impairs judgement.



#YOLO
You Only Live Once

**We aim to intervene in high-risk,
alcohol-fueled social situations to
reduce the occurrence of sexual
assault and keep young people
safe, without killing the fun.**

Making safe acceptable.





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Sync with phone.



Create party group.



Dismiss check in.



Friends alerted.



Manually alert friends.



Connect with new friends.

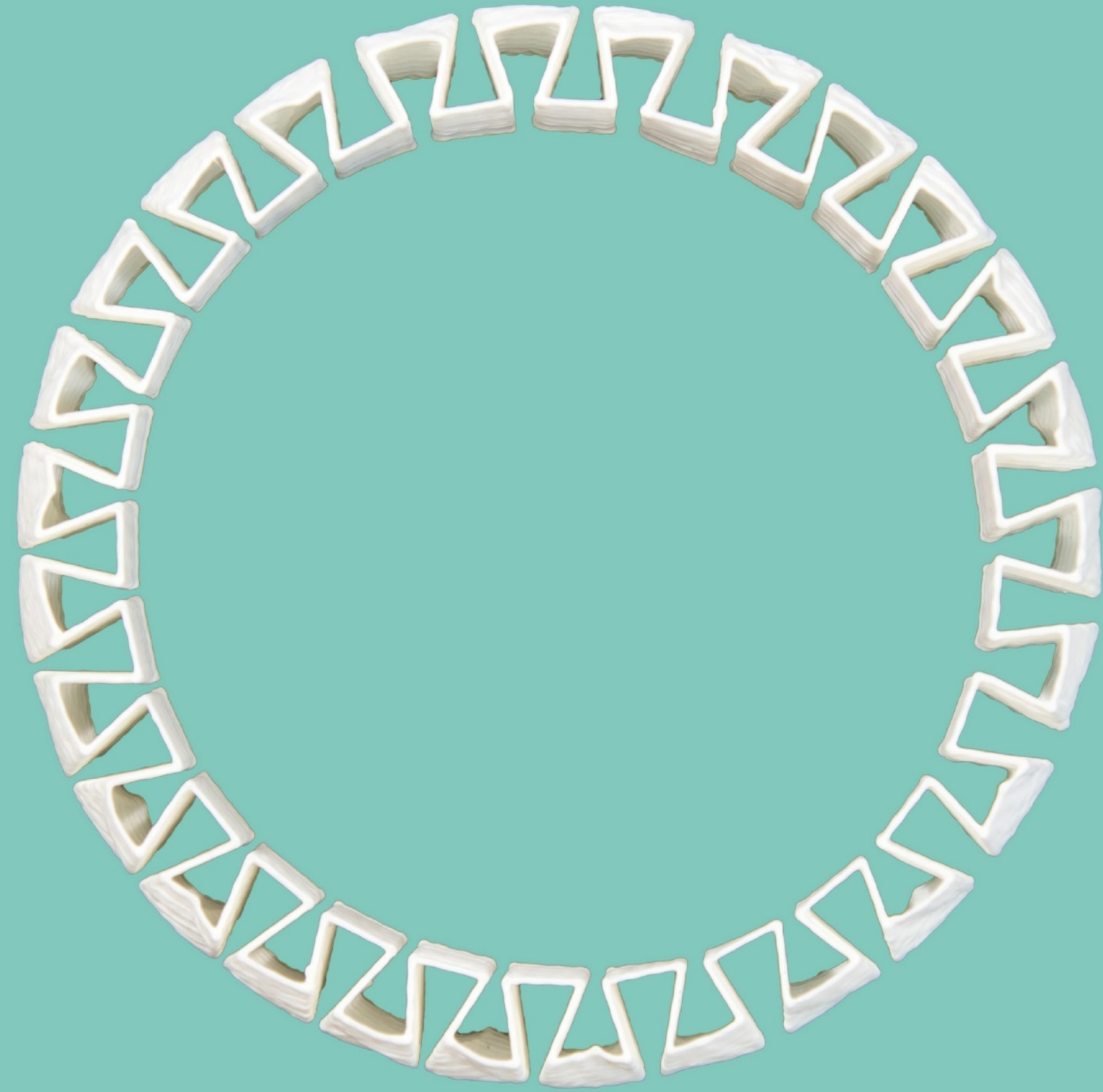
A group of people are gathered at a bar, with a strong red color overlay across the entire image. In the background, a 'BUD LIGHT' sign is visible on the left, and a menu board on the right lists items like 'and \$4.00' and '(while supplies'. The word 'vive' is written in a large, white, lowercase sans-serif font across the center of the image. The dot of the 'i' is a solid white circle.

vive

BAND TOGETHER

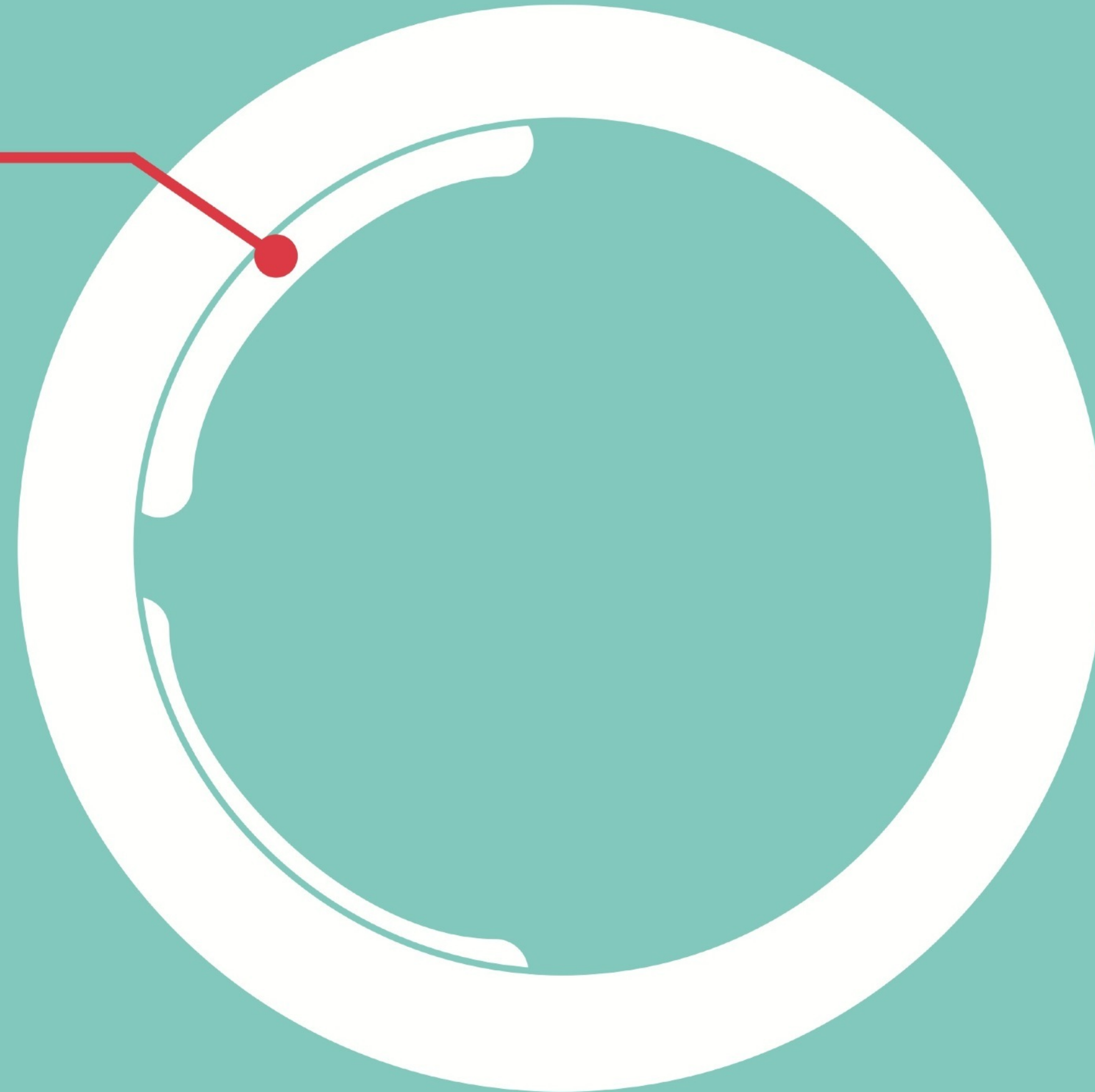
A photograph of three women standing in a store, looking at a smartphone held by the woman in the middle. The woman on the left is wearing a dark jacket and holding a white shopping bag. The woman in the middle is wearing a dark jacket and a light-colored bag. The woman on the right is wearing a dark jacket and holding a white shopping bag. The background shows store shelves and signs, including one that says "NEXT WINDOW PLEASE". The entire image has a red overlay.

Vive leverages existing social
and technological networks.



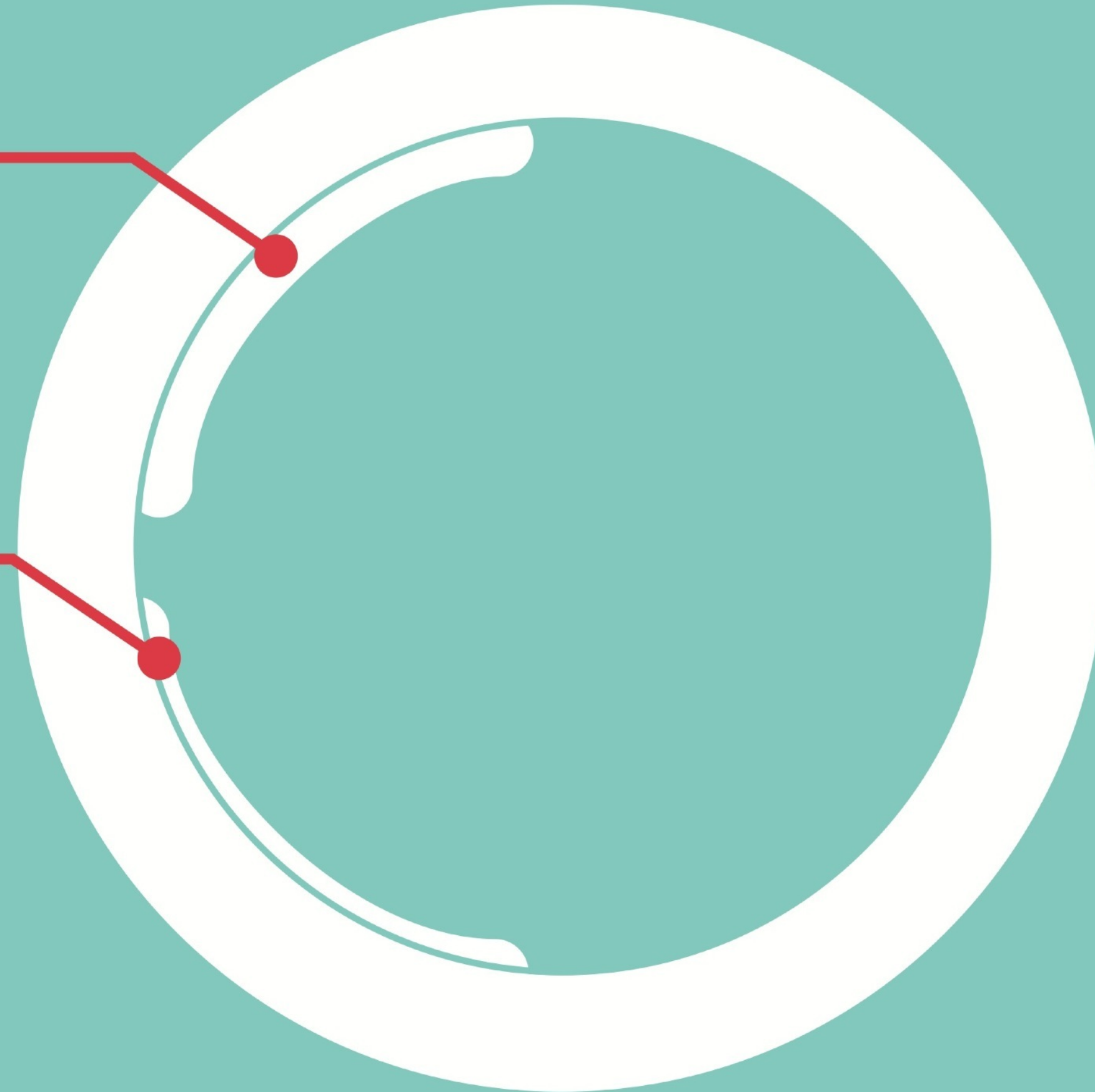


Transdermal Alcohol
Sensor



Transdermal Alcohol
Sensor

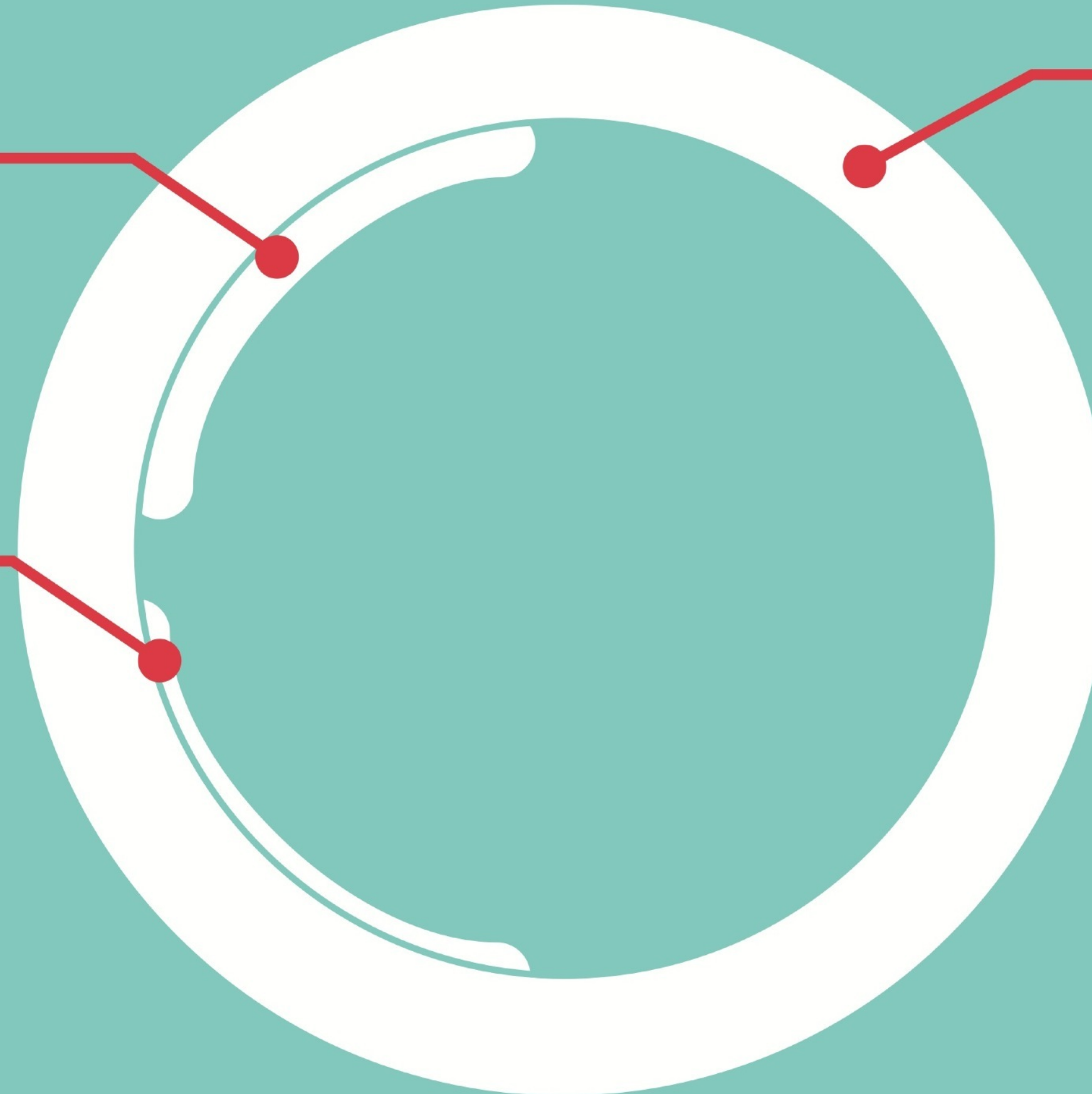
Dehydration
Sensor



Transdermal Alcohol
Sensor

Gyroscope
Accelerometer

Dehydration
Sensor

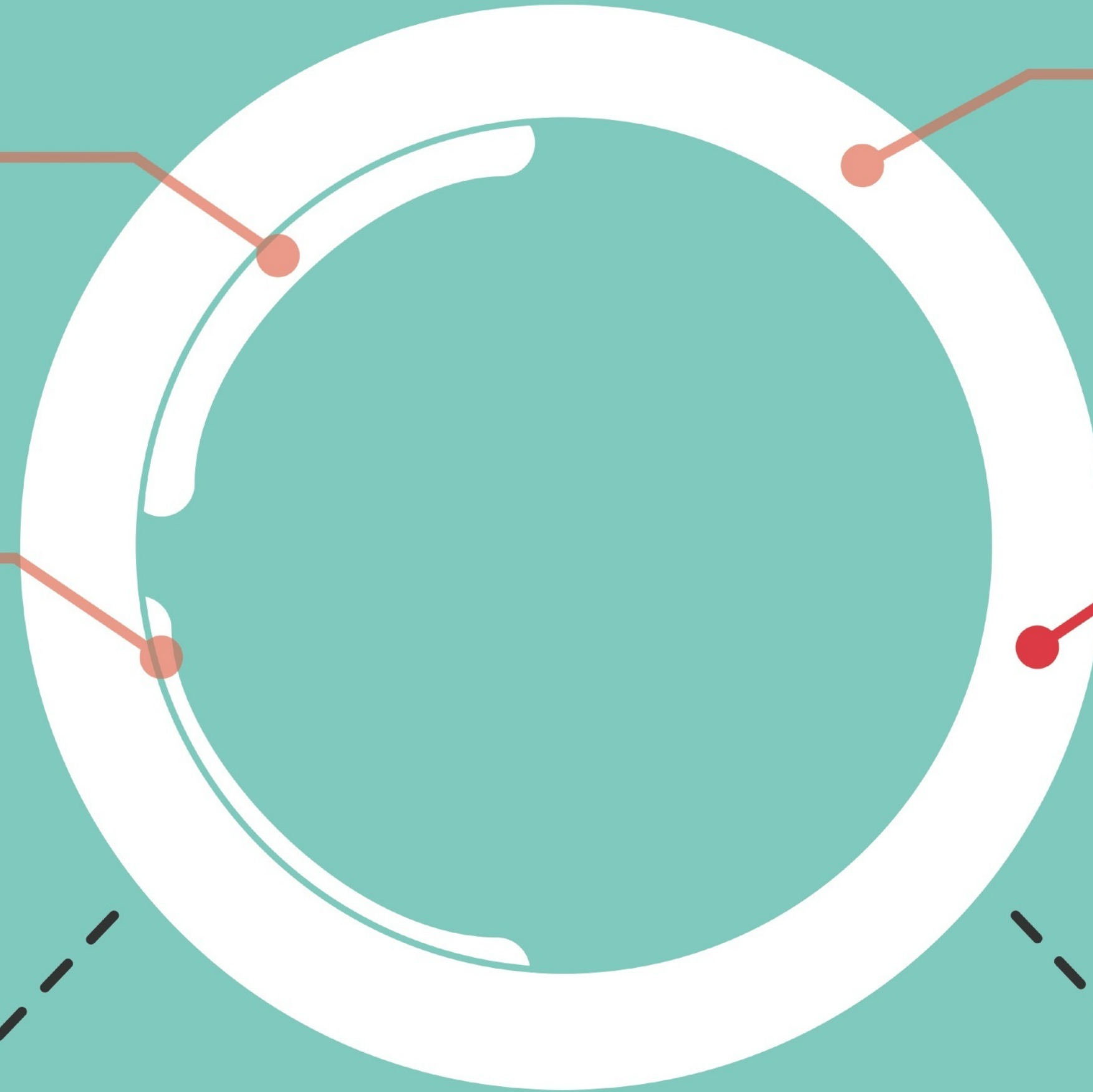
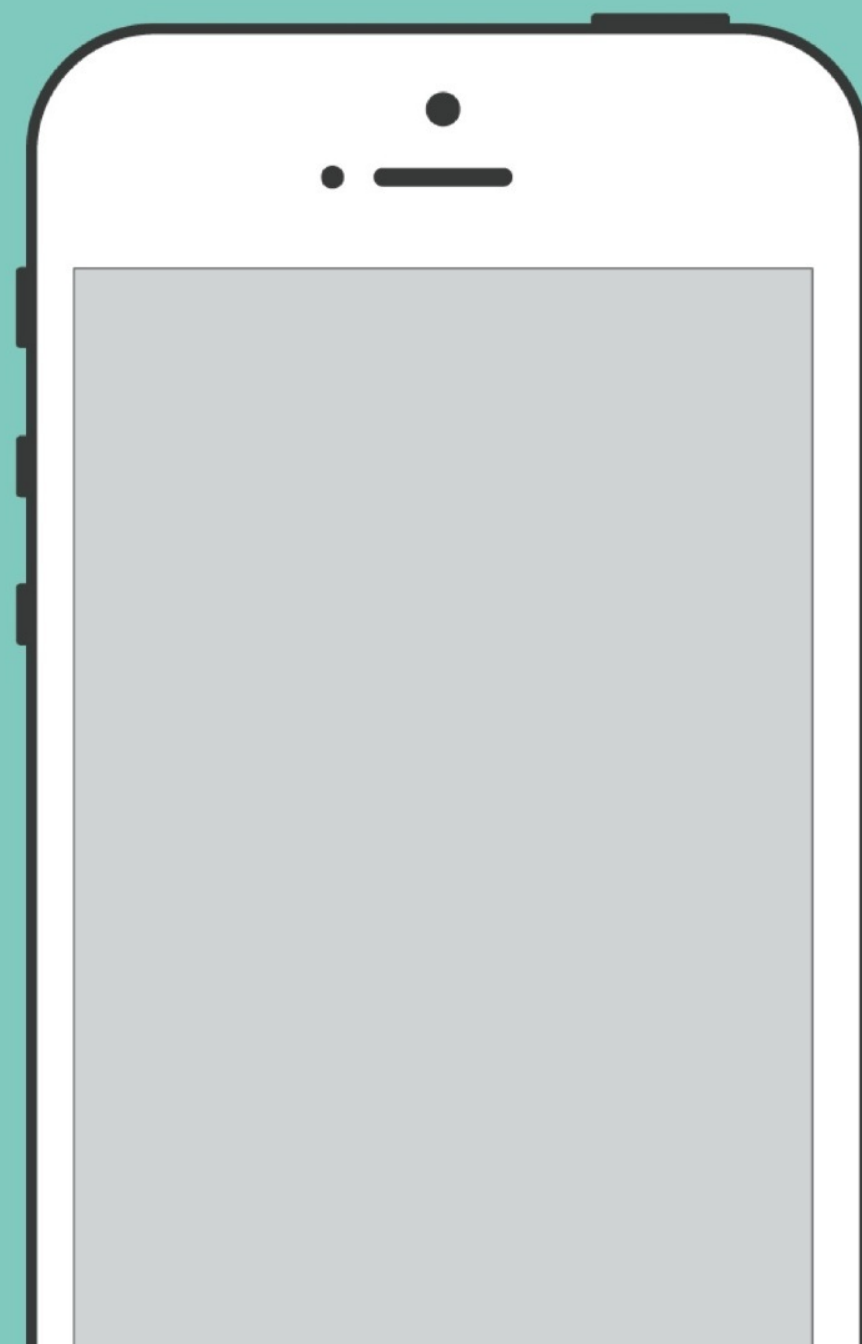


Transdermal Alcohol
Sensor

Gyroscope
Accelerometer

Dehydration
Sensor

Bluetooth 4.0

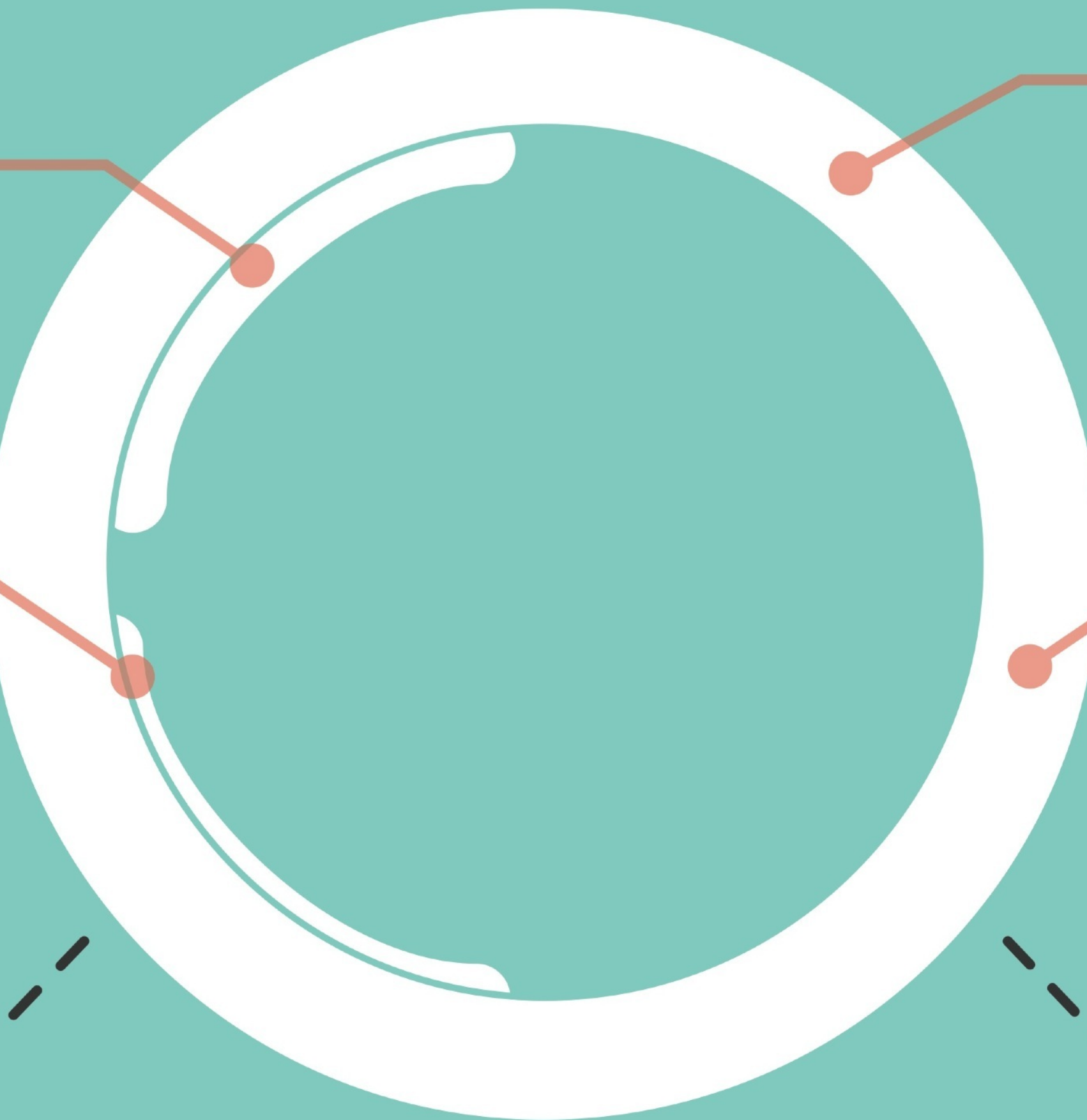
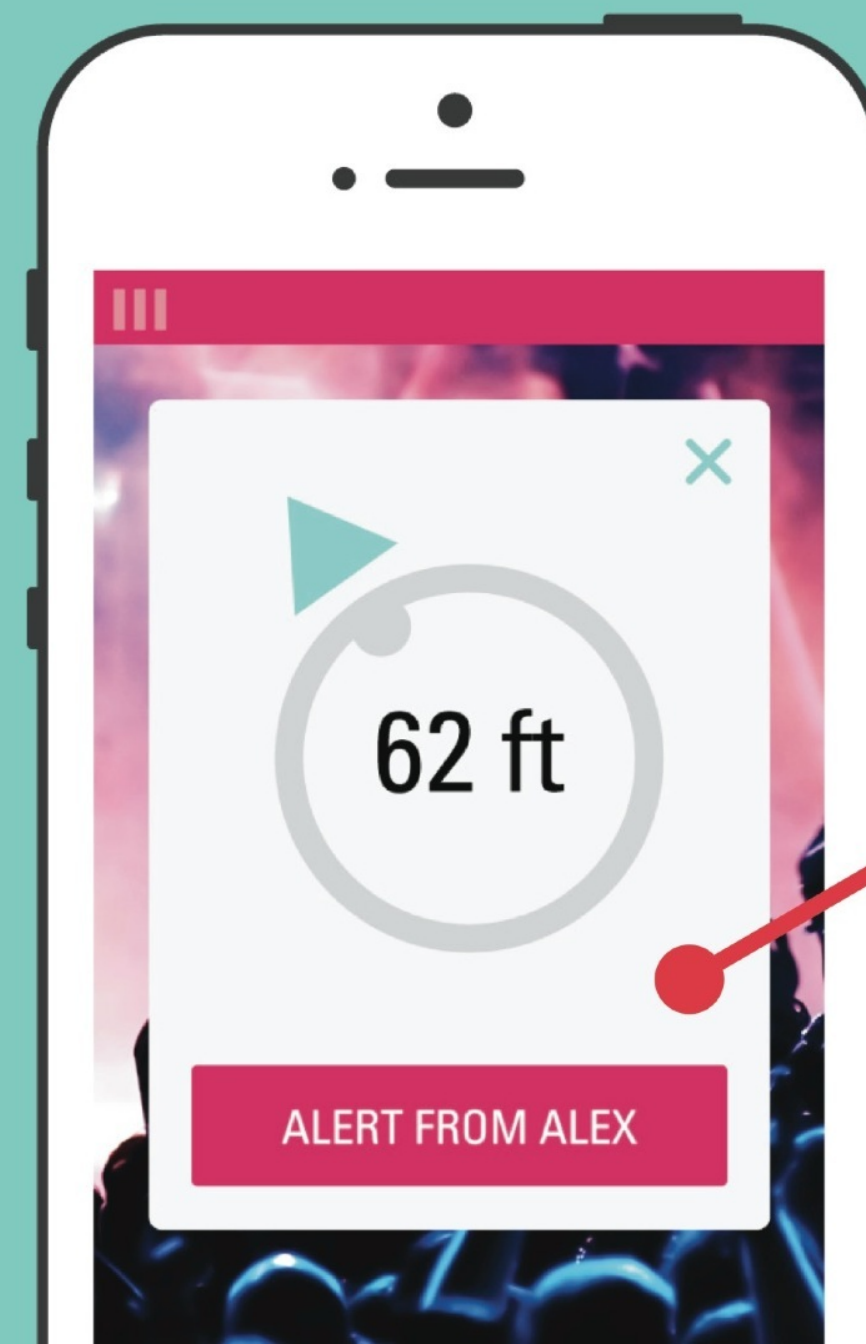


Transdermal Alcohol
Sensor

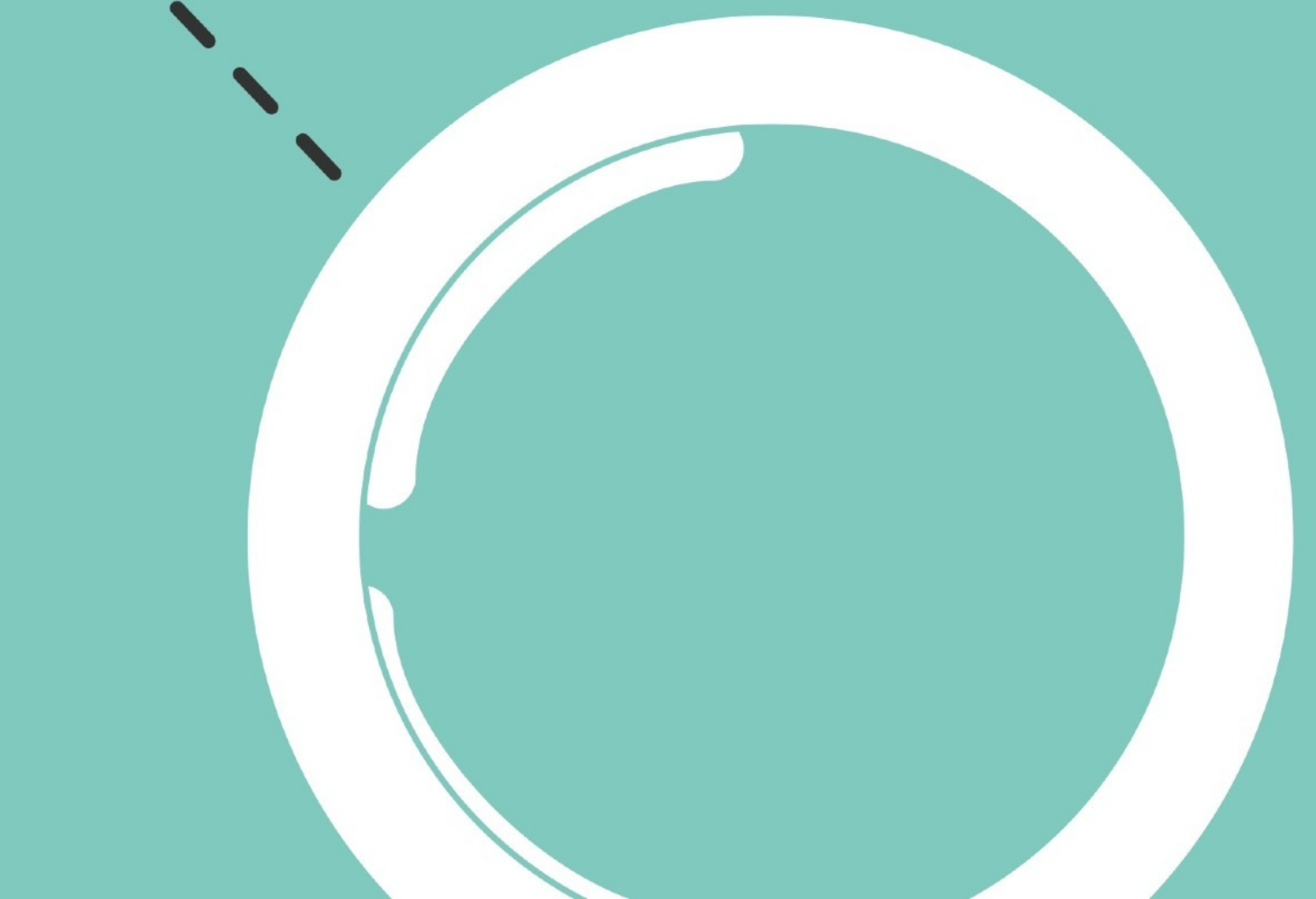
Gyroscope
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Dehydration
Sensor

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GPS
Wi-Fi Triangulation



Intervention vs Prevention



Intervention vs Prevention



Intervention vs Prevention



Intervention vs Prevention

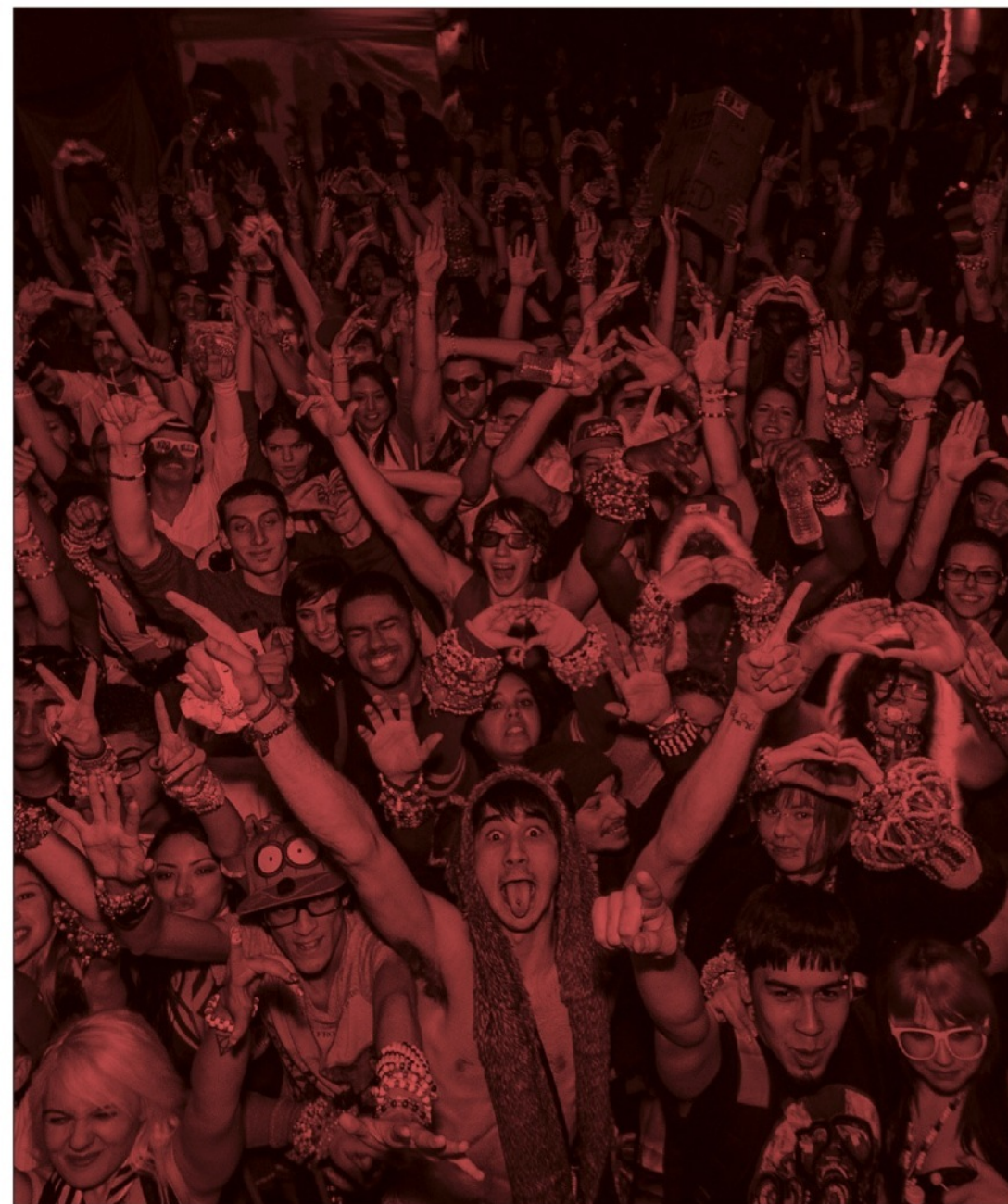


Market Entry

Takes the place of tickets at venues.




College Parties



Raves



Concerts

The background is a solid red color with a complex pattern of black wavy lines and squares. The wavy lines are horizontal and vary in frequency, creating a textured, almost liquid-like appearance. The squares are of various sizes and are scattered across the image, some appearing as solid black shapes and others as outlines. The overall effect is a high-tech, digital aesthetic.

The concept of Vive is possible **today.**

Mayank Goel

PHD CANDIDATE AT UNIVERSITY OF WASHINGTON
UBIQUITOUS COMPUTING AND TECHNOLOGIES FOR DEVELOPING WORLD



Thank you



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