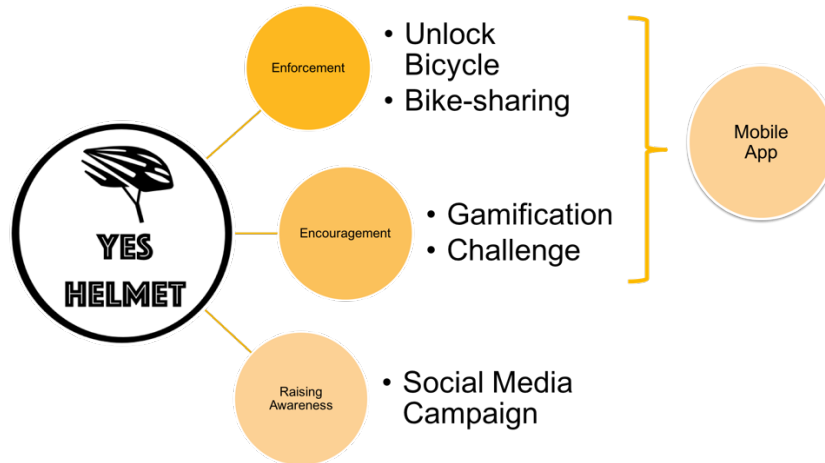


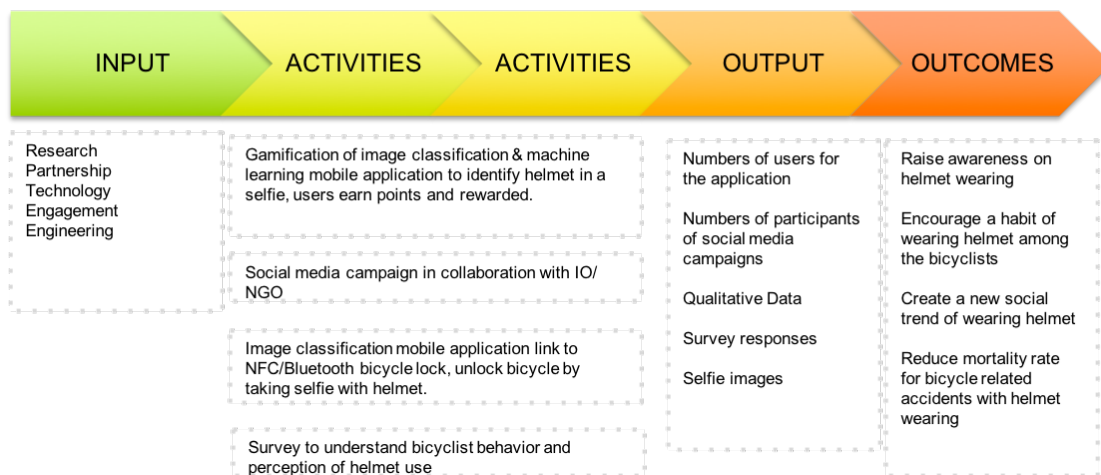
Team Yes Helmet is a part of 2018 GTI SDG Summer School. We are dedicating to work on SDG Goal 3.6, “by 2020, halve the number of global deaths and injuries from road traffic accidents.” We are focusing on encouraging helmet-wearing to increase the safety for bicyclists around the globe, to raise awareness, bring behavioral change, and create social change through mobile-based solutions and social media campaigns.

Problems: High mortality rate due to bike accidents; Non-compliance to helmet laws or lack of laws altogether; People are not self-motivated to wear helmets.

Solutions: *Software Development:* Machine-learning helmet-detecting mobile application, gamification and incentivize users to wear the helmet. *Behavioural Change:* Market research, data collection, and social media campaigns in partnership with IO and NGO.



Theory of Change:



Business Model:

