

Presenter: Morgan Newkirk

Session & Time: Oral II

Room/Time: GUZ 113 / 2:30-3:30

Discipline: Business Administration

Faculty Mentor: Wayne de Fremery

Digital Portfolio URL: https://sites.google.com/view/morganenewkirk/home

Title: Entrepreneurship

Abstract:

Crosswalk visibility on Dominicanâ€™s campus remains a large safety challenge, due to inadequate lighting, low-visibility and parked cars. While traditional safety solutions rely on more lighting, complete infrastructural change, or pedestrians wearing brighter clothing to be seen, StarPath introduces a more creative and feasible approach to visibility at crosswalks.

The goal StarPath aims to reach is to enhance student safety. Dominican University lacks the infrastructure to give students and drivers crosswalk visibility around campus, but most importantly, college campuses lack the time. StarPath prioritizes fast application to get college campuses safer as quickly as possible. The customers StarPath are seeking out are city officials and college campus faculty to introduce our solution. The plan is to partner with local campuses once Dominicanâ€™s infrastructure is first updated, increase units sold to local cities

and embrace the addition county wide - but Dominican will be the product's pilot location.

The big takeaway for StarPath is creating an environment where students are protected and visible, but not a distracting environment for drivers. Unlike traditional crosswalks, StarPath is introducing a star shaped super-reflective marker that is designed to seamlessly blend in with the already existing infrastructure. StarPath merges infrastructure and creative design to eradicate the chances of pedestrian-driver accidents near college campuses.