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Link to original story: <https://uwm.edu/news/how-math-and-impatient-driving-inspired-students-award-winning-startup/>

Link to video: <https://www.youtube.com/watch?v=86AE-ooq1uE>

**How math and impatient driving inspired student’s award-winning startup**

Captions

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*UWM PhD student Joel Roberts is the founder of Shepherd Traffic, a company that uses computer vision, geometry and smart algorithms to capture more detailed and accurate traffic data than what’s currently available. (UWM Photo/Laura Otto)*