Sixth Sense

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AGENDA

Problem

Problem Definition
Problem Validation

Idea Generation

Process Situation Analysis

Product

Feature & Benefit
Potential drawback
Feasibility

Problem

Problem Definition

Fitness Goals ?

Problem Definition

Consumer

Product

Problem Definition

Consumer

Product

Problem Definition

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INNOVATION

Finding the Right Job For **Your Product**

Most companies segment their markets by customer demographics

The market segmentation scheme that a company chooses to adopt is a decision of vast consequence. It determines what that company decides to produce, how it will take those products to market, who it believes its competitors to be, and how large it believes its market opportunities to be. Yet many managers...

When customers find that they need to get a job done, they "hire" products or services to do the job

Problem Definition

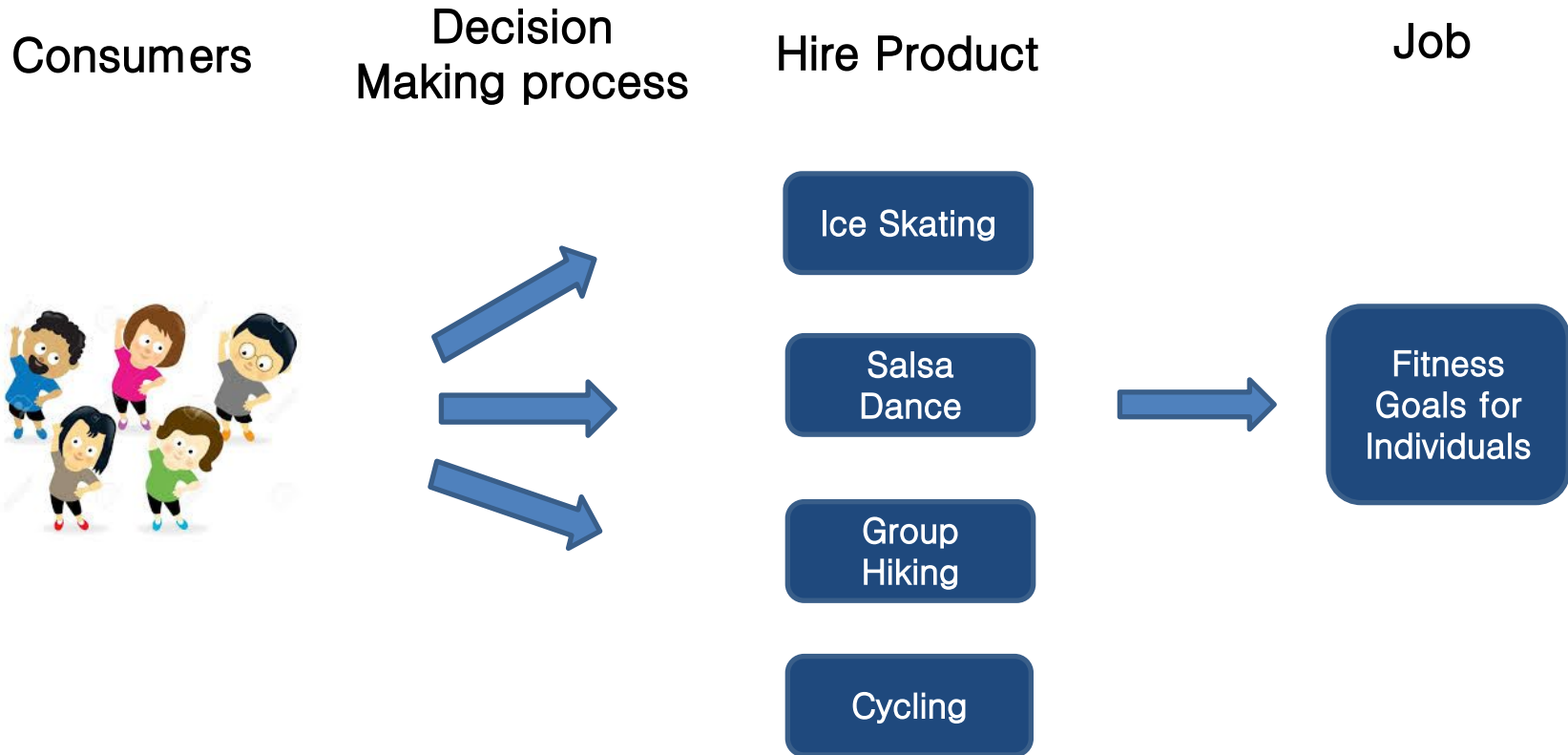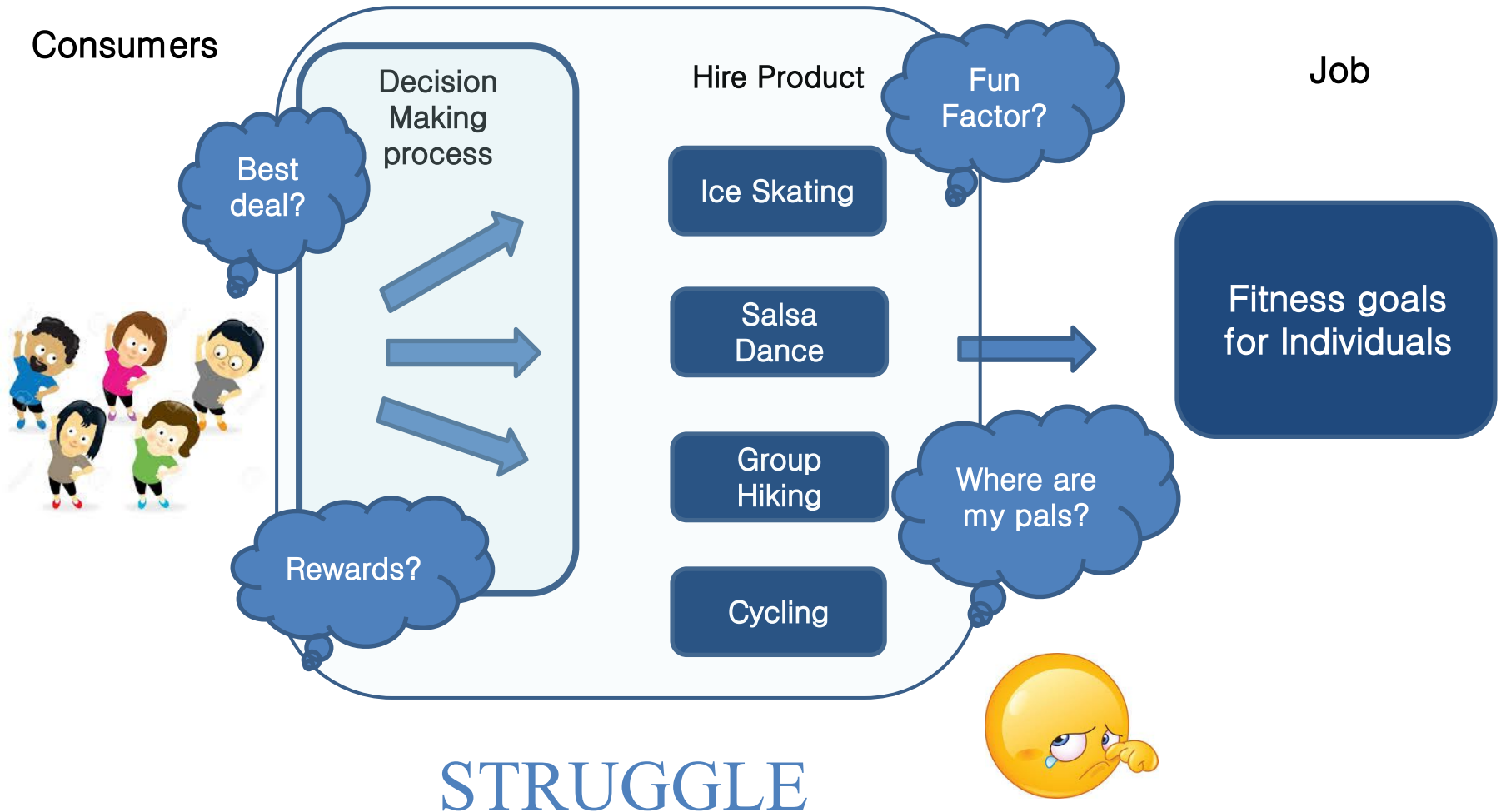| Consumers	Hire Product	Job
		Fitness Goals for Individuals

Problem Definition

Consumers

Decision Making process

Hire Product

Job

Ice Skating

Salsa Dance

Group Hiking

Cycling

Fitness Goals for Individuals

Problem Definition

Consumers

Best deal?

Decision Making process

Hire Product

Fun Factor?

Ice Skating

Salsa Dance

Group Hiking

Cycling

Rewards?

Where are my pals?

Job

Fitness goals for Individuals

STRUGGLE

Solution

Solution

Consumers

Decision Making process

Hire Product

- Ice Skating
- Salsa Dance
- Group Hiking
- Cycling

Job

Fitness Goals for Individuals

SixthSense

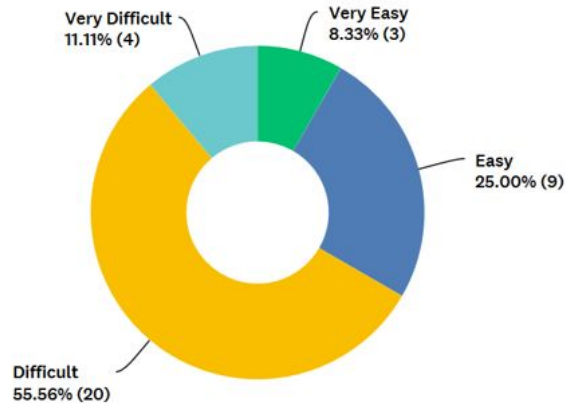# Problem Validation

Currently, how is it for you to track your fitness progress?

- Very Difficult 11.11% (4)
- Very Easy 8.33% (3)
- Easy 25.00% (9)
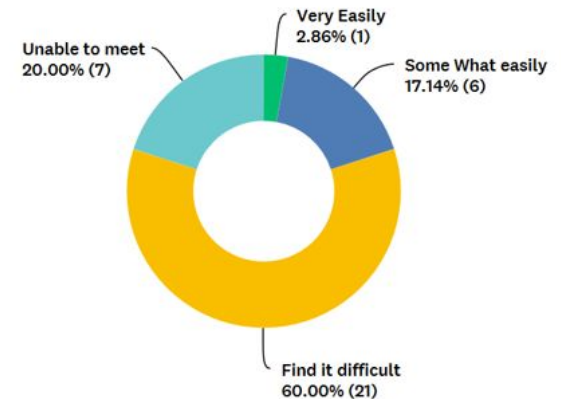- Difficult 55.56% (20)

Would you consider physical activities (E.g.: Aerobics, Dance, Zumba, Cycling, Yoga, Hiking etc.) as alternative to Gym.

- Can't Say 5.71% (2)
- Might Consider 22.86% (8)
- Highly Probable 37.14% (13)
- Most Probable 34.29% (12)
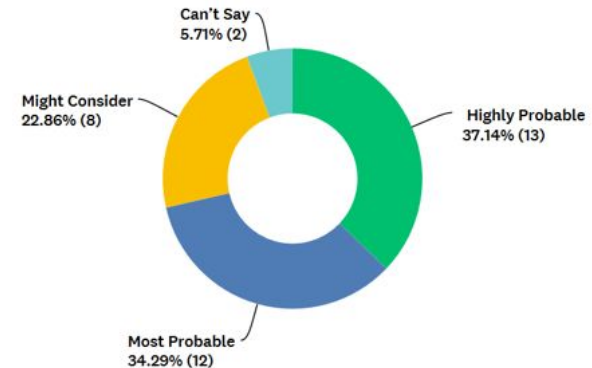
How often do you visit the gym?

- Everyday 2.86% (1)
- Every Alternate Day 20.00% (7)
- 3 or less days a week 48.57% (17)
- Not very often 28.57% (10)
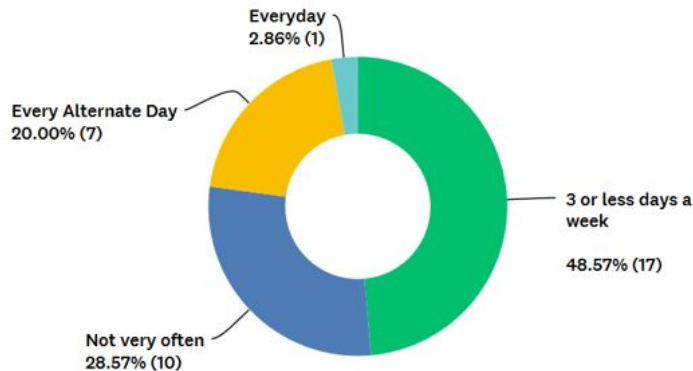
How easily are you able to achieve your fitness goals?

- Very Easily 2.86% (1)
- Unable to meet 20.00% (7)
- Some What easily 17.14% (6)
- Find it difficult 60.00% (21)

Idea Generation

Brainstorming

Brainstorming

- Data Perspectives:

  - Emotional Intelligence algorithms helps in profiling and
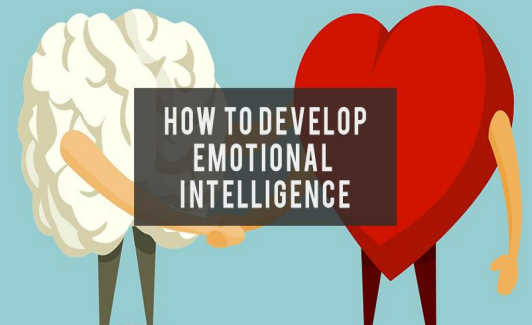
interacting with customers

Competitors

- Tracker and Recipe Apps

- Medical Websites

- Box Subscriptions

What Makes
Our Service Different???

🤔

An Achieved Fitness Goal

Product

Service Description

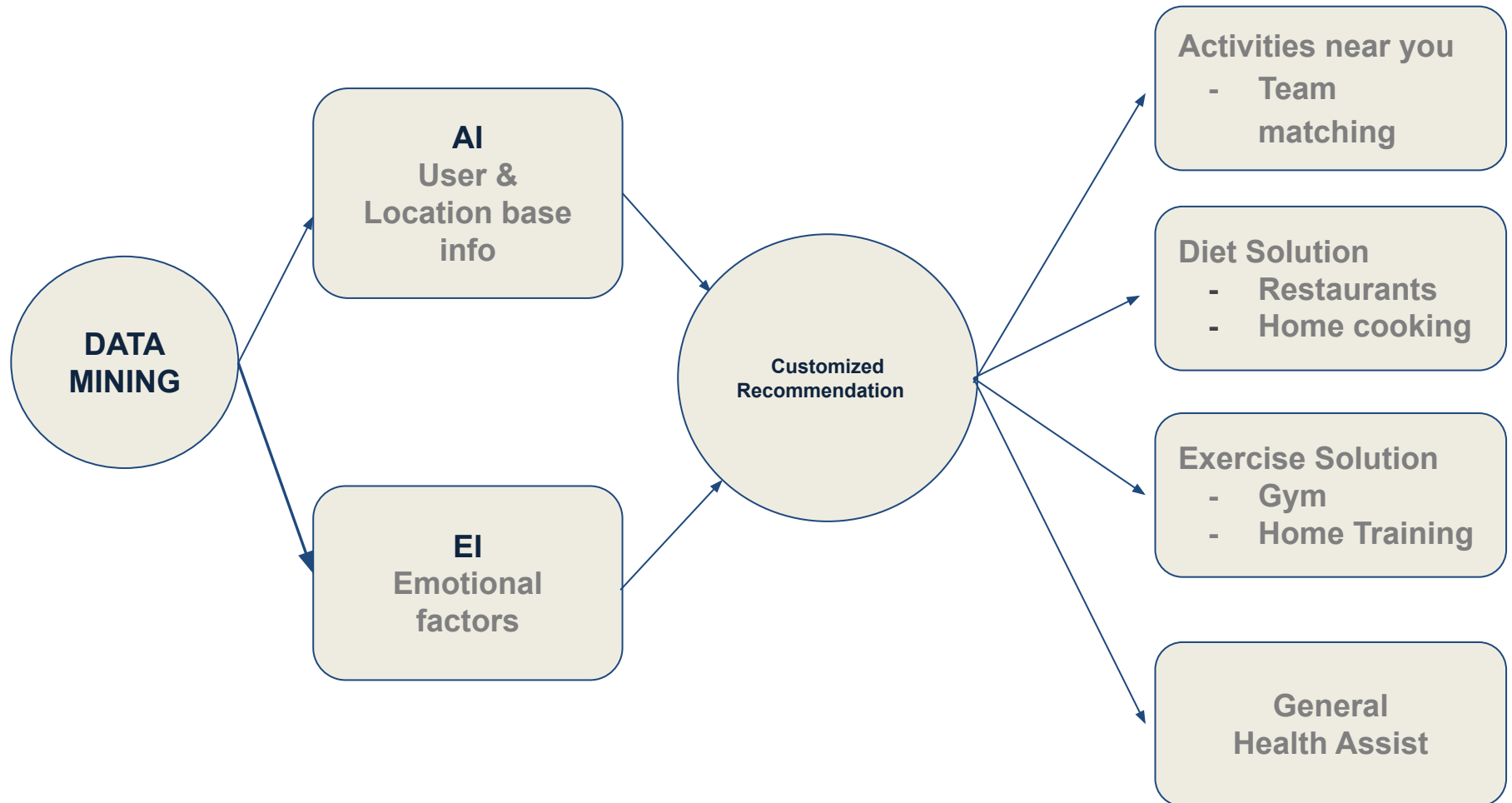Upon a contact with partner, Sixthsense can be installed in

- Smartphones

- Wearable devices

Once users sign up, the service will be provided based on monthly subscription.

Basic subscription will allow 3 devices connected at the same time

Features

```
                                    ┌──────────────────────┐
                                    │  Activities near you │
                                    │    -   Team          │
                                    │        matching      │
                                    └──────────────────────┘

              ┌────────────┐        ┌──────────────────────┐
              │     AI     │        │  Diet Solution       │
              │  User &    │        │    -   Restaurants   │
   ┌─────┐    │ Location   │        │    -   Home cooking  │
   │DATA │───▶│ base info  │───┐    └──────────────────────┘
   │MINING│   └────────────┘   │
   └─────┘                 ┌────────┐
              ┌────────────┐│Customized│   ┌──────────────────────┐
              │     EI     ││Recommend.│──▶│  Exercise Solution   │
              │ Emotional  │└────────┘     │    -   Gym           │
              │ factors    │───┘           │    -   Home Training │
              └────────────┘               └──────────────────────┘

                                    ┌──────────────────────┐
                                    │   General            │
                                    │   Health Assist      │
                                    └──────────────────────┘
```

DATA MINING

AI — User & Location base info

EI — Emotional factors

Customized Recommendation

Activities near you
- Team matching

Diet Solution
- Restaurants
- Home cooking

Exercise Solution
- Gym
- Home Training

General Health Assist

Potential Drawback

- You need to have an wearable device to do emotional analysis

- Personal information using/sharing consent has to be provided by users

- Uses with gym membership might have to pay double for our service

Feasibility

*Main technology : **Data mining analytics***

**User profile
Location base
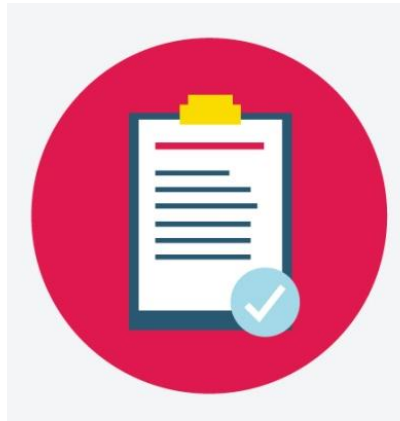Information**

**Emotional
Information**

Real Time Data Mining

Feasibility

Identify emotion? - Artificial Emotional Intelligence

- **Physical data :** Temperature, heart rate, skin conductivity, movements,. etc

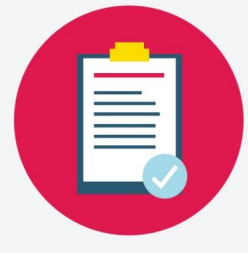- **Speech data** (5 secs of interval): Tones, length of pauses, speech patterns,. etc

83 % Accuracy rate

Source : MIT Media Lab

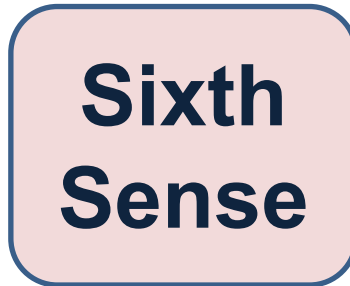# **B**usiness **P**lan

Business Plan – B to B

Wearable Device Manufacturers

Health Food Restaurants

Sixth Sense

Apparels for Active Wear

Salsa, Aerobics & Zumba

Health Supplement Industry

Business Plan – B to C

```
Consumer ┐
         │
Consumer ──►  ┌─ Basic Subscription ─┐
         │    │                       ├─ SixthSense Data Pool (AI & EI) ◄──► Facebook
Consumer ┘    └─ Premium Subscription ┘                                  ◄──► Instagram
                                                                         ◄──► Google
                                                                         ◄──► Calendar
```

ANY QUESTIONS?

THANK YOU