



# Sixth Sense

**Developed By:  
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Sixth

Sense



# AGENDA



## **P**roblem

*Problem  
Definition  
Problem  
Validation*



## **I**dea **G**eneration

*Process  
Situation  
Analysis*



## **P**roduct

*Feature & Benefit  
Potential  
drawback  
Feasibility*



**P**roblem

# Problem Definition

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**Fitness Goals**  
**?**

# Problem Definition

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Consumer



Product

# Problem Definition

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Consumer



Product

# Problem Definition

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

# Problem Definition

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Consumers



Hire Product



Job

Fitness Goals for  
Individuals

# Problem Definition

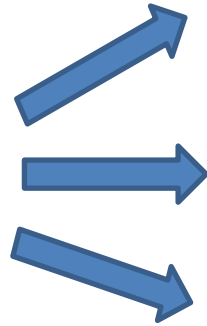


Consumers

Decision  
Making  
process

Hire Product

Job



Ice Skating

Salsa  
Dance

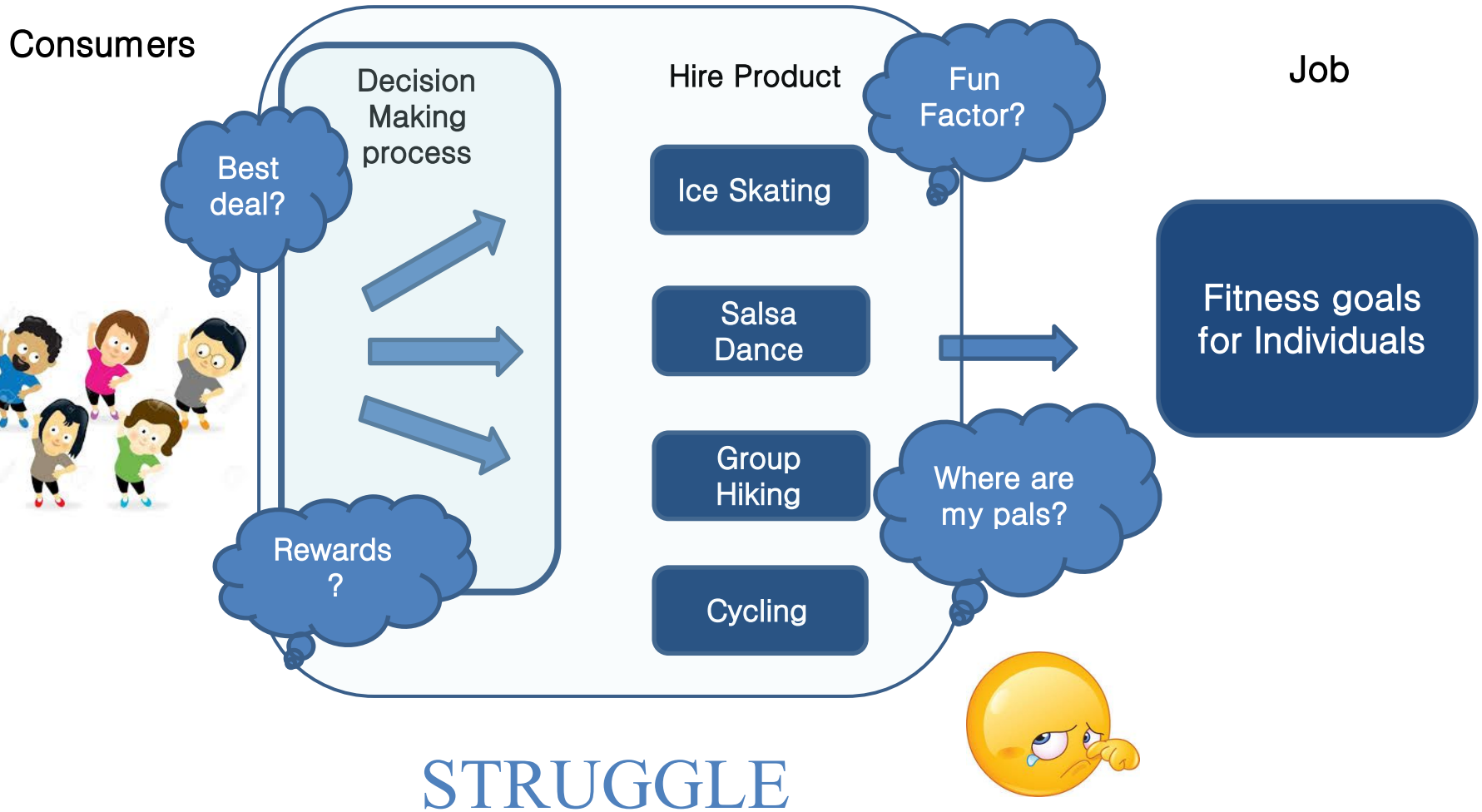
Group  
Hiking

Cycling



Fitness  
Goals for  
Individuals

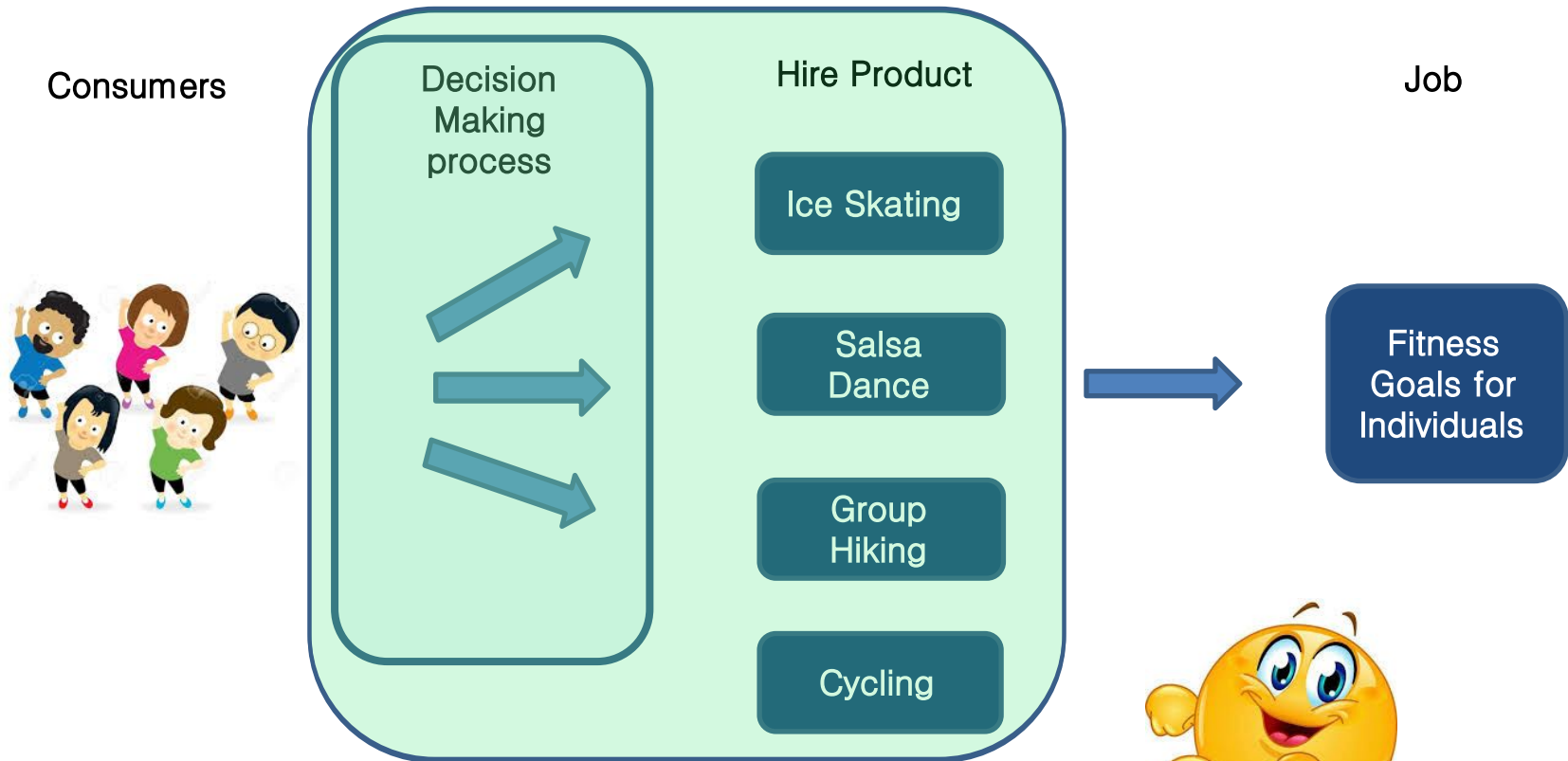
# Problem Definition





**S**olution

# Solution



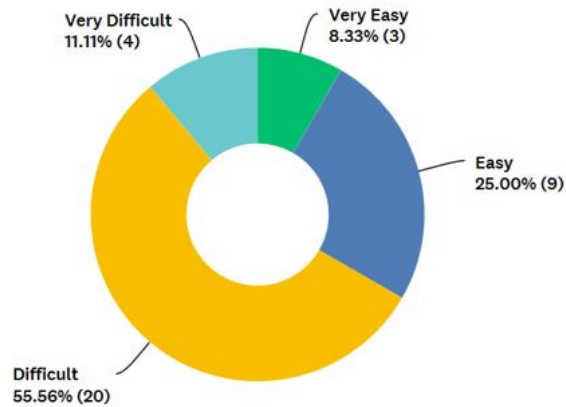
SixthSense



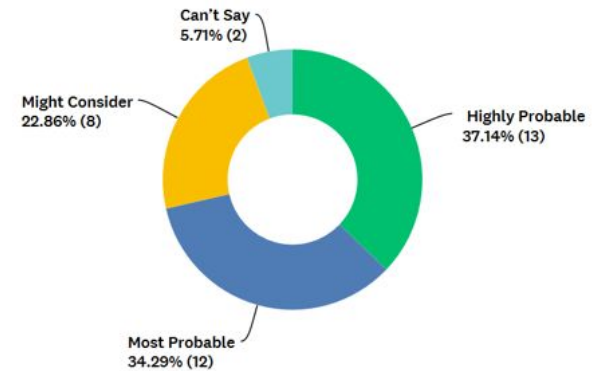
# Problem Validation



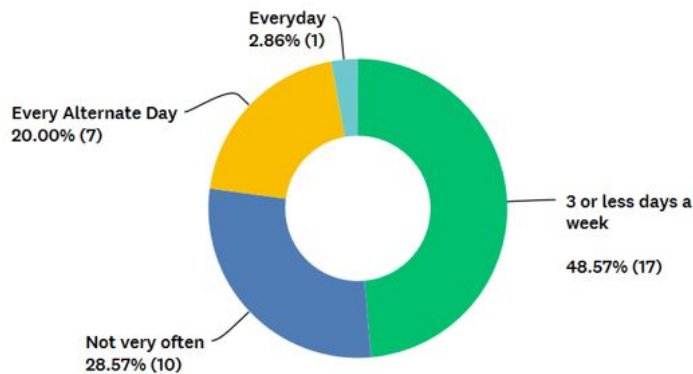
Currently, how is it for you to track your fitness progress?



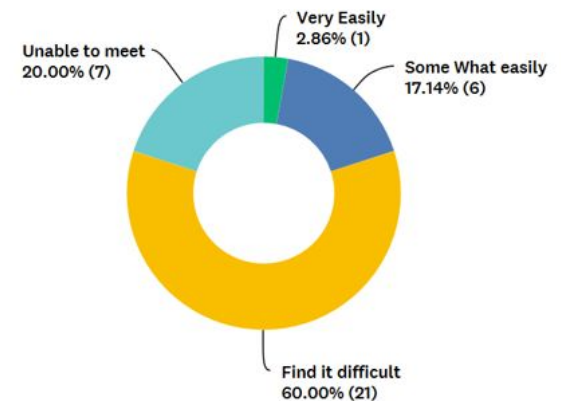
Would you consider physical activities (E.g.: Aerobics, Dance, Zumba, Cycling, Yoga, Hiking etc.) as alternative to Gym.



How often do you visit the gym?



How easily are you able to achieve your fitness goals?





# Idea **G**eneration

# Brainstorming

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# Brainstorming

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- Data Perspectives:
  - Emotional Intelligence algorithms helps in profiling and interacting with customers

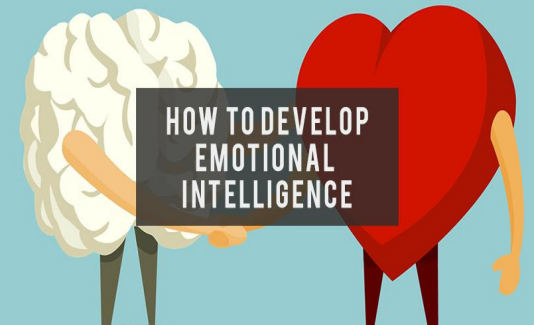
Data  
Mining



DATA  
ANALYSIS



HOW TO DEVELOP  
EMOTIONAL  
INTELLIGENCE



# Competitors

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- Tracker and Recipe Apps
- Medical Websites
- Box Subscriptions



familydoctor.org





# What Makes Our Service Different???





**Emotional  
Intelligence**

**Intrinsic  
Motivation**



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# An Achieved Fitness Goal





**P**roduct

# Service Description

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Upon a contact with partner, Sixthsense can be installed in

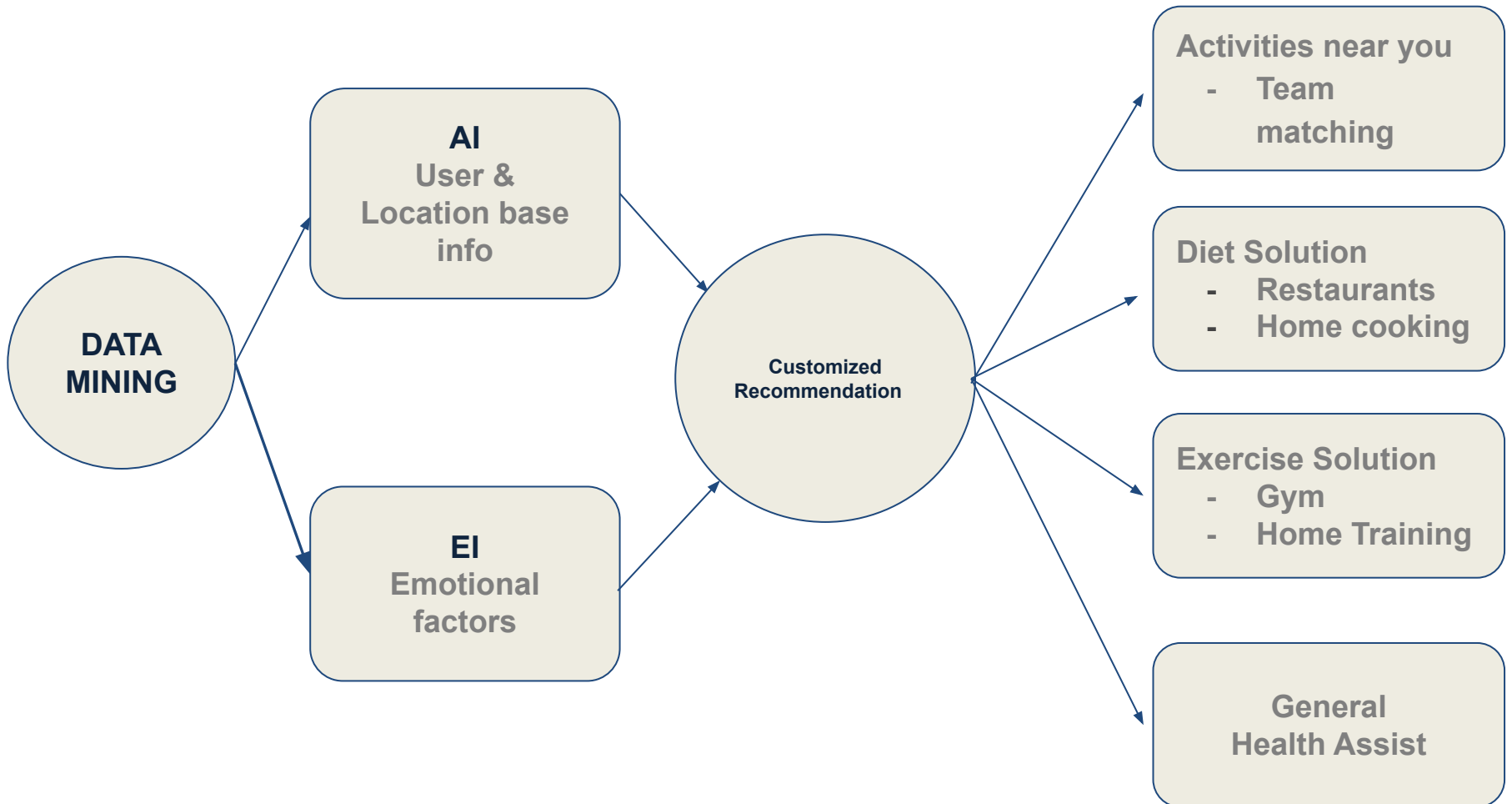
- Smartphones
- Wearable devices

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



# Potential Drawback

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- 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

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*Main technology : Data mining analytics*

**User profile  
Location base  
Information**

**Emotional  
Information**

**Real Time Data Mining**

# Feasibility

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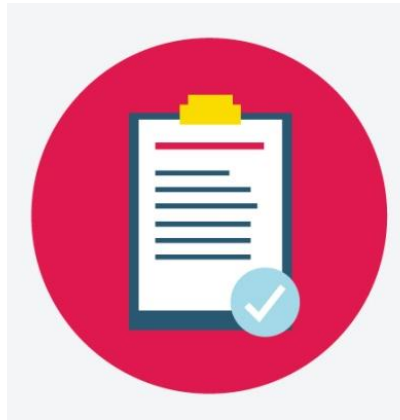


## Identify emotion? - Artificial Emotional Intelligence

- **Physical data** : Temperature, heart rate, skin conductivity, movements,. etc
- **Speech data** (5 secs of interval): Tones, length of pauses, speech patterns,. etc

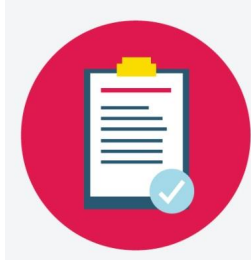
**83 % Accuracy rate**

Source : MIT Media Lab



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

# Business Plan – B to B



**Health Food  
Restaurants**



**Wearable Device  
Manufacturers**

**Sixth  
Sense**



**Apparels for Active  
Wear**

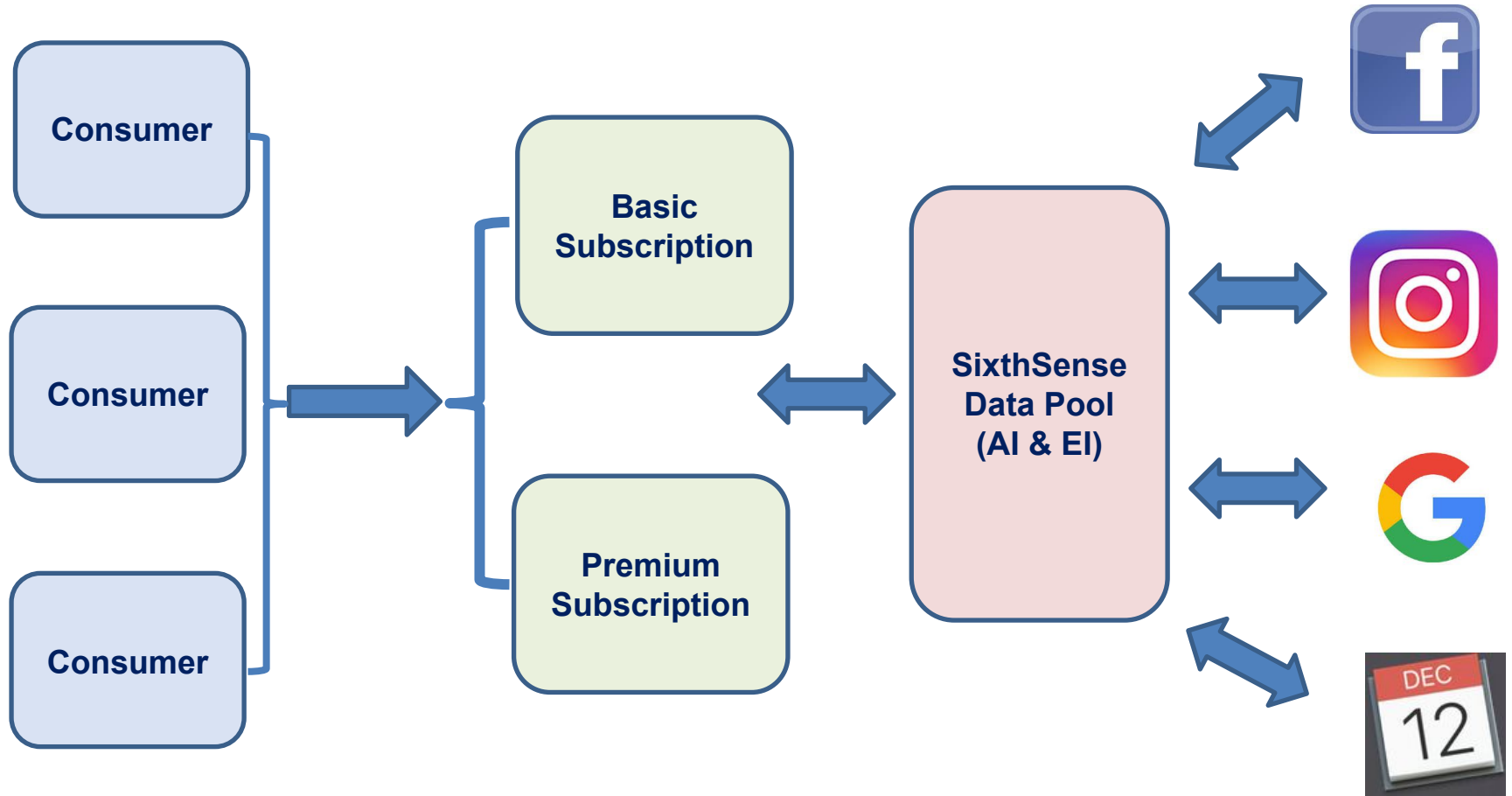
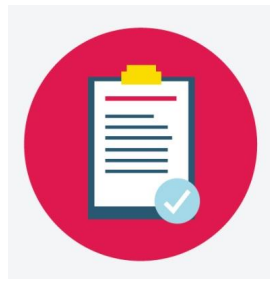


**Salsa, Aerobics &  
Zumba**



**Health Supplement Industry**

# Business Plan – B to C



ANY QUESTIONS?



THANK YOU

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