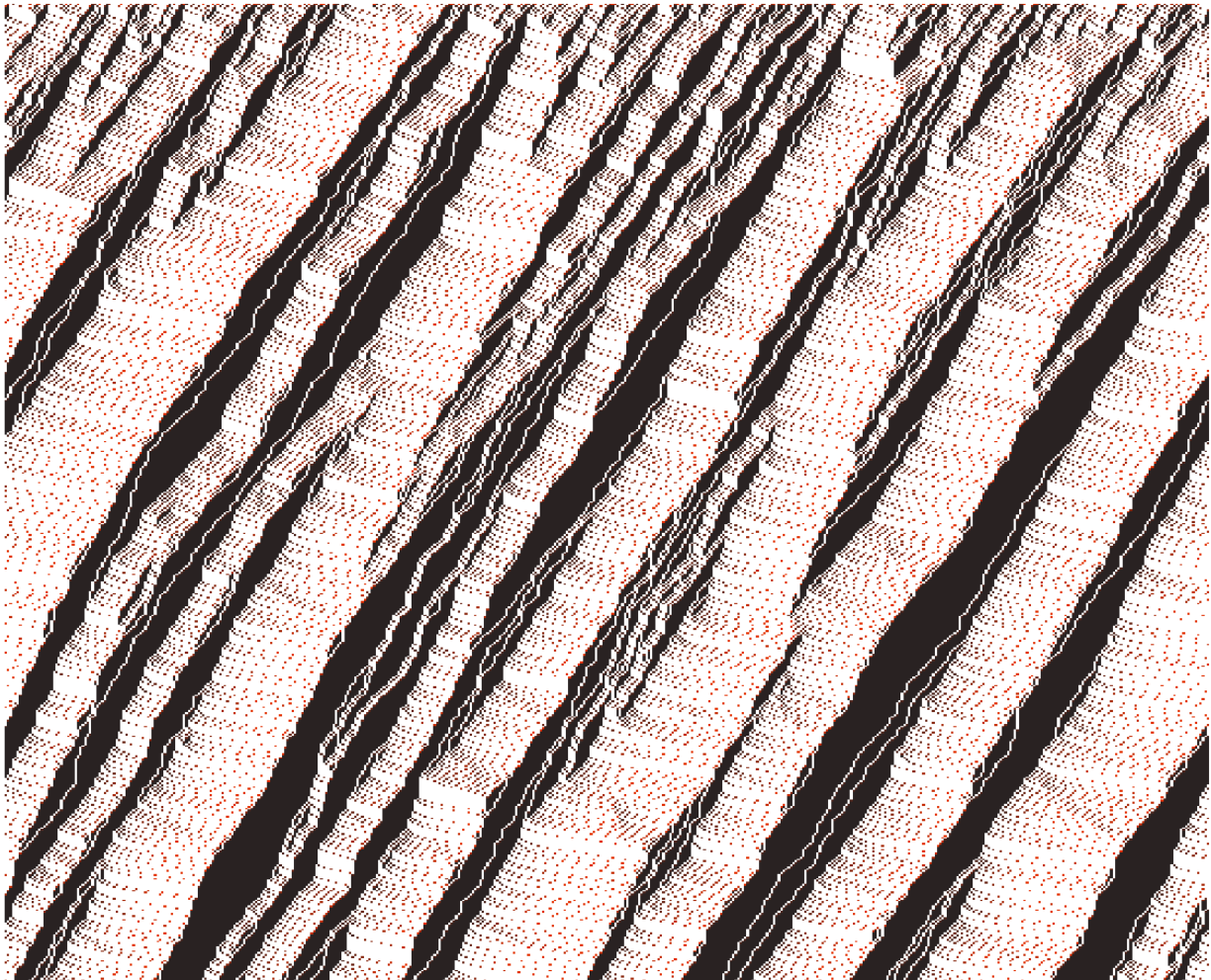# Ergonomic Posture Detection

Business model documentation

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Abstract

Test[1]

Contents

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Introduction

Chapter 2

Solution: How to adress this need?

Chapter 3

Technology: Why is it unique?

Additional thoughts: We need to ensure that the privacy of our customers is kept safe. Therefore we propose a preprocessing of the videofeed within the app to so that only privacy-preserved data leaves the users device and ends up in the cloud where it is inserted into the machine learning model.

Privacy-Preserving Machine Learning with Fully Homomorphic Encryption for Deep Neural Network: https://arxiv.org/pdf/2106.07229.pdf

or alternatively: YOLO runs live within the app on the device of the user, outputs the keypoints and we only classify on those, meaning only the keypoints are sent to the cloud, which is probably a decent abstraction...

Chapter 4

Business Model: How to capture value?

Chapter 5

Marketing and sales: How to sell it?

Chapter 6

Competition: Who else is in the game?

Chapter 7

Implementation team: Who will implement the plan?

Chapter 8

Status or timeline: Where are we now, what next?

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Executive summary: Concise overview of the opportunity

References

[1] Dummy. *Dummy.*