




# Tree.io

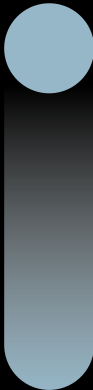


< HackOn >  
with amazon  
5.0

## Theme Name :

- Enhanced Fire TV Experience

## Team Members:

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# The Problem

## A Passive Experience

1

User opens Fire TV to relax, but is greeted with a sea of thumbnails. He just wants something that **matches** his **mood**. But how can the TV know that?

2

Suddenly, his friend in Paris texts: “Let’s **watch** something **together**?”  
Sadly, there’s no way to sync playback smoothly so they give up.

3

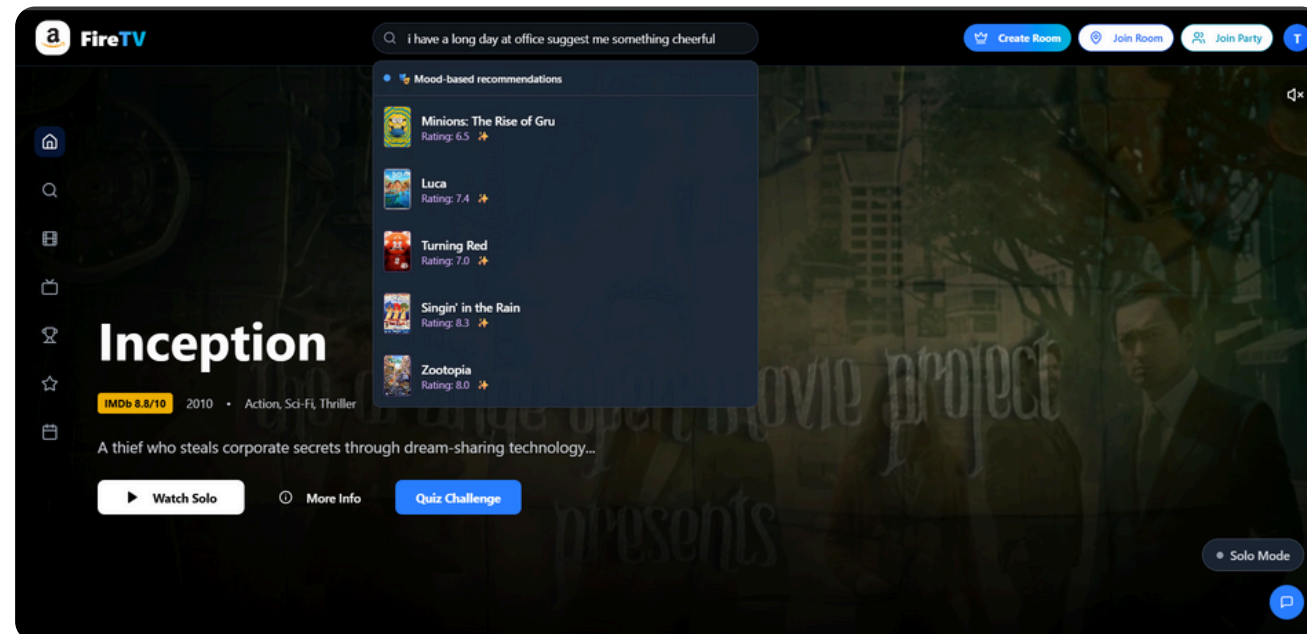
Finally starts watching a thriller. Just when it gets good his mom calls. When he returns, he forgets what was happening. There’s **no quick recap**.

4

Days later, User is back on the couch. Still browsing. Still aimless. Still disengaged.  
**Nothing engaging**



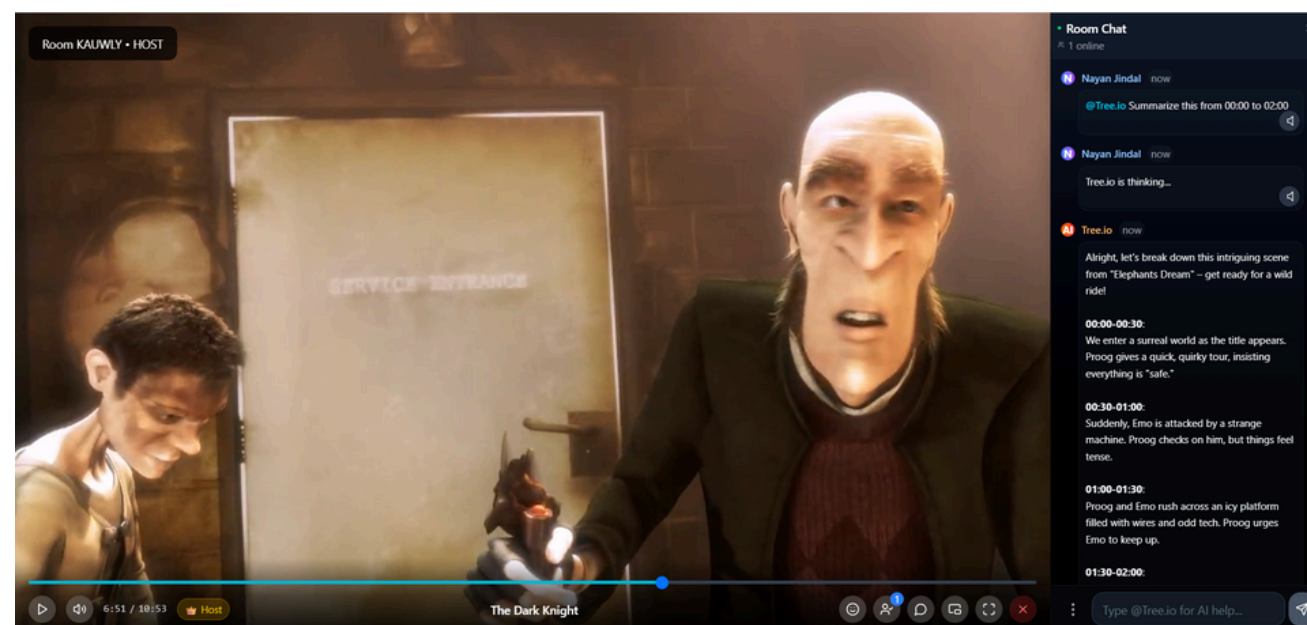
# Solution



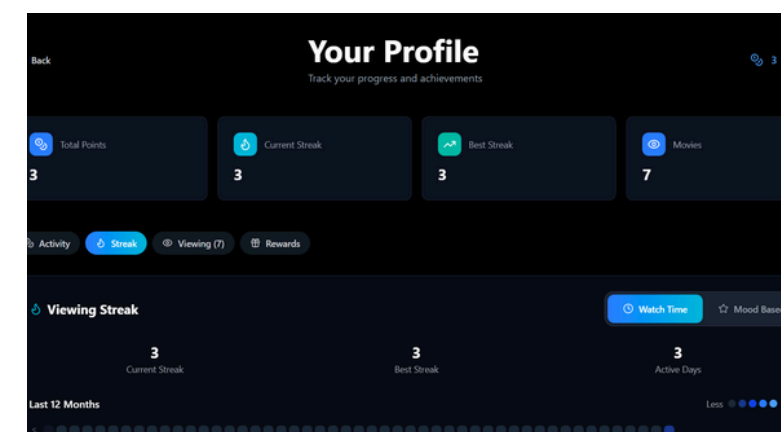
## Mood Based Recommender



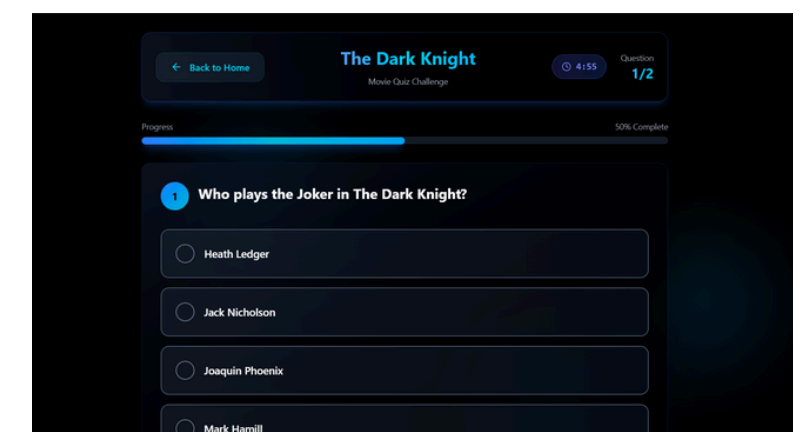
## Co-Watching



## Smart Summarizer



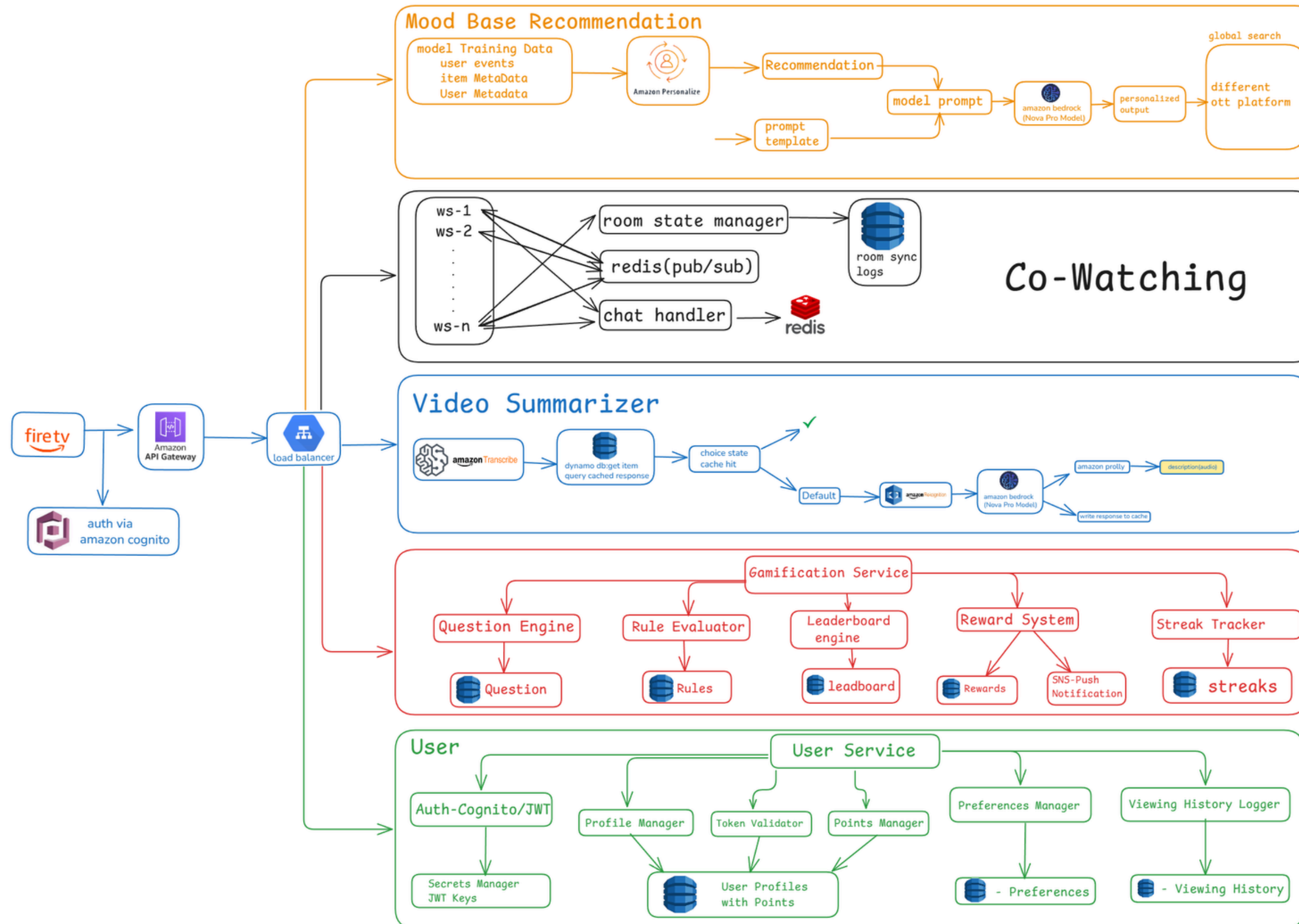
## Gamification







# Architecture





# Revenue Model



## Freemium/Premium Model

User starts with limited access and can upgrade to **premium** enjoying unlimited co-watching and ad-free summaries

## Brand Partners

Reward users with points, streaks, and milestones for watching content , redeemable for coupons or offers from **partner brands**

## Personalized Ads

Show **personalized ads** on Fire TV home or during content breaks based on user mood boosting advertiser value.

## Premium Content

Suggest **premium apps** or channels based on user mood and earn commission on subscriptions or installs.



# North Star Vision



## Cross-Platform

Expanding smart summarizer and co-watching features across Amazon MiniTV, Audible, Chime, and Amazon Shopping.

## Friends

Enabling leaderboards, progress sharing, and friendly challenges to boost user engagement and competitiveness.

## Visual Summaries

Evolving from text summaries to dynamic video summarization

## Alexa Enabled

Expanding from text based interaction to voice-enabled, multilingual Alexa interactions.

**THANK YOU**