




Tree.io

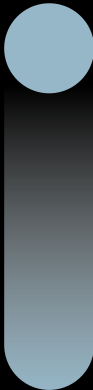


< HackOn >
with amazon
5.0

Theme Name :

- Enhanced Fire TV Experience

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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

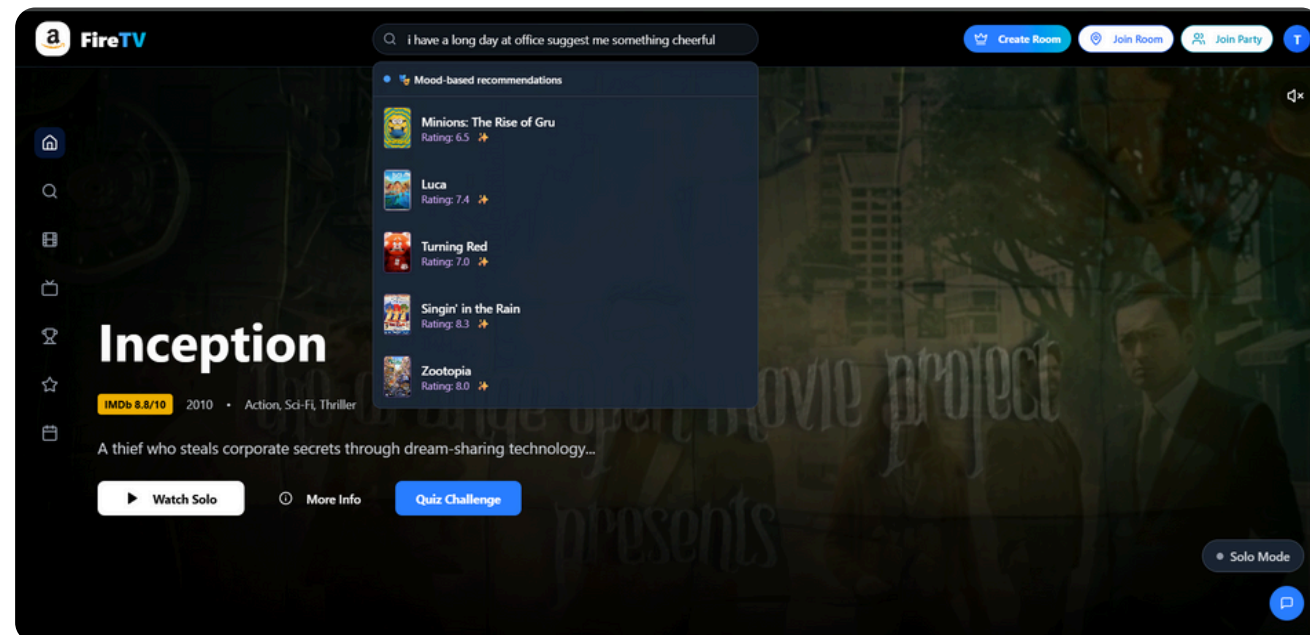
Finally starts watching a thriller. Just when it gets good his mom calls. When he returns, he forgets what was happening. There’s **no quick recap**.

4

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



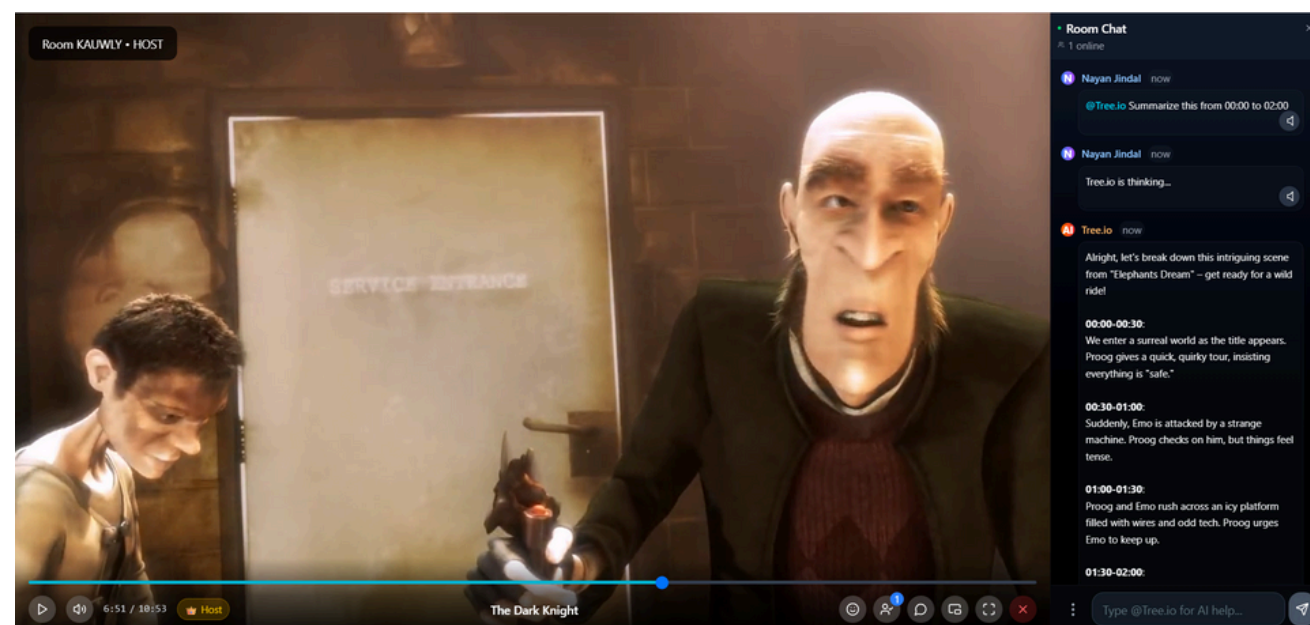
Solution



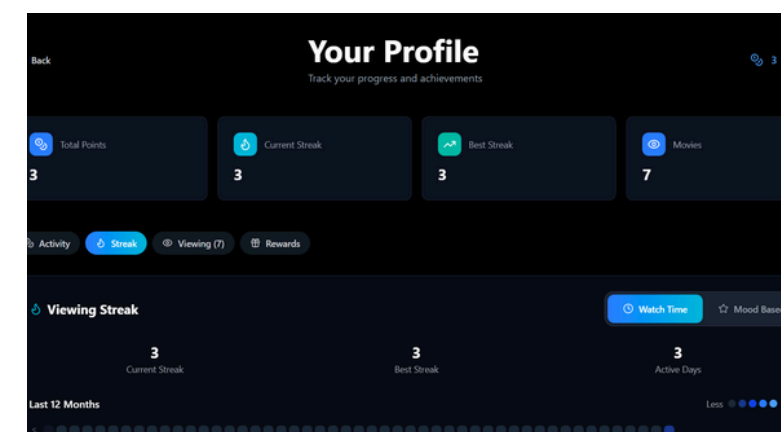
Mood Based Recommender



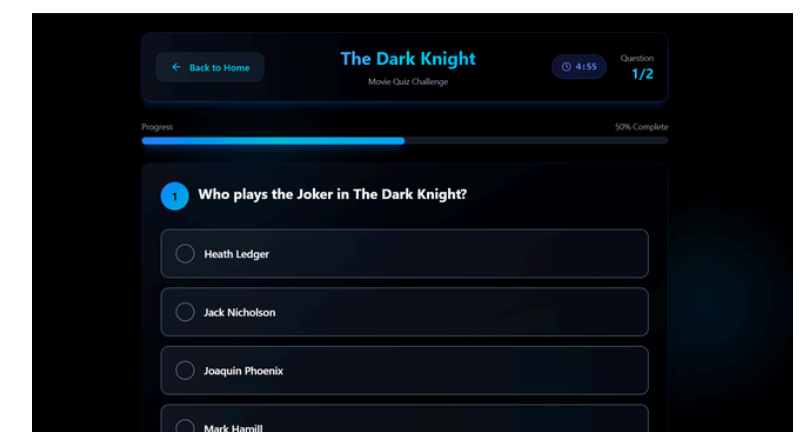
Co-Watching



Smart Summarizer

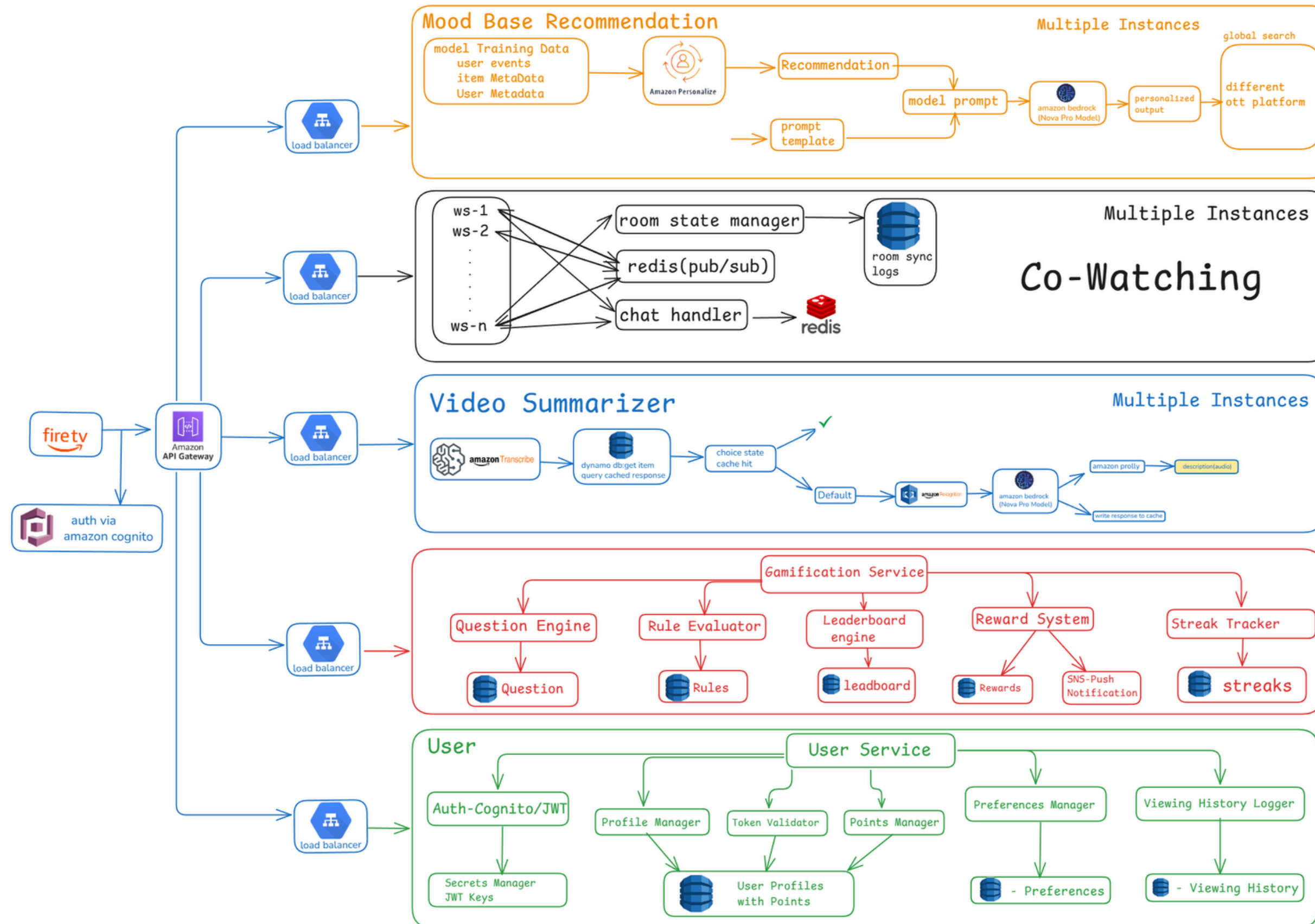


Gamification





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