Accenture Innovation Challenge

Harness Generative AI to develop innovative solutions that boost business and societal growth

Instructions
Reference slide– Remove before submission

1. Use the given template for your idea submission.

1. Follow file naming format: Team name_Idea Name.pptx

1. Ensure the spell check is done before submitting

1. Use standard Arial font, alignment and relevant images (as required)

Team details

TEAM NAME:	Ctrl Intelligence

Jaskirat Singh (Team Leader)

College: Chitkara University
Stream: Computer Science
Engineering
Year of graduation: 2026

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College: Chitkara University
Stream: Computer Science
Engineering
Year of graduation: 2026

All fields are mandatory

Describe the problem statement (200 words)

High demand for fitness apps:
  - 400M+ downloads in 2021.
  - 2B active users in the fitness app category.

Current app limitations:
  - Lack of personalized diet and workout plans.
  - Focus mainly on diet tracking, ignoring live workout feedback.
  - Lack of sustained motivation for users.

User pain points:
  - Lack of real-time form correction during workouts.
  - Limited community engagement and social connection.
  - Repetitive gamified elements, leading to disengagement.

Proposed solution / your big Idea (200 words)

- AI Personalization (NLP & Machine Learning):
  - Custom diet and workout plans based on body type, goals, and habits using AI.
  - NLP analyzes user inputs to provide personalized recommendations.

- Community Features (Social Media & AI):
  - Social media integration for sharing reels, posts, and following friends.
  - AI suggests challenges for friend groups and the community.

- Smart Leaderboard (AI & Data Analytics):
  - Tracks progress based on individual improvement, not just numbers.

- Live Workout Tracking (Computer Vision):
  - Real-time form correction using computer vision to reduce injury risks.

- Gamified Motivation (AI & Gamification):
  - Features like streaks, challenges, and "Workout of the Week" (WOW) to keep users engaged.

Describe TECHNOLOGY USED: Example - Natural Language Processing, Machine Learning, etc.

- AI & ML integration:
  - - AI-driven personalized diet and workout plans.
  - - ML suggests optimal workout routines based on user performance over time.

- Live workout feedback:
  - - Real-time form correction, ensuring users perform exercises correctly.

- Social motivation:
  - Social media features, friend connections, and challenges drive accountability.

- Gamification:
  - Features like streaks, leaderboards, and challenges create continuous engagement.

How is your solution different/unique from other solutions in market? (150 words)

- Balanced focus:
  - Equal attention to both diet and workout plans.

- Smart leaderboard:
  - Focuses on improvement, not just basic metrics like speed/distance.

- Live workout tracking:
  - Offers real-time feedback, unlike many apps that only track data passively.

- Community-driven platform:
  - Friends-based challenges and social sharing foster accountability and motivation.

○ **PATENT FILED:** No

Do you have a working model/prototype: Yes
If not, will you be able to show working prototype during finale. Yes

Thank you!