Project Selection

Landry Kezebou ,Yu-Fang Juan , Jonathan Chang, Jiawei Wang Khanh Ngugen, Pedro Martín Rodríguez-Ponga Eyriès

Comp 150: Entrepreneurship for Comp. Sci. , Spring 2020, Feb 9, 2020

Our brainstorming session was a very productive one. We came up with several very interesting software technology related business ideas, and we penned down the following 4:

1. **Software service to make doctor's appointment online:** We discovered that scheduling appointment with your doctor is something crucial that is yet to be automated. You literally must get on phone with a hospital representative and manually book an appointment to see your doctor, often time waiting/being put on hold for a long period of time depending on traffic. Our idea was to develop a software platform for booking doctor's appointment online. The software will be purchased and adopted by hospitals/clinics.

2. **Software/App to help people with interior design and arrangement using VR technology**
There has been tremendous success and advancement in Virtual/Augmented Reality in recent years. Leveraging on such technology, we propose to develop an online platform for interior décor/design/renovation recommendations based on user's taste, 360 view of their apartment / house, and other user's specific characteristics. The key idea is to provide the user with multiple choices and show them in a 360 view of what finished interior décor/design will look like in real time. The advantage is that users can test and visualize several designs in real time (using VR) and within just a few minutes, hence deciding on the best option. Links to furniture in the final design are provided instantly, hence eliminating the expensive interior designer cost in the loop. Overall furniture cost analysis is also reported.

3. **Running app:** This should be a cross platform app (iOS/Android) that lets you track out the path you will run / ran and calculates the mileage, steps, calories to burn, etc. so runners can plan out their run and track their health more efficiently and more proactively. The app will also be able to generate report of your progress and suggest improvement based on your heart rate, blood pressure, calories goals, self-reported weight and several other user's specific data. The app should also let you connect at will with other people running/planning to run the same tracks, hence making it easier to find an exercise buddy which has proven to keep lots of people motivated and encourage to stay on track with their physical exercise routine.

4. **AutoBeats**: Generative Adversarial Network-GAN is considered one of the most innovative ideas in deep learning/ AI field in recent years. GANs let you generate very realistic data from random noise vector by automatically learning a complex mapping function to translate data from one domain to the other. A famous example is DeepFake which has recently been able to generate realistic but fake videos of President Obama giving speeches he never did before. We propose leveraging on such technology to automatically generate random beats for music based on genre, users voice, lyrics and much more. Target market will include music lovers, music studios, producers, hobbyists.

After much deliberations, we decided to go with the **VR interior design recommendation platform** idea, based on its uniqueness and potential for a very huge market. For the doctor's appointment app, we had concern about privacy and foresee challenges in having access to patient's data from hospitals. Similarly, we weren't so sure about the marketability of the last two ideas. Establishing a revenue stream for these products will not be as evident. Hence our decision to go with Idea 2.

The VR interior design app will initially be focused on driving a lot of users traffic by proving free membership and free design recommendations just like Facebook and other social media apps do. Once we have successfully penetrated the market, we will form our revenue stream from advertisement, especially from furniture stores and retailers. We will also provide premium subscription with added features and connect users with contractors to carry out the design to perfection. We anticipate adding several dimensionalities to this our product as the idea maturation unfolds. We are likely to have a have revenue steam similar to TripAdvisor, Pinterest and the likes. What's most interesting about out product is that it is innovative and could be the first in the market to provide such services. We are very excited about the problem this product is set out to address and look forward to exploring and transforming it into a viable and marketable product.