

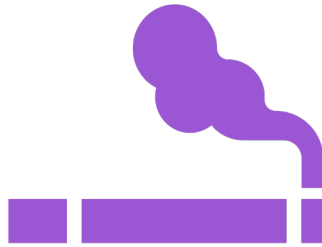
WeCare

Social Impact Challenge

Google - Proactive Smoking



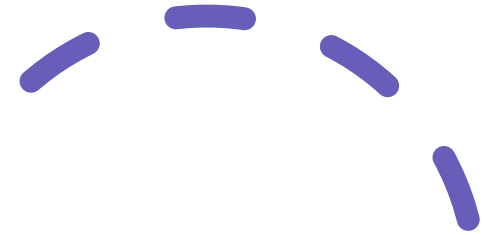
Problem



People often smoke in forbidden areas like petrol stations

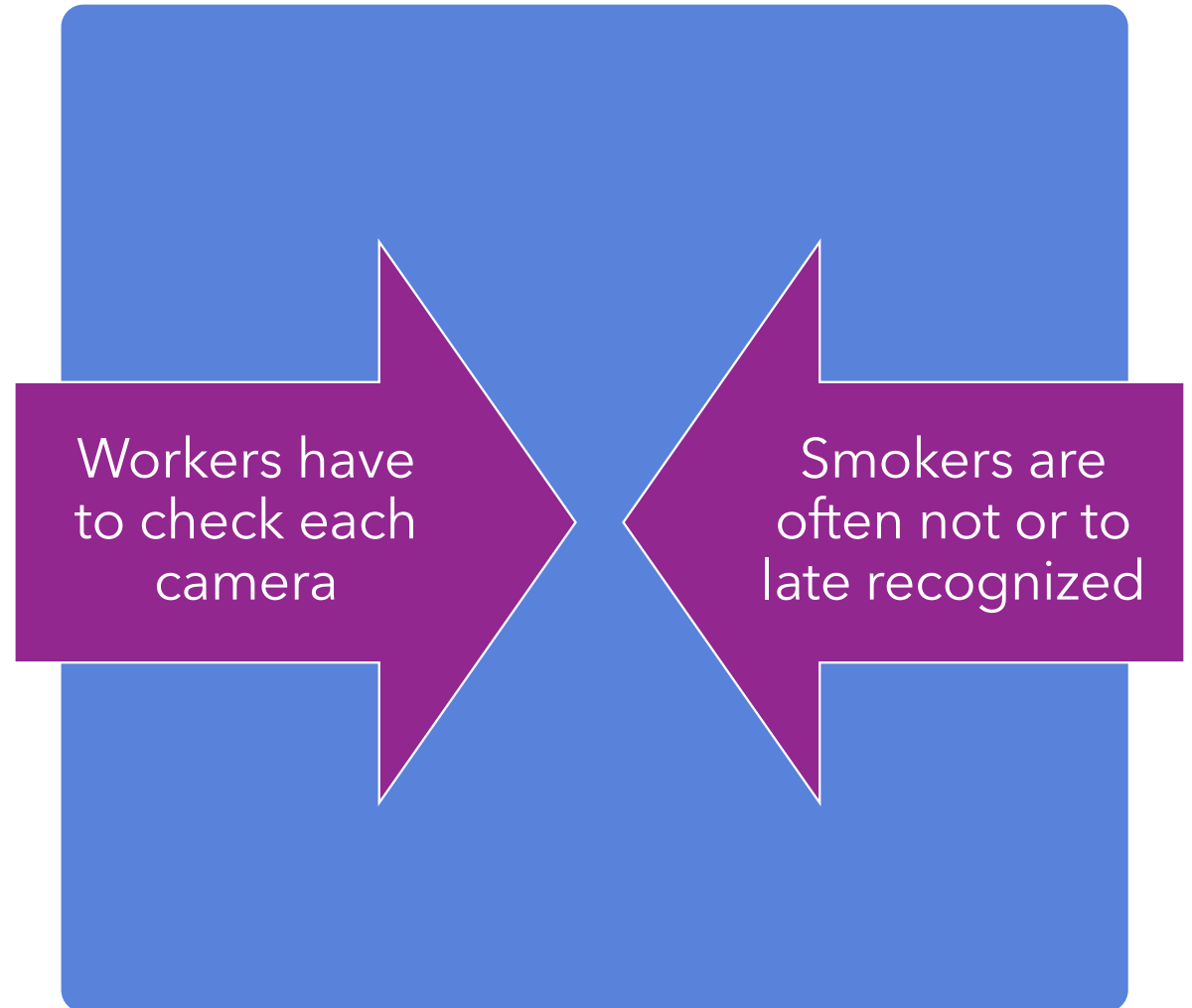


This could cause serious problems like fire hazards



Problem

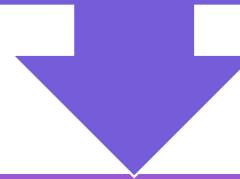
Solved at the moment



Solution



Ai - System that can recognize humans that are going to smoke based on human action recognition



Alerts the employee



Benefits



Less employees needed
to monitor the videos



Preventing greater
damage



Easy to implement



Market

14 459 petrol stations only in germany

(2021, src: statista)

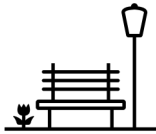
500 fires caused by cigarettes each
year in germany – public interest

(2021, src: hausinfo)

1 708 forest fires

(2018, src: forstwirtschaft in Deutschland)

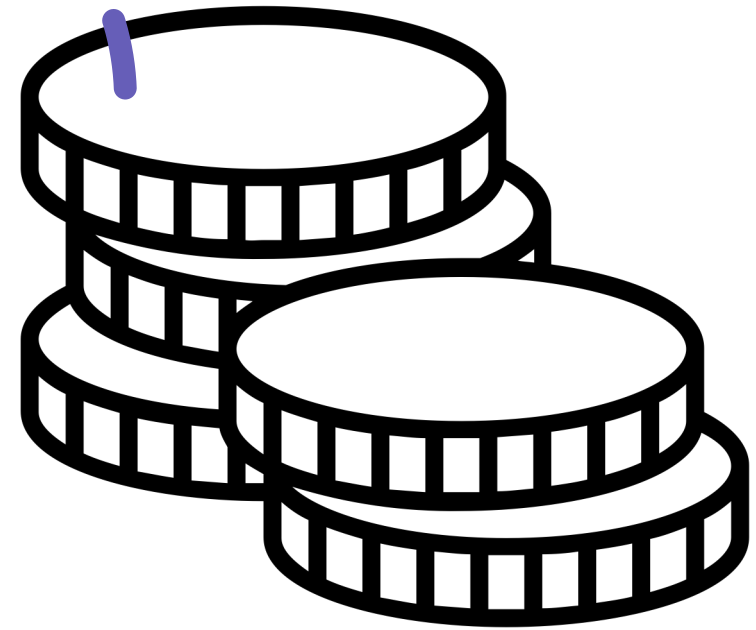
Buisnes Modell



Key customer:
petrol stations and
public services

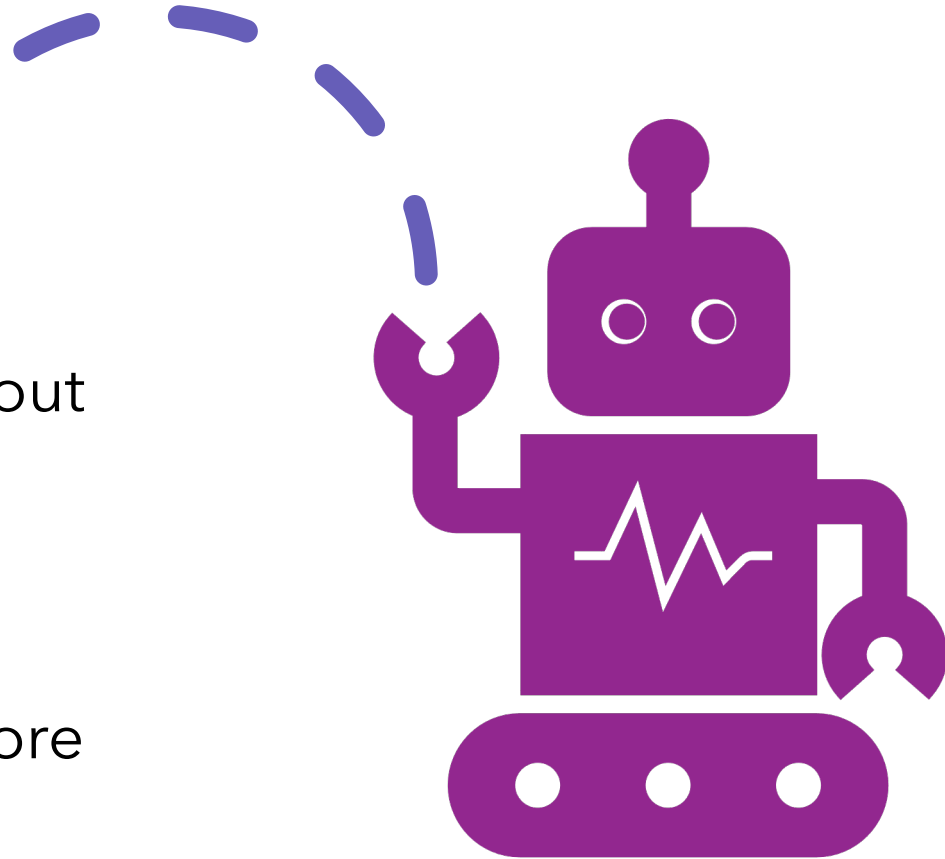


Product: software
with monthly
subscription



Competition – Why now?

- No comparable product out there
- Ai is getting more and more attractive for the market



Roadmap

First prototype:

- trained on smoking videos from Kinetics and Hmdb51 dataset
- Already decent accuracy



Problem:

- videos are not perfectly suited for the desired use case (cf. picture)
- Is not able to localize the person



Roadmap



Second prototype: getting more suited data



Third prototype: adjusting to Human action prediction from Human action recognition



Fourth prototype: localizing different people