The background features two large, irregular orange shapes on the left and right sides. In the top right and bottom left corners, there are thin, wavy, light orange lines that resemble topographical map contours.

Your AI Climbing Coach **BetaBoost**

MSIS Gold

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Problem Statement

"Climbing harder, but not climbing better."

Facing plateau

Professional coaching at \$60–100/hour.

- Intermediate and advanced climbers struggle to spot technical flaws in their movements



BetaBoost

01

Real-time Dynamic Movement Analysis

02

AI-based Personalized Multi-layered Feedback

03

Affordable Continuous Coaching Experience

The image shows a web interface for BetaBoost Climbing AI. At the top, the logo 'BetaBoost' is in blue and orange, with 'Climbing AI' in a small grey box. Below it, the text 'Analyze your climbing technique with AI-powered feedback' is displayed. The main section is titled 'Upload climbing video'. It features a large light blue box with a cloud icon and the text 'Drag and drop file here' and 'Limit 200MB per file • MP4, MOV, AVI, MPEG4'. To the right of this box is a 'Browse files' button. Below the upload area, a file named 'test_no.mp4' with a size of '1.4MB' is listed with a close button (X). To the right of the upload area, there are three dropdown menus: 'Route Type' set to 'Vertical', 'Climber Level' set to 'Intermediate', and 'Difficulty' set to 'V3'. At the bottom right, there is a 'Start Analysis' button.

BetaBoost Climbing AI

Analyze your climbing technique with AI-powered feedback

Upload climbing video

Drag and drop file here
Limit 200MB per file • MP4, MOV, AVI, MPEG4

Browse files

test_no.mp4 1.4MB

Route Type
Vertical

Climber Level
Intermediate

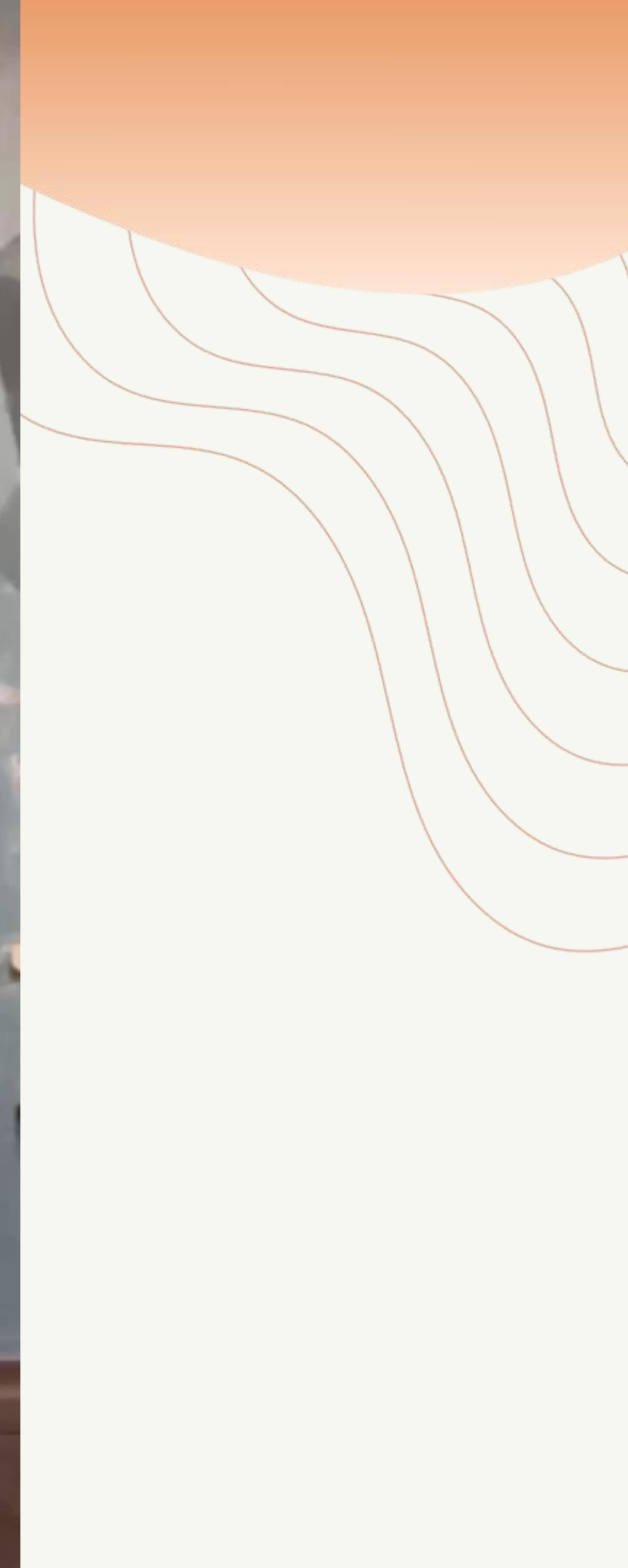
Difficulty
V3

Start Analysis

The background features a light cream color with abstract orange shapes on the left and right sides. These shapes include solid orange areas and thin, wavy lines that create a sense of movement and depth. The word "DEMO" is centered in a bold, dark red font.

DEMO

Comparison



Comparison

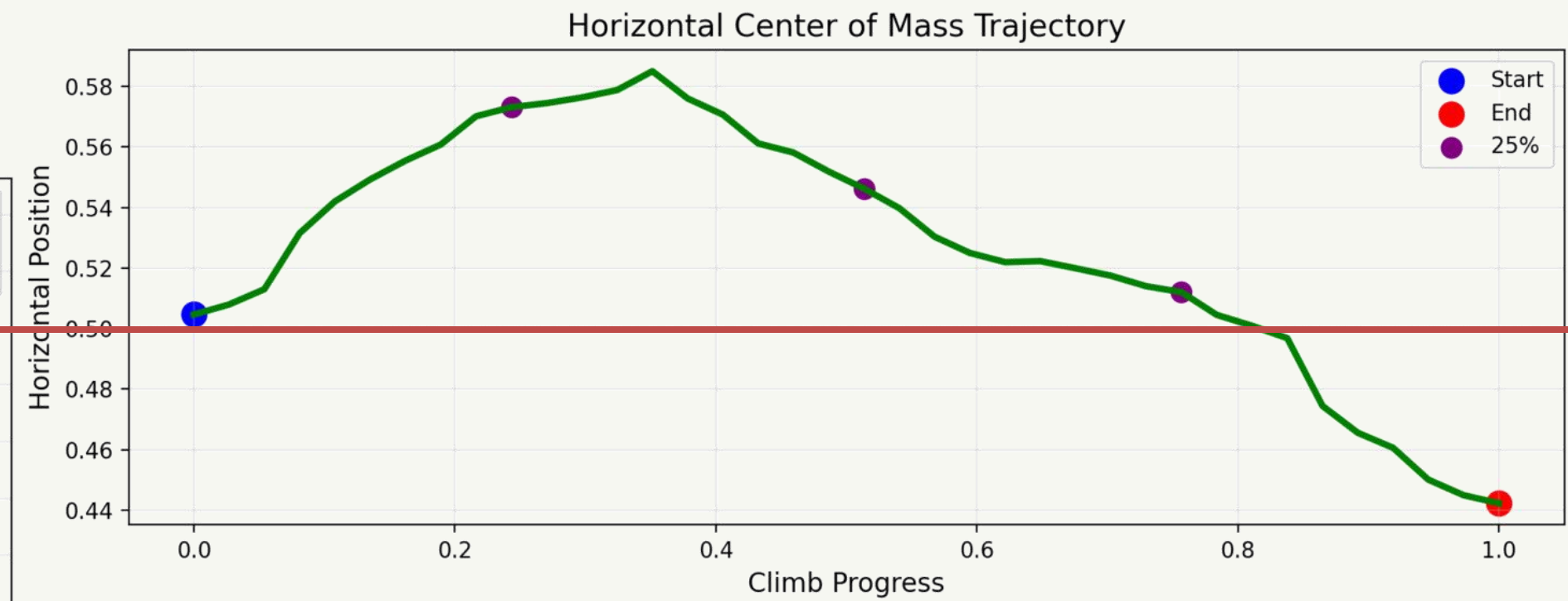
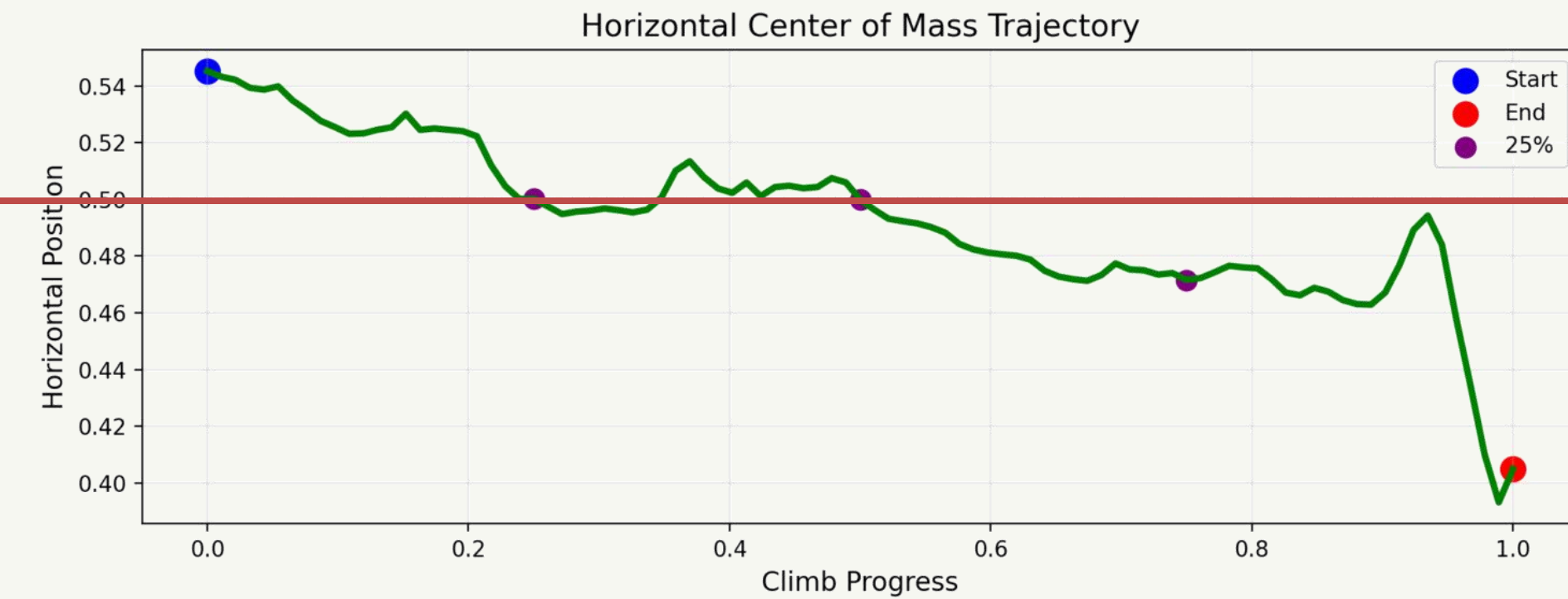
72.6

/100



81.1

/100



Technical Innovation

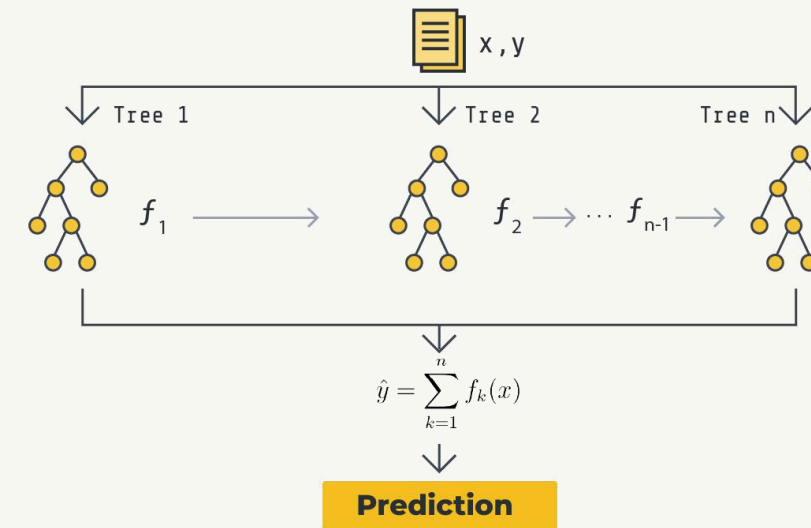
➤ Data Collection & Feature Engineering



MediaPipe

- Pose Skeleton
- 460 Multi-frame Samples
- 327 Features

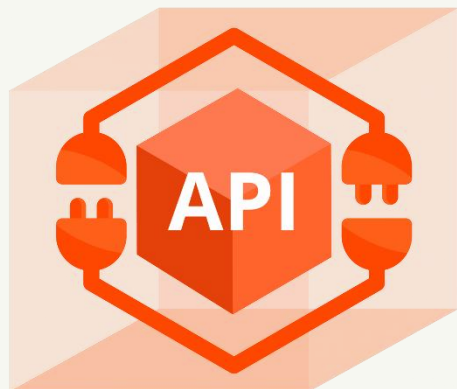
➤ Model Training & Expert Knowledge



XGBoost

- Expert Annotations
- 30 Key Features

➤ Advanced Feedback System



Claude API

- Rule System
- Knowledge-base System
- API Personalized feedback

➤ System Integration & User Experience



Streamlit

- Final Score + Main Issue
- Technique Corrections
- Training Plan

Business Model

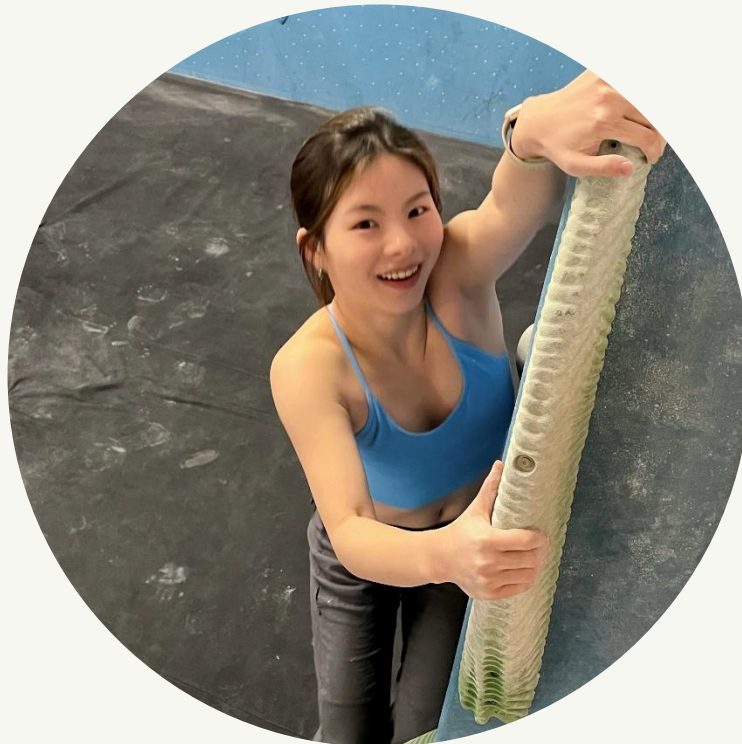
➤ Market

\$3.23 billion market

CAGR of 9.3%

➤ Target Customer

Intermediate to Advanced Climbers



2 million active climbers in North America
40% at intermediate level or above

➤ Partnership

Climbing Gym Partners



Seattle Bouldering Project (SBP)

1,000+ commercial climbing gyms in North America
Averaging **500-1,000** members

Revenue Model

➤ Individual Subscription Model

Pay-Per-Use Option

5 FREE analyses per month
Additional: \$3.99 each

Membership Subscription

👑 Premium: \$12.99/month

- 30 analyses per month

👑👑 Pro: \$22.99/month

- Unlimited analyses
- Personalized training plans

➤ Climbing Gym Partnership Model

Value-added Partnership Model

Climbing Gym members:

👑 Discounted Membership Fee
when subscribing to BetaBoost Premium or Pro



Conclusion

Climbing Better Together

BetaBoost: Transforming the Future of Climbing Training

AI feedback at a fraction of coaching costs

Starting with 2 partner gyms in our city

Refine our product based on real user feedback





THANK YOU