

Achilles Project



Did you know..?

- Incorrect posture while running can augment the probability of suffering an injury up to a 23% more.
- Between 37% and 56% of recreative runners suffer an injury each year.

References:

http://www.bbc.com/mundo/noticias/2014/02/140206_mitos_medicos_realmente_zapatos_deportivos_finde_jgc

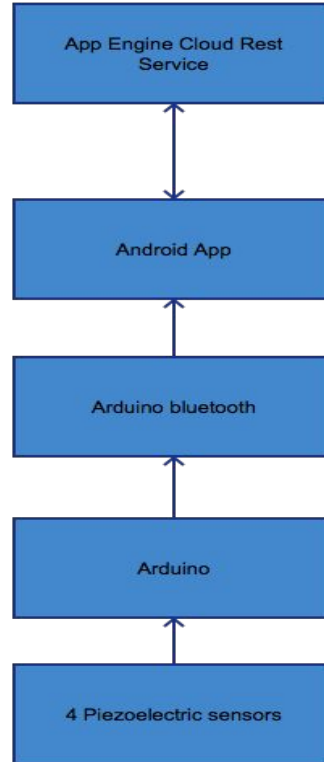
Introducing Adidas Achilles.

- What is it?
 - A set of sensors in your shoes that communicate with our running app in order to help you optimize your running and minimize risk of injury.
 - Acts as a personal trainer, showing you how to run correctly.
- How does it work?
 - The user wears the shoes, starts a session in the app and automatically receives feedback in real time about his running performance.
- What benefits does it have?
 - Optimize the way you run.
 - Reduce the probability of injury.

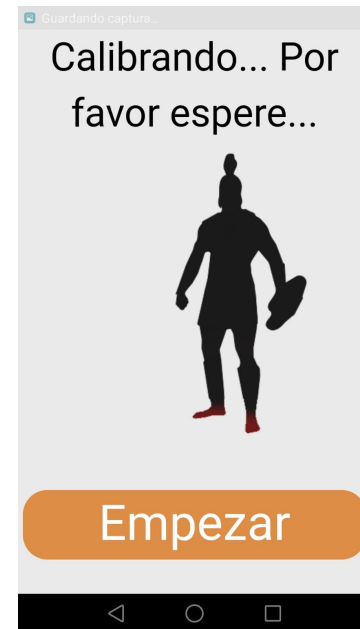
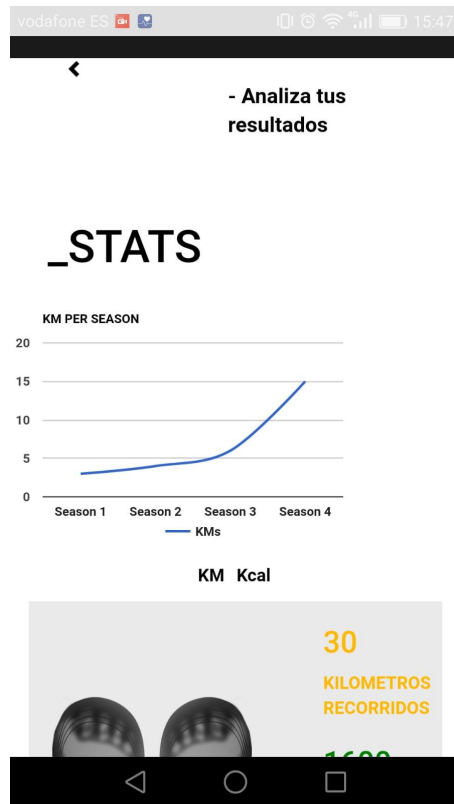
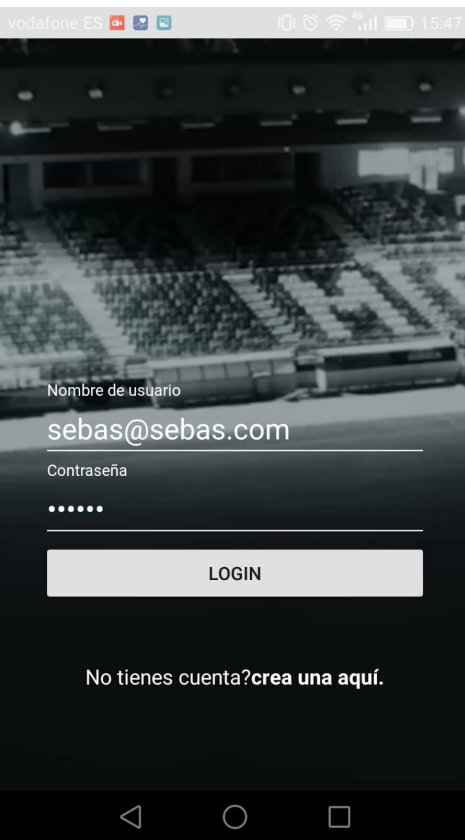
Technologies Used.

- Firebase
- IoT
- Arduino
- App Engine
- Spring Boot
- Cloud SQL
- Android
- Adobe XD

Communication.



Interface and usage



Future Milestones of the project

- V1.
 - Functioning prototype
 - Database and Web Service
 - Android App
- V2. Train a ML model with famous sports to give proper feedback to the users.
- V3. With a ML model already trained, implement a self correcting sole so that in real time it can apply ML to correct the user's shoes automatically.

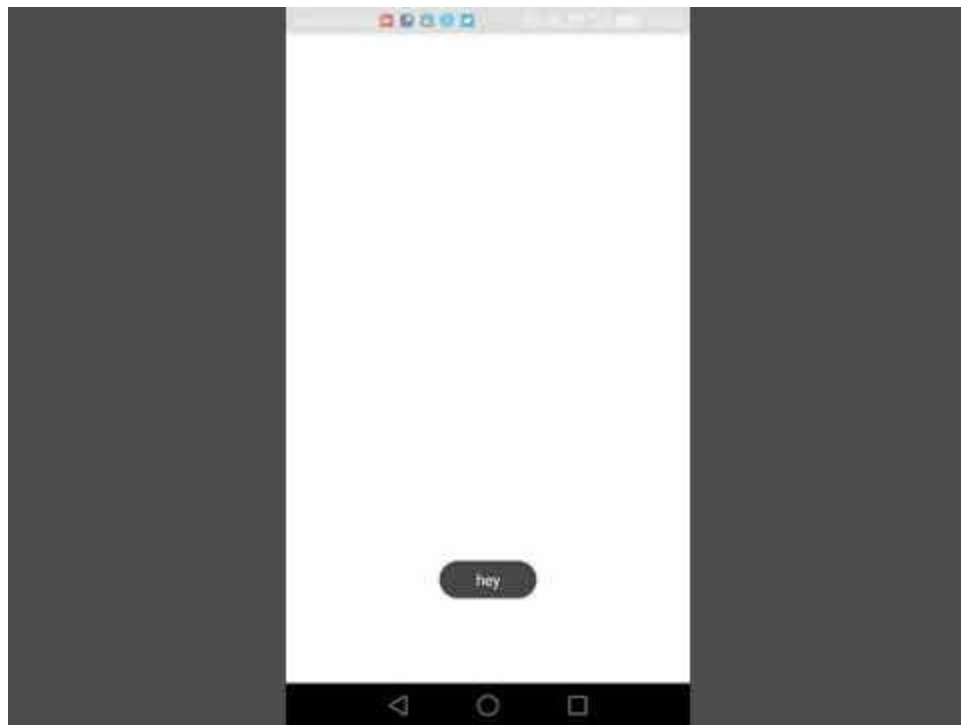
Business Model.

- V1:
 - In app publicity about Adidas Products.
- V2:
 - Sell personalized soles tailored to your feet and running characteristics.
- V3:
 - Subscription model: Pay a yearly fee and get the latest shoes from Adidas Achilles each year in exchange for giving your

Expectations VS Reality

- Due to the cables/breadboard used we couldn't attach the sensors to the shoe.
- The only sensors we could buy on saturday take a maximum of 10 kg.
- Soo... Time to generate random data.

Demo



Conclusions

- It was a fun project although maybe too ambitious, but we liked the idea so much, we went forward with it.
- We have opened our minds to the new business concepts and develop a great idea to improve the user experience.

THANK YOU