



TEAM 3 - EMPOWER X

AGENDA



1. Introduction
2. Need Importance
3. Job To Be Done
4. Desired Outcomes (or Goals)
5. Quantitative Parameters
6. Customers
7. Customer Feedback & Validation
8. Our Solution
9. Market Analysis
10. Competition Analysis
11. Business model
12. Contact Information
13. Sources and References



NEED 1 : SMART YOGA MAT

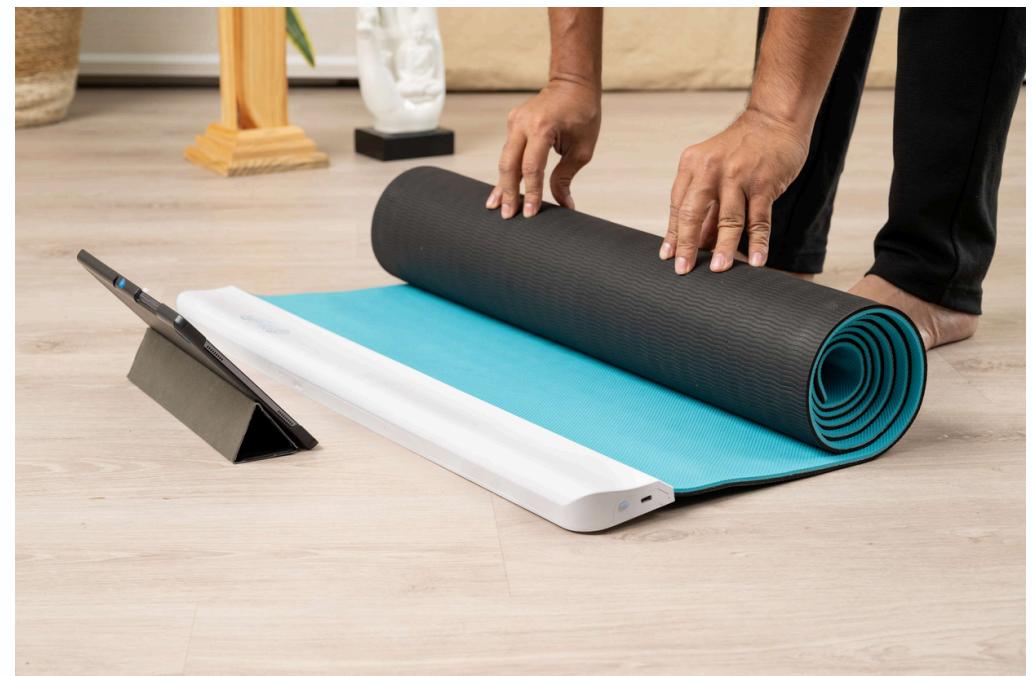
INTRODUCTION

PERSONAL REFLECTION

Yoga has long been associated with mental well-being, flexibility, and physical fitness, but incorrect posture and misalignment often lead to ineffective practice and potential injuries. As yoga enthusiasts, We noticed that traditional mats offer no guidance, leaving beginners and even experienced practitioners without proper feedback.

KEY INSIGHT

The Smart Yoga Mat bridges this gap by using AI-powered posture tracking and real-time feedback to improve form, technique, and engagement. With an increasing global focus on fitness and mindfulness, integrating smart technology into yoga practice enhances effectiveness while making sessions more personalized and interactive.

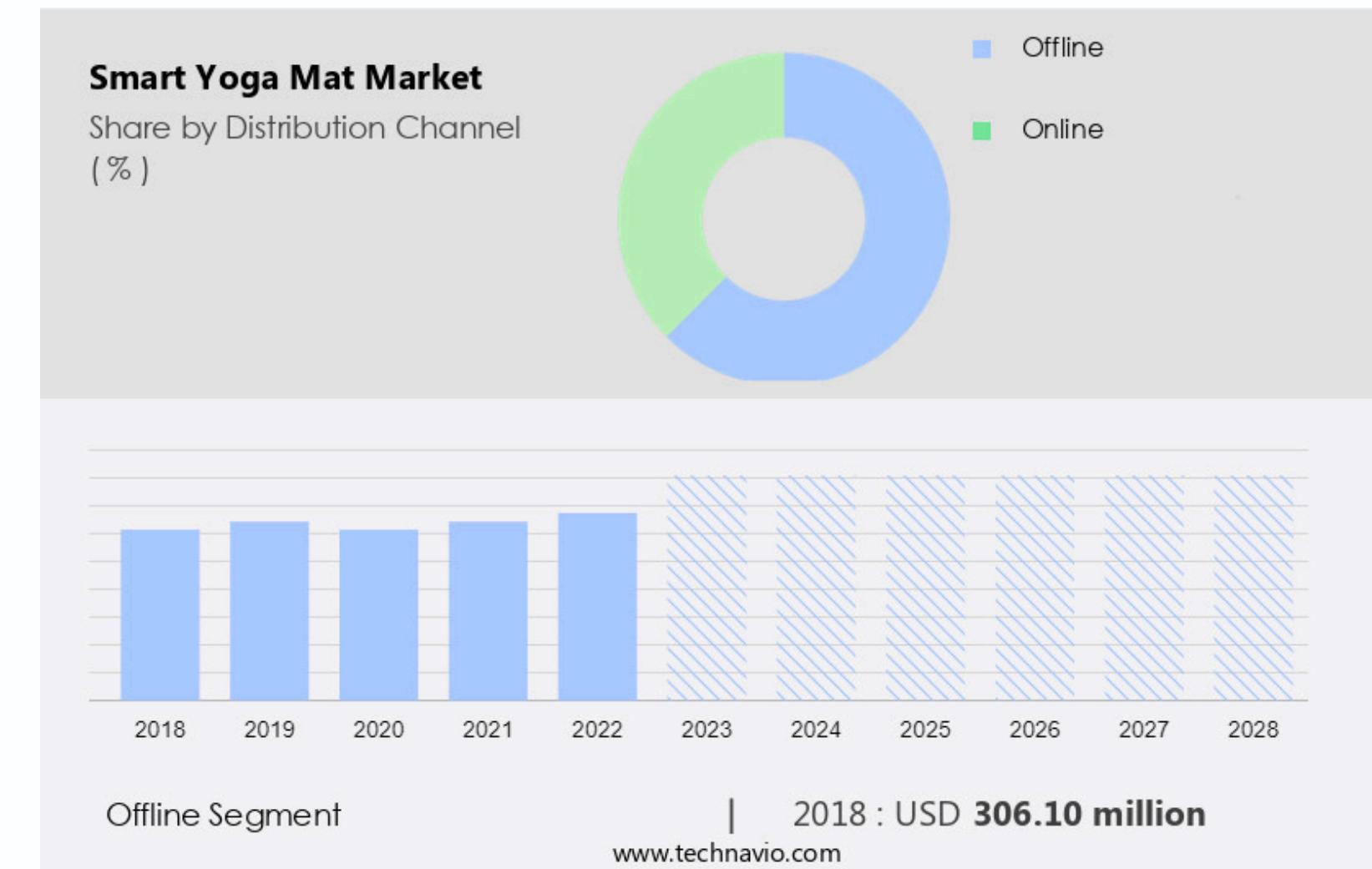


NEED FOR SMART YOGA MAT

Yoga is practiced by over 300 million people worldwide, yet 80% of practitioners struggle with proper posture alignment. Traditional yoga classes offer guidance, but many lack access to instructors or prefer at-home sessions.

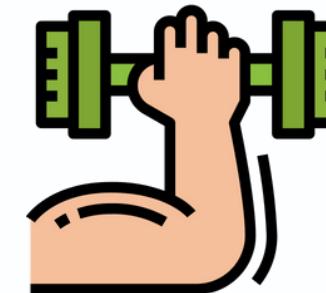
A Smart Yoga Mat with AI-powered posture tracking, real-time feedback, and personalized corrections is needed to:

- Help users improve alignment and avoid injuries
- Provide instant feedback without requiring an instructor
- Track progress over time, ensuring better flexibility and posture
- Enhance engagement and motivation for yoga practitioners



CUSTOMER SEGMENTS

CUSTOMERS



Fitness Brands



Yoga Studios



Wellness Programs

END USERS



Yoga Practitioners



Fitness Enthusiasts



Busy Professionals

JOB TO BE DONE

MAIN JOB

- Provide intelligent feedback to refine posture and technique

RELATED JOB

- Offer guided sessions & structured yoga programs

EMOTIONAL JOB

- Reduce stress and enhance mind-body connection



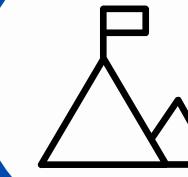
QUANTITATIVE PARAMETERS

- **Posture Accuracy:** AI-based sensors should detect body posture within $\pm 3^\circ$ precision
- **Connectivity:** Bluetooth 5.0+ for seamless device-app integration
- **Battery Life:** Minimum 5-7 sessions per charge
- **User Adoption Rate:** Target 15-20% growth in the fitness tech segment within 3 years



CONSTRAINTS

- **Material:** Must be sustainable and non-toxic
- **Sensors:** Need to be accurate but non-intrusive
- **Battery:** Must last multiple sessions without frequent charging
- **Compatibility:** Should work with iOS, Android, and major fitness platforms

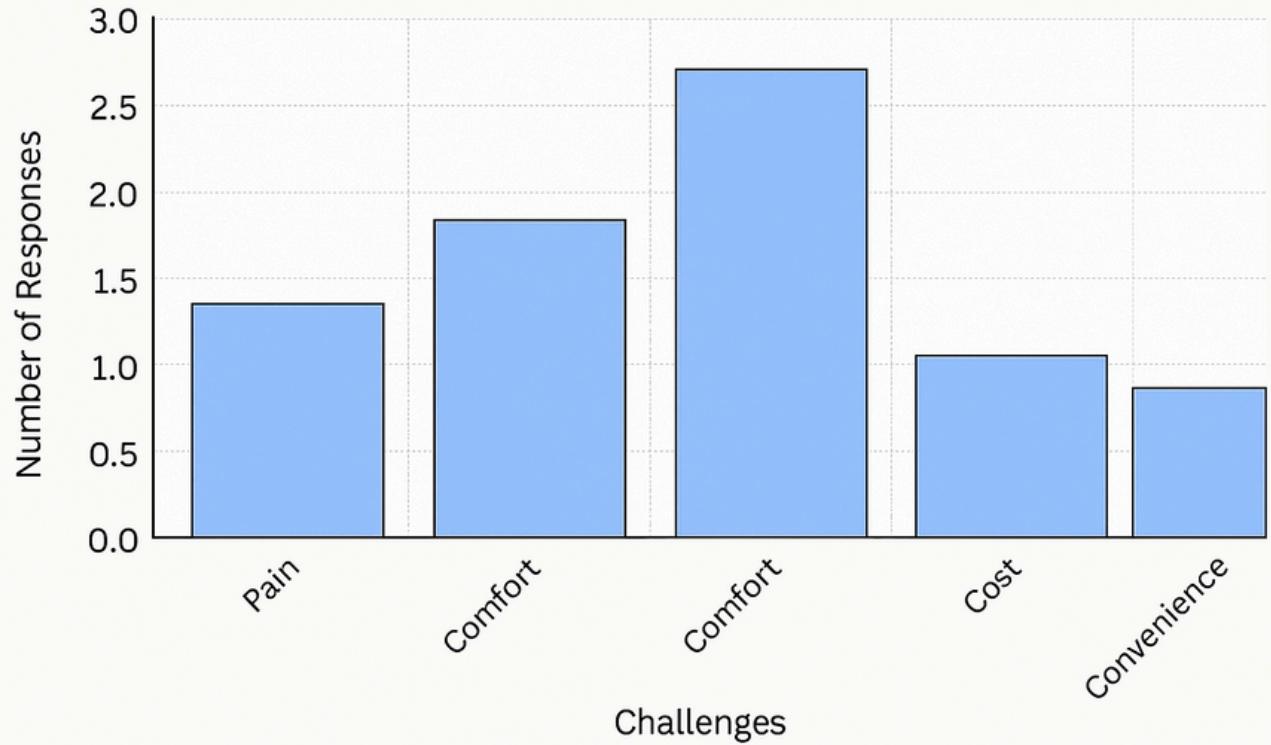


DESIRED OUTCOMES

- Real-time posture correction to reduce injury risk
- AI-driven personalized coaching for users at all levels
- Seamless mobile app integration for tracking and recommendations
- Eco-friendly & lightweight design for portability and sustainability
- Multi-user profiles to accommodate different users in a household

CUSTOMER INTERVIEW ANALYSIS

Challenges Experienced by Yoga Customers



KEY CUSTOMER RESPONSES

"I can't tell if my posture is correct during yoga"

"It's hard to stay consistent and motivated without tracking progress"

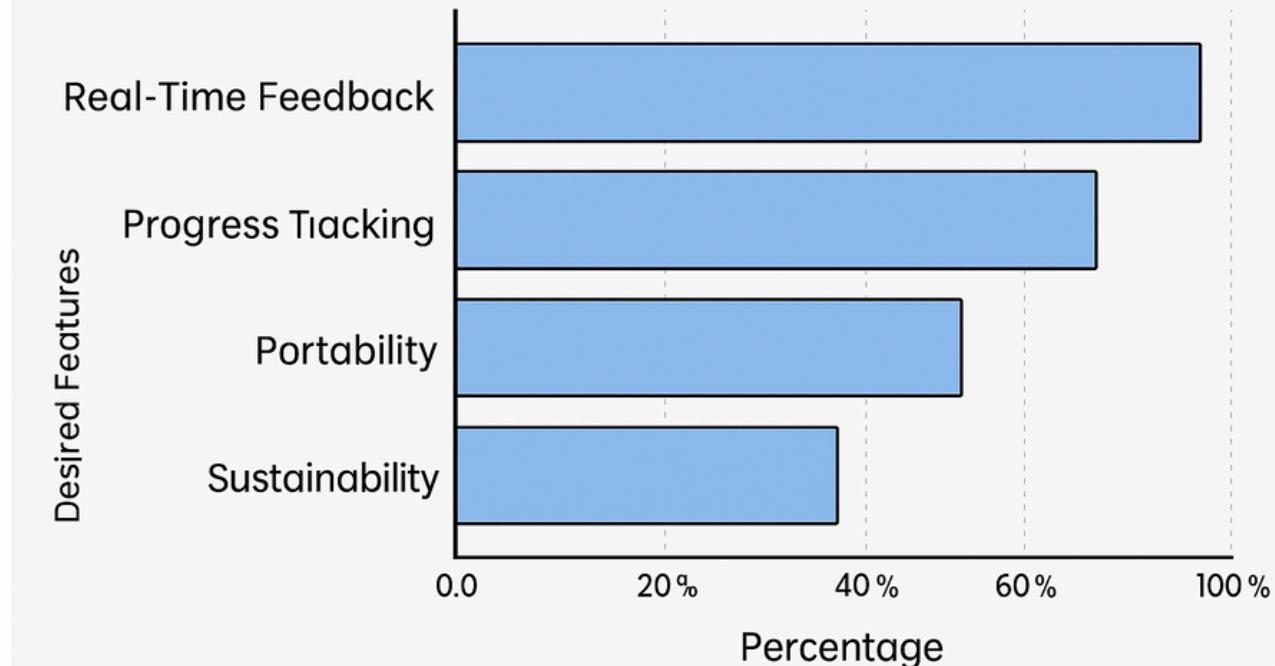
"I wish I had real-time feedback like a personal instructor"

"I want a yoga mat that's smart, but also easy to carry"

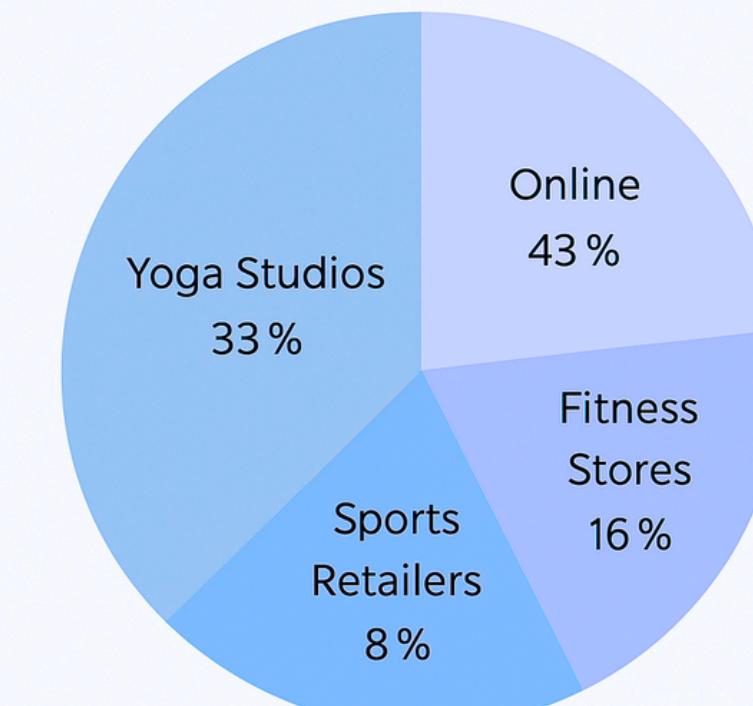
Marketing Message

Achieve better posture and progress with Smart Yoga Mat!

Desired Features



Purchase Channels



PAIN POINTS	HYPOTHESIS	VALIDATED	GOAL
Incorrect posture during home workouts	"Users want real-time feedback to correct poses and avoid injury"	✓	Integrate sensors and AI to provide instant posture correction
Lack of motivation or consistency	"Users lose interest without visible progress or encouragement"	✓	Add gamified progress tracking and milestone-based rewards
Yoga mats are not interactive or personalized	Users want a mat that adapts to their routine and provides tailored sessions	✓	Develop customizable programs based on skill level and goals
Bulky or non-portable smart equipment	"Users need a smart mat that's lightweight and easy to store or carry"	✓	Design a foldable, portable smart mat with battery-efficient hardware
App integration is limited or unreliable	"Users want seamless syncing with fitness apps and wearables"	✓	Ensure cross-platform compatibility and Bluetooth-based real-time sync

OUR SOLUTION

FIX POSTURE INSTANTLY

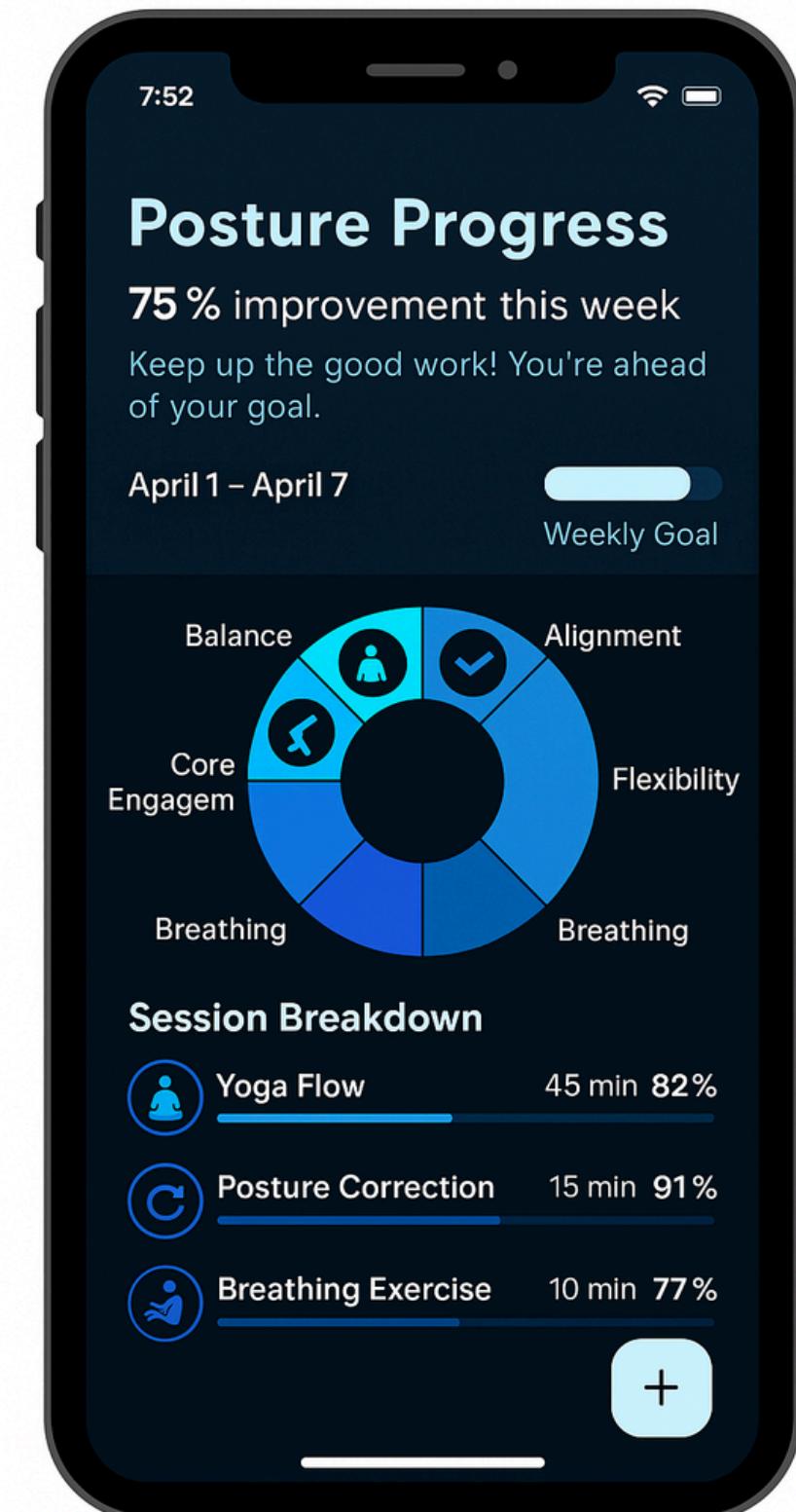
Add sensors to give real-time feedback on body position and help avoid injuries

KEEP USERS MOTIVATED

Use badges, levels, and progress tracking to keep users engaged and coming back

MAKE IT PERSONAL

Offer personalized sessions based on the user's goals, skill level, and routine



EASY TO CARRY

Design a foldable, lightweight mat that fits in a backpack and is travel-friendly

SYNC WITH OTHER APPS

Connect easily with fitness apps and wearables using Bluetooth and cloud sync

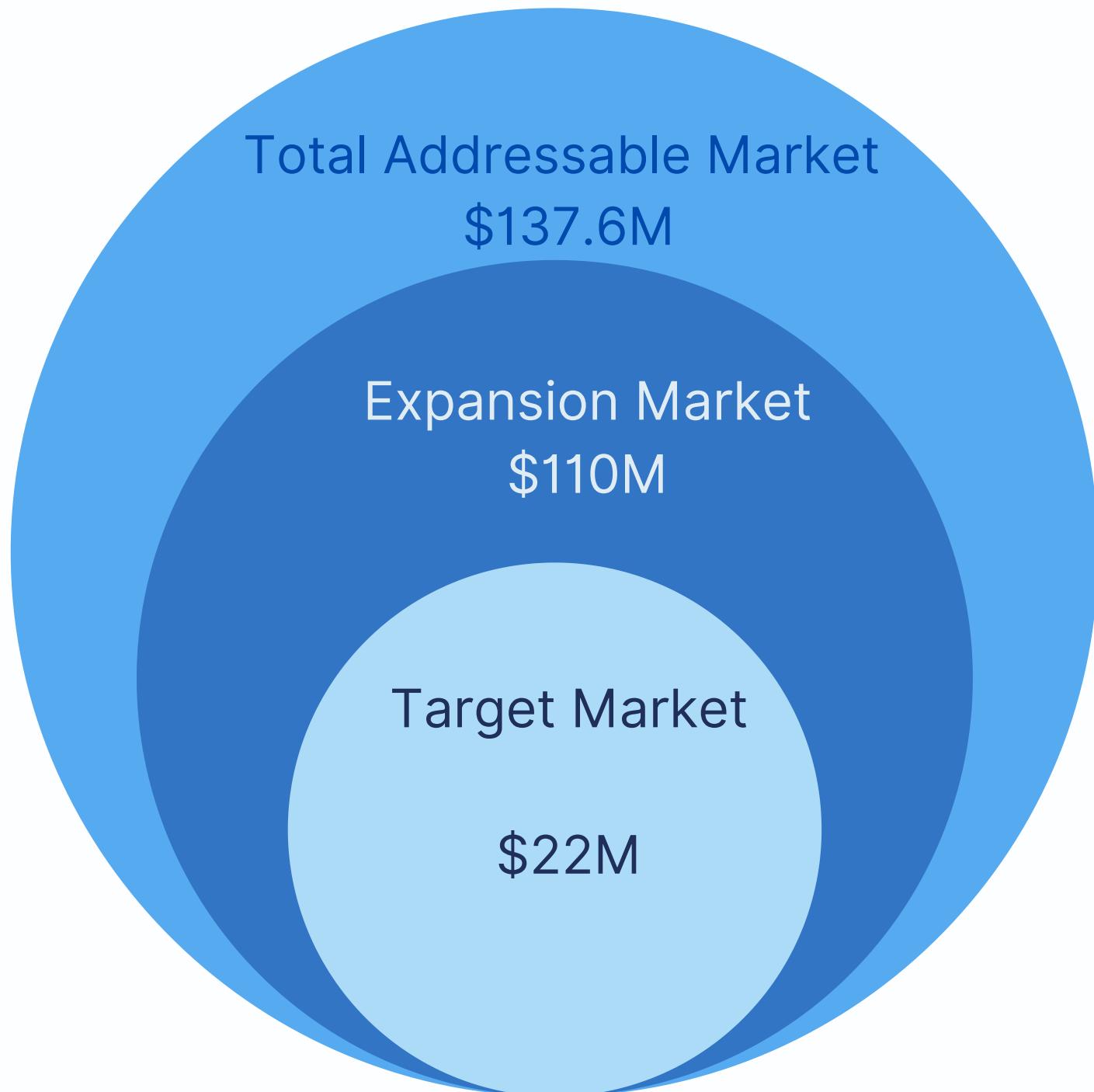
TRACK PROGRESS VISUALLY

Show users clear charts or animations of how they improve over time

Patent Application Title:

"Intelligent Yoga Mat System with Real-Time Posture Detection and Feedback via AI"

MARKET ANALYSIS



TOTAL US ADDRESSABLE MARKET

- US Yoga Practitioner Population = 34.4 Million
- Average price of a Smart Yoga Mat = \$100
- Adoption rate among yoga practitioners = 4%

TAM Calculation: $\text{TAM} = 34.4\text{M practitioners} \times 4\% \text{ adoption rate} \times 100 = 137.6\text{M}$

EXPANSION MARKET

80% of TAM = \$110M
(includes fitness enthusiasts and wellness programs)

TARGET MARKET

20% of Expansion Market = \$22M
(focus on tech-savvy yoga practitioners and fitness brands)

MARKET SEGMENT



TARGET MARKET - \$22M

Yoga Studios: \$6.6M (30%)

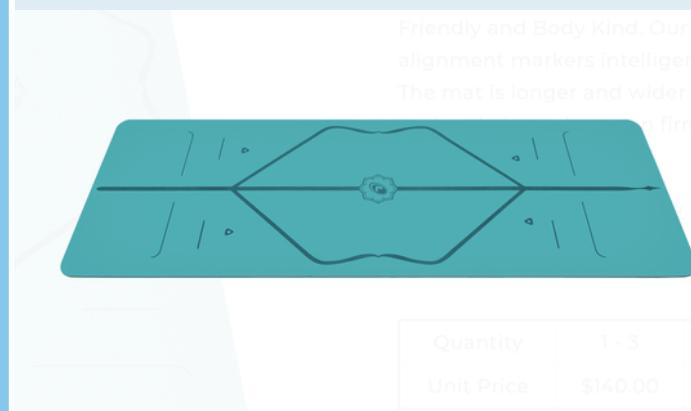
Fitness Enthusiasts: \$5.5M (25%)

Busy Professionals: \$4.4M (20%)

Wellness Programs: \$3.3M (15%)

Fitness Brands: \$2.2M (10%)

COMPETITORS' OVERVIEW

COMPETITORS	Liforme Yoga Mat	YogiFi Smart Mat	Peloton & Mirror
Product/Services	High-quality alignment yoga mats with printed guides for posture correction	AI-powered yoga mat with posture tracking & guided sessions via app	Interactive fitness screens for live & on-demand workouts, including yoga
Growth & Impact	Well-established in the premium yoga mat market, popular among eco-conscious consumers	Gaining traction among tech-savvy yoga practitioners, but limited adoption	Strong growth in smart home fitness, widely adopted in North America
Weaknesses	Lacks real-time tracking and AI-based feedback. Expensive compared to standard mats	Limited full-body tracking, relies on pressure sensors only, subscription-based pricing	Requires bulky equipment, no mat-based posture tracking, high cost
Product Visuals			

COMPETITIVE ADVANTAGE

FEATURES	Smart Yoga Mat	Liforme Yoga Mat	YogiFi Smart Mat	Peloton & Mirror
Real-Time Posture Correction	Yes	No	Limited	No
AI-Based Tracking	Yes	No	Yes	No
Multi-User Functionality	Yes	No	No	Yes
Eco-Friendly Material	Yes	Yes	No	No
Cost-Effectiveness (Value for Money)	Yes	No (Premium Pricing)	No (Subscription-Based)	No (Expensive Equipment)
Portability & Lightweight Design	Yes	Yes	No	No
Smart Integration with Wearables & Apps	Yes	No	Yes	Yes

BUSINESS MODEL

Key Partners



- Yoga Studios & Fitness Centers
- Manufacturers & Suppliers
- Wellness & Corporate Programs
- Retailers & E-commerce Platforms
- Influencers & Content Creators
- Corporate Wellness Programs & Employer Benefits Managers
- AI & Sensor Technology Developers
- Logistics & Fulfillment Firms

Key Activities



- AI & Sensor Technology Development
- Product Manufacturing
- App & Cloud Integration
- Marketing/ Brand Awareness
- Customer Support & User Training

Key Resources



- Technology & AI Algorithms
- Hardware Components
- Manufacturing Facilities
- Mobile App & Cloud Platform
- Customer Support Team

Value Propositions



- Personalized AI-Powered Posture Correction
- Seamless Home & Studio Experience
- Eco-Friendly & Portable Design
- Gamified Yoga Experience
- Integration with Wearables & Smart Home Devices

Customer Relationship



- Personalized AI Coaching
- Community Engagement
- Loyalty Programs & Memberships
- Customer Support & Live Assistance
- Recurring Software Updates

Channels



- Direct-to-consumer (DTC) via website
- E-Commerce Platforms
- Fitness & Yoga Studios
- Retail/ Specialty Yoga Stores
- Corporate Wellness & B2B Sales

Customer Segments



- Home Yoga Practitioners & Fitness Enthusiasts
- Yoga Studios & Fitness Centers
- Corporate Wellness Programs
- Rehabilitation & Physiotherapy Centers
- Eco-Conscious Consumers

Cost Structure



- Manufacturing & Materials
- AI & Software Development
- Marketing & Advertising
- Logistics & Distribution
- Customer Support & Maintenance

Revenue Streams



- Product Sales
- Subscription Model
- B2B Sales (Studios & Corporates)
- Wearable & App Integrations
- Affiliate & Sponsorship Deals

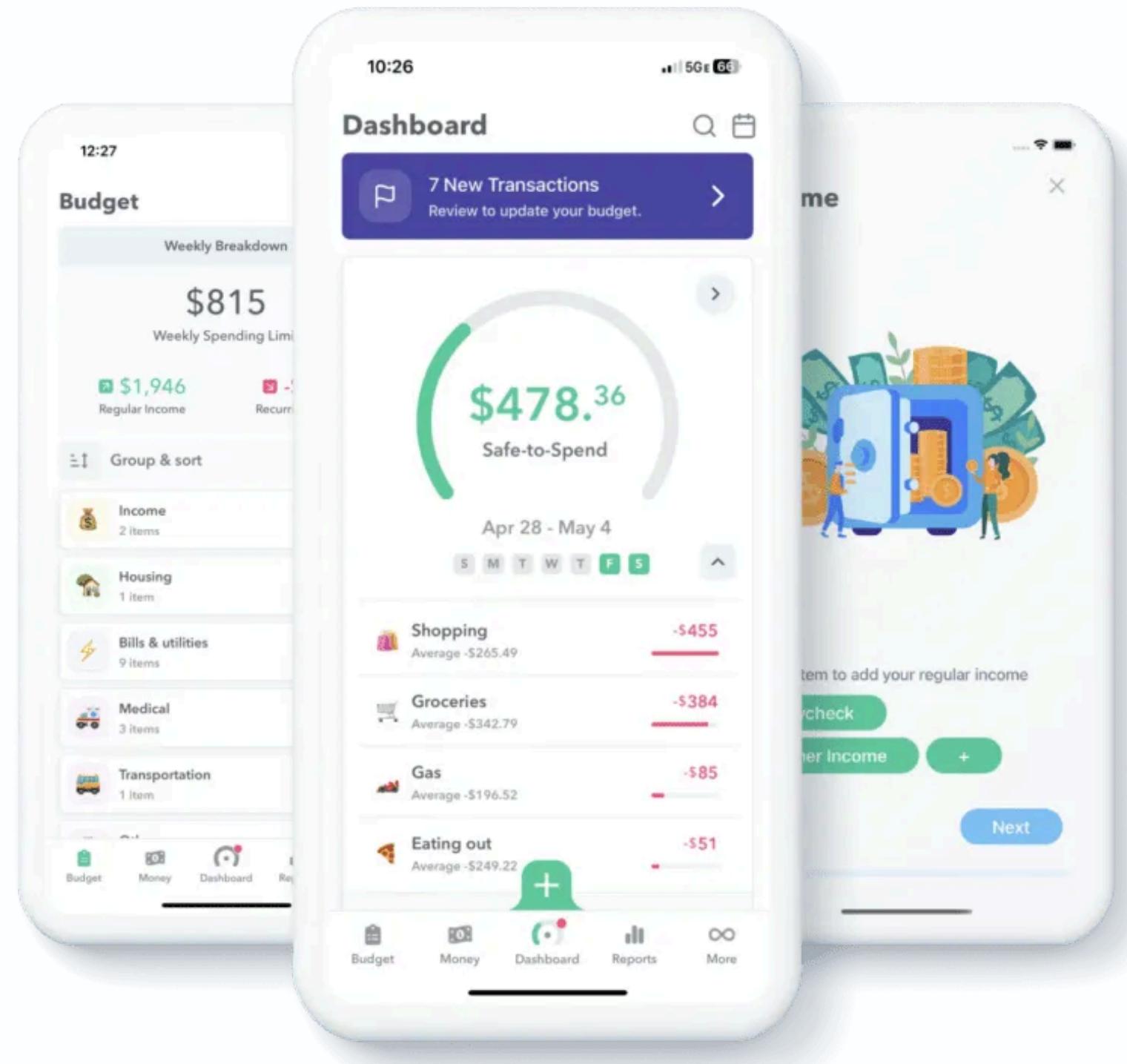
NEED 2 : BUDGET BUDDY

INTRODUCTION

WHAT IS BUDGET BUDDY?

A student-focused finance management app that helps:

- **Track expenses automatically** (reducing manual effort)
- **Set and manage savings goals** (with visual progress tracking)
- **Receive smart budgeting tips** (personalized based on spending habits)



NEED FOR BUDGET BUDDY

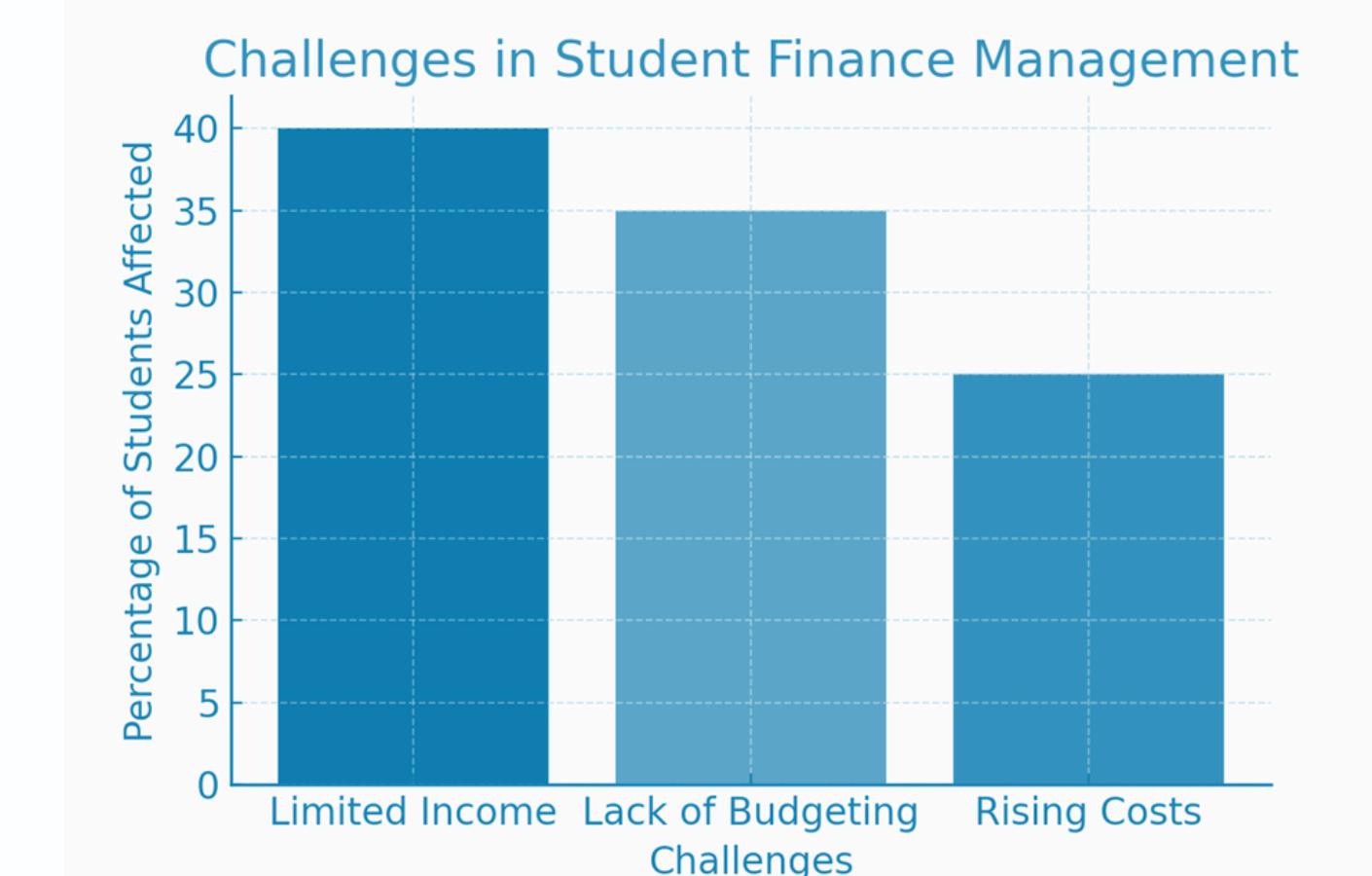
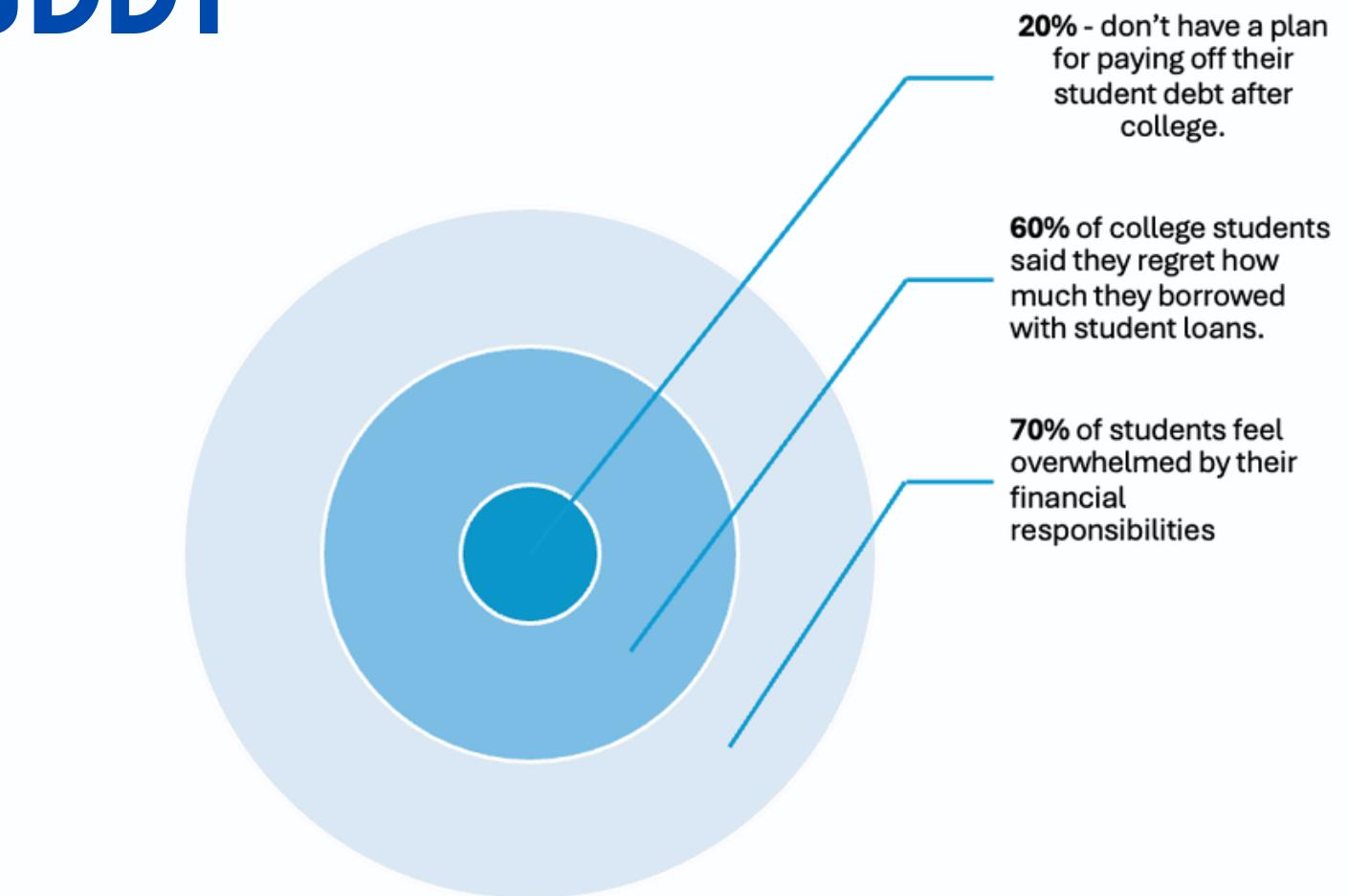
PROBLEM & NEED

Many students struggle with managing their finances due to:

- Limited income sources (part-time jobs, student loans)
- Inconsistent budgeting habits and lack of financial literacy
- Rising tuition costs and increasing living expenses

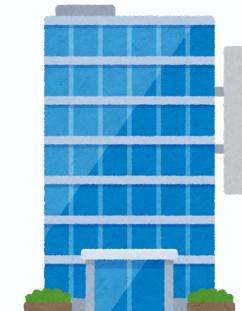
WHY IT MATTERS

- Poor financial management leads to stress, debt, and limited future financial stability
- Financial literacy empowers students to make informed money decisions



CUSTOMER SEGMENTS

CUSTOMERS



FinTech Companies



Educational Institution



Banks

END USERS



College Students



Young Professionals

MAIN JOB

JOB TO BE DONE

- Simplify personal finance management for financial independence.
- Track and manage daily expenses effectively.
- Set savings goals and receive budgeting insights.
- Manage tuition payments & student loans.
- Reduce financial stress and build confidence in money management.

RELATED JOB

EMOTIONAL JOB



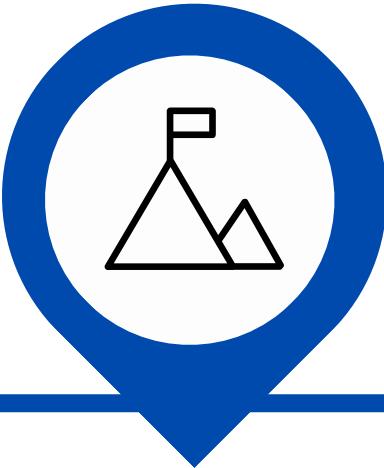
QUANTITATIVE PARAMETERS

- **User Adoption Rate:** 30% of students/ young professionals within 2 years
- **Expense Tracking:** 95%+ AI-driven categorization accuracy
- **Spending Reduction Impact:** Users reduce unnecessary expenses by 15-20% within 6 months
- **Customer Retention Rate:** 70%+ after 6 months of consistent usage



CONSTRAINTS

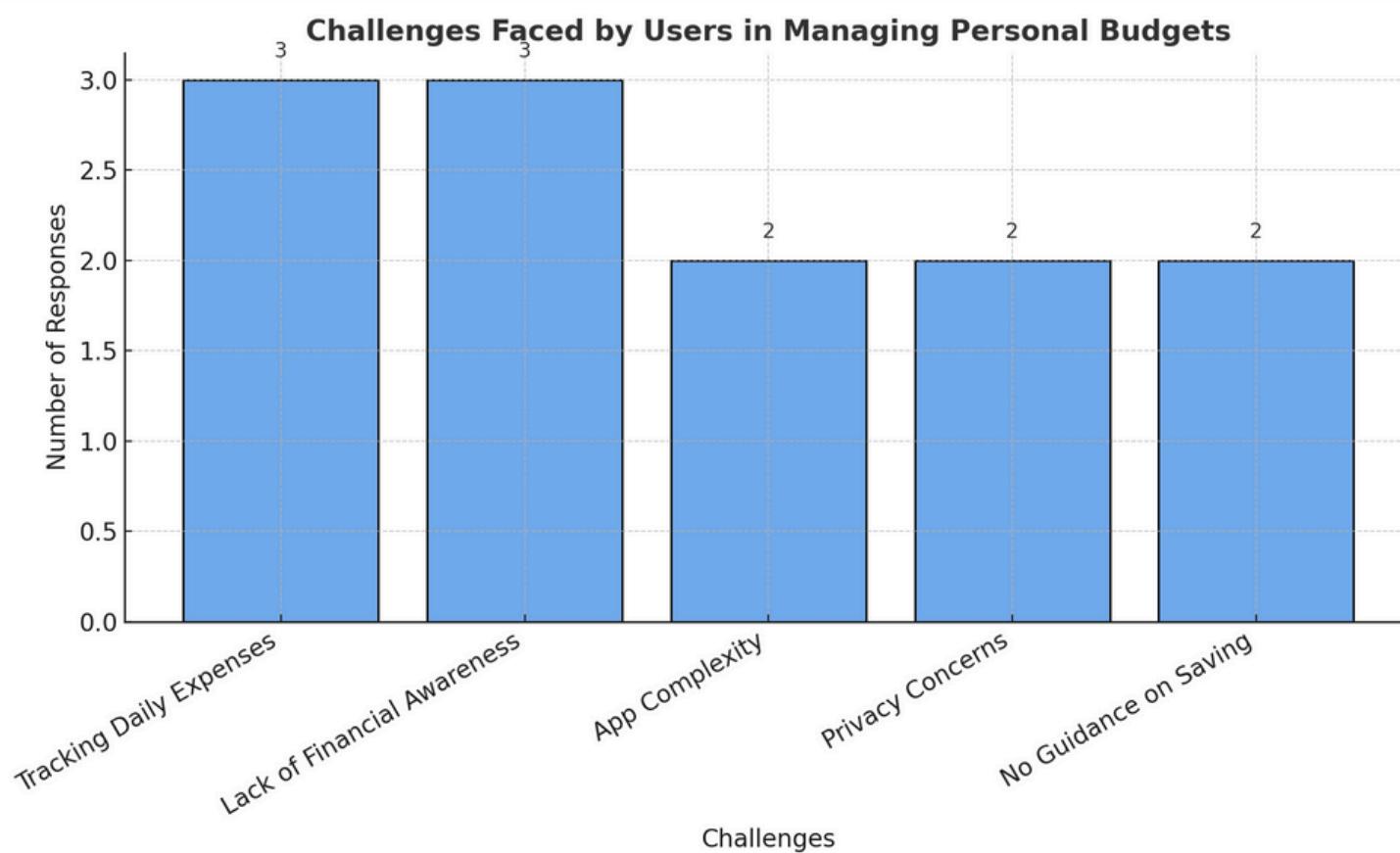
- Students may have limited motivation to track expenses
- Data security & privacy concerns in finance management apps
- Adoption may require partnerships with universities and fintech firms



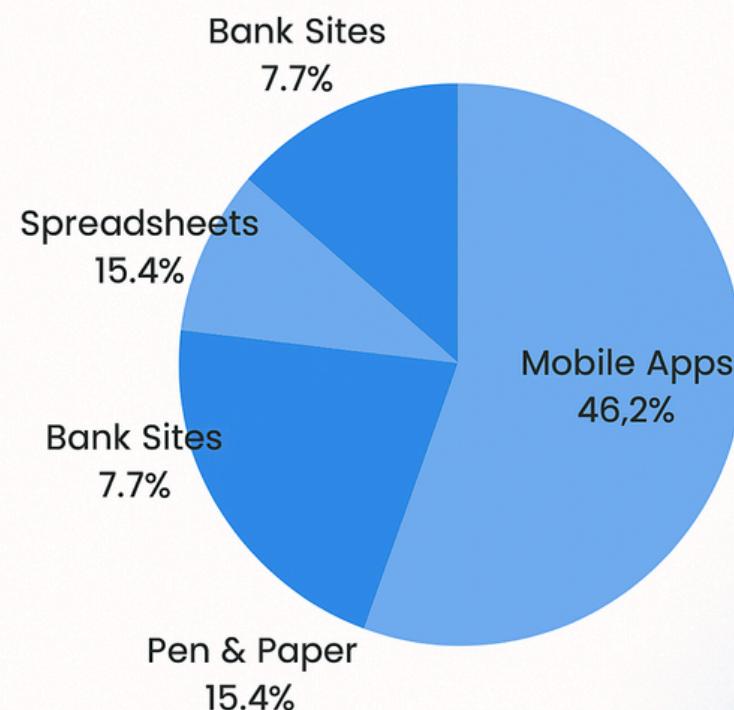
DESIRED OUTCOMES

- Targeting a 15% increase in student savings within 6 months through AI-driven budgeting insights
- Enhancing financial literacy through an engaging, student-friendly interface
- Encouraging long-term financial stability by promoting good money habits early

CUSTOMER INTERVIEW ANALYSIS



Platforms Used By Students For Budget



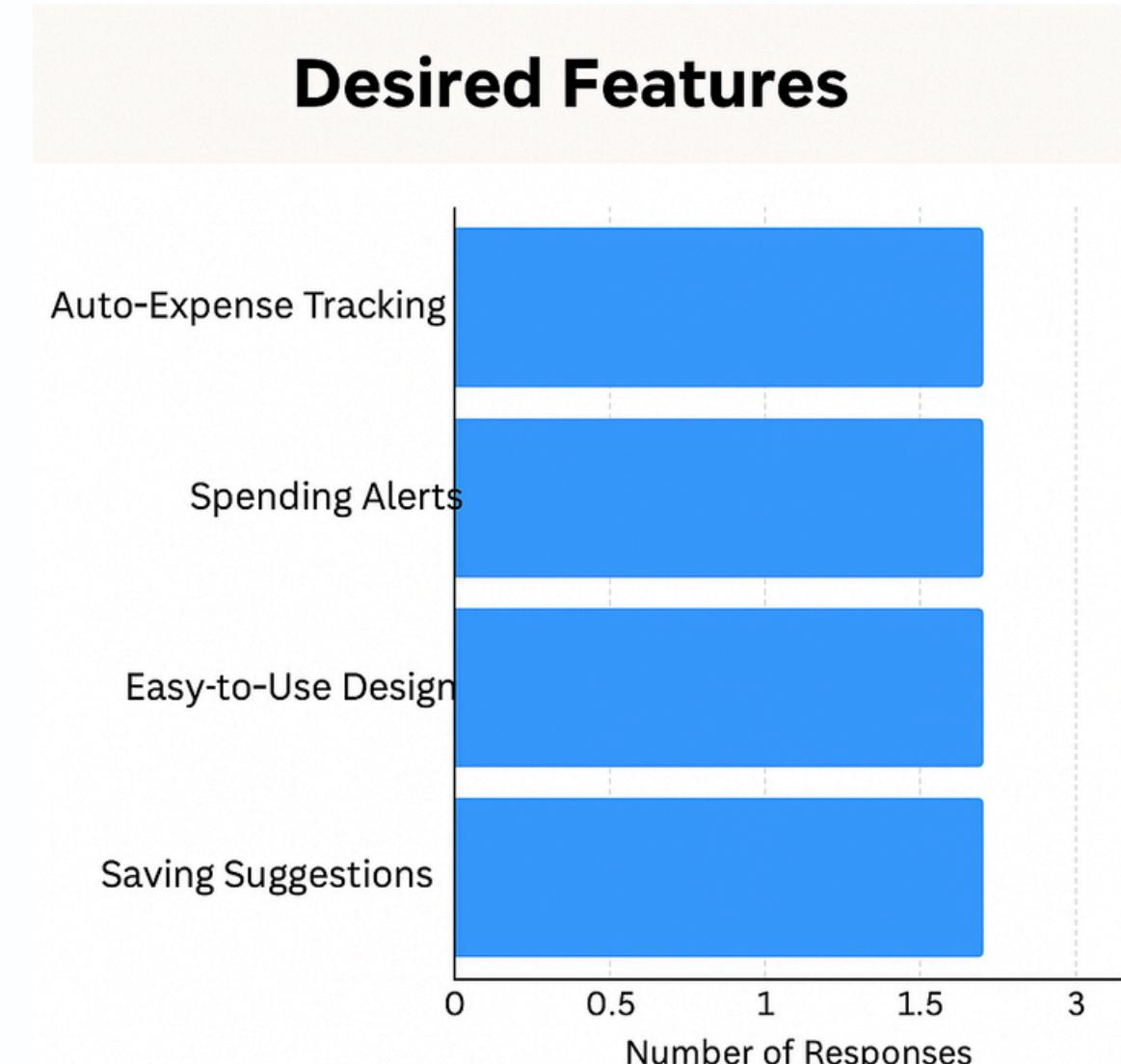
KEY CUSTOMER RESPONSES

"I always forget to track my spending until it's too late"

"Most budgeting apps feel overwhelming or too complicated"

"I wish my app told me when I'm spending too much on food or subscriptions"

"I want to save more, but I don't know where to start"



PAIN POINTS	HYPOTHESIS	VALIDATED	GOAL
Difficulty in tracking daily expenses	Users want a simple, automated way to track expenses	✓	Build a tool with auto-categorization and real-time tracking
Lack of financial awareness	Users are unaware of how much they overspend in certain areas	✓	Deliver visual breakdowns and alerts for overspending
Apps are too complex or cluttered	Users prefer a clean, minimal, intuitive interface	✓	Design a user-friendly and distraction-free experience
Privacy concerns with financial data	Users want security but without losing functionality	✓	Ensure bank-level encryption and offer an offline mode
No guidance on saving or spending optimization	Users want suggestions, not just tracking	✓	Integrate personalized cost-saving and savings goal advice

OUR SOLUTION

BANK-LEVEL SECURITY

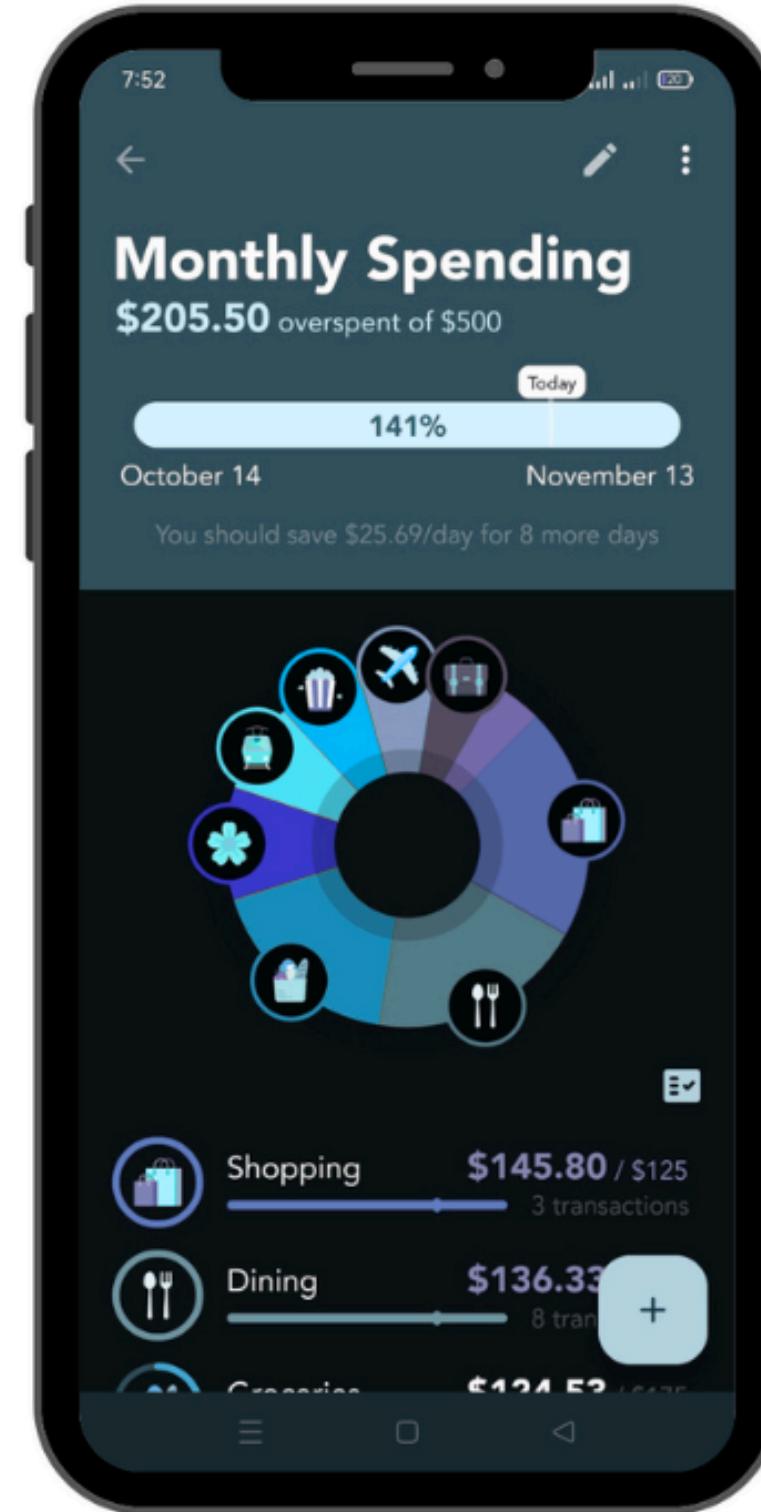
256-bit encryption for secure bank sync

SMART AI BUDGETING

Auto-categorizes spending and creates monthly plans

REAL-TIME ALERTS

Notifies users when close to overspending



SAVINGS GOAL TRACKER

Helps set and achieve savings targets

COST-CUTTING SUGGESTIONS

Personalized suggestions to lower expenses

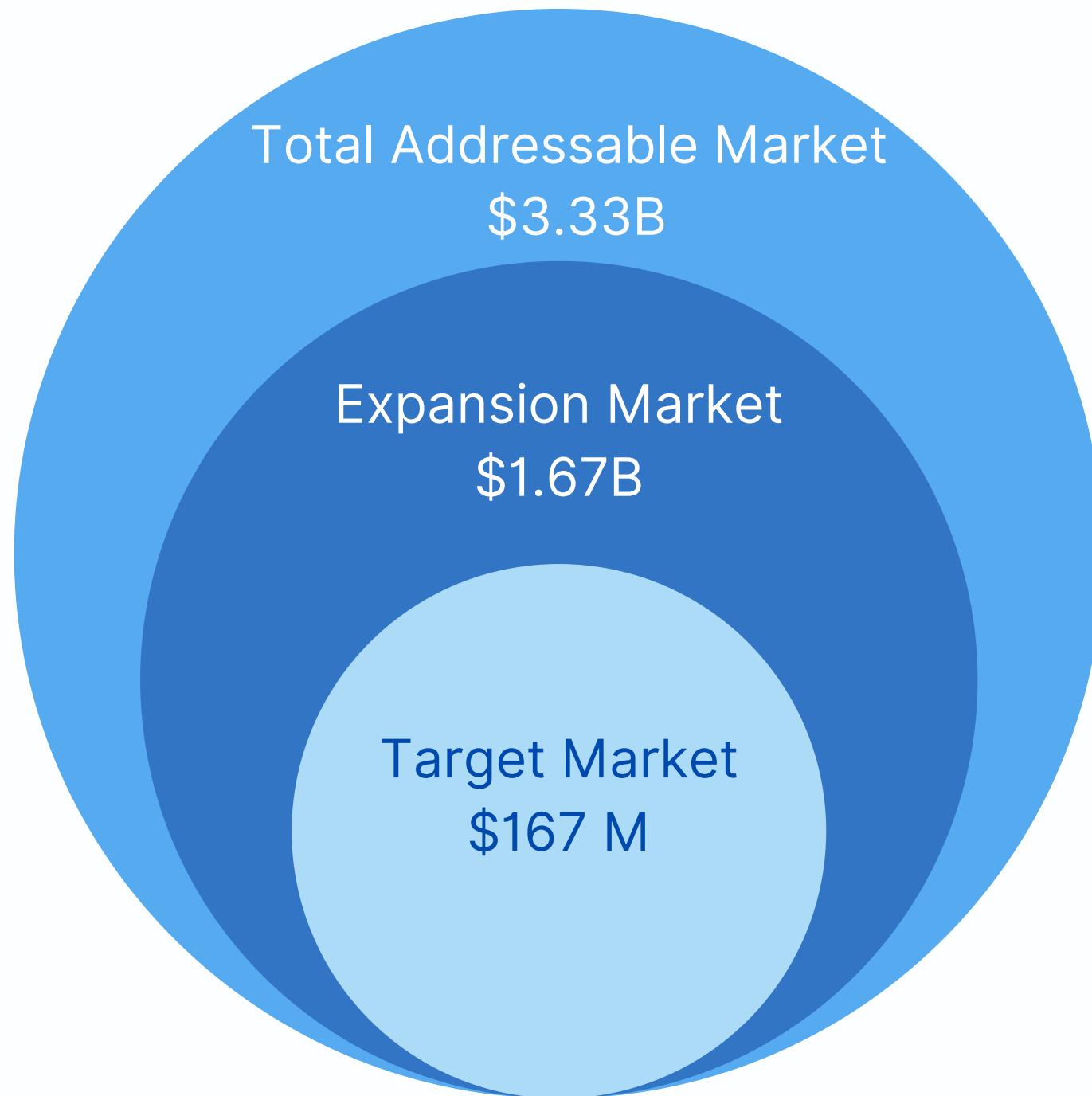
EASY TO USE DESIGN

Optimized for both iOS and Android with seamless gestures

Patent Application Title:

"Adaptive Financial Planning System for Real-Time Budget Monitoring and Personalized Spending Optimization"

MARKET ANALYSIS



TOTAL ADDRESSABLE MARKET

U.S. Student + Early Professional Population = 55.5M

- Assumes 19.1M college/grad students + 36.5 M early professionals
- Cost per person = 12 mo × \$5 = \$60 Annual Amount
- Avg. cost of budgeting tools (or app subscription) = \$60/year
- TAM = 55.5M × \$60 = \$3.33 B Annual Amount

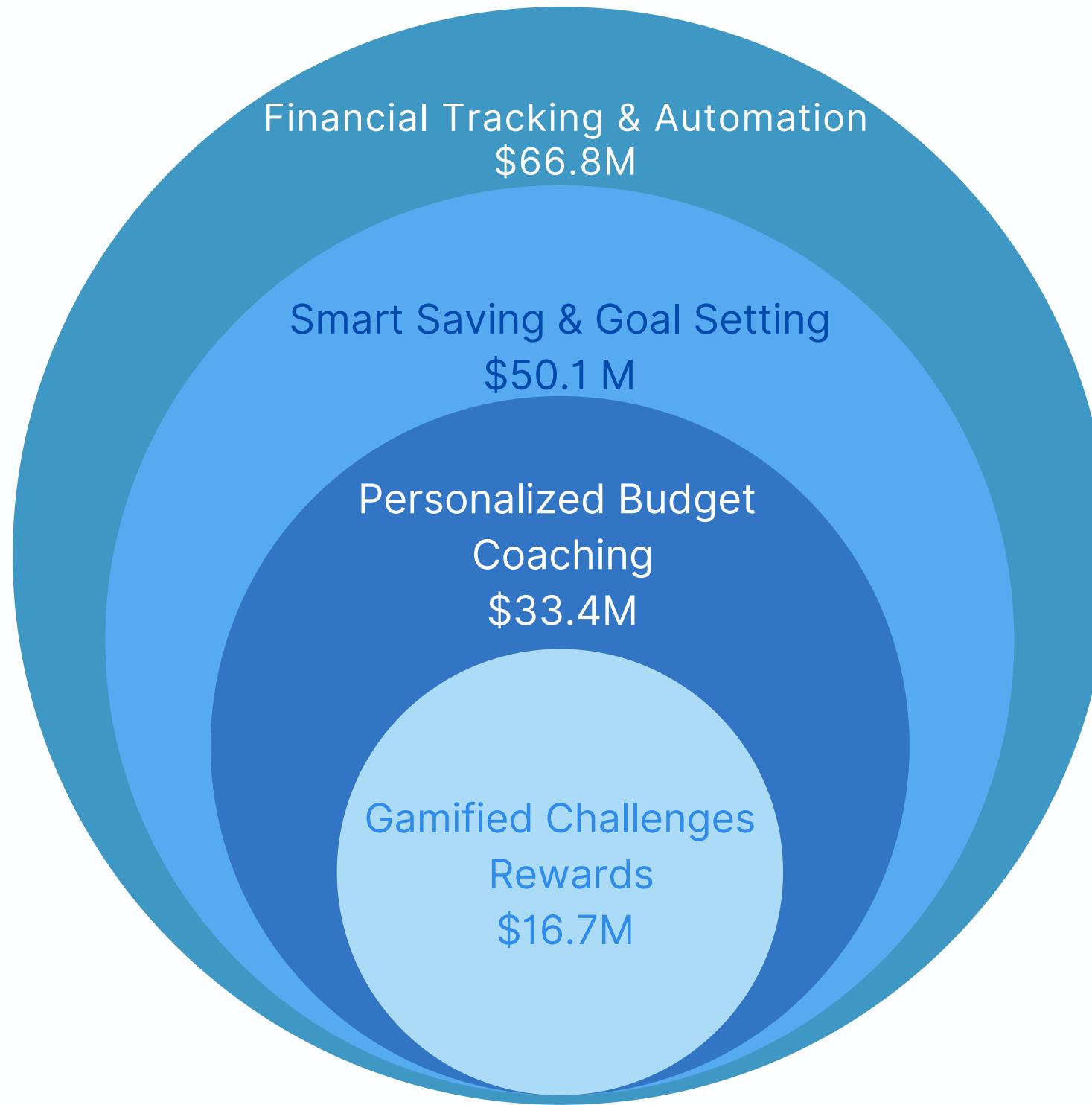
EXPANSION MARKET

50 % of TAM = \$1.67 B Annual Amount
Represents users actively seeking budgeting tools or financial wellness platforms

TARGET MARKET

10% of Expansion Market = \$167M Annual Amount
Represents early adopters likely to use a student-focused budgeting app

MARKET SEGMENT



TARGET MARKET - \$167M

Financial Tracking & Automation: \$66.8M (40%)
Smart Saving & Goal Setting: \$50.1M (30%)
Personalized Budget Coaching: \$33.4M (20%)
Gamified Challenges & Rewards: \$16.7M (10%)

COMPETITORS' OVERVIEW

COMPETITORS	Mint	YNAB	PocketGuard	Goodbudget
Product/Services	Free budgeting, credit monitoring, bill alerts	Subscription budgeting, financial education	Auto tracking, budgeting, 'In My Pocket' feature	Envelope budgeting, manual input
Growth & Impact	20M+ users, acquired by Intuit	High retention, loyal base of planners	Popular among students, simple UI	Used in niche budgeting circles
Weaknesses	Ad-supported, cluttered UI, not student-friendly	\$14.99/mo, steep learning curve	Limited features, lacks long-term planning	Manual tracking, outdated UX
Product Visuals				

COMPETITIVE ADVANTAGE

FEATURES	Budget Buddy	Mint	YNAB	PocketGuard	Goodbudget
Specifically Designed for Students	Yes	No	No	No	No
Personalized AI-Driven Spending Insights	Yes	No	Limited	No	No
Support for Multiple Users or Profiles	Yes	No	No	No	No
Gamified Budgeting & Goal Tracking	Yes	No	No	Limited	No
Best Value for Cost (Free or Affordable)	Yes	Yes	No	Yes	Yes
Clear & Visual Expense Breakdown	Yes	Yes	Yes	Limited	Limited
Seamless Integration with Banks & Apps	Yes	Yes	Limited	Yes	No

BUSINESS MODEL



OUR TEAM MEMBERS



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SOURCES AND REFERENCES

NEED 1

- [Yoga Tech Trends](#)
- [Grommet Blog on Smart Yoga Mats](#)
- [Grand view Research - Yoga Mat Market](#)
- [Statista- Fitness technology market](#)
- [McKinsey- Wellness Industry](#)

NEED 2

- [Financial stress for college students](#)
- [Students financial status](#)
- [Market size for Budget Apps](#)

THANK YOU

