



Dorbom

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The Problem

- People have difficulty understanding babies.
- They are often unable to discern babies' many needs and wants.
- If only if there was a convenient way to understand a baby's needs...



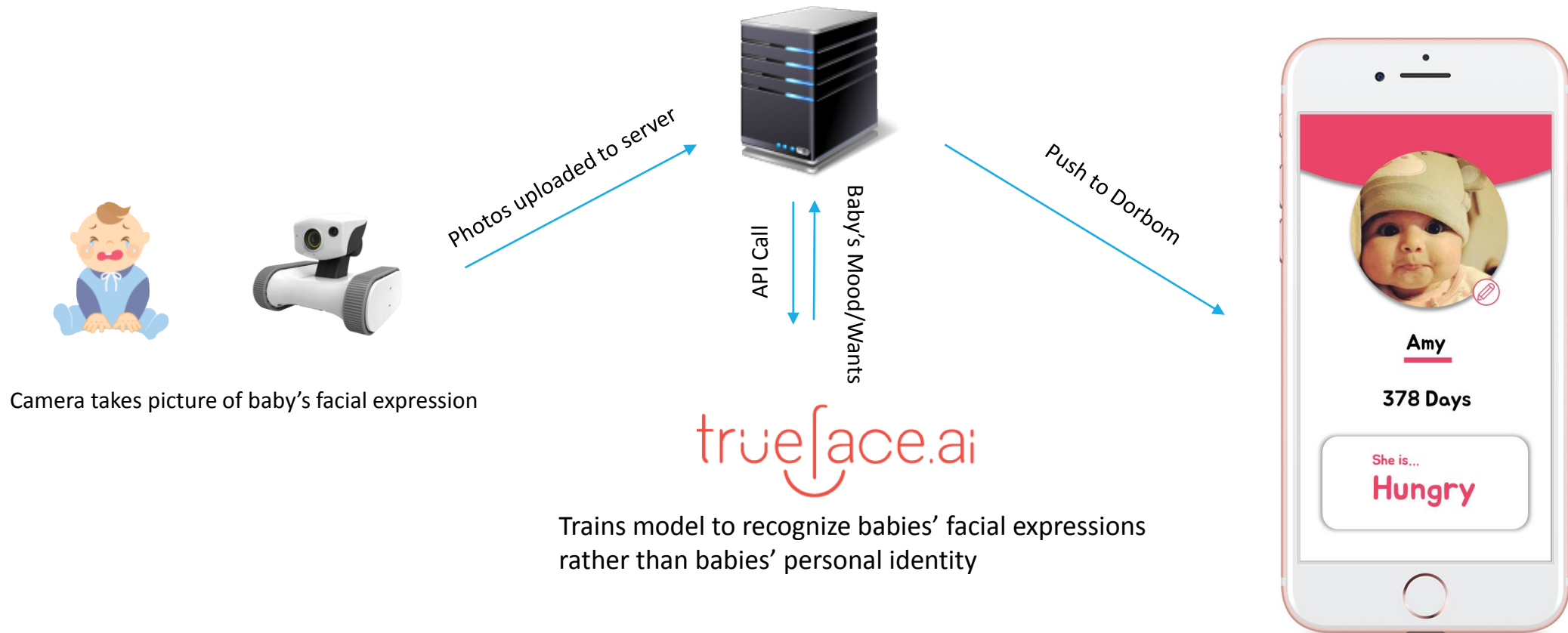
Solution

Introducing Dorbom!

- BabyFace is a web application that will conveniently tell you your baby's wants/mood based on his or her facial expression.



How it Works



Business Model

Free Service (Consumer)

- Advertising
 - Show ads of baby products based on the baby's mood/needs.
- No access to premium features.

Paid Service (Consumer)

- Monthly Subscription Fee
 - No advertisements.
 - Allows access to premium features such as data analytics.
 - Ex. Breakdown of how often and when your baby is tired based on past data.

Enterprise

- Sell data to companies that produce baby products.

Target Market

- Parents with babies
- Daycares
- Babysitters
- Companies that produce baby products



Future Implementations

Train on more photos

- Set up machine learning analysis pipeline.
- Separating training and validation sets.
- Performance measurement – accuracy, f1 score, etc.
- Transfer learning vs retraining entire network.

Add Audio Recognition to improve accuracy

Incorporate feedback functionality

- Helps retrain model to provide more specialized and accurate responses.