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AI Powered Yoga Pose Correction App

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At-home yoga is increasing in popularity

Pros

- 👍 Time & cost effective
- 👍 Convenient
- 👍 Privacy

Cons

- 👎 Increases risk of injury
- 👎 Lacks personalized feedback and adjustments

We want to be the go-to yoga app to help people practice yoga safely and provide personalized guidance in the comfort of their own homes.

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Growing yoga market benefits from technology

Yoga Industry

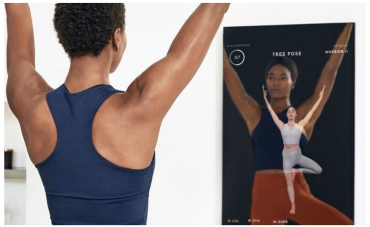
- 36 million Americans
- ~ $16 billion in US alone

Target Market

- Adults ages 18-45
- Interested in at-home yoga
- Any yoga level
- Supplement current yoga practice & improve

Competition

- Android or iOS apps
- Expensive devices
  - wearables, smart mirrors, or XBox



Source: https://www.thegoodbody.com/yoga-statistics/

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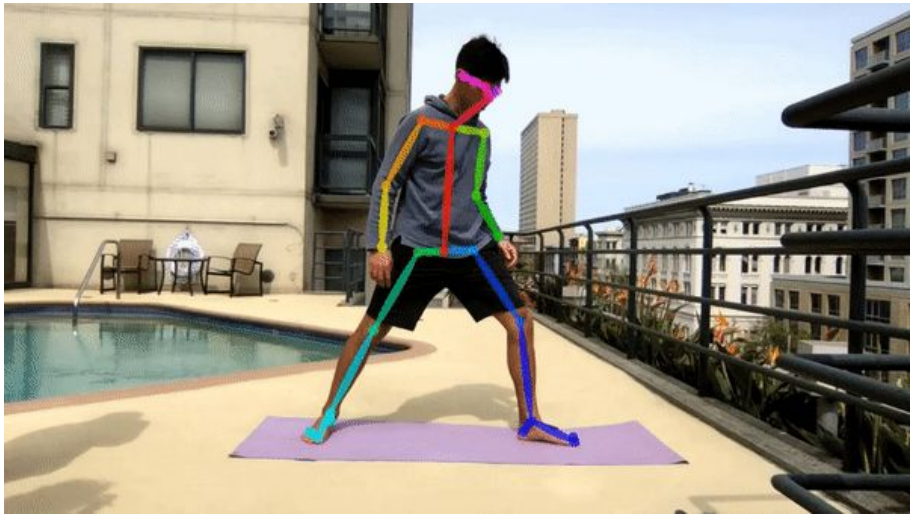
Meet your new AI powered yoga assistant



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Affordable alternative to live yoga classes

Easy-to-use web app with in-app recording capabilities

+

AI yoga pose detection & correction algorithms

→

Affordable and convenient way to practice yoga safely from anywhere

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Our Future Vision

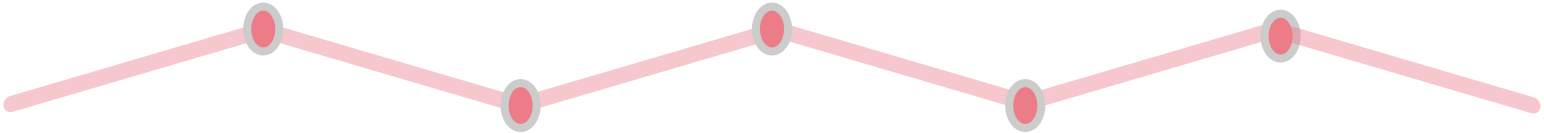
Real-Time Visual & Audio Feedback

Full Yoga Workouts with Virtual Instructor

Aligned Yogi Social Community

Expand from Yoga to Other Activities/Sports

Freemium Monetization Strategy



Thank you

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Appendix

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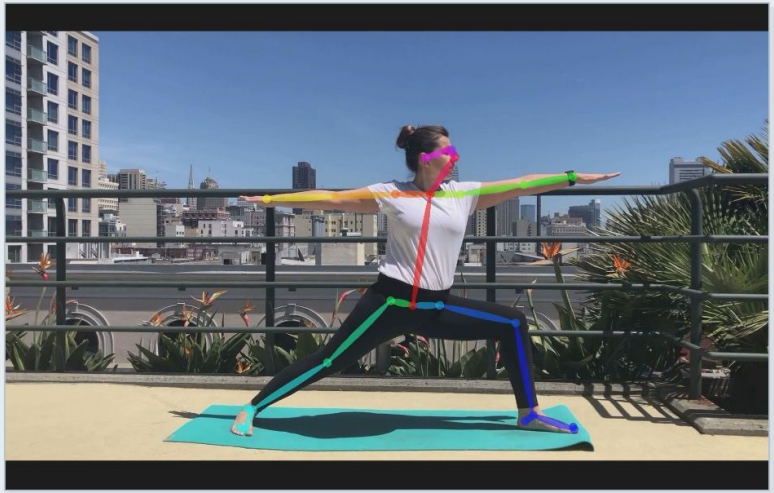
Monetization

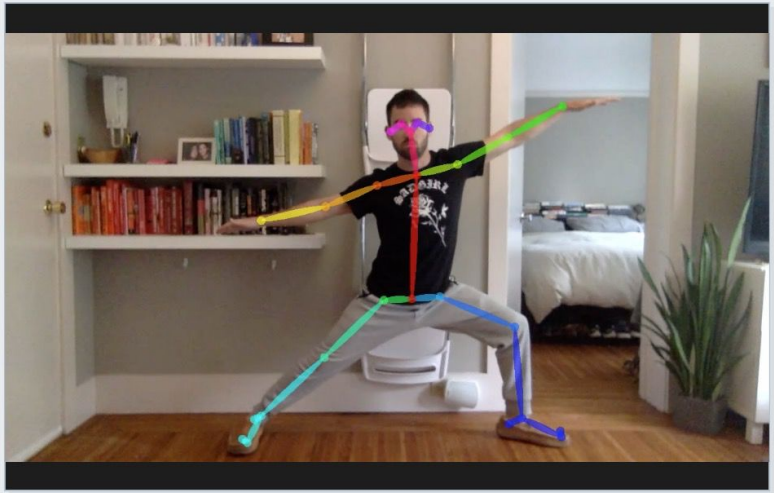
Features	Free	Premium ~$5.99/month
Access to only top 5 most popular poses	***Yes***	
User account features	***Yes***	***Yes***
Access to full suite of poses		***Yes***
In-app yoga classes		***Yes***
No Ads		***Yes***

Here's the feedback for your Warrior II pose

Teacher:



You:



Well done! Couple of things to keep in mind for you:

Straighten your arms, keep palms facing down.
Turn your head and look over your front fingers. Fix your gaze to increase the focus.

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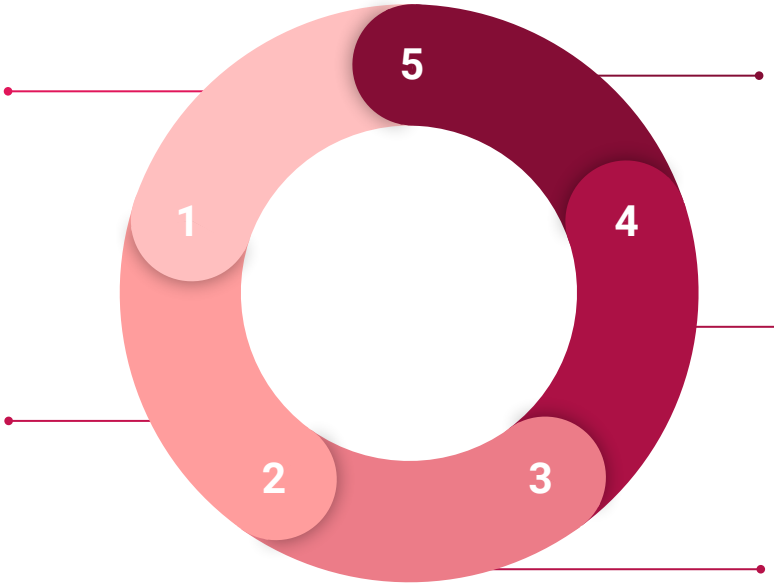
How the app works

1. User creates an account or logs in

The user can create an account with us to keep track of their sessions and see improvement over time.

2. User selects a yoga pose

We want the user to be able to choose which pose they want a feedback on



5. Feedback is displayed to the user

The feedback from our AI models are displayed to the user in a easy-to-understand manner.

4. AI algorithm determines corrections

Algorithm classifies corrections and gives the user feedback on how to improve the pose

3. User records their yoga pose in app

The user uses our application's webcam functionality to film their yoga pose.

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Our Future Vision - Short-Term

1	**More yoga poses**	• Offer all basic poses (~ 25 poses) • Improve ML algorithms with more training data
2	**User account features**	• Account setup • User pose history • Share results between users
3	**Monetization**	• Free version - limited features • Premium version - unlimited features *(~$5.99/month)*

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We want to be the go-to yoga app to help people practice yoga safely from the comfort of their own homes and provide personalized guidance.

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Growing yoga market benefits from technology

- **Yoga Industry**
  - 36 million Americans and 300 million people worldwide practice yoga today
  - US alone is worth ~ $16 billion ($80 billion worldwide)

- **Target Market**
  - Adults ages 18-45, mostly generation who grew up with technology
  - Interested in at-home yoga for any reason *(ex. convenience, price, proximity)*
  - Supplement current yoga practice & improve

Source: https://www.thegoodbody.com/yoga-statistics/

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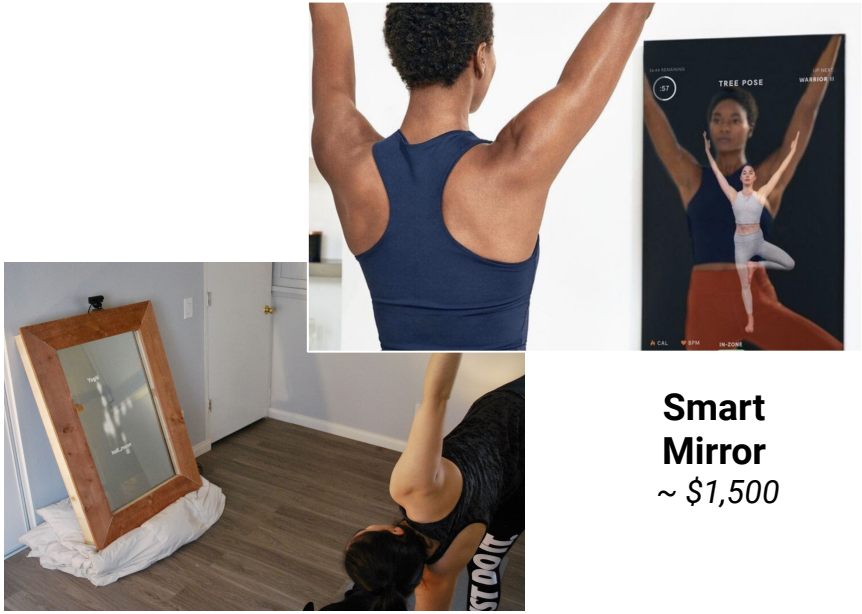
Competition requires buying costly devices

Pivot Yoga
Wearable clothing that uses sensors to detect yoga pose
~ $99

XBox Kinect
No corrections, just leading user through vocal commands
~ $330
Discontinued in 2015



YogAI
Smart personal trainer using mirror to detect poses uses OpenPose
(not available yet)

Smart Mirror
~ $1,500

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Future Vision

Short-Term

- Include more yoga poses
- Generate more data and improve algorithm
- Expand features
  - Account Setup
  - Pose History
  - Share results between users
- Monetization
  - Free version & premium membership

Long-Term

- ‘Instructor’ led sessions with real time feedback
- Use same technology to analyze other static/dynamic activities
  - Golf Swing
  - Weight Lifting
- Build community around the app with users sharing their scores/ progress