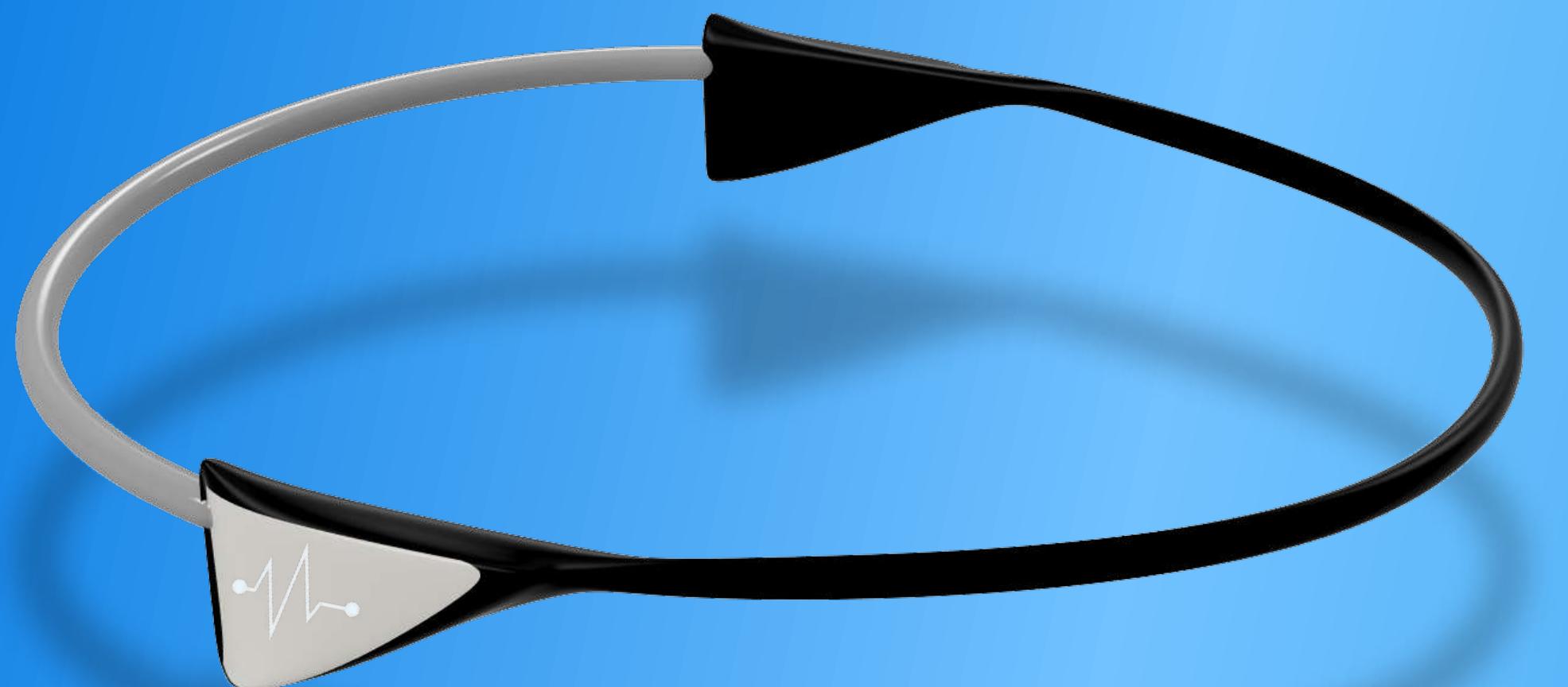




SIXTH SENSE

Transforming Disabilities into Possibilities



HK Techathon 2024 Pitch Deck

The Problem

Disabled people face barriers in finding jobs and in their daily lives

Existing technology is not able to cater to their needs

534,200

disabled people live in Hong Kong

1 in 6

people are disabled globally

Financial Situation

80.3%

Percentage of economically inactive

11%

Unemployment rate

\$14000

Median income

Barriers

Poor health conditions

72.8% self-perceived their health condition as bad

Insufficient education

49.6% received primary education or below

Limited access to digital technology

45.9% hadn't used the internet in the past 12 months

There is a need for a more accessible technology

Our Solution

The Sixth Sense brain control interface aims to help disabled people by providing innovative features



Daily Assistive Functions: Enable subtle movements like eye blinking to trigger predefined phone actions



Environment Control: Give disabled people feel a sense of independence by being able to interact with their surroundings using smart Internet-enabled devices



Health Monitoring: Analyse neural activity using deep learning to detect stress or anxiety. In case of a seizure or attack, trusted contacts are alerted immediately

1 billion
people who need assistance globally
could be positively impacted

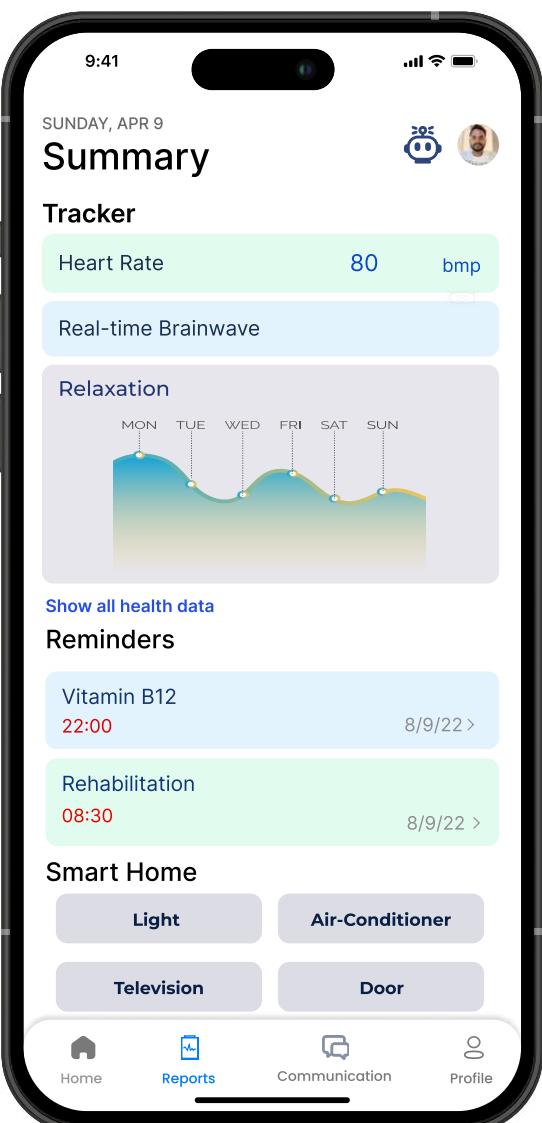
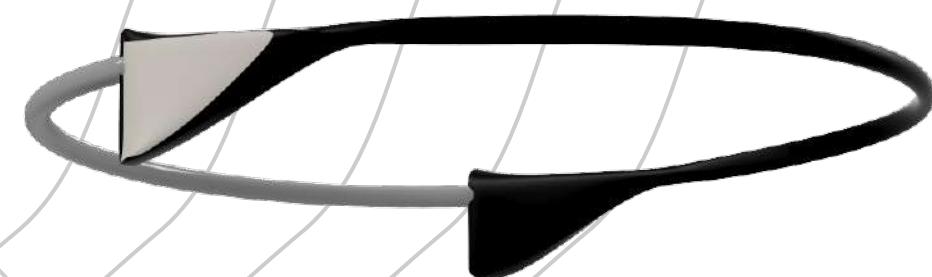
~2000x the HK disabled population

Advancing the UN
Sustainable Development Goals:

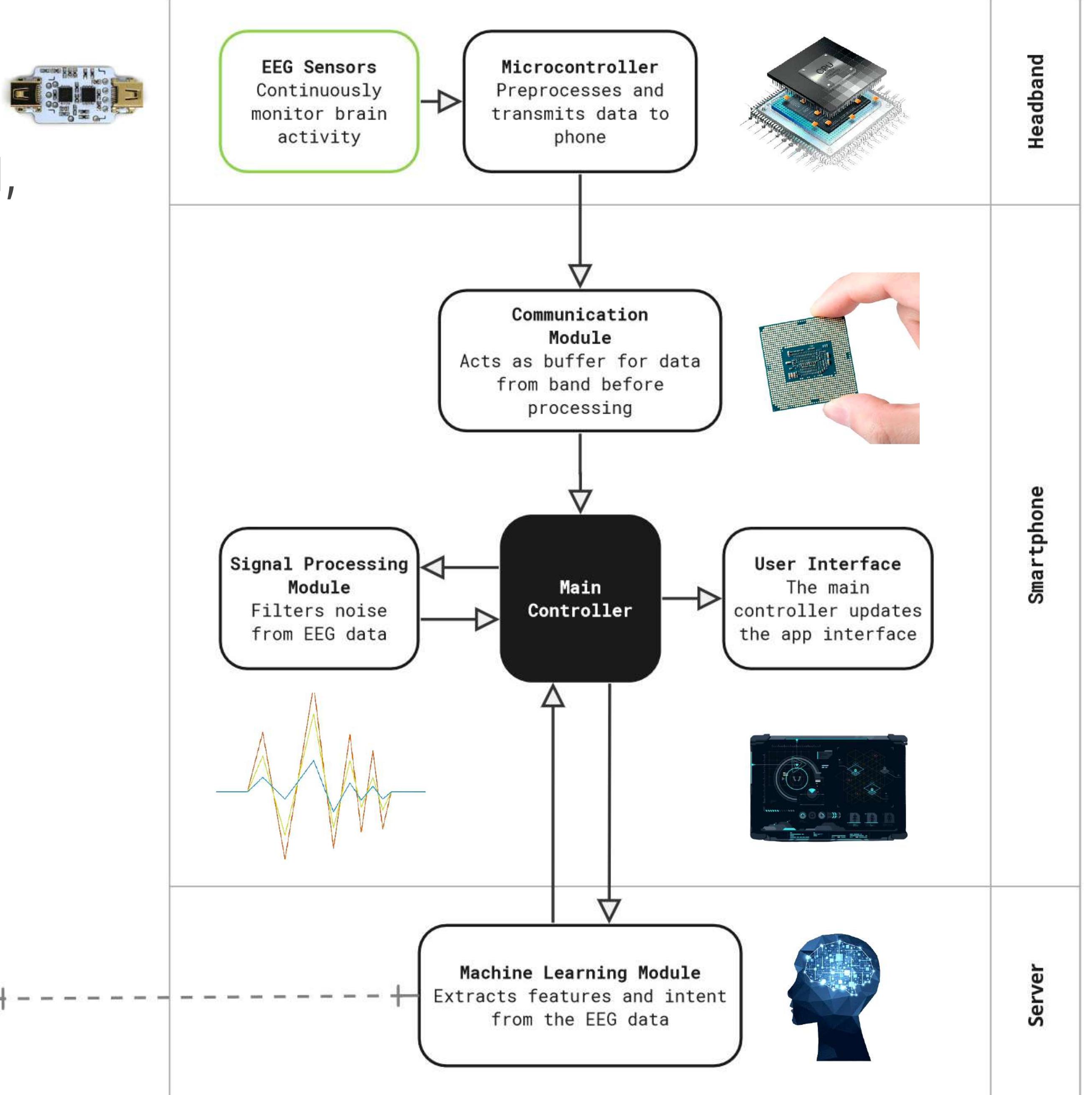
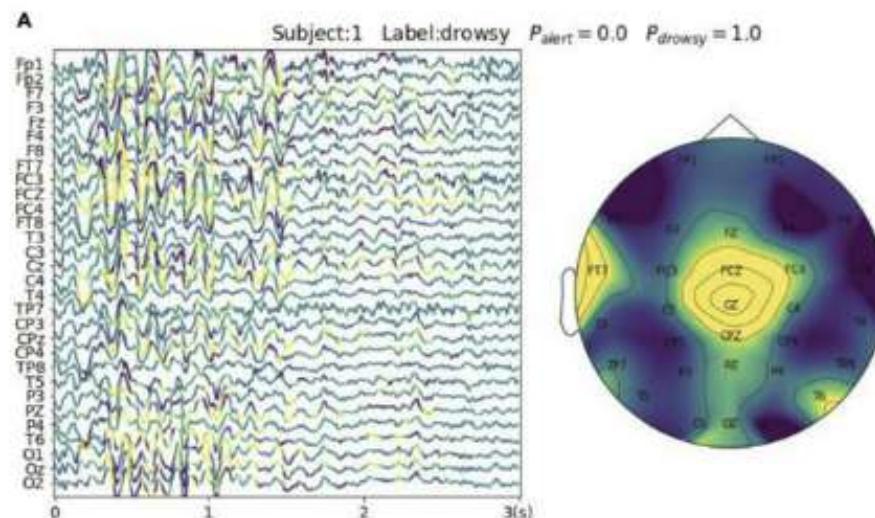


How It Works

Our technology stack requires a headband, the Sixth Sense app on your smartphone, and an active internet connection



We use convolutional neural networks to extract features from the EEG data.

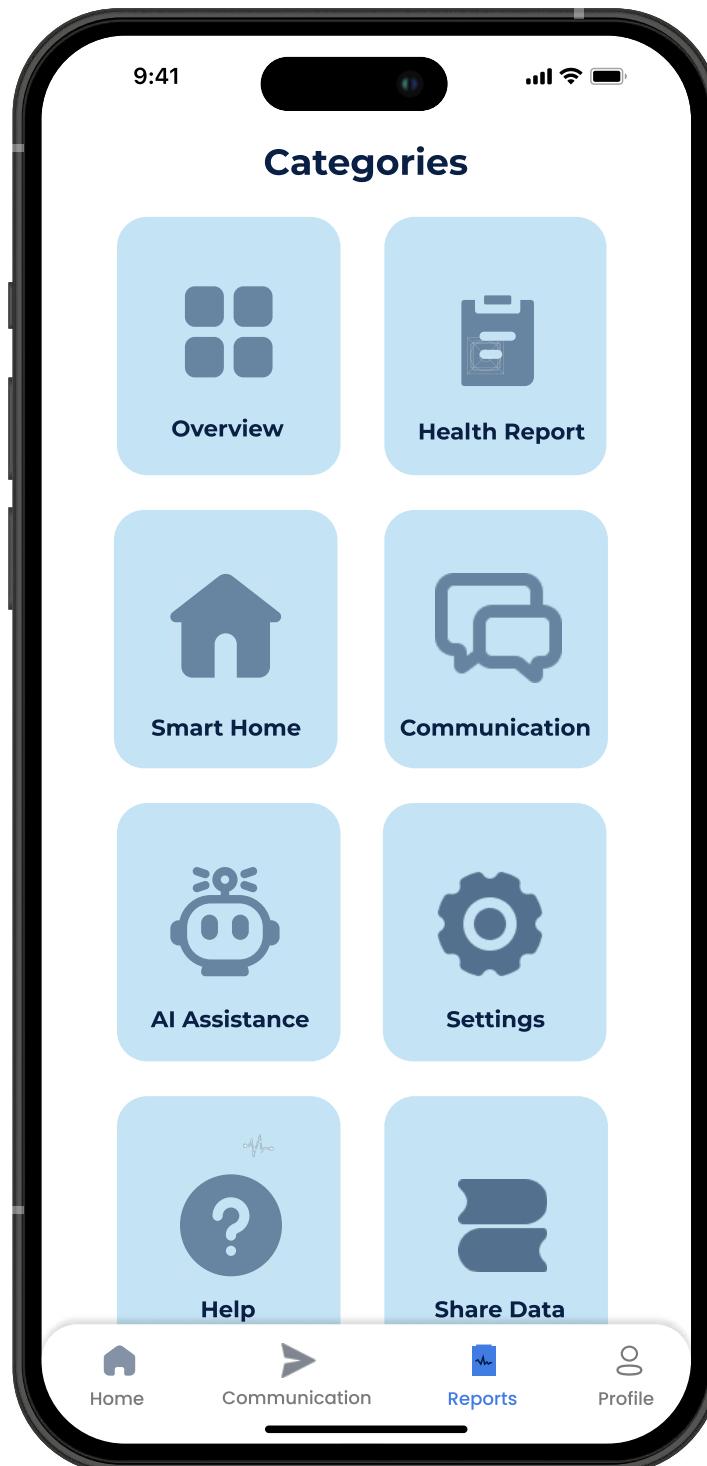


Our Core Features

Sixth Sense brain control interface aims to help disabled people by providing innovative features



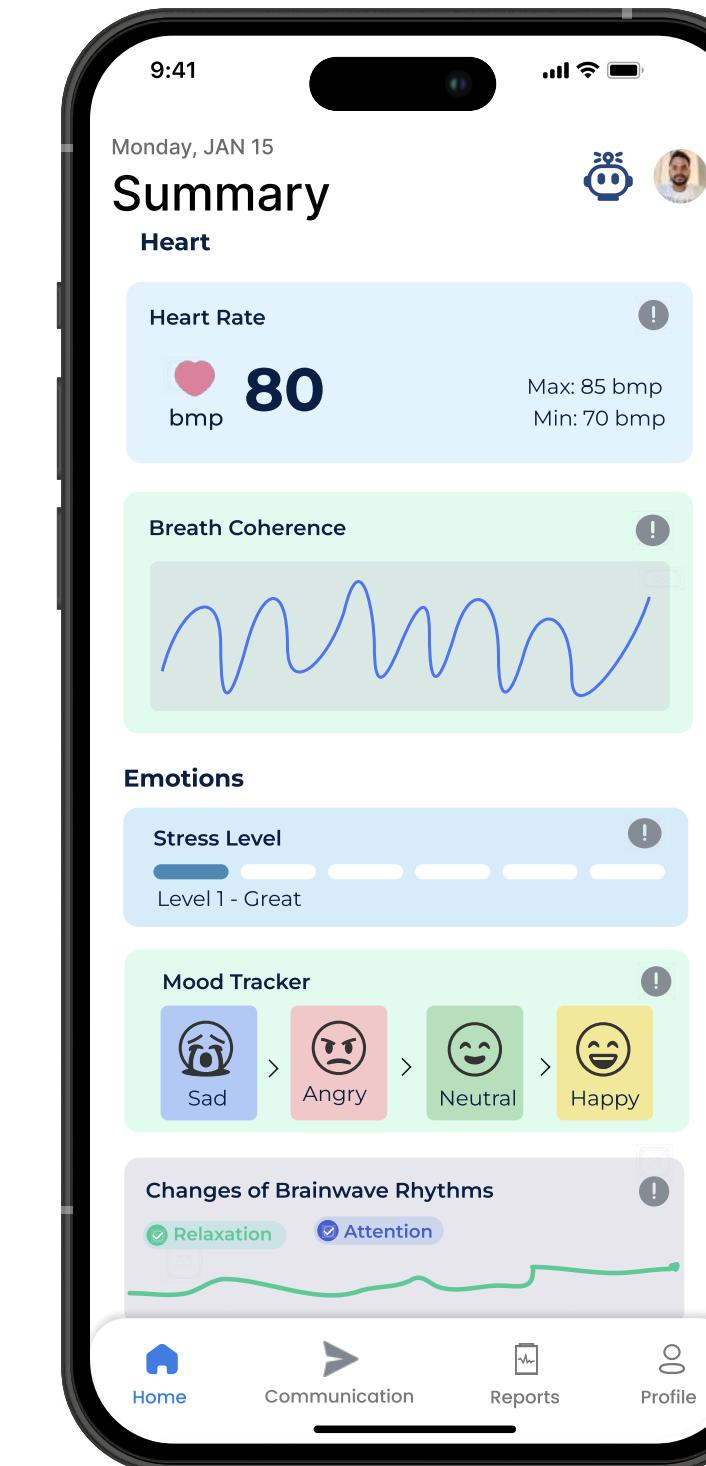
EEG Brain Data and Breath coherence graphs shown as a per day calculation



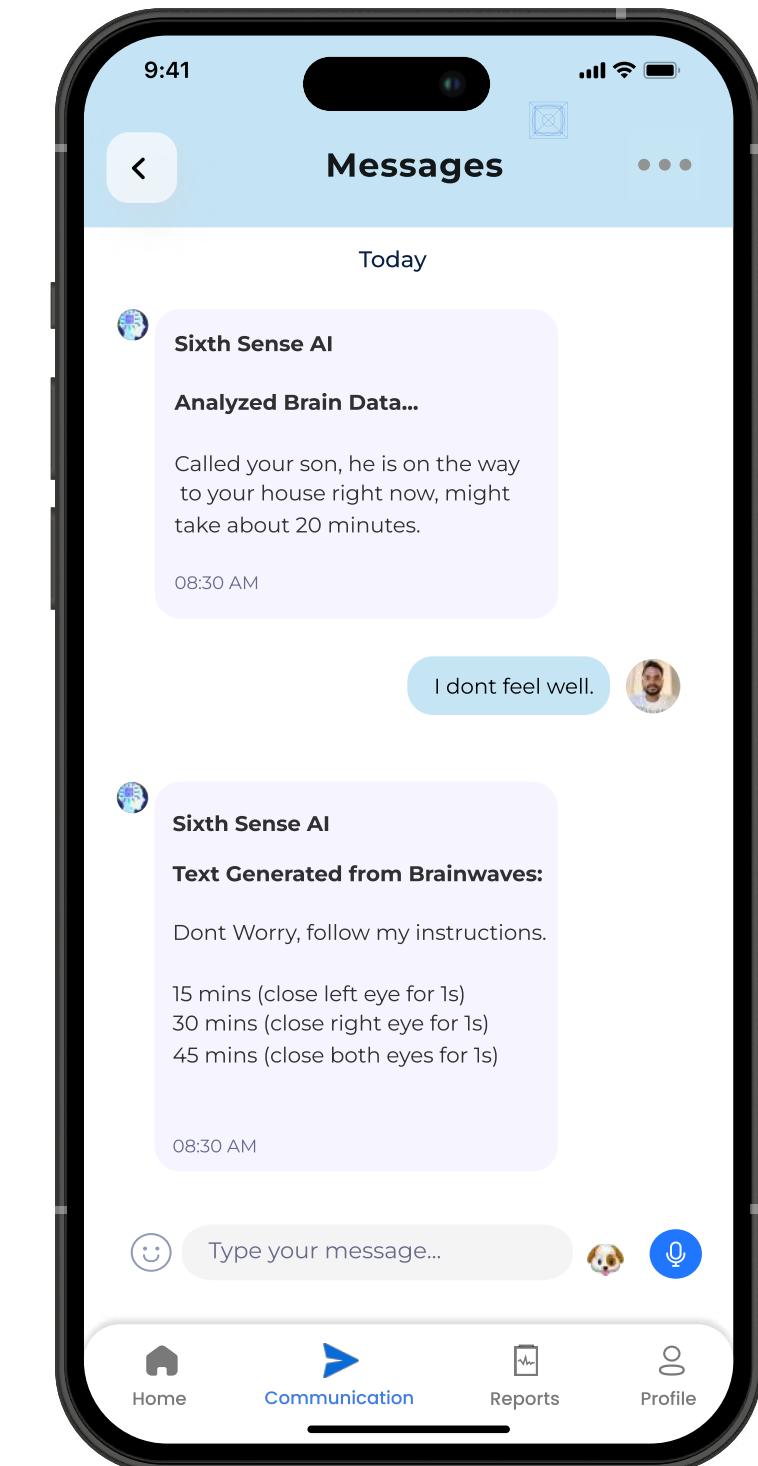
The User can choose from all the different mode in the Categories section



Application Loading screen asks for our Headband to be connected to the device



Summary page shows the overview of the user's health

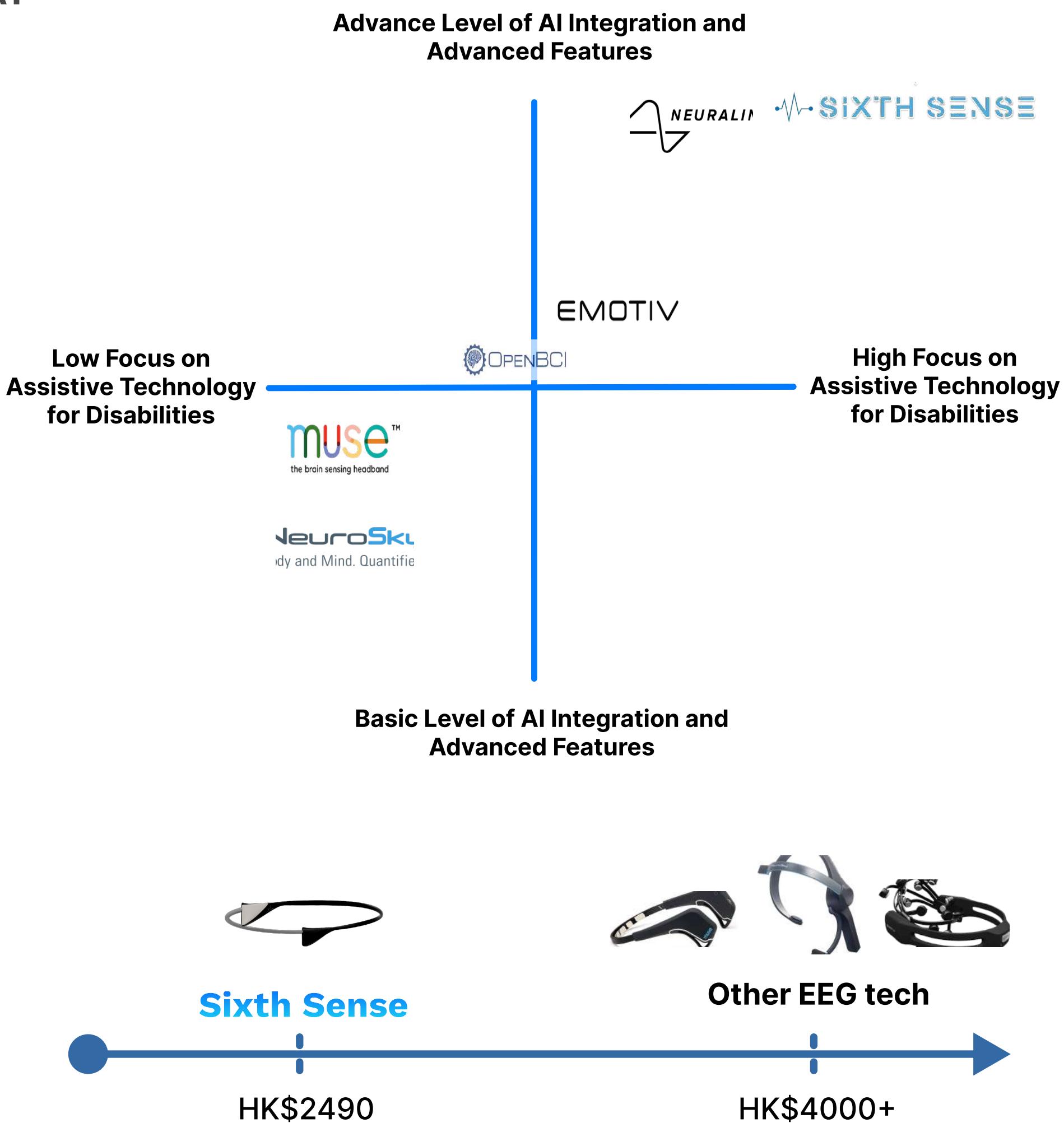


The user can use their thinking power to decide who to text and what

Competitor Analysis

Sixth Sense differentiates itself by merging advanced AI with specialized assistive technologies

	 NEURALI	EMOTIV	 NeuroSky and Mind. Quantif	 OPENBCI	 MUSE™ the brain sensing headband	 SIXTH SENSE
Focus	Neurological therapies	Wellness, research	Education, entertainment	Research, DIY	Meditation, wellness	Assistive technology for disabilities
Target Users	Medical patients	General consumers, researchers	General consumers	Researchers, hobbyists	Wellness enthusiasts	Non-verbal, mobility impaired
BCI Technology	Invasive BCI	Advanced EEG	Basic EEG	Customizable EEG	Basic EEG	EEG, AI integration
AI Integration	Advanced (long-term)	Moderate	Basic	Moderate	Basic	Advanced (deep learning, chatbots)
Product Features	Advanced neurological functions	Brain monitoring, data analysis	Brainwave games, education	Research tools	Meditation feedback	<ul style="list-style-type: none"> • Daily assistive functions • App integration • Health monitoring



Business Model: How We Profit

Sixth Sense leverages a dual-revenue approach which empowers users and ensures continuous engagement

Pricing Strategy

Starting from

HK\$2940 + **HK\$300**/month

First 3 months for HK\$0

Product

We offer the **headband** and our **software** as a stand-alone product

Subscription

We also offer a **subscription** for features like **GPT integration** and **productivity tools**

Key Partners



Government



Research Labs

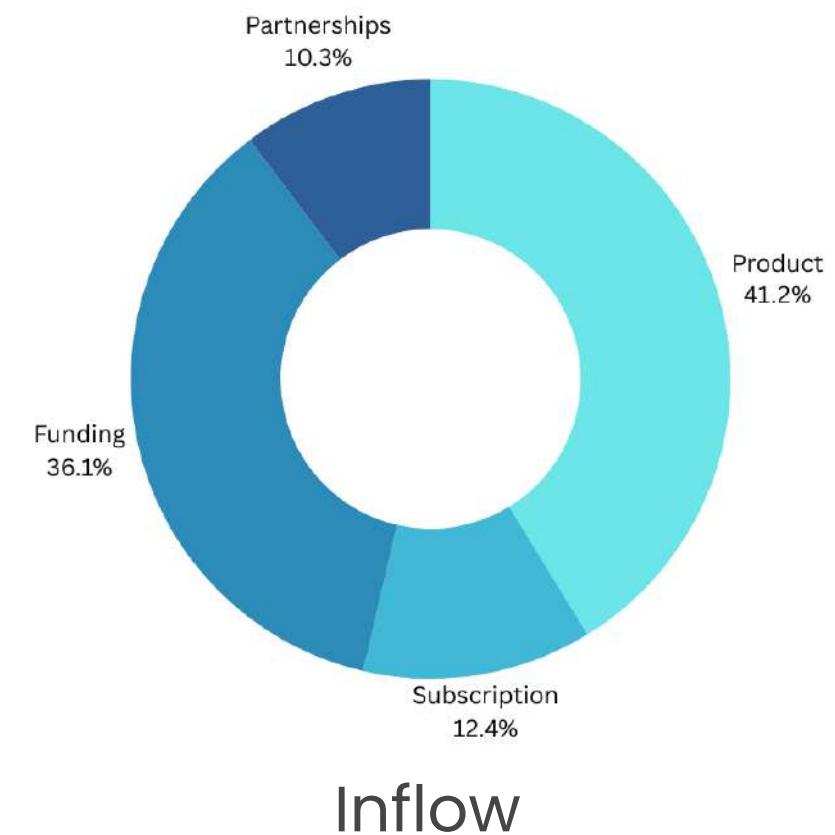


Tech Companies

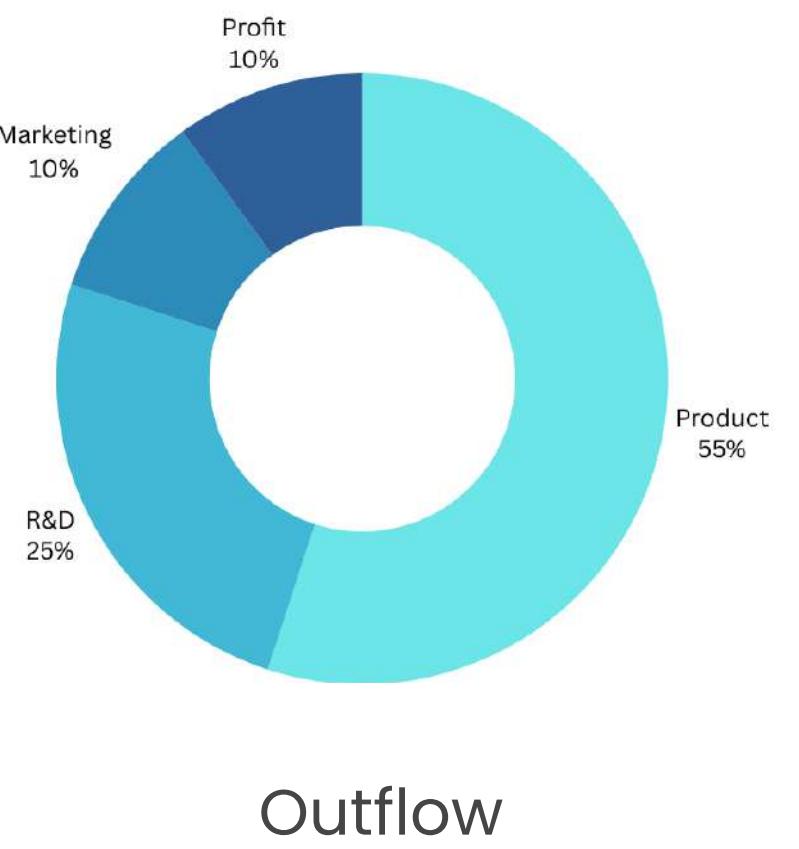


Hospitals

Cash Flow



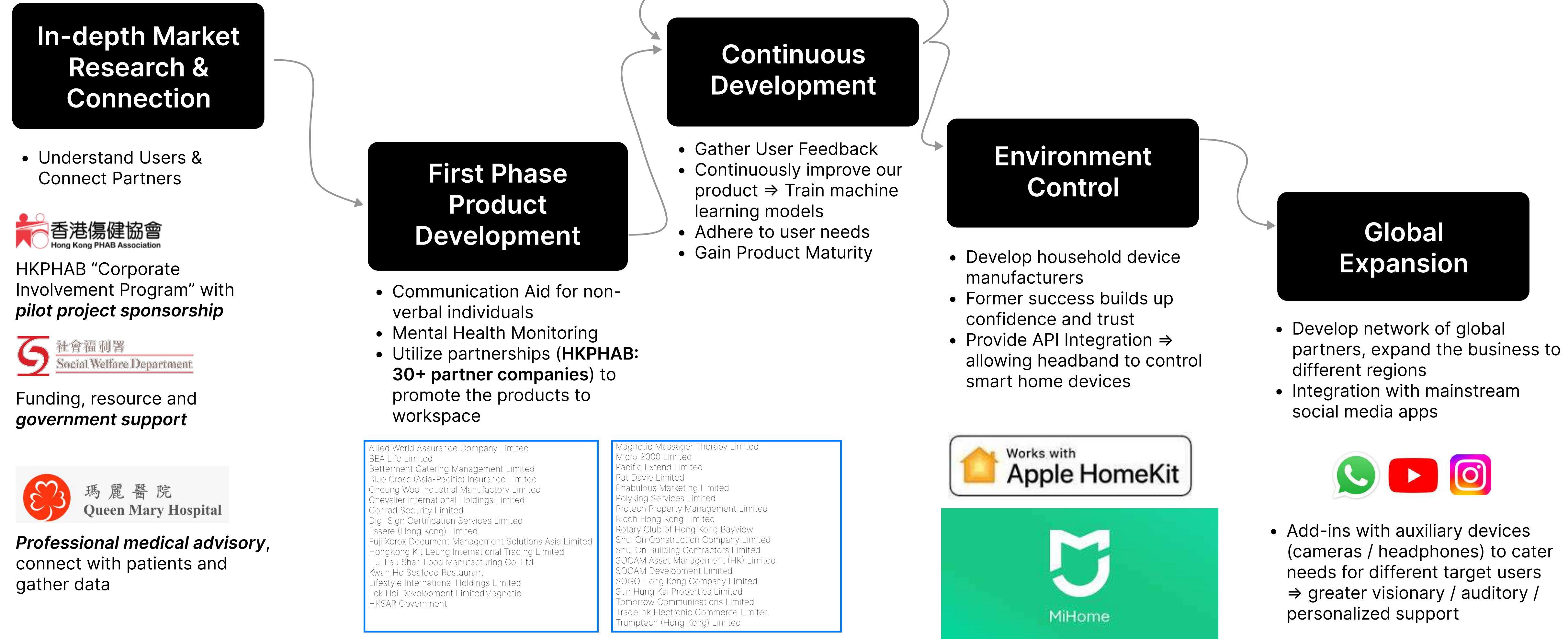
Inflow



Outflow

Roadmap and Milestones

We emphasize user-centric development with support from both global and local partners



Our Diverse Team

Hardware Development Team



Sadman Sakib Rabbani

Founder and CEO
(Year 4, Computer Science)

Oversees overall company vision, strategy, and leadership.

Responsible for making major corporate decisions and managing the overall operations and resources of the company.



Bijoy Sen

Lead Hardware Architect
(Year 2, Electrical Engineering)

Responsible for the conceptualization and design of the EEG headband hardware. Ensures that the product meets technical specifications and user requirements.



Ambrose Lee

AI Hardware Integration Specialist
(Year 2, Applied AI)

Focuses on integrating artificial intelligence technologies with the hardware, enhancing the functionality and efficiency of the EEG headband.

App and Software Development Team



Tim Tse

Chief Software Engineer
(Year 4, Computer Science and Math)

Leads the development of the application, including AI and machine learning integration. Ensures robust and scalable software architecture.



Anubhav Kashyap

Interface Design Engineer
(Year 2, Computer Science)

Specializes in creating user-friendly interfaces and implementing app functionality, enhancing the user experience.

Business Development and Marketing Team



Angus Fung

Strategic Partnerships and Growth Director
(Year 3, Fintech and Computer Science)

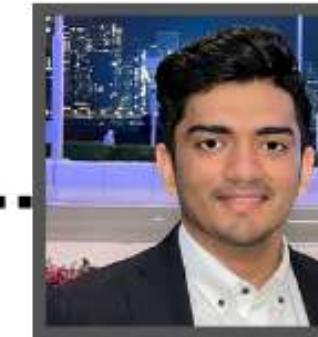
Drives the strategic planning for business growth, leveraging technology and market trends to position the company competitively.



Ian Lai

Financial Strategy and Analysis Director
(Year 2, Quantitative Finance, Minor in Math)

Manages financial planning, budgeting, and investment strategies, ensuring the financial health and growth of the company.



Mahir Labib

Market Insights and Analytics Director
(Year 3, Computer Science, Minor in Business Economics and Management)

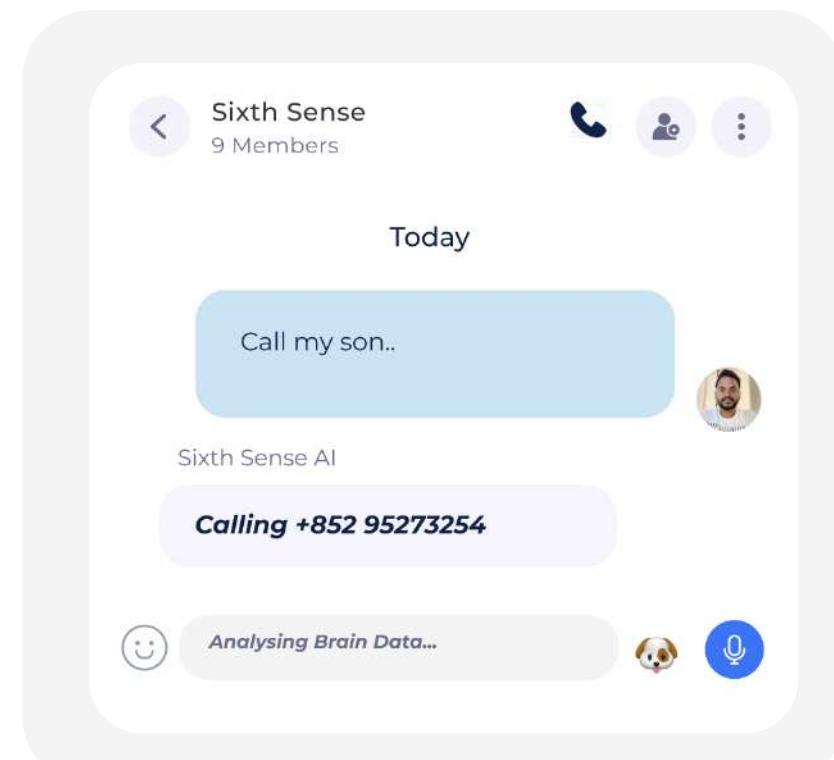
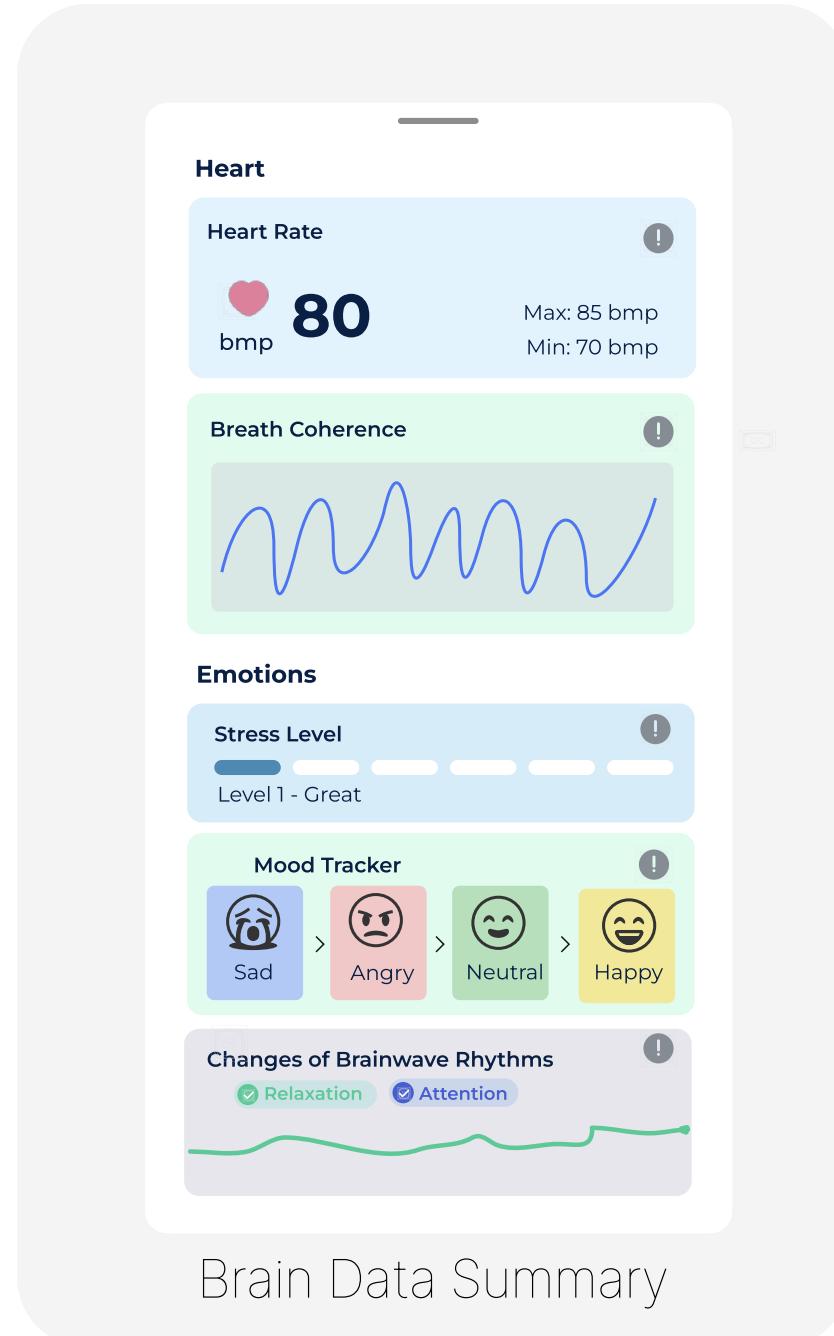
Focuses on market research, economic strategy, and developing effective marketing campaigns to enhance market presence and customer engagement.



Hazel Lei

Product Design and Aesthetics Expert
(Year 2, Computer Engineering)

Contributes to the aesthetic and design aspects of both the product and marketing materials, ensuring a cohesive and appealing brand presentation.



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1 in 6
people are disabled globally



Brain Information Highlights

Pricing Strategy
HK\$2940

+

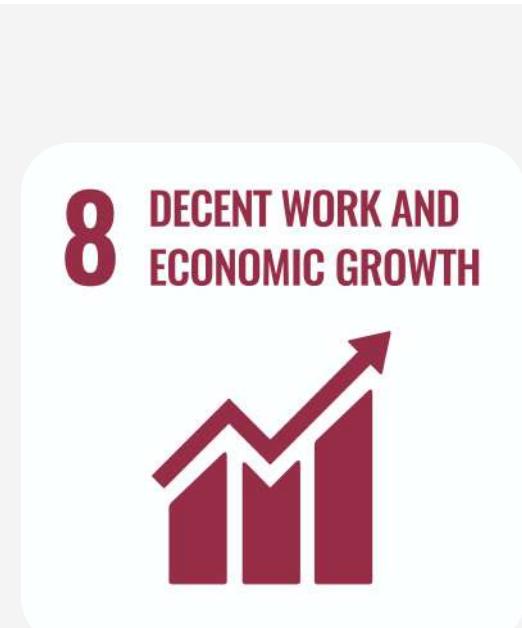
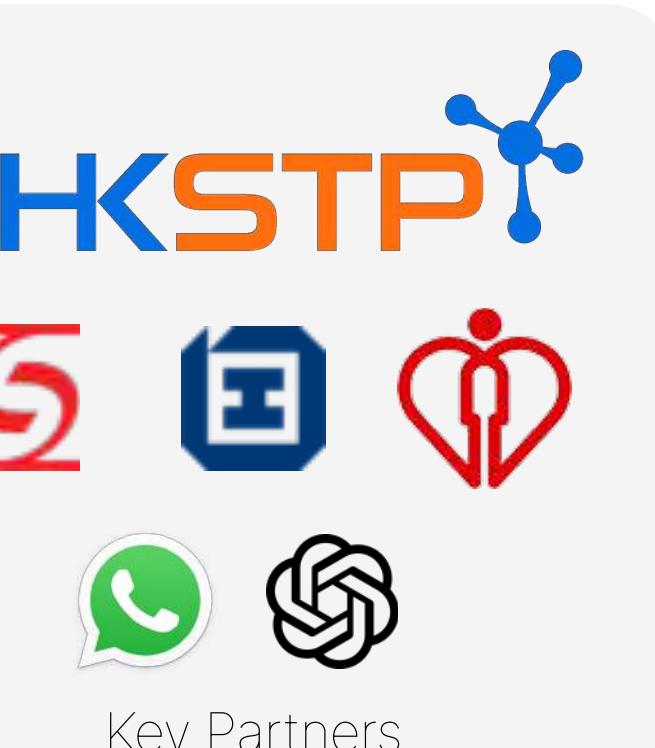
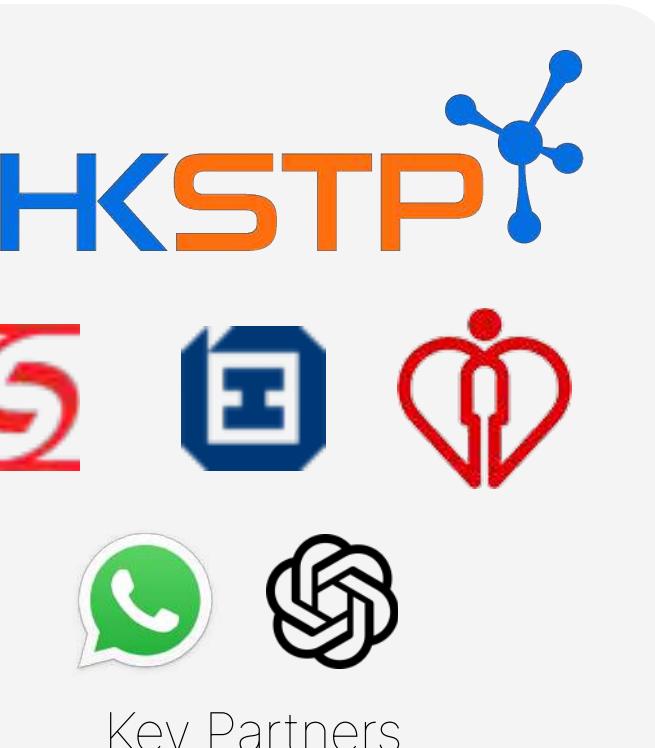
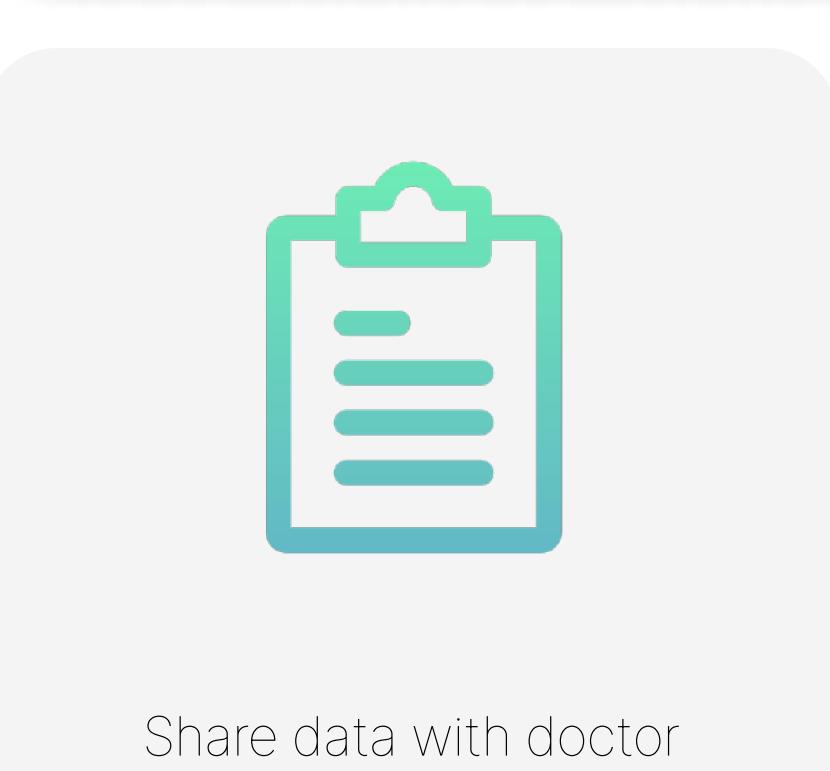
HK\$300/
month

First 3 months for
HK\$0

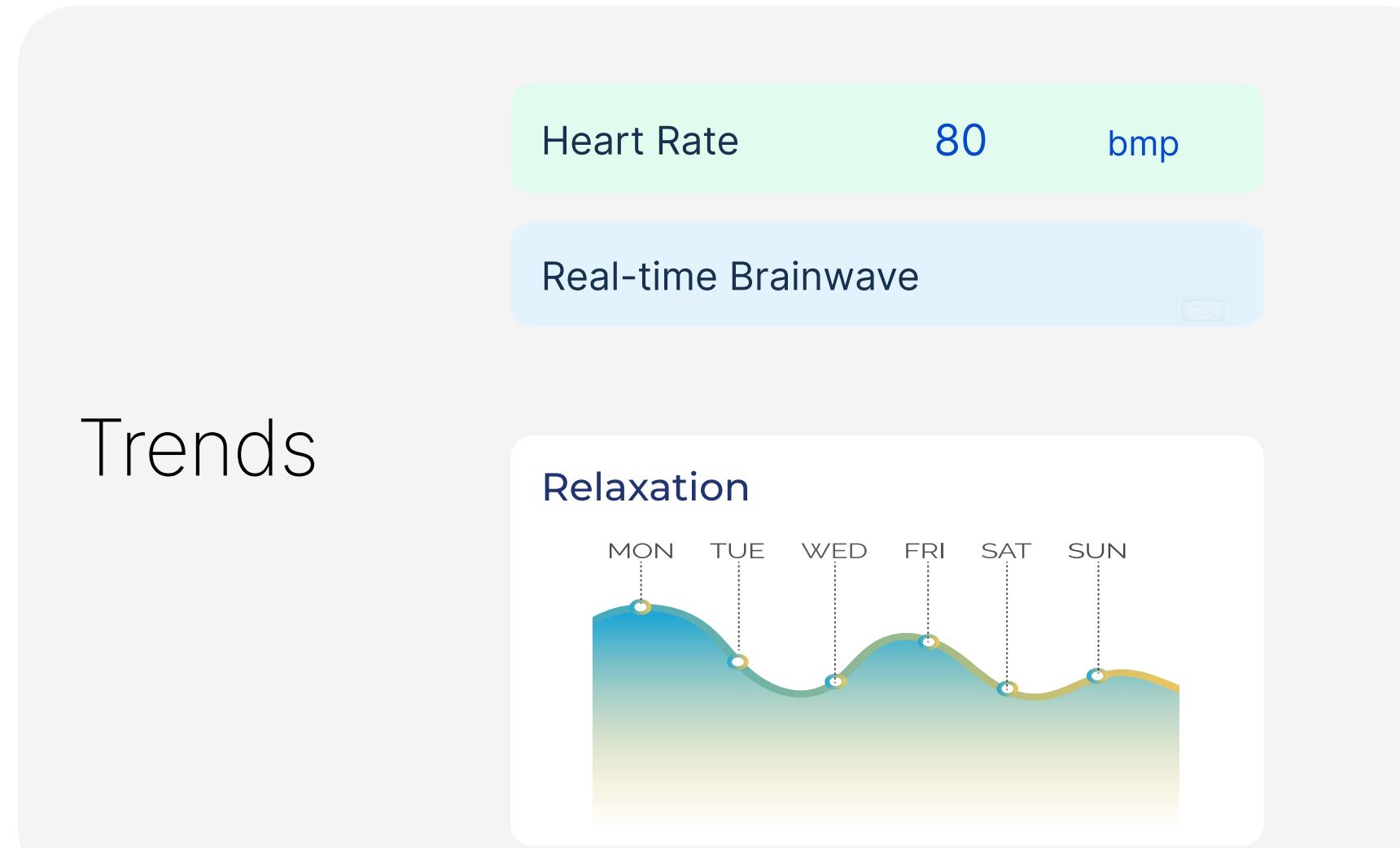
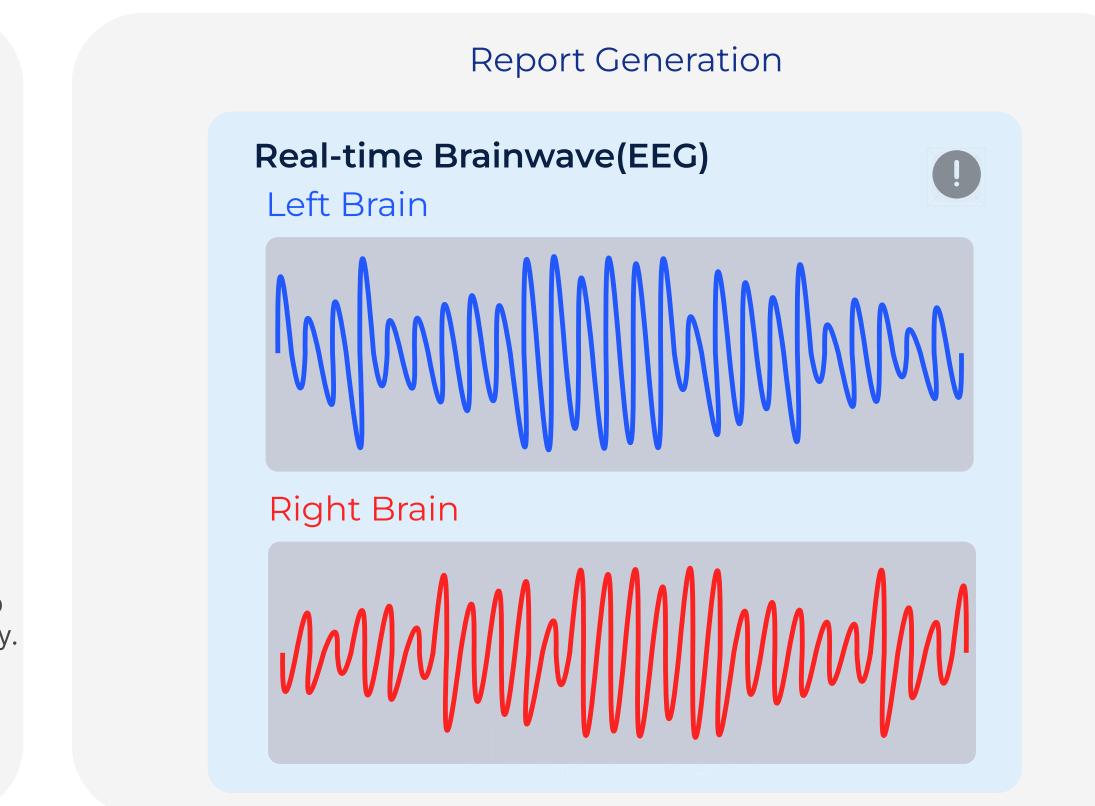
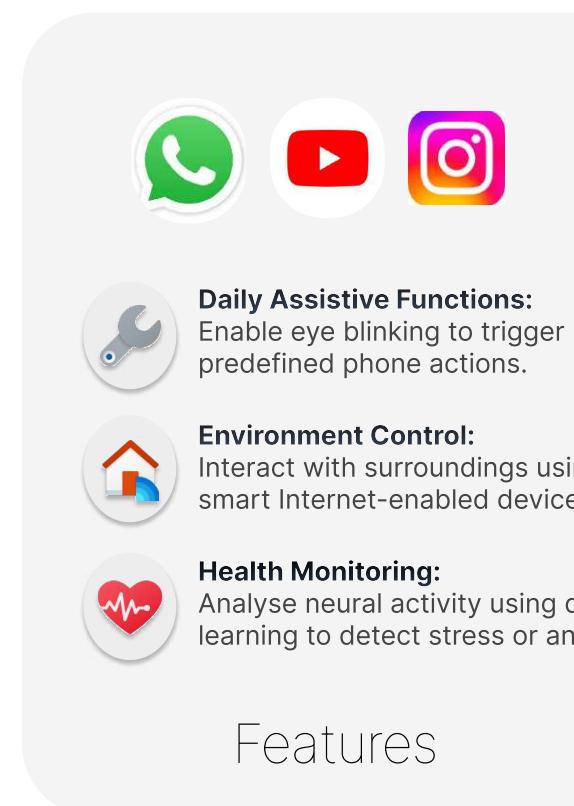
1 billion

people who need
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Sixth Sense



Advancing the UN Sustainable Development Goals



Trends