nwHacks Pitch

Focal Points:

* Western Canada
  + Requirement of masks on all transit vehicles [support](https://www.cbc.ca/news/canada/british-columbia/where-do-you-need-to-wear-a-mask-in-b-c-here-are-some-places-where-they-are-mandatory-1.5704700)
  + Middle, secondary, and most post-secondary schools
  + If you forget, you either have to walk all the way back home or buy one
* Around the Globe
  + Mask and contact tracing policies in Singapore, South Korea, Indonesia, etc.
* Promote mask-wearing and protection
  + The correct way of wearing a mask (nose showing that Ayush implemented) [support](http://www.bccdc.ca/health-info/diseases-conditions/covid-19/prevention-risks/masks)
  + It is a civic duty [support](https://globalnews.ca/news/7350128/canadians-support-wearing-mask-coronavirus/)
  + In Canada & the U.S., wearing a mask is not enforceable by police
    - It is our responsibility to promote and encourage wearing masks and social distancing
    - This app promotes the mindset of sacrificing our convenience to protect both ourselves and those around us, especially those who are more at risk
* Save users money
  + The app itself is cost-effective
  + The cost of buying a single mask to wear on transit vehicles vs buying in bulk or making your own
  + The cost of medical bills should the user contract COVID-19
  + The cost of fines associated with violating policies in some countries
  + The global economy is struggling and will continue to struggle long after COVID-19 becomes contained, so saving money and frugality is more important than ever before
* Main points of emphasis: preventing the spread of COVID-19 and saving users money
  + We can also add the convenience of the app itself?

Sequence:

1. The continued prevalence of COVID-19 and the new strain
   1. 90 million cases to date, with nearly 2 million deaths
   2. U.S. has most cases in the world, but only 5% of world’s population
   3. Canada is in the top 25 countries by case count
   4. Recent surge in Quebec and Canada as a whole
2. The financial effects
3. Introduce the app
4. Talk about its purpose and functionalities (demo here?)
5. Highlight how the app and its functionalities apply to Canada and the globe

Scripted Sequence:

1. Since its emergence in December of 2019, and a new strain found recently in the U.K., the COVID-19 pandemic continues to change the lives of the global population. Though we are a year removed from its birth, the coronavirus remains a prevalent and worrying issue. This cannot be more visible in North America, where the United States continues to carry more than 25% of the world’s cases, despite housing less than 5% of the global population. An alarming surge in Canada has seen the daily case rate jump from less than 1,000 on October 12th to over 9,000 on January 8th. [Support](https://www.worldometers.info/coronavirus/country/canada/) [Support2](https://globalnews.ca/news/7564840/coronavirus-update-canada-jan-8/)
2. This pandemic has also stifled the global economy, leading to recessions that will continue to affect the global population years after this virus is contained. Every cent in our pockets, and each need that cent must meet, carries more weight than it has in decades. As global citizens, it is incumbent upon us to prioritize the health and safety of ourselves and our neighbors, and to create cost-effective solutions that aid in the prevention of the spread of the coronavirus.
3. Our application satisfies both of these responsibilities. Introducing the [name here] web/mobile application. Using geolocation, machine learning, and video intelligence technologies, this application promotes safe practices and saves users money. How? (Demo here?)
4. Many countries have implemented policies that mandate the proper wearing of face masks in many settings. Masks are mandatory on all transit vehicles in British Columbia. Violations of these policies not only endanger ourselves and those around us, but can result in costly penalties such as fines. That said, we are human beings, and human beings can be forgetful. Our app solves that problem by sending the user a friendly notification reminder to wear their mask once they have departed key locations, such as their home or place of business. The notification pops up once the user has traveled a certain distance from their key location, close enough so that the user can quickly retrieve the mask they forgot to bring. Once the user opens the notification, the app uses machine learning and video intelligence to ensure that the user is wearing the mask properly. These key functionalities save users money by preventing them from buying overpriced, single-use masks, along with the avoidance of costly penalties, and promotes safe practices that aid in the prevention of the contraction and spread of the coronavirus.