



SPC

Smarter preventive care



By Team Braj Coders

THE PROBLEM

Late Diagnosis of Preventable Conditions



Cataracts remain the leading cause of blindness, often detected too late.



Breast cancer is the most common cancer in Indian women, but early screening remains low.



Menstrual and hormonal disorders (like PCOS, thyroid imbalance) often go undiagnosed due to stigma and lack of routine preventive care.

WHY WE?

Why Our Solution?



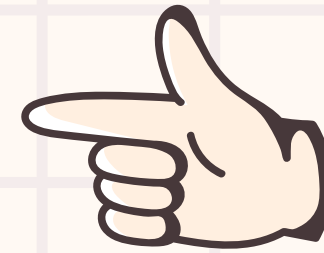
Preventive + Predictive Approach

We combine early AI-based risk detection (e.g. cataract, breast cancer, menstrual imbalance) with real-time health tracking and personalized preventive advice.



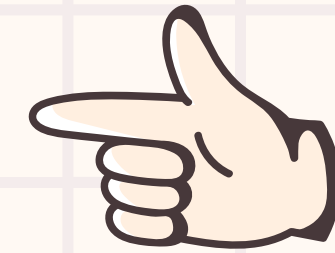
Psychology-Driven, Culturally Aware Design

Our platform is built for Indian users – local languages, Ayurveda + Yoga-based care, and gamified nudges that increase trust and user engagement.



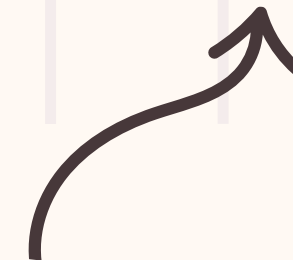
Structured, Validated Health Data for Research

We generate clean, consent-based health data that's usable for public health research, device makers, and medical institutions.



One Platform, Holistic Wellness

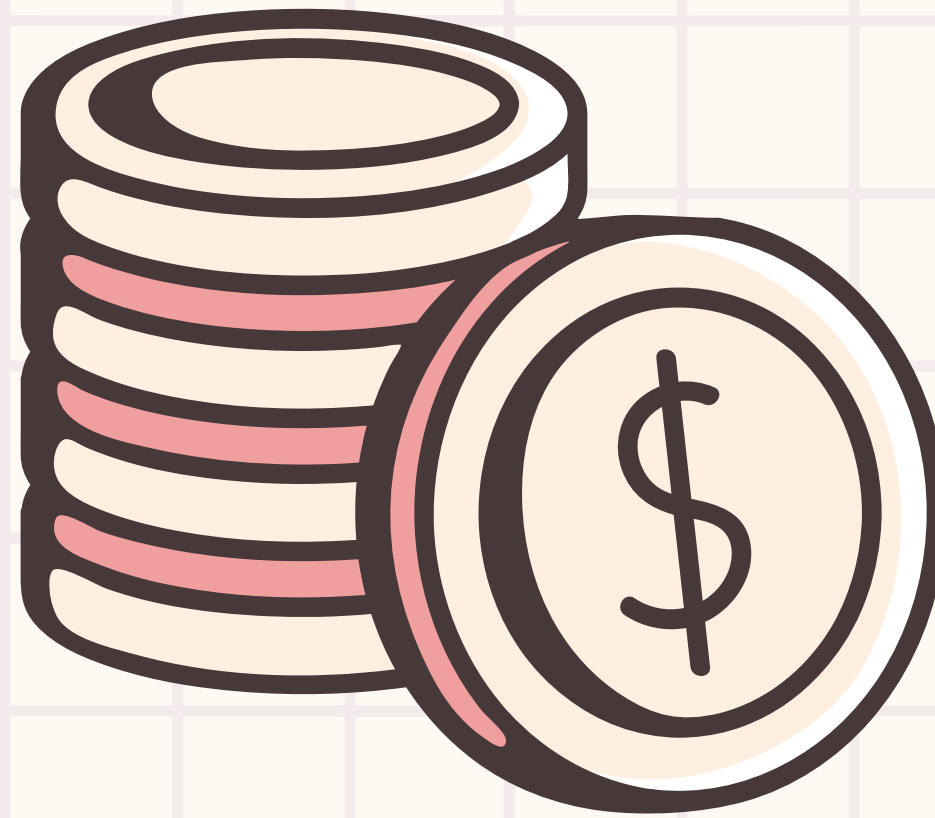
We bring together modern medicine, smart wearables, natural healing (Ayurveda), and emotional health into one unified care journey.



TECHNICAL ARCHITECTURE



- Frontend (User Interface – React.js)
- Built with React.js (mobile-first)
- Multilingual UI (i18n support)
- Components: Health dashboard, prediction results, wellness tracker, AI chatbot



AI/ML Layer (Python + FastAPI)

- Vision Prediction (Cataract, Retina) via CNNs (EfficientNet, ResNet)
- Breast cancer & menstrual risk via tabular + NLP models
- Explainability tools (SHAP/LIME) for transparency



Backend & APIs (Node.js + FastAPI)

- RESTful APIs for data flow
- Role-based access (user, admin, researcher)
- Firebase/Auth0 for secure login & permissions

MARKET OPPORTUNITY

 India's Preventive & Wellness Health Market Is Booming

 70%+ of India's disease burden is preventable

- But only 12% of people regularly get preventive checkups
- Huge gap in early screening, especially in women's and vision care

Research & B2B Opportunity

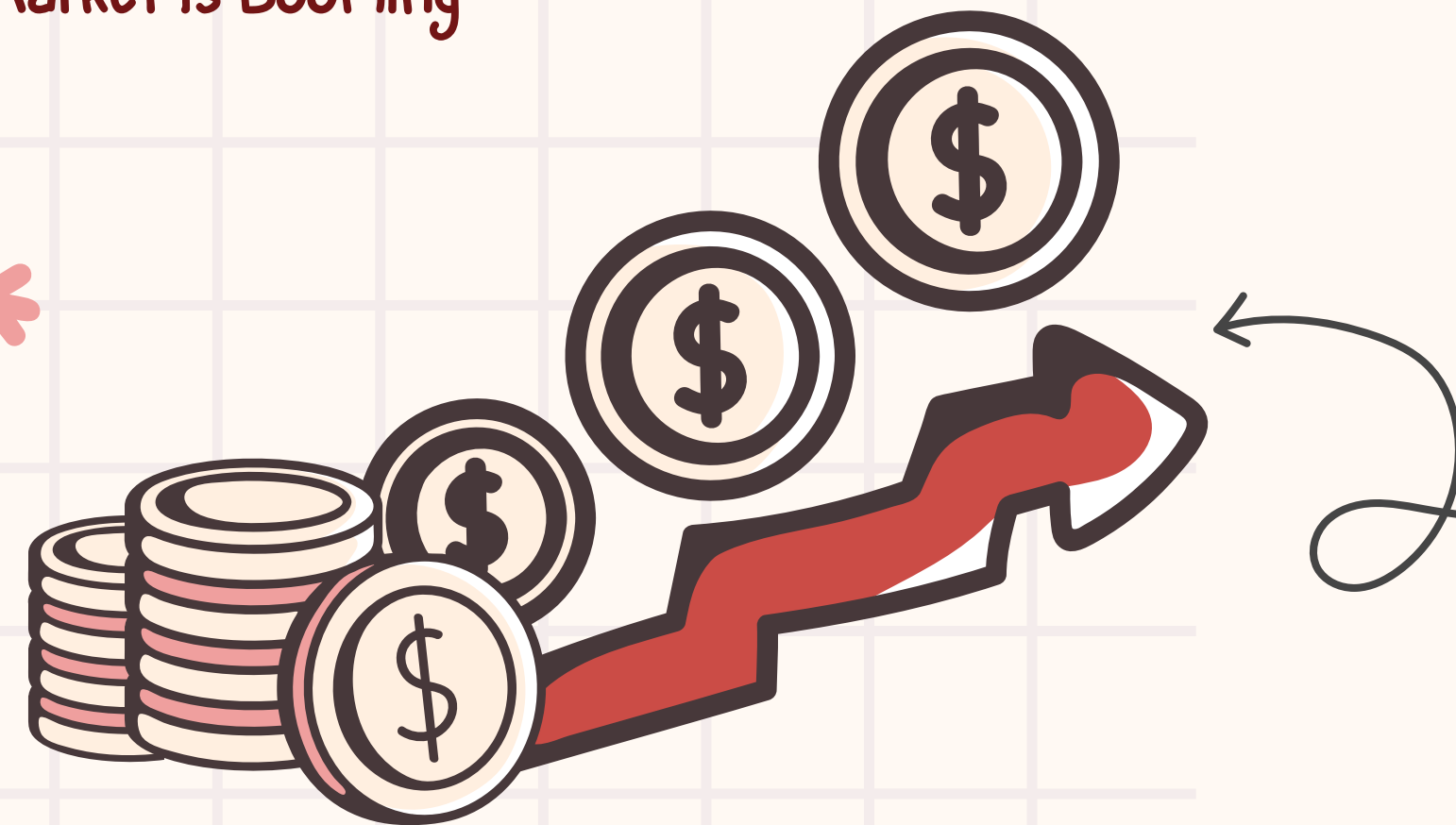
- Validated health datasets are in demand by pharma, device makers, insurers
- SwasthyaMap can be a platform + data layer

Target Audience


travelers


environmentally-conscious consumers


outdoor enthusiasts



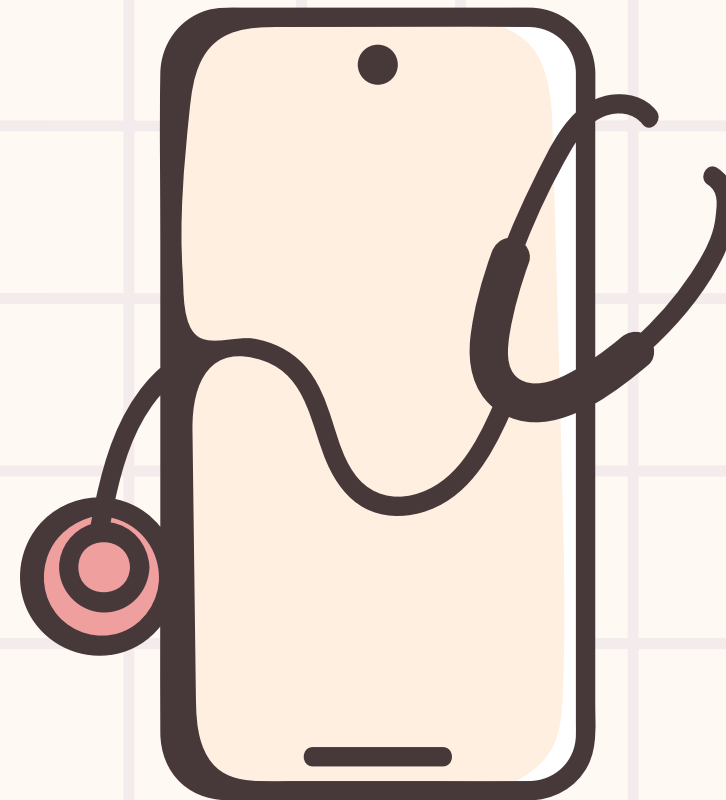
FUTURE SCOPE

Our Vision Goes Beyond Screening – Toward a Personalized Health Ecosystem

AI-Powered Holistic Health Companion
→ Build a 24×7 intelligent assistant for personalized, predictive, and preventive health guidance

→ Context-aware suggestions based on wearable + lifestyle + emotional signals

Pan-India & Multilingual Expansion
→ Launch in 12+ Indian languages to support Bharat (Tier 2 & 3 cities)
→ Include regional health beliefs, foods, and rituals in AI models




B2B: Clinics, Insurers, & Employers
→ Offer white-labeled versions for hospitals, CSR health camps, insurance wellness platforms
→ Predictive dashboard for doctors using real-time user data


Research Data Hub & API
→ Build India's first validated, anonymized preventive health data vault
→ APIs for medical AI research, government studies, and device R&D



LET'S MAKE A DIFFERENCE YOUR SUPPORT, OUR IMPACT



Thank you for your time and consideration. We believe
EcoCharge has the potential to make a significant impact on
both the environment and the consumer electronics industry.



Together, we can power a greener, more connected world.

