Desafío Intel 2014

ATO - Autonomous Task Organizer

Desafío Intel

Country

Colombia

Please select your track

Internet, Mobile, and Software Computing

Pitch your Idea

Please summarize your idea - if accepted, this will be used to tell the world about your startup.

ATO is a smart task organizer that allows its users to be unconcerned by the deadlines of projects, reports, meetings and business trips. ATO analyzes data and recommends intelligently, optimized schedules that ensure time savings based on the user occupation, restrictions, task priority, weather and traffic.

Industry

Enterprise Software and IT

What type of product are you offering?

Web app

What is the problem that you are solving?

What is the opportunity in the market?

ATO improves business productivity and helps users to organize their time efficiently. ATO's users won't have to deal with inefficient work schedules. Because of the capacity of the program to understand their habits, it assures that most of the tasks can be accomplished.
ATO will solve UX problems observed in softwares like Microsoft Project, reducing parameters, having a friendly web interface, showing indicators of productivity and work breakdown structures in dynamic diagrams.
Based on the above, this product may be attractive to companies that require project planning or constantly reschedule the activities of their departments.

What is your product or service?

How is this product/service solving the problem that you identified? How is it different from what already exists in the market?

Unlike most organizers, which allow to put tasks graphically and sharing with other people, ATO designs an optimal schedule automatically for its users, using a SVM. It receives a list of global restrictions and 2 parameters for activity: the estimated time to complete the task and the deadline. Then the system keeps track of the activities completed successfully, inquiring to the user after each deadline; it records the most successful formats of scheduling and with this information it improves time distribution as it learns from the user. It saves everything in AmazonS3, so the information is accesible from the cloud.

Pitch Video

Please provide a link to your video on YouTube or Vimeo. Please limit your video to 3 min. Pitch your idea, show us anything your have built and introduce your team. This is optional but will only help your application.

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What is the history of this idea?

How did you come up with this idea? How did your team form? Tell us about the spark of inspiration and how your team gathered around this mission.

As undergraduate student I realized the difficulties that people have to organize their time optimally, after failing in several exams because of having left everything to the last minute. That's when I learned that much of the success of a person depends of his/her ability to organize time. So I decided to design something to improve the productivity of people.

Then I thought that if I was capable of creating ATO to organize the time of an individual, this could be the solution for large companies that need their employees to work in synchrony. Now I'm working on it.

Who will your first customers be?

What is your target market? Who are the first group of customers that you hope to reach? Do you have any early customers? If so, what have been their reactions?

Since large companies specialized in project planning, to micro enterprises that need to reschedule their activities constantly. Even regular people who want to organize their time efficiently to be more proactive such as independent employees, students, teachers, etc.

Currently, I expect the product gains popularity among my acquaintances, most of whom are students and teachers, making it viral on social media. I consider it quite likely since I have made known our idea and there are several people waiting for a beta version.

How do you plan to make money?

What is your revenue model? What do you plan on charging customers? Do you have any validation that they are willing to pay this?

The freemium business model is going to be adopted, giving free full access to the application to 5 employees. For additional accounts there will be team plans since $80/year and $30/year for individuals. For the free version, advertising will be displayed related with the occupation of each employee and the tasks that need to be completed , in order to guarantee the revenue of the application.

It is very likely that people subscribe to ATO because they have the possibility to evaluate the product and compare its advantages over payment programs like Project, Visio, and free apps like Google Calendars.

Why are you and your team the best team to execute this startup?

How do your different skill sets complement eachother? Have you worked on any projects together before?

Because I am capable of solving problems of all kinds, creating simplified abstractions of complicated models, and this is possible because of my multidisciplinary engineering knowledge, and experience in topics like scientific computing, machine learning, control theory. Most of these, learned through self-study and self-practice.

Additionally, I've been working in improving my programming skills since the last year and this has strengthened me to design and implement a project like ATO.

Will you have a working prototype by October 1 2014?

You do not need a working prototype now, however if you make it to the finals, you'll need a working prototype by October 1, 2014

Yes

Have you raised any funding?

If you have already raised over $250,000 USD, you are not eligible for this competition

No, we are bootstrapping

Have you received any Venture Capital Funding?

If you have received VC investment, you are not eligible for this competition

No

Have you read and do you agree to the Terms and Conditions

Please visit the Desafío Intel Resources page and read the Reglamentos for your country or the country that is geographically closest to you.

Yes

Personal Info

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University

Universidad de los Andes

Area of Study

Electrical Engineering and Civil Engineering

Year of Graduation
Past or Expected

2015

If other, please Specify

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Gender

Male

Tell us about your experience to date and how it is relevant to this startup?
What important skillset do you bring to this team?

I am a multi-disciplinary person and that's because I have three passions in my life, leading projects and teams, specially the ones related with technology and infrastructure; designing and implementing smart gadgets to improve peoples life and improving my programming skills to make possible the implementation of my ideas. I also know how to deal with the development of projects because of my work as research monitor, in the water resources and control systems research teams at my university. Taking this into consideration, my experience in diverse areas makes me the perfect candidate to became the developer of this project.

Why are you passionate about this startup idea?

Because this can be the beginning of a great and revolutionary company. My dream is to build a solid team capable of pioneering the Artificial Intelligence market, applying the latest technologies and self developed theories in systems control and optimization to diverse disciplines. For instance, water distribution and treatment, energy generation and distribution, automation of tasks or the erradication of poverty creating smart micro enterprises.

What is your most significant accomplishment? How did you achieve this?

I've been learning computer science on my own, reading books, taking courses in Udacity.com and Coursera.org, since the beginning of 2013. I feel proud of having learned techniques for designing algorithms and software development with programming

languages such as Python, C and JavaScript. Also, I've been learning web design based on Django and responsive design. Although I am not an expert in computer science, having learned this, and studying two careers is my biggest accomplishment because it has allowed me to consolidate an idea as ATO and many other, more ambitious, which I hope to perform after this project.