**BUSINESS INTRODUCTION**

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| **󰊲 What do you think is the common social problem in Asia that you want to solve**  **and what is the cause?** |
| 43% is the rate of people who is suffering from back pain in Asia. This is a major problem that about half of the population is involved. In detail, in Asia, it is difficult for students and young adults to completely relieve their back pain due to the fact that they have to sit in the same chair for a long time for studying. Solutions such as going to gyms, taking pilates lessons, or going to a hospital are only effective when they have the time to do so, and time is exactly what many Asian students do not have enough of. By sharing experiences with people around us, trainers and hospital staffs, we realized that this is not a problem only we are experiencing. Many of students and young adults in South Korea feel pain in their backs for due to their bad posture continued since their early childhood, and they have a perception that such pain should be managed for a long time by steadily investing money and time. Our group intends to secure the physiological health needs of the young Asian population and the worries of their families, through indirect changes of the long-sitting hour environment. |
| **󰊲 What are the services/products that you would solve the problem with?** |
| The ‘Back Keeper’ service is a healthcare IoT service, consisted with both hardware and software, which is designed for the purpose of helping students and members of the young working class who have to stay in one sitting area for a prolonged period of time to maintain a right spine posture, ultimately aiming for prevention and care for back pain.  Unlike many other back or spine treatment products, the IoT technology of the Back Keeper will allow its users to check their posture in an efficient manner through a cushion shaped hardware connected to a software program, the Back Keeper application, that can be easily accessed through a mobile device. Through precise information sent directly from the potential user’s back, our product aims to ensure solid and detailed feedback supported by precious advice from several specialists in the health field. Particularly, the Back Keeper will provide real time feedback via alarms which will send information such as how long the user has been sitting in a certain position to their mobile phones. This would allow our users to be aware of their posture and occasionally be reminded to get up and exercise. |
| **󰊲 What are the current status of the project and the plans for the next year’s business?** |
| Our team had done with all the steps including identifying the problem, selecting the right solution, and develop the details of the product. Now, we are on the progress of building the actual product. So far, we got the patent license of the technology that we are trying to build, and the development of the product is almost done. Further details about the technical progress is documented. Can be provided, if needed. After the development of the first prototype, within this year, we will try to simplify the technique and implement the product with minimum price by next year. This minimization progress is vital for our project. This is because the aim of our project is not for the profit, it is to free all young Asians from back pain. Moreover, for further exposure of our product to the market, we will hold partnership with the companies that sale product that can build our product inside. For example, chair, bag, or pillow. Our main aim of the milestone for next year is basically all about advertisement and sales, hoping our product can reach to everyone who needs the cure of back pain. Further dream of our business model is to utilize our product in medical industry, and having regular base donation of our product to UN to help those young Asian who can’t afford our product. |
| **󰊲 What would you achieve through ‘2018 SDG CAMP’?** |
| Through SDG camp we will get more opportunities.  We will have opportunities to collaborate with global start-ups and build up networking. In addition, through Boot Camp in the Philippines, we will actively reflect on how our services can be applied overseas and we can get the opinions of foreign people. we will also get the best team benefits by working hard. We want to be selected as an excellent team and will be able to expand our service by entering the Start-up Campus Incubation Center. Also, getting aid from start-up incentives can give us more momentum to build prototypes. Finally, we will have the opportunity to network with the global accelerator partner organizations owned by the start-up campus and pitch in front of them.  Through these opportunities, we can further improve our products. But First of all, our primary goal is making good service and making the Asia medical environment better than before. Existing back pain treatment has already been in the way of treating after back pain has occurred. But with this digital health care IoT service, we can make a shift from the existing treatment-oriented structure to the preventive structure. Unlike traditional healthcare devices, which simply lead to a "right posture," our service can analyze an individual's posture and provide immediate feedback through smartphone applications to improve treatment efficiency. Now that the fourth industrial revolution has been noticed by many people, it will be a great way to increase access to IoT services for many people. It can also significantly reduce costs for those who feel back pain by providing a reasonable solution, rather than an expensive solution, such as a gym, PT, or a spinal assist device. By constructing an active spinal pain prevention model that reflects the personal characteristic of the user, it can reduce social costs and alleviate people's back pain problems. |