



Business Proposal Pitch

# Baby Nanny

An AI-Powered Baby Care System





## CONTENTS

- |    |                      |    |                 |
|----|----------------------|----|-----------------|
| 01 | Project Introduction | 03 | Market Analysis |
| 02 | Team Introduction    | 04 | Business Model  |



01

PART ONE

# Team Introduction

**Deepankar Sharma****Technical Head**

BCA,

Graphic Era Hill University  
With his idea and initial  
research, he laid the  
foundation of this project.

**Vipin Kumar****Executive Head**

BCA,

Graphic Era Hill University  
He has worked with  
different startups and  
currently leading the  
overall progress of the  
project.

**Gurpreet Kaur Jassal****Developer**

BCA,

Graphic Era Hill University  
She is currently working  
on mobile application  
development

**Himani Taneja****Developer**

BSc IT,

Graphic Era Hill University  
She is currently working in the web  
development.



02

PART TWO

# Project Introduction



- Both Parents are busy/working
- Single Parent
- Small babies can't say what they want
- Not every parents know the best (specially first time)
- Insufficient Childcare

*“Small babies don't exactly express themselves in words, so this system is focused on identifying their needs with the help of the existing AI technology around us.”*

## Prior Existing Solutions

- Babysitters
- Childcare Institutions
- Let some relative or guardian take care
- Baby Care toys (not smart enough)

We are using smart emotion detection, real-time video streaming, customized RL assistant with an implicit feedback loop.

**Community App**  
**(Advices from Others)**

**Hyper Personalized Reinforcement**  
**Learning based Assistant ( Learn as**  
**Child Grows )**



**CNN and NLP for Emotion  
Recognition**

**Premium features including**  
**Smart Surveillance**  
**Integration & Real Time Feed**  
**Monitoring**



suppose your baby loves watching chota bheem

now model made a random decision to play Ben 10



**Realtime Emotion Recognition** ---> baby seems happy (positive reward for model)

The model will learn: **“Your baby likes Ben 10”**



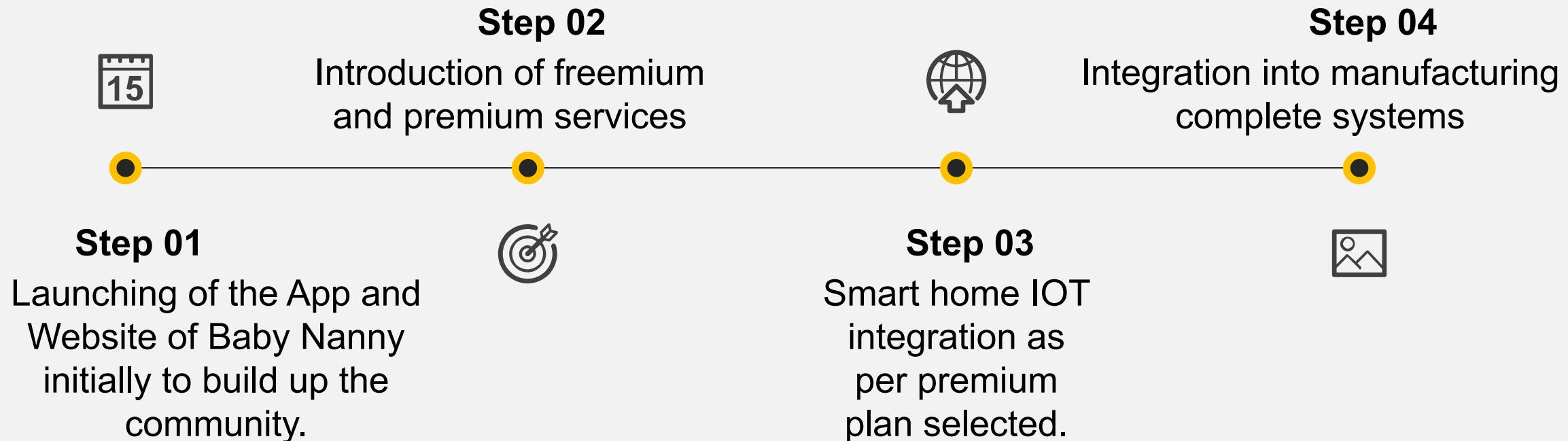
**03**

PART THREE

# Business Model



# Timeline process





## How are we going to make money ?

- The system will come in various freemium and premium services where the parents will have an opportunity to interact with the community based on parenting for free over the app and website.
- Our premium services will cost 10-20K INR(flexible depending upon the hardware customizations).
- **Although App and Website are free!!!**
- At later stages, the website will be a source of revenue generation via selling and buying childcare products over the website itself.



Key Partners		Key Activities		Value Propositions		Customer Relationships		Customer Segments	
		<ul style="list-style-type: none"> <li>• developers</li> <li>• community building &amp; effective parenting</li> <li>• more personalized way of knowing what your child wants</li> </ul>		<ul style="list-style-type: none"> <li>• customized RL enabled implicit feedback loop</li> <li>• Inbuilt community support in the app/website</li> </ul>		<ul style="list-style-type: none"> <li>• free app/website</li> <li>• freemium services</li> <li>• personalized RL based feedbacks</li> <li>• flexible premium &amp; add ons plans</li> </ul>		<ul style="list-style-type: none"> <li>• single parents</li> <li>• working parents</li> <li>• adoption houses</li> <li>• general parents</li> <li>• childcare institutions</li> </ul>	
		Key Resources		<ul style="list-style-type: none"> <li>• Website</li> <li>• Mobile App</li> <li>• Cloud Services</li> <li>• RL based Assistant</li> <li>• Add ons...</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Add ons</b> – exquisite premium services like smart baby surveillance and real- time feed monitoring.</li> </ul>		<ul style="list-style-type: none"> <li>• Channels</li> <li>• SEO</li> <li>• Social Media Advertising</li> <li>• Mobile App</li> <li>• Website</li> </ul>	
Cost Structure					Revenue Streams				
<ul style="list-style-type: none"> <li>• Infrastructure Cost (High specs systems, electricity)</li> <li>• Cloud Services</li> <li>• Staff Maintenance</li> <li>• Marketing Cost</li> </ul>		<ul style="list-style-type: none"> <li>• opportunity cost</li> </ul>			<ul style="list-style-type: none"> <li>• app / website</li> <li>• premium services</li> <li>• maintainence services</li> </ul>		<ul style="list-style-type: none"> <li>• with strong community-integration into Aggregator Business Model</li> </ul>		



04

PART FOUR

# Market Analysis



- There's no other company working in this exact field but there are a few companies working in the subfields of our complete idea.
- A few of them are – India Parenting, Parent Circle.

## Our USP Advantages

- **Problem 1** – Parenting apps with lack of personalization.

**Solution – Customized RL enabled implicit feedback loop**

- **Problem 2** – Lack of bright parenting application/website.

**Solution – Inbuilt community support in the app/website**

- **Add ons** – Exquisite premium services like smart baby surveillance and real- time feed monitoring.



- **How much do we need!**
  - We're expecting around INR 10,00,000/- of funding against 10.5% equity. We'll use those funds to start our company where we'll develop those remaining parts of our project which are lacking behind because of money:
    - Paid Cloud Services
    - Infrastructure for development of more Accurate ML models for better results
    - Data Collection etc.
  - Also, we'll put that money into creating our initial customer base.



- **Patented the idea – March 2022**
- **Won Navikaranan' 23, National Level Entrepreneurship and Innovation Fest at NIT Uttarakhand – February 2023**



# Thank You

