Matthew Cusolito
Angela Kuo
Joanna Lam

Description

- This AI is a fashion-related AI that transforms the way we see fashion by providing several features to help the users with outfit-planning. Additionally, it also transforms the role of fashion industry in creating personalized clothings that would be tailored to the user’s interests.

One of the many features of this AI is allowing the user to “try on” multiple outfits without taking the time to physically put them on. The user can select certain outfits they’d like to try on and the smart mirror would automatically “put on” the outfit for the user in the reflection. Not only does this feature save a lot of time for the user, it also allows them to virtually try on clothings in the comfort of their own house.

Assistance as Your Stylist

- Another feature of the AI is to assist the user on planning the **“perfect” outfit** on a daily basis.
- The AI would analyze several factors such as **weather, current trend, personal styles** and preferences, etc and take these into consideration when recommending outfits for the user.
- The AI would connect with all sorts of **social media** and follow up with the latest trend.
- Additionally, it would analyze the user’s personal styles and **body shape** in order to make the best recommendations.
- While planning for new outfits, the AI would also consider the user’s **tasks of the day** to plan for the most suitable clothings for him/her.

Your reflection within the mirror is the AI taking on your appearance or shell. It models off the clothes for you and allows you to interact with “yourself”. This simulates an out of body experience.

AI Algorithms

- Each Ego unit would construct its neural network specifically for its user
  - Molds a complimentary personality per user
  - Same personality but multiple appearances
- Reinforcement learning
  - model use opposite dynamics such as rewards and punishment to “reinforce” different types of knowledge.
  - popular in modern AI solutions
- Detecting the human in the room
  - Internal heat detection
  - The bigger the size the slower the heartbeat

Additional Features

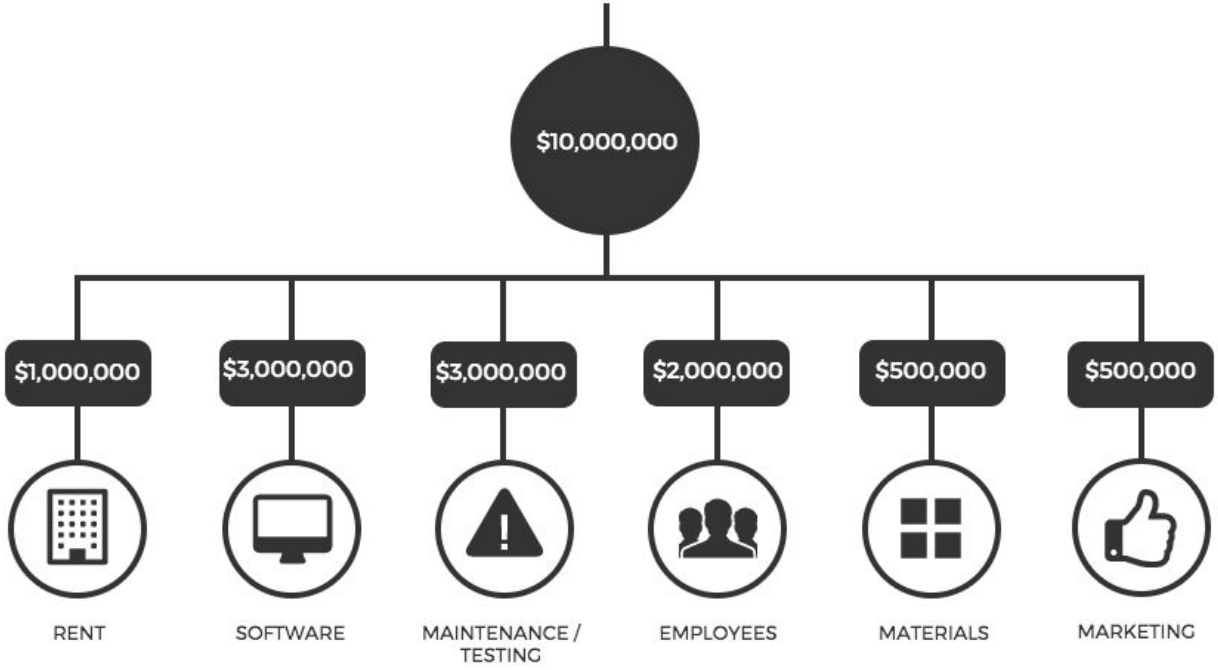
- Mood and Expression Analysis
  - EGO has the ability to detect mood and emotional state
  - Emits radio signals that reflect off a person's body and back to the device. Its algorithms detect individual heartbeats from these radio echoes with a higher accuracy than face detection
- Speculative Retail
  - ability to produce the outfits chosen by the user instantly. When the user decides on an outfit, they can simply reach out and grab the exact outfit.
  - Ideas: Uses reflective fabric, therefore could construct clothing out of itself
- Retail and Business
  - acts as a cloud with retailers
  - hub for customer feedback and business research

Start Up Process

EGO

FINANCIAL BUDGETING

An overview of allocations to essential areas of the business



A YEAR IN REVIEW

EGO

January

PATENTING AND MARKETING

First is to file a patent to avoid legality issues in order to give EGO a foundation to grow on. When creating a website and beginning marketing, it is important to secure investors with a 10x promise return rate.

July

TECHNOGOICAL ADVANCEMENT

From this stage, engineers will begin developing the EGO Ai through coding the system. Also, with the help of investors and advisors, the company will now departmentalize.

NOVEMBER

PROTOTYPE AND LAUNCH

From various lab test and marketing research, the EGO prototype will be ready for its first launch to the public. Available at select retailers, customers will begin to interact with the Ai as they shop. From the data and feedback, EGO Inc will begin development on the EGO Smart Mirror, providing our Ai in homes across the world.

Phases of Prototype

- Phase 1: AI Testing in-Lab
  - Not yet attached to the mirror, our engineers program the neural network to focus on style focused AI
- Phase 2: Synthesize with Smart Mirror
  - By integrating the AI with the touch screen mirror, EGO finally developed its appearance, and appearance of You
- Phase 3: Retail Use
  - Licensing out to retailers would first let the public use EGO from their local mall
- Phase 4: Limited Release of Household Units
- Phase 5: Widespread Household Use

First Glitches

- After the first prototype being released to a select few of consumers, there seemed to be a glitch within the neural network, reversing its outfit choices
  - Misinterpret weather conditions
  - Coordinated style and aesthetic within social circles: Outfit Repeaters
  - Miscalculated Color Saturation: Mismatched Patterns and Colors
  - Miscalculated Age Appropriateness
- After the PR panic, our engineers were able to manipulate the neural network based on the reinforcement learning model to avoid this behavior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