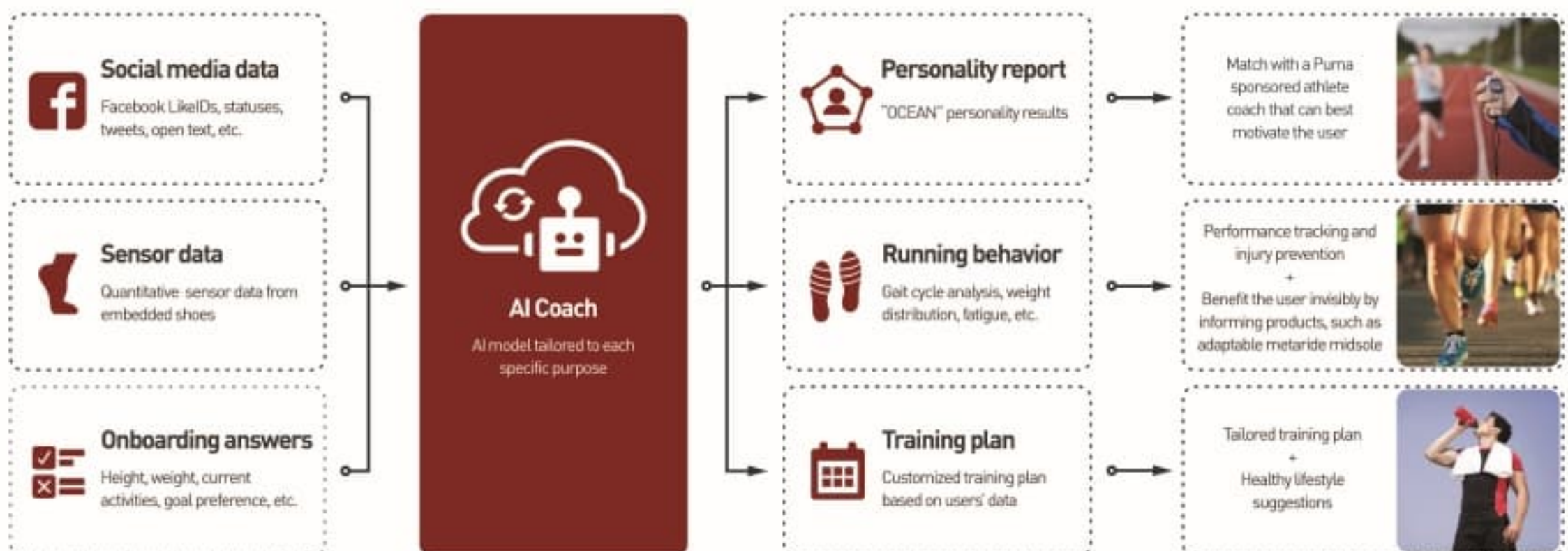


AI COACH

The Coach in Your Pocket : Personalized Insights from Real-Time Data

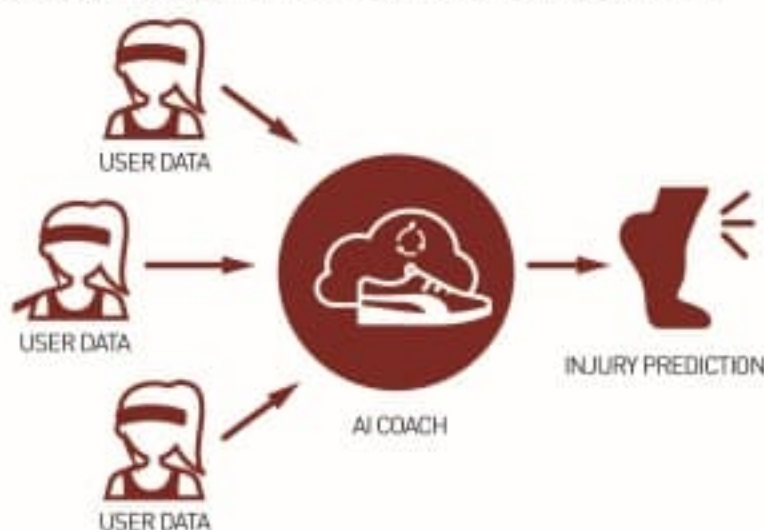
Artificial Intelligence (AI) uses computational power to draw insights from complex and evolving data sets. With machine learning algorithms, AI enabled coaching can dynamically adapt to individual user behaviors and provide personalization of products.

HOW AI COACH WORKS?

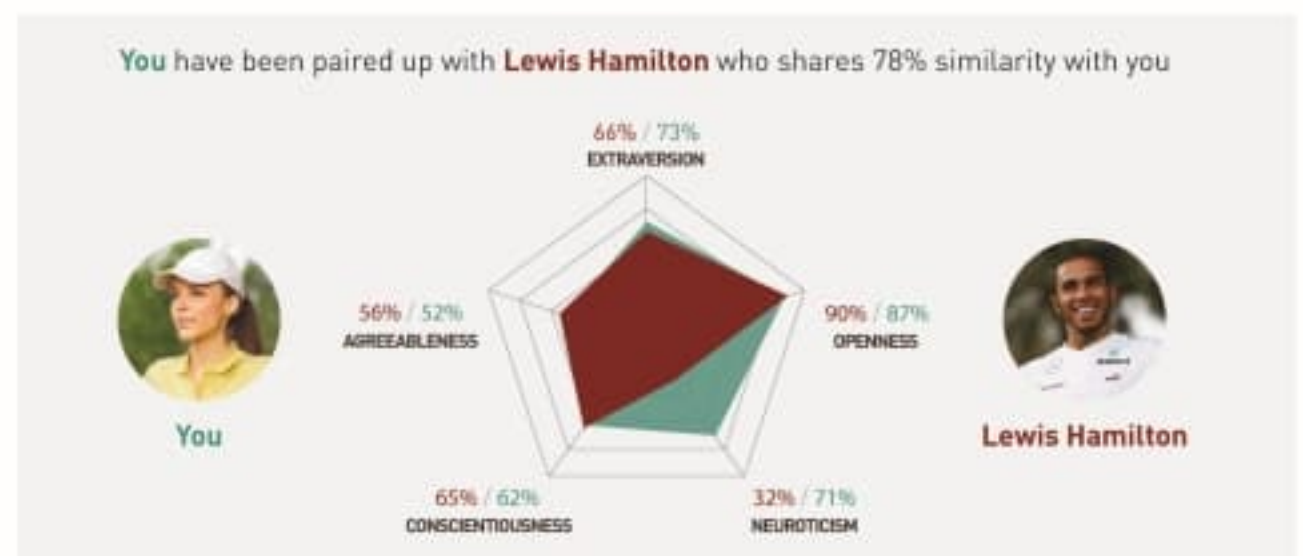


GAIT CYCLE ANALYSIS machine learning to predict injury

AI Coach uses Long short-term memory (LSTM) model to process real-time pressure data from the embedded sole for gait cycle analysis. Through machine learning, the model is trained on users' pronation, supination, and neutral motion condition data. As the model evolves, AI Coach can learn to predict injuries, fatigue, and changes in running form based on each individual users running pattern.



PERSONALITY MATCHING "OCEAN" algorithm - motivating you the right way



"OCEAN" is known as Big Five (BIG5) personality traits, which includes Openness to experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. The AI Coach adapts a model developed by the University of Cambridge Psychometrics Centre to determine the BIG5 (OCEAN) personality type by 'scraping' social media activities of the user. Based on the assigned personality type, the user is paired up with a Puma sponsored coach to provide a personalized training experience.