

HealthLink Hackathon: Clarity AI

Trust, Ethics, and Safety Innovation



HealthLink Hackathon

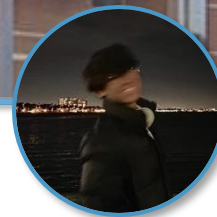
October 5th, 2025



Elyse Wong



Philip Chen



Joshua Lin



Yuni Kim

Executive Summary

SITUATION ANALYSIS

Off-label drug use constitutes one-third of all common prescriptions

Off-label drug use in context of festivals primarily refers to illegal substance use, rather than medically prescribed off-label drug use.

One study shows off-label use of drugs was associated with a 44% overall higher likelihood of adverse effects in adults.

KEY QUESTION

How can event organizers, security staff, and venues quickly identify unknown substances without full drug-testing kits?

IMPLEMENTATION & LIVE DEMONSTRATION

Clarity AI – Multimodal AI Rapid Pill Identification System

Develop an accurate drug identification system for festival/venue events, as well as campus/corporate purposes.

Identify your pills by simply weighing and scanning them, all on one MacBook.

IMPACT

Through instant analysis, increase safety intelligence for guests in real time.

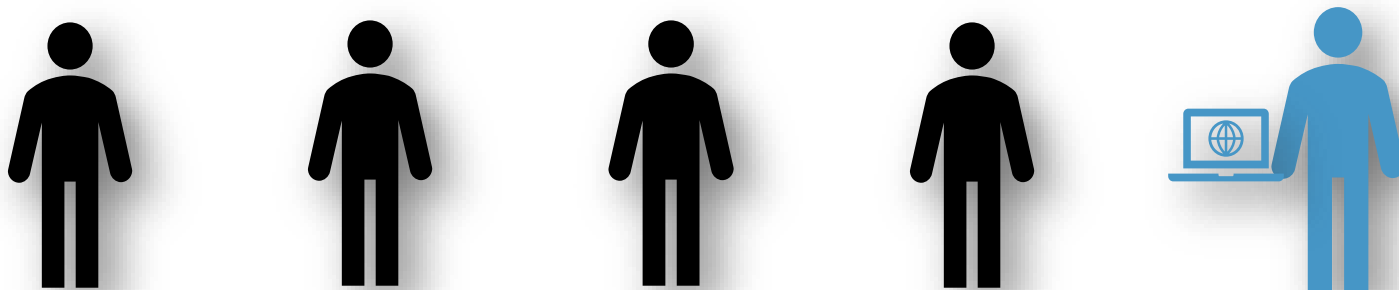
Eliminates time spent on full drug-testing kits.

Non-intensive in equipment to facilitate ease of use.

Situation Analysis



Off-label drug use at large events primarily refers to illegal substance use



We often need answers in seconds, not minutes.

What risks do off-label drug use pose at larger events?

One study shows off-label use of drugs was associated with a **44% overall higher likelihood of adverse effects** in adults. Event organizers, security staff, and venues need to quickly identify unknown substances, yet they are often limited by inconclusive rapid tests or by the slow speed of full drug-testing kits.

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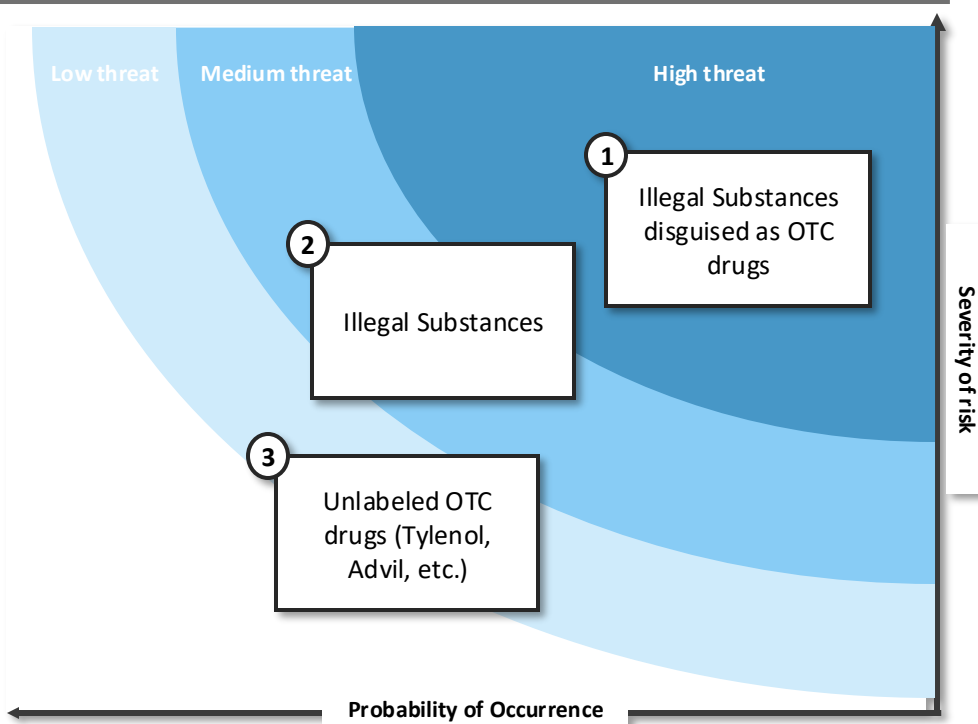
You're running a music festival. Someone
hands security a suspicious pill.

Security often need answers in seconds, not minutes.
What do you do?

What risks do off-label drug use pose at larger events?

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Anticipated Risks

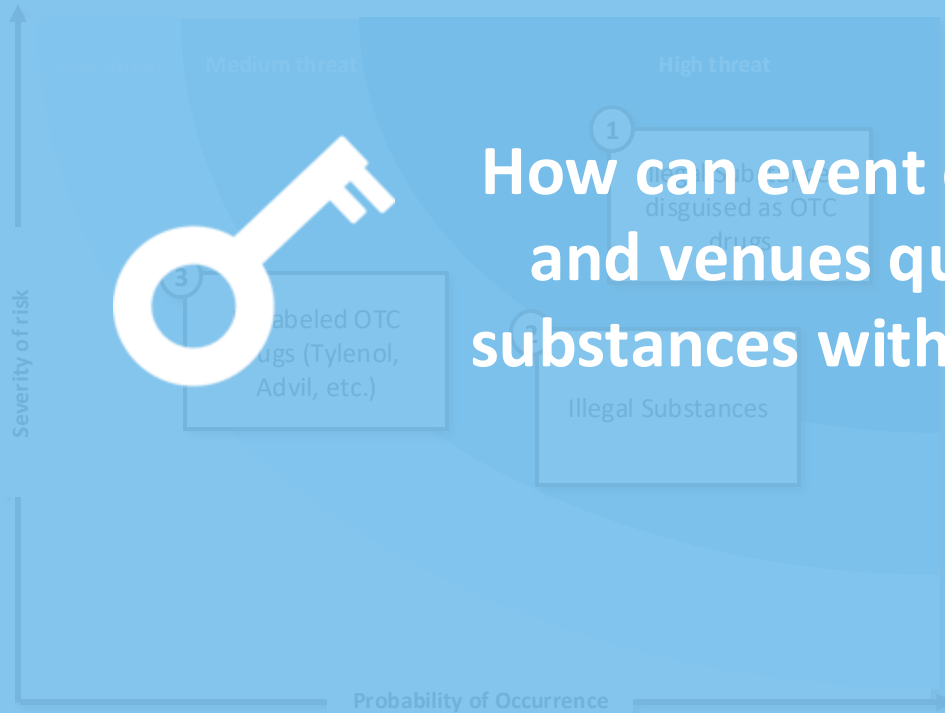


Current Mitigation Strategies

- 1 Ensure Drugs are Labeled**
Security only allows guests to bring labeled, sealed OTC drugs according to venue's security guidelines.
- 2 Confiscate Drugs or Perform Reagent Tests**
To avoid compromising guest safety, security is often recommended to confiscate unlabeled drugs or perform on-the-spot reagent tests (which are messy and limited).
- 3 Send to Lab**
For more high-impact cases, security may confiscate and further send suspicious drugs to labs, which often take days and are not followed up on.

Potential Risks of Off-Label Drugs

Anticipated Risks



How can event organizers, security staff, and venues quickly identify unknown substances without full drug-testing kits?

Mitigation Strategies

- 1 Ensure Drugs are Labeled**
Security only allows guests to bring labeled, sealed OTC drugs according to venue's security guidelines.
- 2 Confiscate Drugs or Perform Reagent Tests**
A full drug-testing kit is not recommended to confiscate unlabeled drugs or perform on-the-spot reagent tests (which are often and limited).
- 3 Send to Lab**
For more high-impact cases, security may confiscate and further send suspicious drugs to labs, which often take days and are not followed up on.

Clarity's Recommendation



Potential Risks of Off-Label Drugs

Current Mitigation Strategies

1

Ensure Drugs are Labeled

Security only allows guests to bring labeled, sealed OTC drugs according to venue's security guidelines.

2

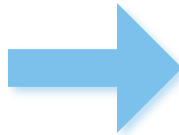
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3

Send to Lab

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Our Strategy

1

Identify Suspicious Off-Label Drugs

Security runs as usual, noting any suspicious OTC or unlabeled drugs, and moving into further testing.

2

Utilize our Rapid Pill Identification System

Visually identify the pills by simply weighing and scanning them on a MacBook. Based on confidence and venue guidelines, evaluate to move forth into further testing.

3

Evaluate and Move Forward

Clarity AI identifies off-label drug with a metric of confidence, allowing the venue to evaluate whether to confiscate for further testing or allow the guest to keep it.

Potential Risks of Off-Label Drugs

Mitigation Strategies

1. Ensure Drugs are Labeled

Security only allows guests to bring labeled, sealed OTC drugs according to venue's security guidelines.

2. Confiscate Drugs / Perform Reagent Tests

To avoid compromising guest safety, security may recommend confiscate unlabeled drugs or perform on-the-spot reagent tests (which are often and limited).

3. Send to Lab

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1. Identify Suspicious Off-Label Drugs

Security runs as usual, noting any suspicious OTC or unlabeled drugs, and moving into further testing.

2. Utilize our Rapid Pill Identification System

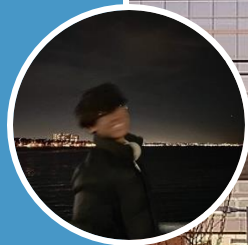
Clarity AI identifies off-label drugs by taking a picture of them on the MacBook. Based on confidence and venue guidelines, evaluate to move forth into further testing.

3. Evaluate and Move Forward

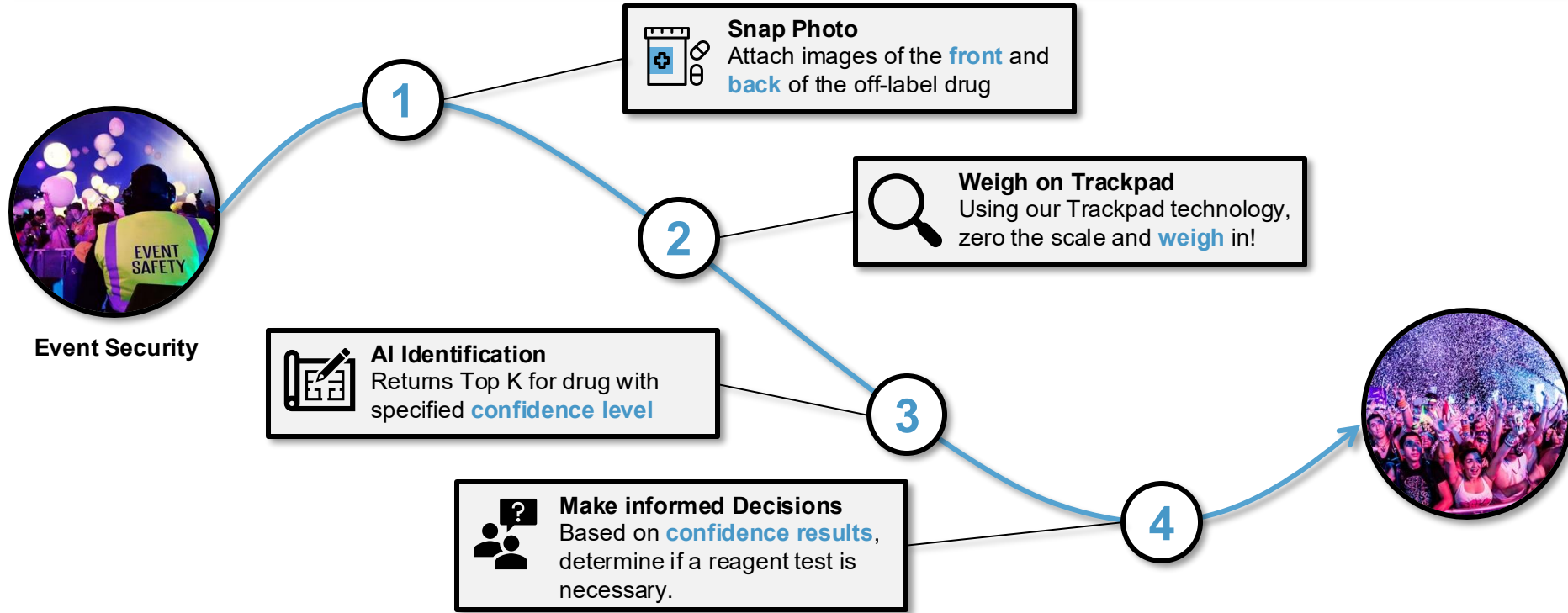
Clarity AI identifies off-label drug with a metric of confidence, allowing the venue to evaluate whether to confiscate for further testing or allow the guest to keep it.

How will event organizers, security staff, and venues quickly identify unknown substances without full drug-testing kits?

Implementation



Clarity AI: Off-Label Drug Identification Technical Process



By improving upfront security checks, Clarity AI can ensure safety during larger events.

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By improving upfront security checks, Clarity AI can ensure safety during larger events.

Clarity AI Target Market and Business Strategy



Target Audience



Event organizers, security, and medical staff at festivals and concerts.

Initial Phase

1

Targeting *Event Organizers*

- **In-Branch touchpoint** < Live demonstrations
Performance Metrics
- **Email notifications** < Clarity AI introduction
Feature highlights

2

Targeting *New Clients*

- **Digital campaigns** < Cold Outreach
Building Connections

Transition

When Adoption Grows

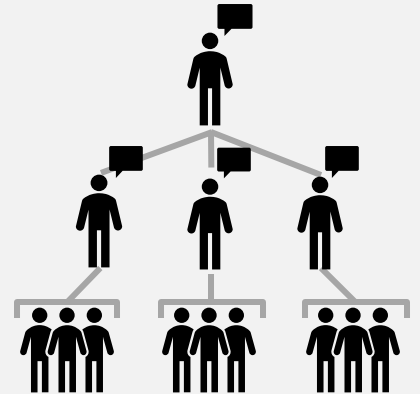


Marketing Efforts
Gradually Decrease

Long Term

- Reliance shifts to
1. *Policy Compliance (Med-Tents)*
 2. *Increase in Guest Satisfaction*

Use grows organically ✓



Impact



Clarity AI can increase event safety, cutting down on time and lab equipment

Clarity AI will achieve the following over 5 years...

1

KPIs achieved by Clarity AI

Clarity AI will launch and capture a **Anchor Client** to build collect data on.

Event organizers will **reduce need for urgent medical care for overdoses** by 10%

Clarity AI will **expand** with further features, including chemical testing hardware.

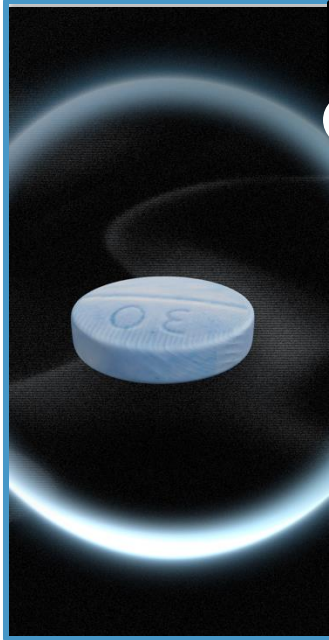
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Cost of Clarity AI

Free tier: 10 scans/month (try it out)

Event license: \$99/event unlimited scans + dashboard

Venue subscription: \$299/month for clubs, hotels, campuses



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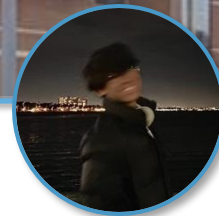
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