

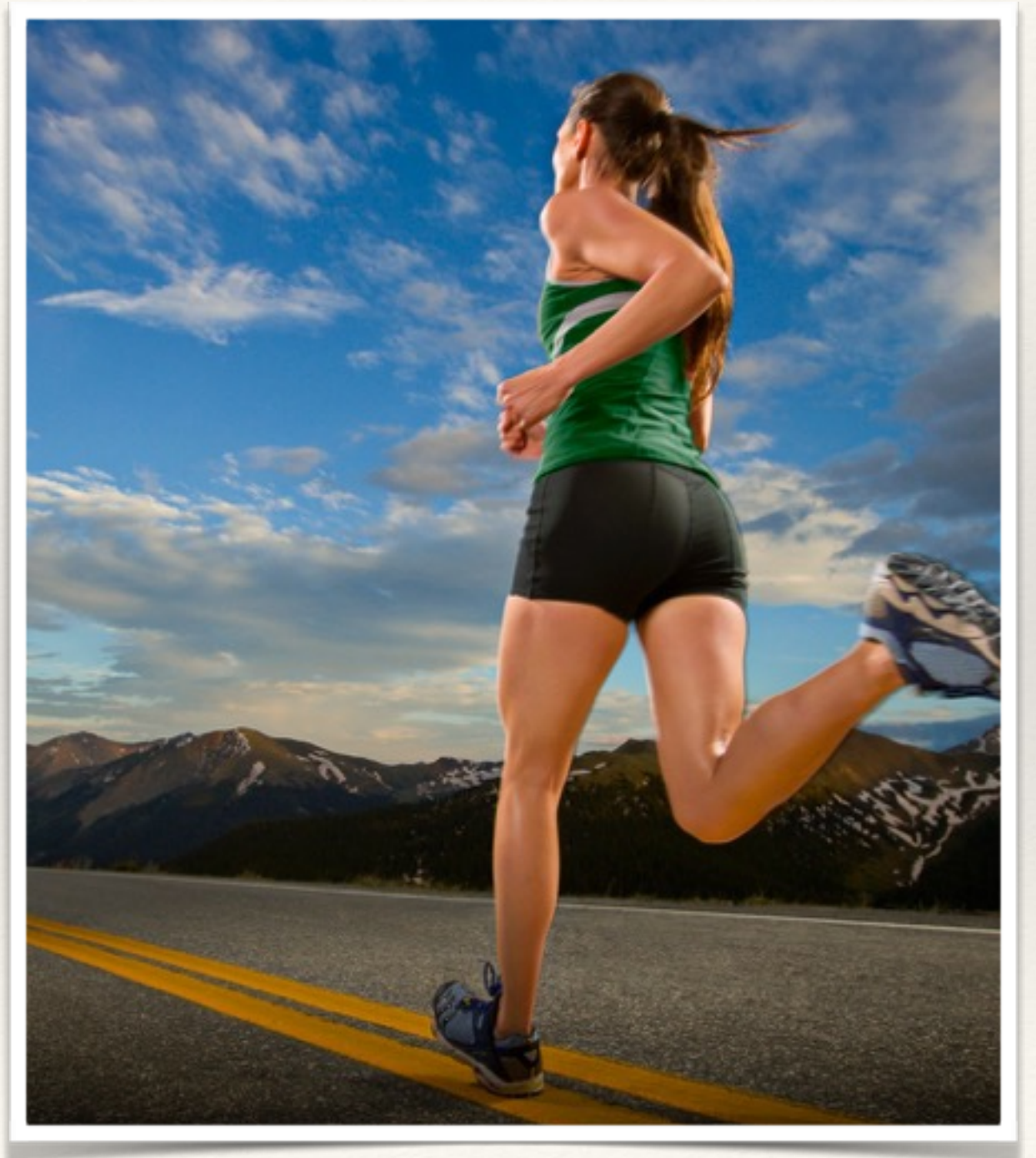
PennVention Presentation

FitTrack Inc.

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Product Description

- ❖ A fitness software / application that is built as an integrated management system for the sportsmen and coaches to record workouts conveniently, analyze their performances comprehensively and make executable plans.



Highlights

- ❖ Scanning technology: customize, recognize and record different workout machines or routines
- ❖ Personalized user portal: access their past records, upcoming exercise plans and visual representation, using machine learning to analyze the record and provide personalized workout plan
- ❖ Data management system for coaches: make plans, rank and keep track of athletes' performance

Technology Overview

- ❖ Pilot Feature: use phone's camera and character recognition technique to detect the record on the different workout machine display, and convert them to useful fitness data stored in the app
- ❖ Additional Feature: instead of using smartphone, utilize wearable technology to achieve the above functionalities and transfer the data to the app via bluetooth

Audience

- ❖ Main target: professional sports teams
 - Athletes (scan to record their workouts, including cardio and strength plans)
 - Coaches (access data from the back end to analyze the performance of each individuals)
- ❖ Side target: individuals or personal trainers who want to execute an individualized and executable workout plan

Executive Plan

❖ User Experience Research

- Surveys to coaches of different sports and generalize the common characteristics to locate the key features

- Scanning Technology Implementation

- Develop computer vision algorithm for character recognition
- Test the algorithm on different workout machines

❖ Front end design

- Incorporate features from other online courses or training programs
- Specialize the features of physical exercises and develop data visualization tools

❖ Database Development

- Design algorithms to manage data efficiently
- Organize different data and present to users with different identities (athletes, coaches, assistants etc)