Name : Theophil Henry Soegianto (m2320j2803)

Class : ML-48

A. **Situation**
- **The Situation and Initial Offering**

  I want to offer people to easily identify and find medicine plant, and make make traditional medicine from it. In Indonesia, there are over 2484 types of medicinal plants with 32014 traditional medicinal products. Although the number is high, it is not balanced by public awareness of its use. People tends to use chemical medicine which has more risk than traditional medicine.

- **Target Market and Potential Impact**

  People in around 15-25 years of age, and low to mid class society. The impact is there will be more people consume and conserve traditional medicine which has been in Indonesia for hundreds of years. Also, the cost of plants is not as expensive as modern medicine, and getting it is not hard. So people that cannot afford to buy it, can have an alternative.

- **How Technology/New Thinking may Help**

  Website is a cross platform app that can be accessed in every devices. Usually people search plants by its name, but new technology camera can be used. Plant identifier using ML model will be able to help people identify plant easily, as they didn't need to remember all plants name.

- **BHAG Category**

  Targeting : Being the first app to accurately identify 99% of Indonesian plant and the leading to a non-chemical, sustainable, environmentally friendly application.

B. **My Product Vision Statement**

   To build an app where people can identify, find and make traditional medicine by plants around them.