[There is the text, but pls rather put you comment to our google doc](https://docs.google.com/document/d/1n1YfJArlvP5agv8J4tbEDXCcJfJ-a8ZIIRufLtSBLBM/edit?usp=sharing)

**Project Title (50 words or less)**

Moveesy

**Project Concept (200 words or less): Provide us with a brief summary of your project.**

Our project is for everyone who wants to move around more without using a car. System made of the phone application, wearable tracker and the web application will give people whole new perspective of the city they are living in. We want to focus on finding safe paths through the city for all the people who wants to move around on their own without a car. They will be able to share information about sidewalks condition or people with some kind of handicap may share information about some obstacles on the path. All those information will be available to the operator (a city, a university, etc.) and they can provide some benefits to the people who reduce their car usage, improve their health while using the application or they help to improve the database.

We want to share clean air, healthy lifestyle and happiness.

***TBD***

**Problem (200 words or less): Provide us with a detailed summary of the specific problem you are looking to solve.**

1. What is the specific problem that your project is going to solve? (e.g. hard to afford/expensive prosthetic devices)

There are many solution for vehicles which can suggest you the best path from point A to point B and lead you taking in account current traffic situation, such the biggest players in the field are Google Maps or Waze. But yet there is no service which would provide the same functionality for pedestrians or bikers for instance. Of course, pathfinding would work for them too, but it never consider working on the streets or some other limitations which could be a problem for example to handicapped people.

The best example of usage are urban areas which infrastructure can change everyday. Some street may be more dangerous than others or more enjoyable to take as well as it may be known that that some pedestrian zones is always overcrowded so it is the shortest path but not the fastest. Last but not the least there is a question of surface and small obstacles, you can image that what majority do not see as a problem can be a big challenge for others, for instance stairs for handicapped people or paving the road for roller skates.

**Opportunity (800 words or less): Demonstrate your knowledge of the actual opportunity associated with your project. This includes numbers and market research/data on how many people are affected by the problem you stated in Section 1. Clearly discuss any research you conducted, including:**

1. Data on real-life people/customers you have talked to, interviewed, and/or surveyed who are actually affected by the problem or could benefit from your proposed project solution that you stated in Section 1 (e.g. 10 doctors about a new medical device)
2. Is there another organization(s) or business(es) doing something similar to your project? If so, who are they and what are they doing similarly?
3. Online research, numbers, databases and articles you found that supports the need and demand for your project
4. Why is your project better/different than there’s? (Competitor Analysis)

Obesity is becoming a big problem in advanced countries, naming the United States where according U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES more than one-third (35.7 percent) of adults are considered to be obese. There are many reason behind, but there are also many ways to face it. One of the most natural to us is energy balance with physical activity. The problem is that most people rather drive a vehicle to a close shop then spent 5 more minutes walking there.

We are currently running a survey to figure out what would encourage to walk of cycle more to shops or their jobs/schools. The first results show what we expected and spliting people to 4 main target categories: people who have a problem with an additional time, people who find infrastructure on their path insufficient, people who do not see walking as a fun and people who do not care at all. Our goal is to offer a solution for the first three mentioned groups of people plus add additional functionality to make it interesting for the unmentioned small groups.

Currently, everybody can pick from a big amount of sport tracker, motivation programs of gps navigations, which can help you to stay on your way, but in the end, you have just many applications and do not use it because of the complexity. It also cannot serve everybody and it is mostly paid, so it can attract only people who are really into a sport.

**(800 words or less): Describe the solution you are proposing to the problem you addressed in Section 1. Please support your claims.**

Our proposed solution would consist of four different parts - a mobile application, some kind of a wearable device, web application for managing retrieved data and proposal of a reward system for the users of the platform.

This solution should motivate people to reduce their dependence on the car in favor of walking or cycling. Mobile application would provide users necessary information about routes around the city and it would notify them when they have to leave to be on time in the destination. This should provide users better picture of walking times and help them to plan the day. In connection with a wearable device (such as smart band), the app would track the steps and other activities to provide accurate information about calories, distance and overall activity. Users will be also able to take a photo or mark some location to let other people know about issues on the route. All those data then would be useful for the institution providing the service, because they would be able to optimize popular paths and for example maintain them better.

Solution is unique in targeting the audience. It is for people in the city who wants to be fit and healthy but then also for the provider of our service, who would be able to get lot of data about the users and their activities.

This solution will be maintained by us with cooperation with a partner institution (for example an university or a city). Project itself is easily sustainable and it can be passed off to someone else if needed.

Our project is currently at its very beginning - currently we have idea and one team in the Prague which is working on similar project but they are targeting just to cycling.

Project is valuable because it is very beneficial for the city/university to have healthy people, cleaner air and less traffic. Our solution will provide platform and know how and then it is up to the client how he wants to use the application. Main focus will be at providing better environment for walking/cycling thanks to the great amount of data received from the users.

1. Clearly describe your proposed solution (e.g. low cost prosthetic limbs)
2. How does this specific solution solve the problem you stated above?
3. How is your solution new, innovative and/or unique?
4. How will your solution be sustained over time? Please provide details and be clear. (e.g. Will you work on it after you graduate? Pass it off to someone else? How will your idea continue on in the years to come?)
5. What stage of development is your project in? (Idea stage, prototyping/testing stage, raising funds stage, ready to launch stage)
6. Why is your project valuable? What value does your solution provide? To who? (Value Proposition)

**Resources (500 words or less): Demonstrate why you need funding from the DifferenceMaker Idea Challenge.**

1. How much funding do you require to implement your project?
2. How much time will you and your team members commit to your project after the Idea Challenge?
3. How will these DifferenceMaker funds be used to support your project?
4. Please provide an estimated budget for use of DifferenceMaker funds from May 2015-2016.

This service is supposed to serve people, help them more enjoy walking and life healthier, so we see that charging users would not be a motivating aspect. Unfortunately running se server for  as well as infrastructure and mobile development is not for free. We expect, if this service becomes popular, we can start cooperation with local administrations, providing them useful data, but at the beginning a first investment is needed.

Our plan is to cooperate with our colleagues from CTU who developed and application for cyclist to find the best path in urban areas. We want to use their engine as our initial step, but it is needed to enrich their concept. As it mentioned above, we want to use several modern machine learning methods to identify possible problems in the city as well as store store a lot of data. Only to run that infrastructure we gonna need about 12 servers. Also we have to pay developers to customize application of our colleagues to generalized they work and customized for our purposes.

Expected expenses in the first year:

* Backend infrastructure - 12 servers per year - 12 x 960 USD
* Mobile application development - 90 MD - 90 x 160 USD
* Web interface development - 30 MD - 30 x 88 USD
* Wearable design integration - 60 MD - 60 x 240 USD
* Service testing - 20 MD - 20 x 60 USD
* Advertising - 3000 USD (only guess - we still have to investigate)
* Administration - 3000 USD
* Sum for the first year +- 50.000 USD

Our team is small now, but we are sure we can electrify colleagues from the mentioned startup to help us. Since are all students and finishing our studies has to be our priority we in general will be able to invest about 1.5 MD per week. It is fortunate we can cover most of the needed work and decrease the total price of development and as well as learned a lot of about new technology, so it has double value for us.

Winning some money we would use this fund to cover maintenance of basic infrastructure which we would use as a proof of concept and demo. AS was mentioned we are students so we do not have all needed experience and information, so some of that money would be used for education courses and consultations.