

# The Orchestral Human Body

## Pitch Deck



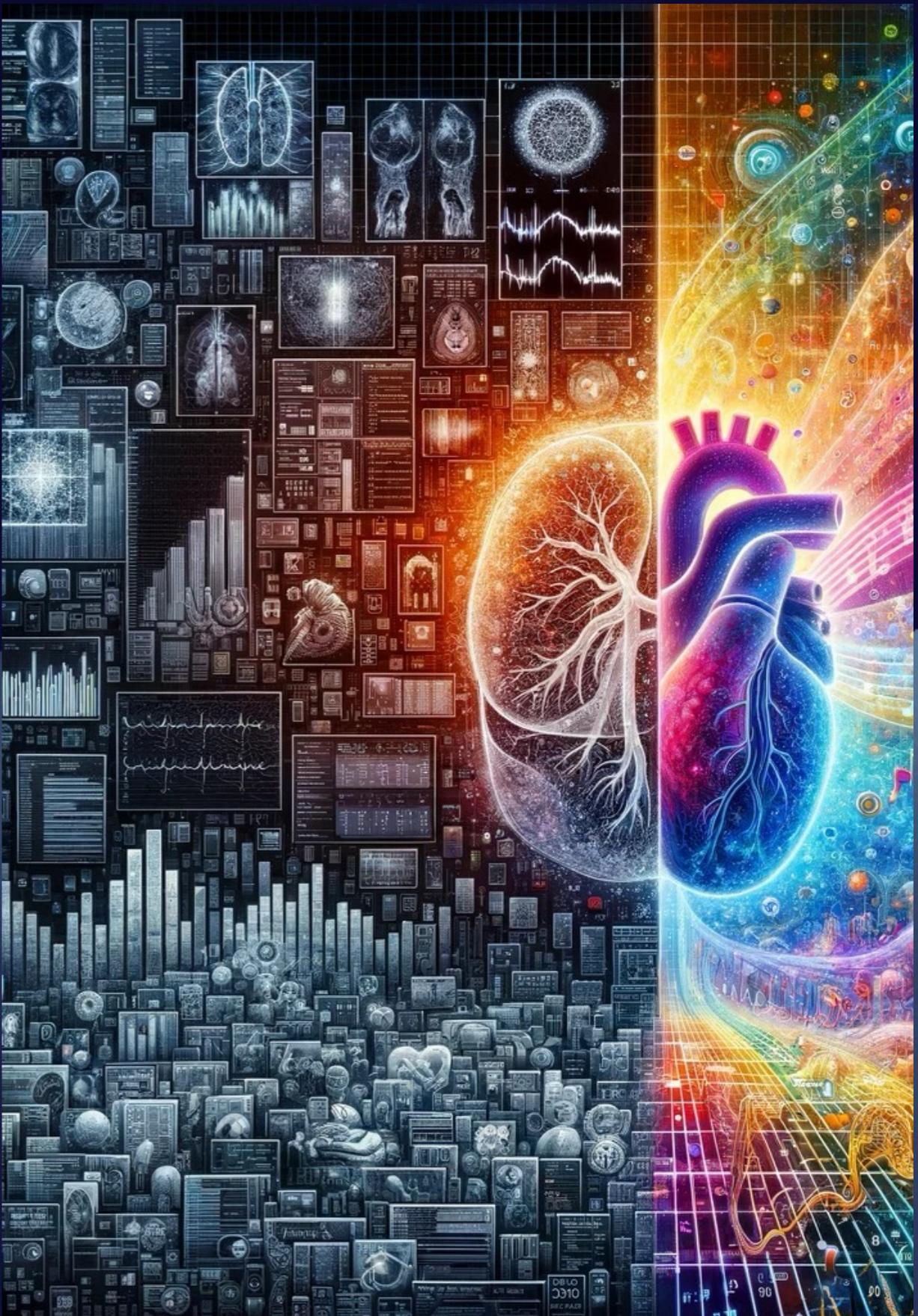
soonami Venturethon Cohort 3, 2024

# The Challenge of Health Data

Overwhelming **complexity** for non-experts.

Difficulty in accessible communication of health status.

One-size-fits-all solution fails to capture unique health signals.



# The Orchestral Human Body

explores **transforming health data into music** for societal well-being.

Utilizing AI and data sonification, it envisions a unique **musical landscape** for each individual, aiding health exploration and prevention.

Aiming to create a harmonious orchestral human body, it investigates the intersection of **music, health, and society**.



# The Opportunity

**Health Monitoring and Wearables** over \$60 Billion USD by 2023.

**Health Data Analytics**  
over \$40 Billion USD by 2025.

**Predictive Diagnostics**  
over \$8 Billion USD by 2025.



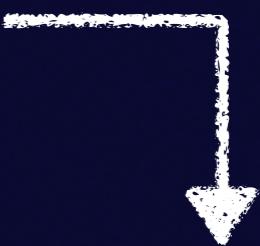
# First Vertical: Wearables

## Vital Signs Melodies

Wristband, Smartwatch,  
Oura Ring records your  
health & fitness data



**AI Maestro** turns  
this data\* into  
music.



Tuning into  
your personal  
health  
symphony.



Downloadable  
and streamable  
at any time.



\*We comply with GDPR and HIPAA, ensuring the privacy and security of personal data. Our practices include user control over data and transparency, with regular audits to maintain compliance. We're dedicated to upholding the highest data protection standards.



# AI Maestro

A foundation designed for strength, agility, and security:

- **Python** and **TensorFlow** for crunching numbers and training our AI Maestro.
- **SuperCollider/Magenta** makes the magic happen, turning data into music.
- **AWS S3** and **DynamoDB** keep our data\* safe and sound.
- **EC2** ensures our operations run smooth as a symphony.



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# Our Team



**Allid Ferrow**, our CEO, dreams of blending music with health data. Serial Entrepreneur, Project Manager, M.B.A. & Mathematician

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**Rishi Tiwari**, our CPO is the brains behind our product architecture. Cloud platforms and web security expert, Python coder

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# Roadmap

	Fundraising	Go-To Market	Technology	Partnerships & Monetization
Q2	EIR Track	Market Research	Develop AI Maestro Integrate Python, TensorFlow & Magenta	Talks with Wearable Companies for data integration possibilities
Q3	Secure seed funding	Marketing Plan	Enhance AI Maestro with Ableton integration	Formalize data-sharing agreements GDPR/HIPAA-compliant API development
Q4	Plan Series A funding	Launch of Beta Program	Implement Cloud solution (AWS)	Test device integrations Product validation studies with partners.
25Q1	Close Series A funding	Market launch Promotional campaigns	Finalize AI Maestro's development incorporate advanced encryption and anonymization	Product launch Subscription / revenue-sharing model



# A New Dawn in Musical Health



# Appendix



# Core Technology

**AI Maestro:** At the heart of our technology lies a sophisticated AI Sonification Engine, an engine capable of translating complex health data into music, making health monitoring not just insightful but also enjoyable.

**Research and Diagnostic Tools:** Advanced analytics tools for healthcare professionals, offering new diagnostics methodologies through pattern recognition in health symphonies.



Companies & Products					
Company	Product(s)	Headquarters	Estimated Market Share	Features/Notes	Collaboration Strategy
Apple	Apple Watch X	Cupertino, California, USA	High (Leading in smartwatch sales)	Rumored to include new sensors for sleep apnea and blood pressure.	<b>API Integration &amp; App Store Presence:</b> Propose integration via HealthKit to access health data, and develop an app for the Apple Watch that can be offered on the App Store, emphasizing user privacy and security.
Samsung	Galaxy Fit 3, Samsung Galaxy Ring	Suwon, South Korea	High (Major player in wearables)	Entering the smart ring market; known for innovation in wearable tech.	<b>Device Integration &amp; Samsung Health:</b> Work on integrating with Samsung Health for data sharing, and explore possibilities for pre-loading our app on Samsung Galaxy Ring devices.
Amazfit	T-Rex 3 by Huami (Zepp Health)	Hefei, China	Moderate (Popular in budget segment)		<b>Brand Collaboration &amp; Feature Promotion:</b> Collaborate on promotional campaigns showcasing how Amazfit devices can be enhanced with our health music features, targeting fitness enthusiasts.
Fitbit	Luxe 2, Ace 4, Charge 6	San Francisco, California, USA	Moderate (Strong in fitness trackers)	Advanced band-style fitness tracker with enhanced health monitoring features.	<b>Wellness Program Integration:</b> Approach Fitbit to include our music transformation feature as part of their Premium Wellness Report, offering a unique way to engage users with their health data.
Garmin	New Fitness Trackers, Garmin Lily 2, Garmin HRM-Fit	Olathe, Kansas, USA	Moderate (Specializes in fitness and outdoor)	Focus on female health and fitness; Lily 2 is a hybrid smartwatch, HRM-Fit is a heart rate monitor.	<b>Outdoor &amp; Fitness Experience Enhancement:</b> Propose enhancing outdoor and fitness activities tracked by Garmin devices with personalized music soundscapes, enriching the user's workout and outdoor experiences.
Xiaomi	Mi Smart Band 8 Pro (Global Version)	Beijing, China	Moderate (High volume, value segment)		<b>Market Expansion Strategy:</b> Utilize Xiaomi's broad market reach to introduce our health music concept in new regions, leveraging their affordable device lineup to cater to budget-conscious consumers.
Huawei		Shenzhen, China	Moderate (Strong in China, growing globally)	Known for its smartwatches and health tracking features.	<b>Technology Showcase &amp; Joint R&amp;D:</b> Engage in a joint research and development project to showcase the technological capabilities of Huawei wearables combined with our health sonification technology.
Fossil		Richardson, Texas, USA	Low to Moderate (Fashion-focused wearables)		<b>Fashion &amp; Lifestyle Campaign:</b> Partner for a lifestyle campaign that merges fashion, technology, and wellness, highlighting how our project adds a unique, stylish twist to health monitoring.
Withings	New Health Gadgets, BeamO	Issy-les-Moulineaux, France	Low (Niche, health-focused gadgets)	BeamO provides medical-grade readings from home.	<b>Health Data Sonification Research:</b> Collaborate on a research initiative to explore innovative ways to use Withings' health gadgets for data collection, focusing on sonification to improve health awareness.
Whoop	Whoop 5.0	Boston, Massachusetts, USA	Low (Niche, focused on performance tracking)	Expected update with potentially improved sensor and battery life.	<b>Performance Enhancement Program:</b> Propose a program where Whoop users can access personalized music tracks aimed at enhancing performance and recovery, based on the comprehensive health metrics tracked by Whoop.

# Roadmap, detailed

Quarter	Fundraising	Go-To Market Strategy	Development of Technology	Partnerships & Monetization Strategy
Q2	- EIR Track	- Initial market research and analysis.	- Begin development of the AI Maestro, focusing on integrating Python, TensorFlow, and Magenta.	- Engage in preliminary talks with health wearable companies like Fitbit and Garmin for data integration possibilities.
Q3	- Secure seed funding	- Develop a comprehensive marketing plan targeting health enthusiasts and music lovers.	- Enhance the AI Maestro with audio synthesis, deepening the integration with Ableton for music generation.	- Formalize data-sharing agreements with wearable companies, focusing on secure and GDPR-compliant API development for health data access. Explore co-marketing opportunities with these partners to tap into their existing user base.
Q4	- Plan & launch Series A funding	- Launch a beta program with selected participants to gather feedback.	- Implement a Cloud solution (AWS) for data storage, management, and operational efficiency.	- Develop and test integration with partner wearable devices, ensuring seamless data sync. Initiate collaborative health studies with partners to validate the effectiveness of health data sonification and gather user testimonials.
25Q1	- Close Series A funding	- Full market launch with promotional campaigns across digital platforms, leveraging partner networks.	- Finalize the AI Maestro's development, incorporating advanced encryption and anonymization for user data security.	- Launch the product with integrated wearable partners, offering users the option to subscribe for additional personalized health music features. Implement a revenue-sharing model with wearable companies based on subscription enrollments.



# Google Magenta

Magenta seeks to develop deep learning and reinforcement learning algorithms that can generate original music and art, or can enhance the creativity of human artists and musicians.

**Creative Music Generation:** By feeding health data as input to Magenta's models, the project can produce personalized soundtracks that reflect an individual's health status, activities, and overall well-being.

**Deep Learning Models for Complexity:** Magenta's deep learning models are designed to handle data complexity, allowing for the nuanced translation of data into expressive musical elements.

**Customization and Interactivity:** Magenta provides tools that could allow users to interact with and customize their health music. For example, users could adjust the style, tempo, or instruments used in their health soundtrack, making the experience more engaging and personalized.

