

HealthTech

Health recommendations using a chatbot interface.

Big Mike

Your Personal Trainer Powered By Alexa



amazon alexa

Demo/Video

- **Feature 1: Get BMI and recommend gym program or diet.**
- **Feature 2: Monthly incentives for motivation.**
- **Feature 3: Nutrition facts.**
- **Feature 4: Order supplements.**

About Us



Michael “Big Mike / Gigamike” Galon

- Full Stack Developer / Alexa Skills Developer
- Certified AWS Solutions Architect / SysOps
- Personal Trainer



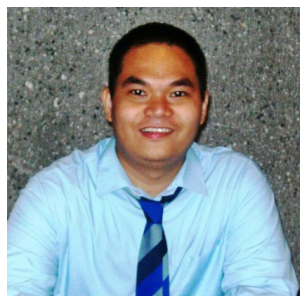
Amah Buenaventura, CPA, MBA

- Financial Manager @ Aston Martin Manila
- Financial Adviser @ Sun Life
- Vegetarian



Jays Esporna

- Senior Web Developer
- Loves Hiking



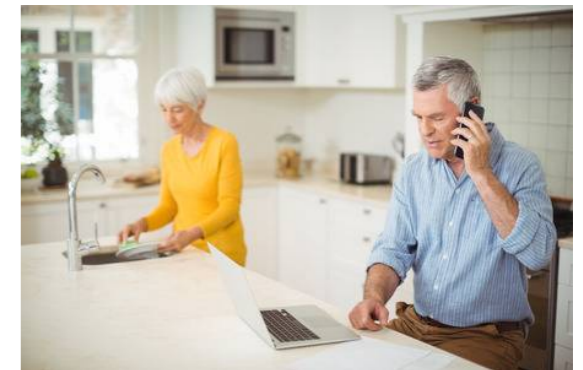
Ace Mark Llentada

- System Administrator
- Marathon



“Want to be healthy” Problems

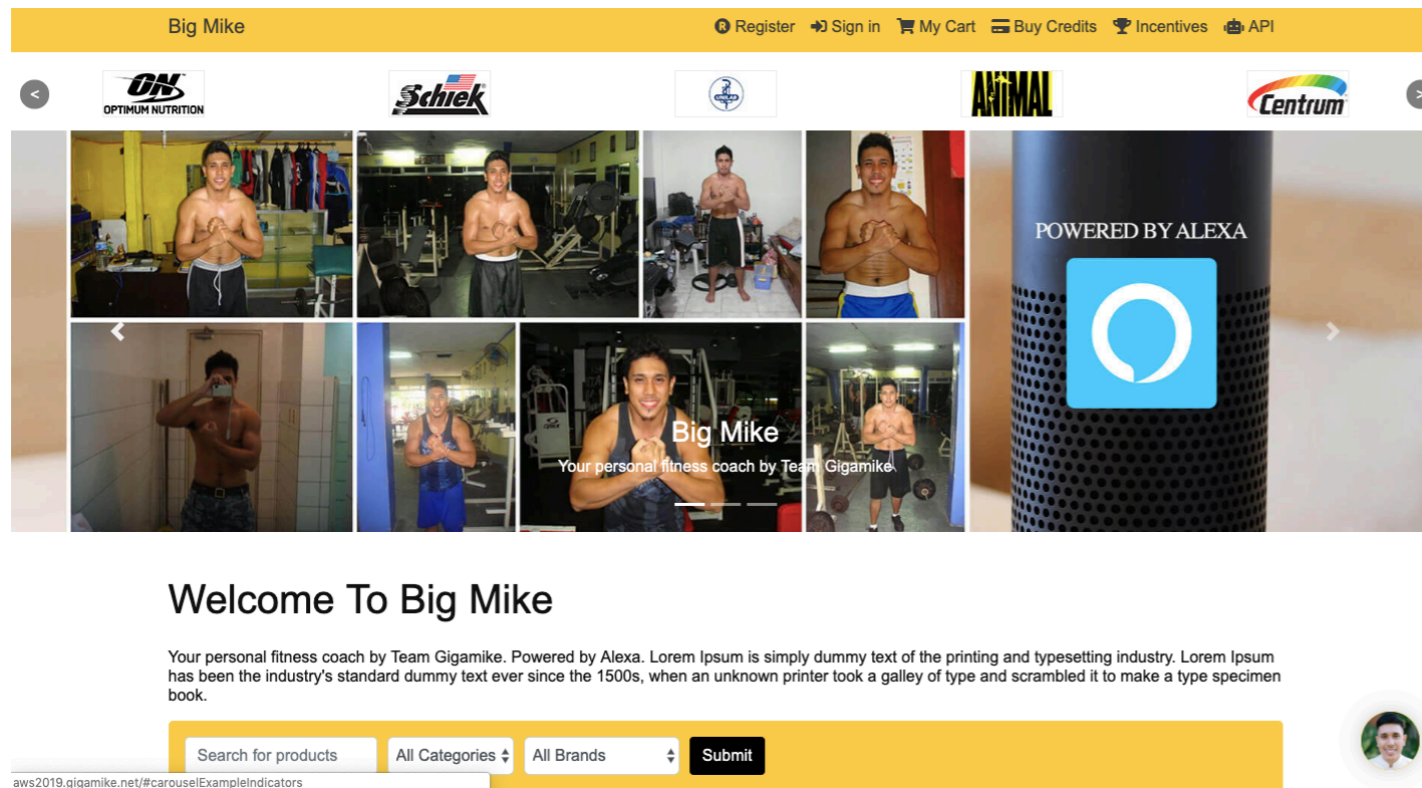
- **Personal Trainer Availability.**
- **Lack of Motivation.**
- **Lack of Nutrition Facts Label.**
- **Lack of information about Supplements.**
- **Native Chatbot is Boring.**



Solution: Big Mike

Your Personal Trainer Powered By Alexa

<https://aws2019.gigamike.net/>



“Alexa ask Big Mike”


amazon alexa



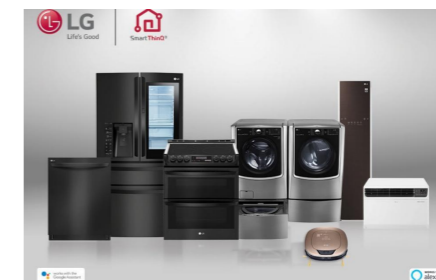
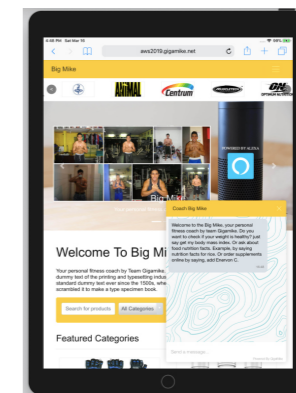
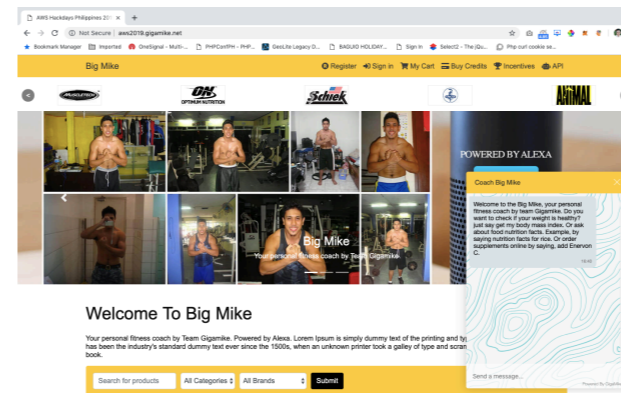
<https://github.com/gigamike/bigmike>



Value Proposition

Coach Big Mike

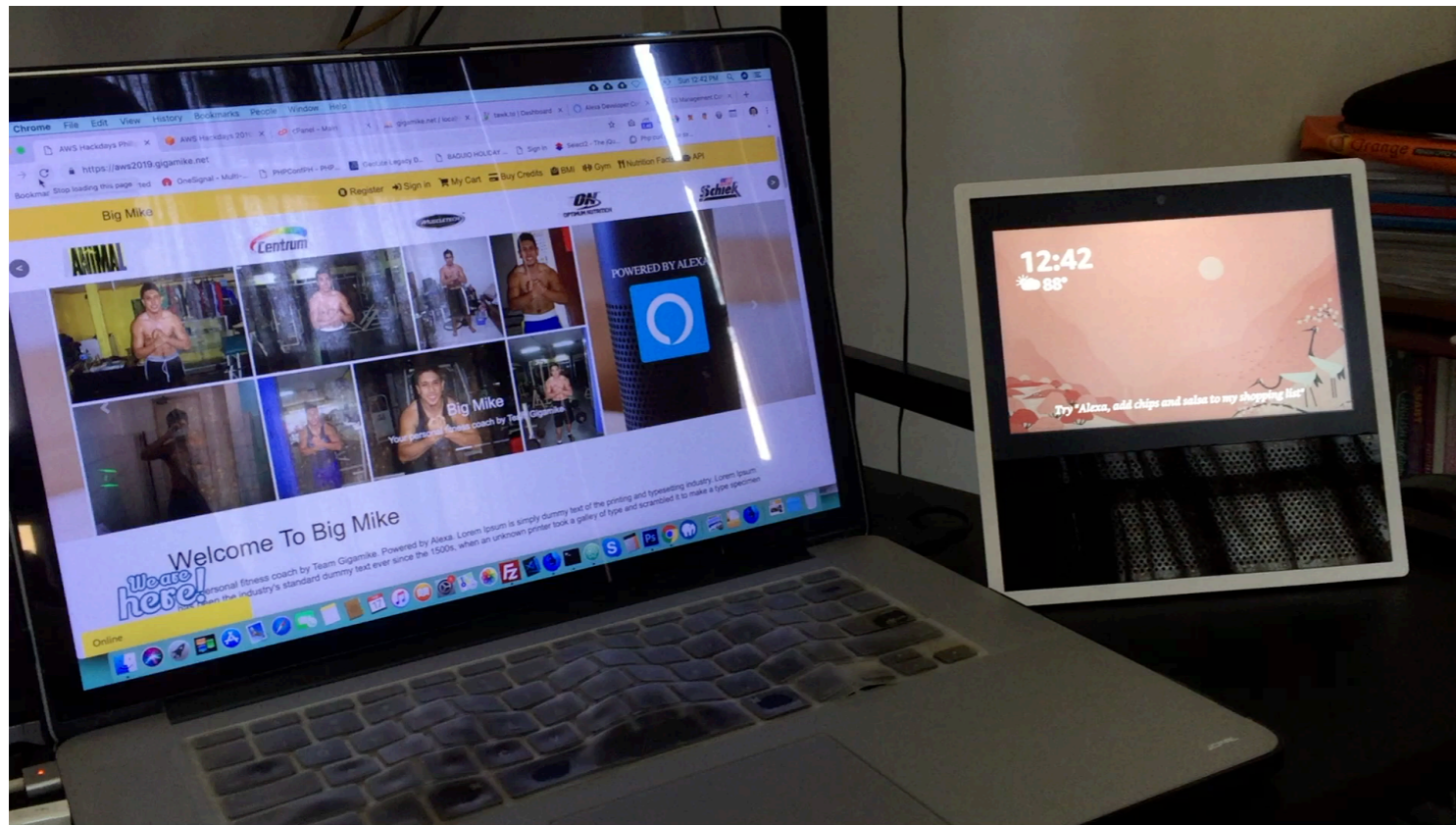
“Fitness partner through Health Technology.”



24 / 7 Fitness Trainer



Demo Feature 1



Are you healthy? What Diet? Gym Program?

Get BMI and recommend.

Demo Feature 2

Big Mike Michael [Logout](#) [My Cart](#) ₱50.00 [Incentives](#) [API](#)

Search for products All Categories All Brands [Submit](#)


Michael's Activity Scores

Home / Incentives

How to get incentives?
Want to earn credits in our store? Just be healthy and always reach your goal.

- Under weight
- Normal weight = +10 credits
- Overweight
- Obese

Month	Height (centimeters)	Weight (kilograms)	BMI	BMI Category	Incentives/Credits
Jan 2019	142.00 centimeters	52.00 kilograms	25.80	Overweight	0.00
Feb 2019	142.00 centimeters	50.00 kilograms	25.80	normal weight	10.00
Mar 2019	142.00 centimeters	50.00 kilograms	24.80	normal weight	10.00



Motivation!

Incentives, credits and discounts!

<http://aws2019.gigamike.net/incentives>

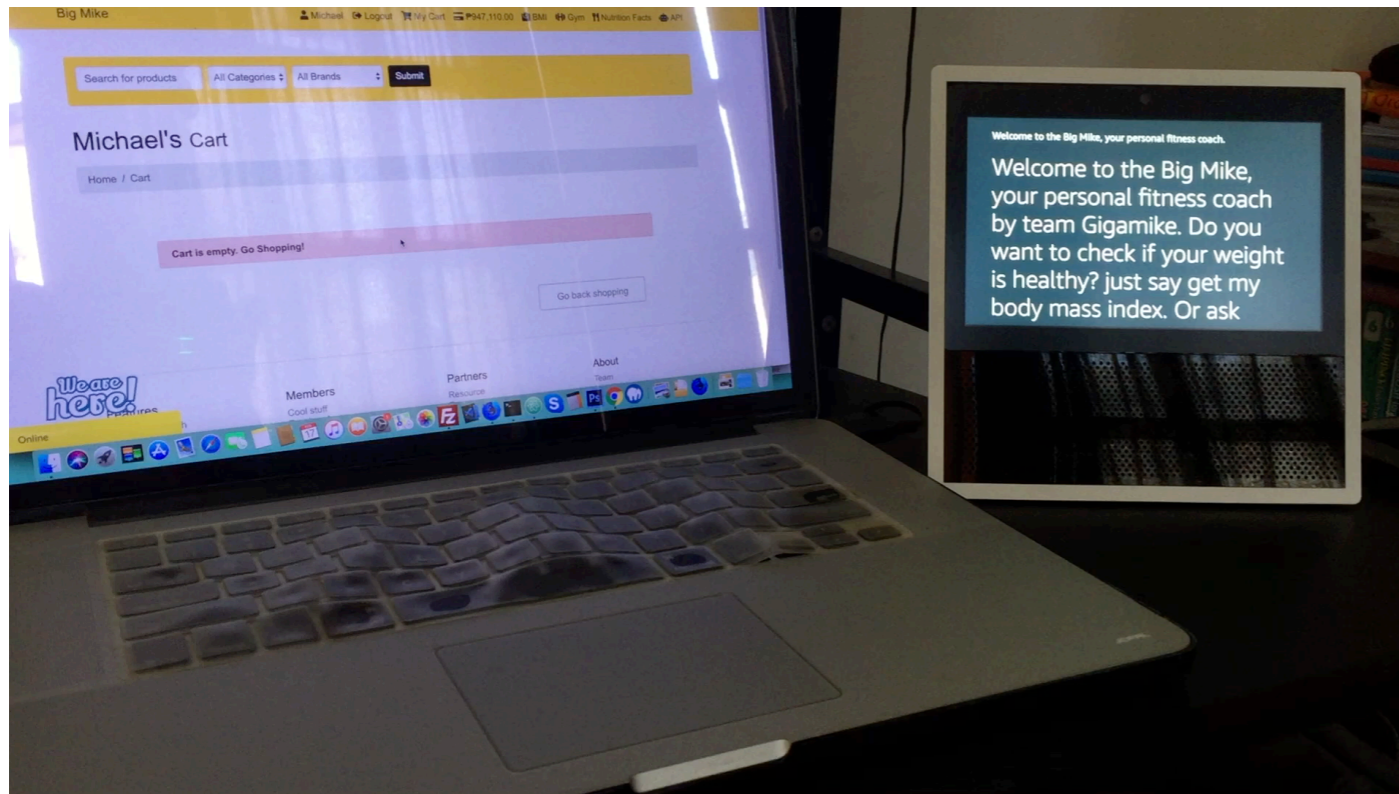
Demo Feature 3



Nutrition Facts

Alexa - Smart Refrigerators - Smart Appliances

Demo Feature 4



Supplements

Multivitamins, Protein Whey, Creatine, Accessories and many more...

Market

World Health Organization Key Facts

- Worldwide obesity has nearly tripled since 1975.
- In 2016, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 650 million were obese.
- 39% of adults aged 18 years and over were overweight in 2016, and 13% were obese.
- Most of the world's population live in countries where overweight and obesity kills more people than underweight.
- Obesity is preventable.

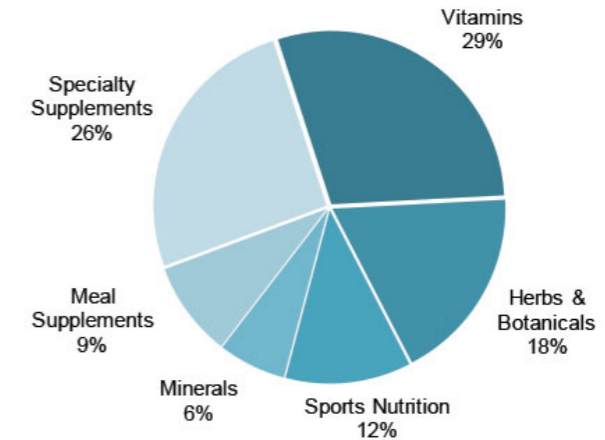
SRC: <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

The screenshot shows the Amazon Alexa Developer Rewards page. At the top, there is a navigation bar with links for Skill Builders, Device Makers, Products, Programs, Docs, and Blog. The main heading reads "Earn Money with Alexa Developer Rewards" and "Get Paid for Eligible Skills that Customers Love Most". Below this, there is a "Start a Skill" button. A paragraph of text explains that developers can earn money for eligible skills that drive high customer engagement, with categories like Education & Reference, Food & Drink, Games, Trivia & Accessories, Health & Fitness, Kids, Lifestyle, Music & Audio, and Productivity. It also mentions that developers can save money with AWS promotional credits.

SRC: <https://developer.amazon.com/alexa-skills-kit/rewards>

Global dietary supplements industry

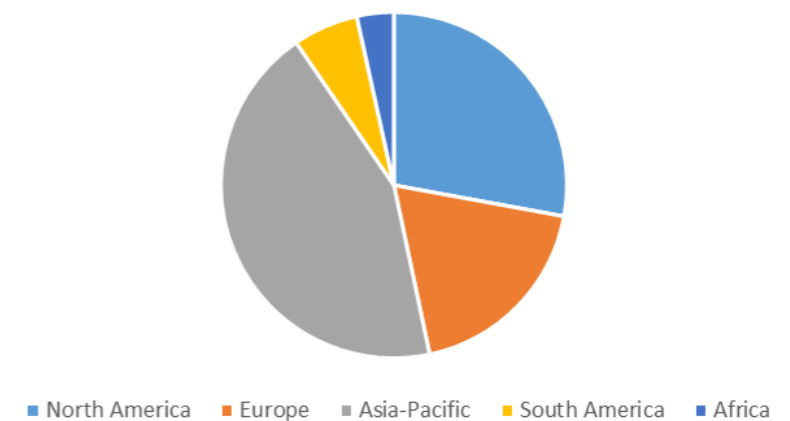
Supplements: Raw Material Market Share by Category, 2017



Source: Nutrition Business Journal (\$mil, consumer sales)

Vitamins captured the most market share, with 29% of Raw Material sales, which is down from 33% in 2006. Herbs & Botanicals gained the most market share, up from 16% in 2006.

Dietary Supplements Market: Market Share(%), by Region



SRC: <https://www.mordorintelligence.com/industry-reports/dietary-supplement-market>

Market

Forbes: Who's the Amazon Alexa Target Market, Anyway?

- WCurrent Amazon Echo demographics suggest that most users **(57%) are male**. That said, the two top-used skills are unisex in their usage: setting timers and playing music, respectively.
- While the most common place to find an Alexa device is in the **living room**, a surprising amount of customers **(51%) keep one in the kitchen. Why? Because voice interfaces are perfect for when your hands are full, which means that voice app makers may want to target those in need of hands-free multitasking.** As far as age is concerned, the ideal user is under 44 years old. The largest Amazon Echo market segmentation is **18-29 years old at 24%; 30-44-year-olds make up 20% of the userbase.**

SRC: <https://www.forbes.com/sites/ilkerkoksal/2018/10/10/whos-the-amazon-alexa-target-market-anyway/#4b6191522eb5>

Devices with Alexa

Home Audio



Automobiles



Home Security



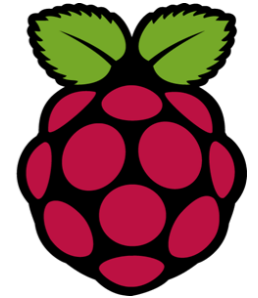
TV / Video



Thermostats



Maker Boards



Smartphones



Wearables

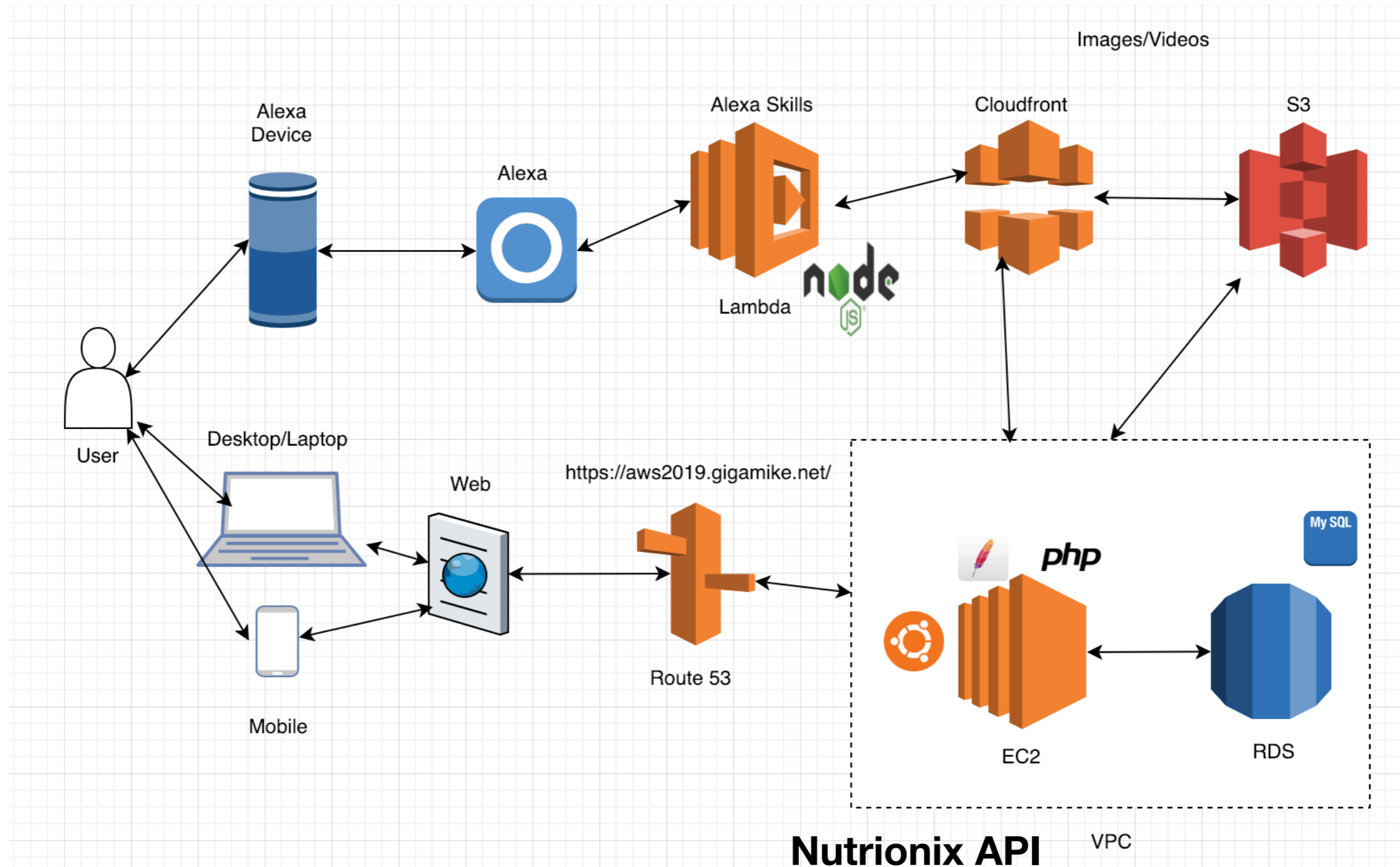


Appliances



<https://github.com/alexa/avs-device-sdk/wiki/Build-Options>

How we did it? AWS Architecture



Next Step

- **Implement Virtual Currency/loyalty rewards using blockchain.**
- **Chatbot for android app and iOS app devices.**
- **Chatbot support for socials.**
- **Custom gym program/exercise/nutrition/diet depending on user profile through Machine Learning.**

Questions?

Thank you