Teamlink

Realtime game analytics

The problem

Current fitness trackers are ***boring***:

- Are offline
- Provide no interaction/communication
- Are mostly for individual sports

Some other problems of the hardware makers...

BUSINESS INSIDER

BI INTELLIGENCE | EVENTS

Tech | Finance | Politics | Strategy | Life | Entertainment | All

TECH

More: The Guardian Samsung Galaxy Gear

The Smart Watch's Biggest Hurdle: A Third Of Consumers Abandon Wearables Weeks After Buying Them

CHARLES ARTHUR, THE GUARDIAN

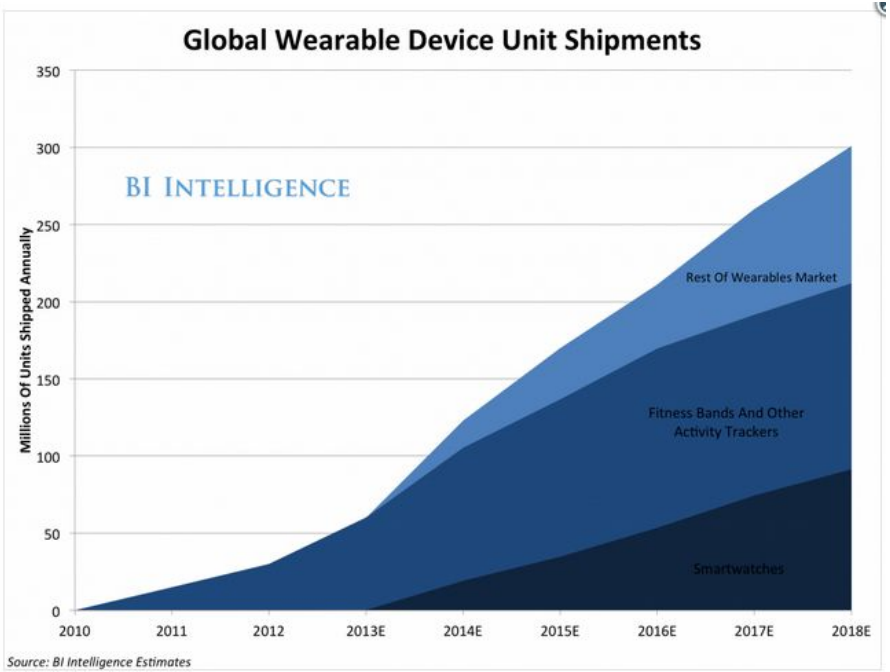
APR. 2, 2014, 2:00 PM | 1,514 | 2

FACEBOOK | LINKEDIN | TWITTER | GOOGLE+ | PRINT | EMAIL

Not good!!!

The advert was blunt: a second-hand Samsung Galaxy Gear smartwatch for sale, priced at "£100 ONO". For a device which cost £299 in September, surely that's a bargain?

Why rethink fitness tracking?



Wrist-worn devices account for the bulk of the $2.5 billion wearables market

Expected > 30% of total wearable market share !!

http://www.businessinsider.com/smart-watch-and-fitness-band-sales-2014-1

Why rethink fitness tracking?

$330M of Fitbits and Nike Fuel bands were sold in 2013 sales or approximately 3M units.

http://mobihealthnews.com/

“GPS Devices in Tracking, Fitness and PNDs: Market to reach $ 7 Billion in 2018!”

Abi Resarch - https://www.abiresearch.com/

The solution:

Create a new gen of fitness trackers:

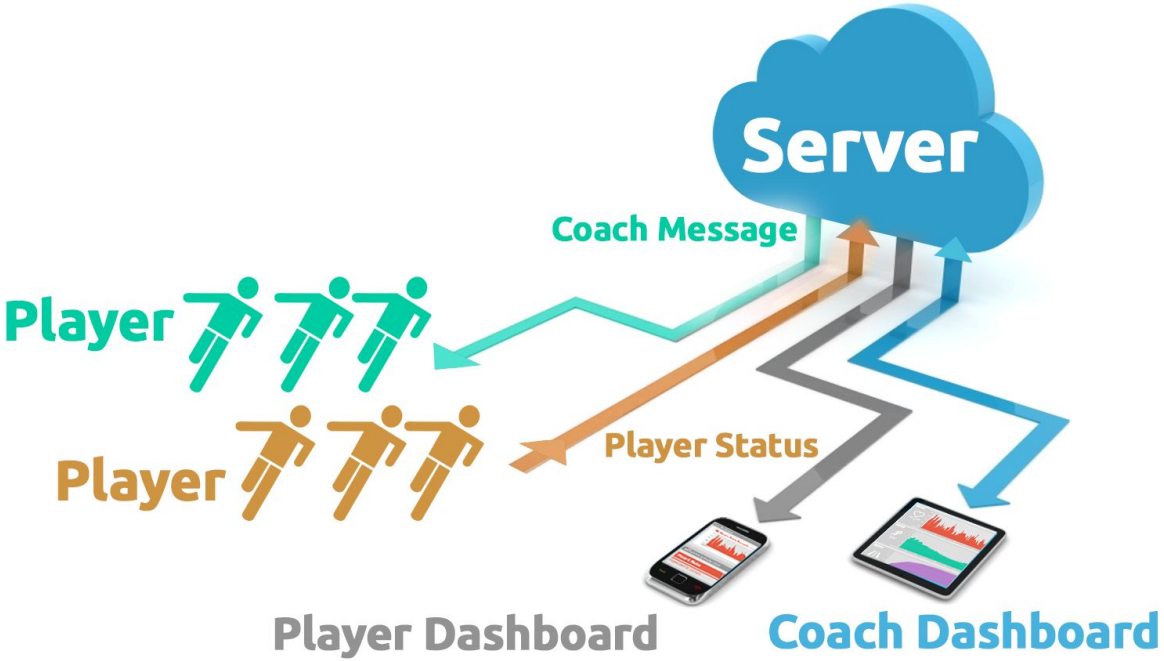
- Real time reporting and feedback to coaches using Machine Learning techniques
- Interaction with the players
  - Game time and timeouts
  - Coach interaction
- Team collaboration
- Team statistics and analytics

Live Match
Players Statistics
live Statistics
Heart Rate Stream
Efficiency Indicator
Heart Rate
Expected in 10 min
live Statistics
Heart Rate Stre
Efficiency Indicator
Heart Rate 90%
Expected in 10 min
Streaming
12:34:15
76 bpm
7 Km/h
13 Km
Teamlink
Realtime game analytics

Fitness tracker for teams

With exciting new functionality

Real time communication



Target and Go-to Market

Sport enthusiasts !

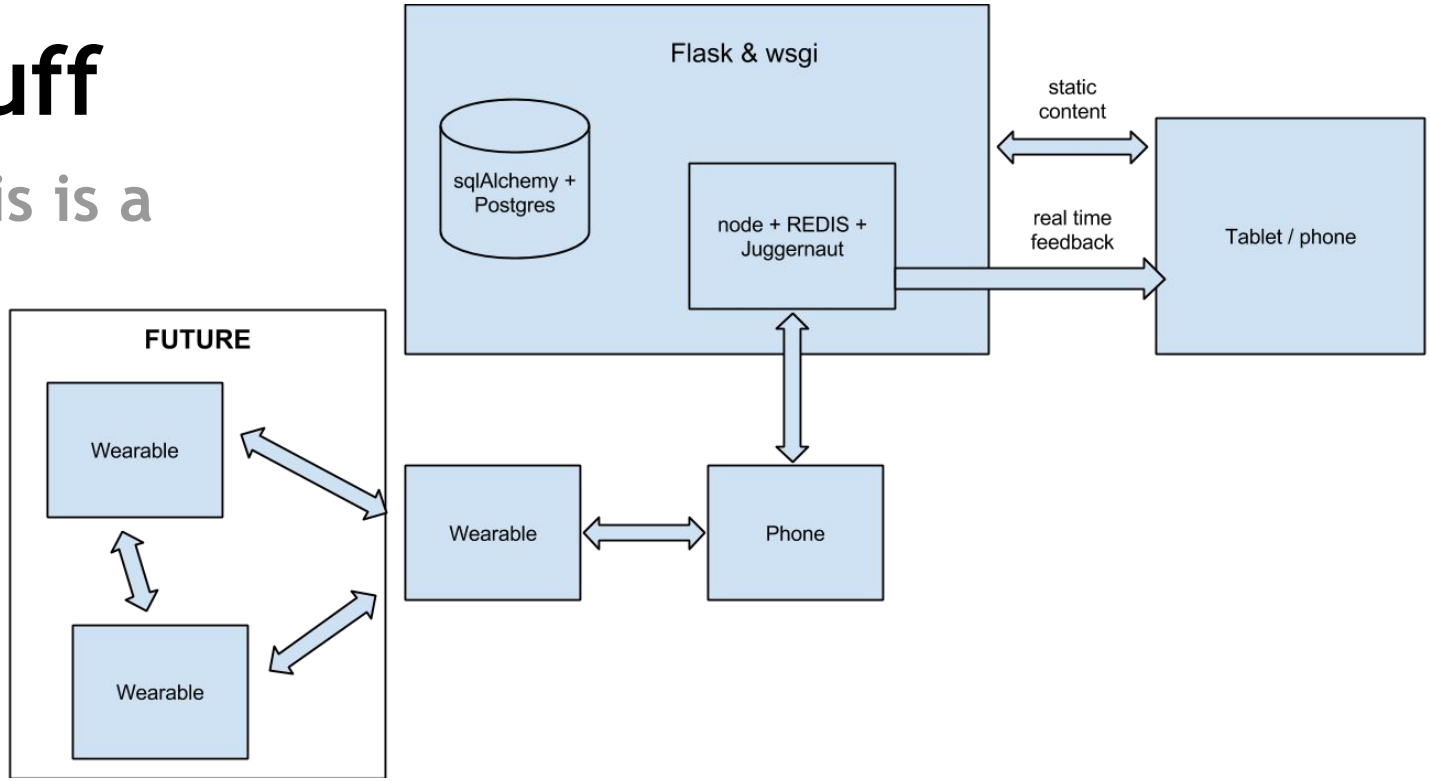
- Fit, young, educated people at 18-26 age range

Galaxy Gear Team !

- Package with one SGG for each team member
- Target small teams (local & regional)
- Premium platform for coachers and pro-teams

Tech stuff

Because this is a hackathon



Project timeline

Today

- Proof of Concept
- Design
- Research
- Demo

Workshop

- Fully working Prototype
- Infrastructure scalability

Slush

- Ready MVP

Progress:

- Sensor information gathering (60%) (No partner app certificates)
- Wearable to wearable communication (Samsung does not allow)
- Wearable - Phone comunication (No partner app certificates)
- WebServer API for phone communication (10%)
- Dashboard Concept (100%)
- Real time feedback framework (50%)

OVERALL: 20%

WONDER TEAM

Sérgio Isidoro
(Tech Lead)

Ehsan Amid
(Data Scientist)

Behzad Savabi
(UI Developer)

Vik Kamath
(Data Scientist/
Entertainer)

Thank you