

GLOBAL ON-LINE FINALS - CONCEPT PAPER TEMPLATE

Project Team Details

Team Number (as assigned to your team):

Team Name (come up with a good one):

BB'S

Team Members (list the name of people in your team):

Francisco Calderon , Mauricio Jasso, Jocelyn Vazquez, Melanie Ezquivel, Maria Sotelo, Jenna Resendiz

Team Contact (name of the contact person, e-mail, mobile phone accessible during the event):
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2nd Connection : Jocelyn Vazquez , Email; jocievazquez@gmail.com & Phone :7732202896

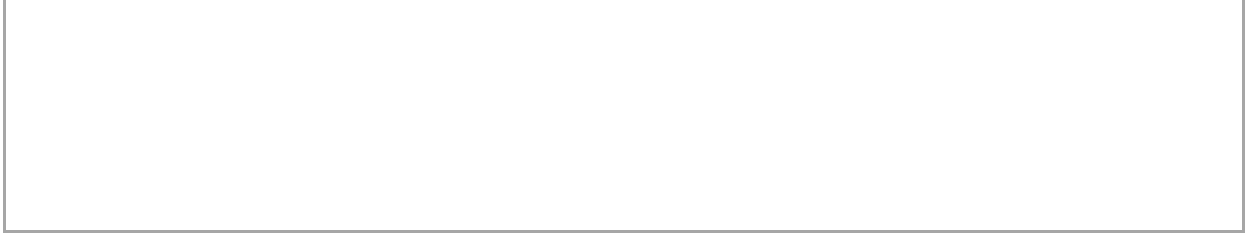
Proposed Solution (service, product, or innovation)

Executive Summary (brief description: what is it and for whom?):

We are looking to improve our application Reaching Hands. Reaching hands is an application that helps people with emotional distress, mental health and positivity , with reaching hands you can contact professionals. We designed a bracelet similar to a fitbit, the bracelet will consist of holographic technology that will allow people to interact with not only professional help but help from other peers that have the bracelet too. The bracelet will track your emotions and trigger the app to contact you with professionals.



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Innovation (describe the innovative character of your solution):

We are introducing new Hologram technology compact inside the bracelet , also our bracelet will include the sensor.

Detailed Description (design/functions/features/benefits):

The design will be compact, one size fits all, there will be multiple color choices.

Functions: Holographic video call , voice recognition and sensor

Features: Holographic features, Video call, Voice recognition and sensor

Target group(s) (who is the user of the solution? who will pay for or invest in the solution?

who decides on buying/investing in the solution?): We will target 18-25 year old, This app not only provides help for those that need psychological help but it will allow to keep mental positivity to everyone that uses the bracelet.

Needs (what needs will the solution fulfill? are the needs of each target group the same?): The App and the bracelet will help people learn how to manage their emotions and seek help whenever its needed.



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Feasibility

Uniqueness (compared to other solutions that are available: what is so special about yours? what distinguishes your solution from the others? what makes your solution more attractive?):

Our App is one of a kind thanks to the future partnerships that will always be monitoring people's behavior. Follow up with new fine technology bracelet that includes a sensor and hologram technology. Our idea is to attract people with

Marketing (how do you intend to market your solution? how will you make sure the end user has access to the solution? how will you make sure the end user wants and is able to make full use of the solution?): The app itself is free and will be free to whoever wants it . Hospital , School , youth centers , social media & workshops for parents.

Overall the marketing will be targeting parents and adults & teenagers.

Finances (what are the costs to produce/provide the solution? what is the investment the buyer has to make to make the solution work? you do not need to quantify these, just note down your thoughts or areas of investment/cost categories):

The bracelet itself is new technology , parents will buy their children the bracelet . Medical insurance will be also partner with us in order to provide support with Hospitals and Professional physicians & Doctors. Private organizations and doctors will be investing money too have their names in the top.

Implementation (how will your solution be produced/implemented? does your solution require any particular technology?):



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