GUIDELINES FORTHEPILOT PHASE OF THE DA-SPACE PROJECT:

THE OPEN INNOVATION LAB

Annex 4 – Challenge Template
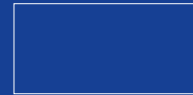
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Please fill the Challenge Template in each part together with the seeker. It could be usefull to organize a workshop with the seeker to help them understand better how the challenge should look like and the possible output of DA-SPACE lab. Please use the DA-SPACE official document template

1. **Name of the challenge**:

- *Go2Market Heart Care Platform: ECG for Everybody development & commercialization at Svezdrav DOO*

2. **Context:**
- *Create Go2Market strategies for various users*
- *Technical (design, usability, industrial design, software improvements) and UX improvement and adaptation for various users*

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3. Problem:

- *We have 5.000 active users of the Android app. They are 30-50yo Physically active, who use fitness apps and gadget.*
- *We would like to have more research in who are our users (we have age gender activity but more clear profile which will help to attract more users)*
- *Possibility to integrate with other platforms fitness/healthcare related*
- *Design UI UX of mobile web apps*
- *Data analysis, we have 150.000 records from users, we would like to derive advising from their data which lifestyle provides improvement and to share it with new users*
- *Attract users to be active on Crowdsourcing portal*

4. Additional info (for internal use):

- There is significant work that should be done related to:

    • Web application,
    • Mobile application and
    • Research.

We are supported by the Innovation Fund so we will have the resources to develop and promote solutions in KBC Bezanijska Kosa and in CityFitness in Belgrade where our solutions will be in use.

I can send more details about the current strategy of planning the market if you feel that cooperation would be possible.

5. Skills of the team (for internal use):

  - engineering, signal processing, Data analysis, industrial design, SEO, marketing, social media marketing

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5. About the Seeker:

- Description of company/institution:

We are a device-software company for ECG and another biomedical signal recording, Big data collecting and analyzing in order to estimate overall heart health condition, stress/fitness levels to track and provide personalized advising through AI Big data analysis as well as through crowdsourcing mechanisms.

- Vision:

To provide heart health check solution align with nowadays expectation in terms of speed, availability and reliability.

So people can save heart for a nice thrills, save loved ones.

- Description of the specific unit/department/function that opens the challenge and how the challenge will be integrated in the company vision: Challenge solutions or at least ideas will be integrated from technical to business part of our solution. we will provide environment and base for innovative and creative human work where every improvement will be very measurable

Tip: Good questions to ask the Seeker when defining a challenge:
- What could be the new strategic areas at your organization?
- What are the BIG problems your organization will solve in 5 years?
- What would you like to learn more about?
- What is interesting for YOU or your team?
- Challenges/problems or ideas/concepts you want to test out?