



GEN-AI RAKATHON 2023

DECODING SKINCARE THROUGH VISUAL SEARCH



DermAI Vision 1.0





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OVERVIEW

DermAI Vision is a visual search platform that uses AI to provide consumers with in-depth information about skincare products.

Users can upload or scan an image of a product label, and DermAI Vision will provide them with information about the product's composition, potential effects, and benefits.

The platform also tailors the information to each user's unique profile, ensuring they make the best decisions for their skin's health and appearance.



Pain Points



Skincare product labels can be difficult to read and understand for many people because they use complex scientific terms and ingredients. This can make it hard for consumers to know what they are putting on their skin.



PAIN POINT 1

Consumers who do not have a clear understanding of product ingredients and their effects may end up choosing products that are not suitable for their skin type or concern.



PAIN POINT 2

Pain Points



If consumers are not aware of the ingredients in their skincare products, they may accidentally choose products that contain allergens or irritants that are specific to their skin. This can lead to unwanted skin reactions.



PAIN POINT 3

Consumers who do not have access to sufficient product information are more likely to make unsuitable purchases. This can lead to wasted money and a never-ending cycle of searching for the right product.



PAIN POINT 4

DERMAI VISION 1.0

SOLUTIONS

DermAI Vision is a new platform that uses advanced technology to help users make better skincare decisions. The platform combines visual search technology with a vast medical database to provide users with clear and concise information about ingredients, benefits, and risks.

DermAI Vision also recognizes individual skincare differences and provides personalized insights, so users can make informed decisions that are tailored to their specific needs.



NEXT ►►

Features



VISUAL SEARCH & MED-PALM 2 LLM INTEGRATION:

Users can upload product images or scan labels to initiate a search, powered by a robust medical dataset, ensuring in-depth product insights.



PERSONALIZED ANALYSIS & INGREDIENT BREAKDOWN:

With user profiles in mind, tailored advice on product suitability is provided, along with a comprehensive understanding of each ingredient's purpose and potential effects.



FEEDBACK LOOP:

The system undergoes continuous learning from user interactions, constantly refining and enhancing product recommendations.



USER-CENTRIC APPROACH:

Every feature is designed with the user's unique skincare needs at its core, guaranteeing a tailored experience and informed decision-making.



High Level Architect

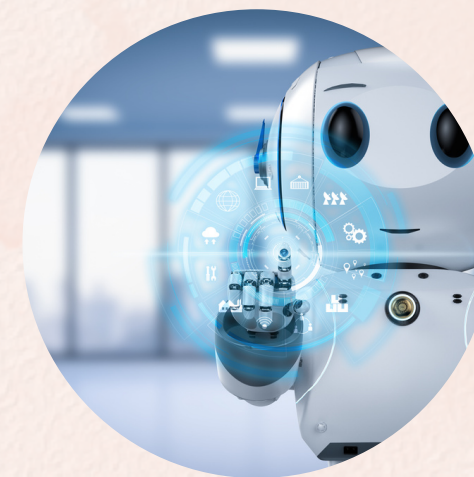
The DermAI Vision platform is a powerful tool that can help users make better skincare decisions



User-Friendly Interface: Users can access the interface through both mobile and web apps, ensuring convenience.



Image to Insight Flow: The Image Processing Module extracts data from images, and the Integration Layer fetches medical insights from Med-palm 2 llm.



AI-Powered Personalization: The Generative AI Engine offers tailored insights, product recommendations, and stores these in a Database along with user profiles and search histories.

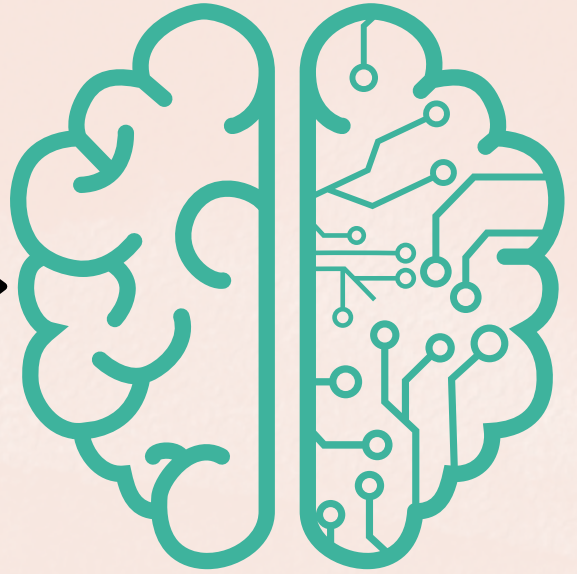


Adaptive Learning: The Feedback Loop Mechanism ensures that the AI consistently refines its recommendations based on user interactions.



Product

Capture the details of Product



Clarifai + Llama 2



Analyzer the product, Give Insights and recommend the alternative



Feedback Loop which redefine the recommendation



OPPORTUNITY

The skincare industry is vast and growing. With an increasing emphasis on informed choices and ingredient transparency, DermAI Vision fills a significant gap in the market, catering to millions of consumers.



BUSINESS MODEL ...



Freemium Access: Users can conduct basic visual searches and receive ingredient breakdowns for free.



Ad-Free Experience: Premium membership ensures a seamless and distraction-free browsing experience.

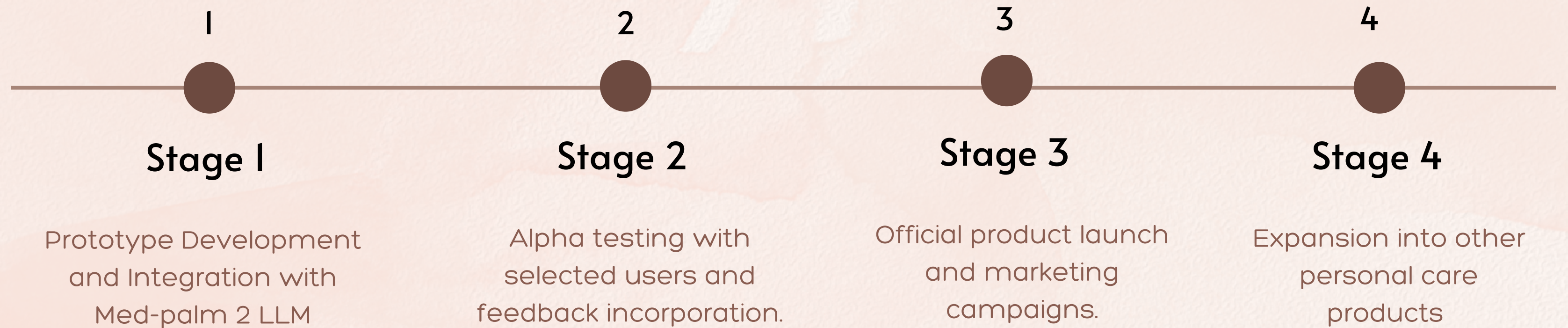


Premium Access: Premium Access provides access to dermatologists, virtual consults, tailored skincare plans, and AI insights, which bolsters trust with expert oversight.

Revenue Streams:

- **Subscription Fees:** Revenue generated from users who opt for the premium model.
- **Consultation Fees:** Revenue from individual and subscription-based consultations.
- **Affiliate Marketing:** A commission is earned when users purchase recommended products through the platform.

PRODUCT ROADMAP



Benefits of using DermAI



EMPOWERED DECISIONS

Users make informed choices tailored to their needs, while also gaining knowledge about skincare ingredients and their effects.



SAVES TIME

Eliminates the need for manual ingredient research, streamlining the product selection process



SAFE SKINCARE

DermAI Vision helps users understand potential risks, reducing the chance of adverse reactions.

While there are other apps that break down ingredient lists, none harness the power of visual search combined with a robust medical dataset like Med-Palm 2 LLM. This unique blend makes DermAI Vision a market leader.



Data Privacy and security

Data Sources:

- User-contributed content: This includes images, text, and other data that users submit to the platform.
- Med-palm 2 LLM Dataset: This is a large dataset of medical information that includes information about skincare ingredients and their effects.

User-Centric Data Usage:

- Essential data collection, pseudonymized for privacy.
- User consent is prioritized with consistent legal compliance checks.

Data Integrity & Transparency:

- Rigorous data verification and authentication.
- Transparent tracking of data origins and modifications.

Data Governance & Security:

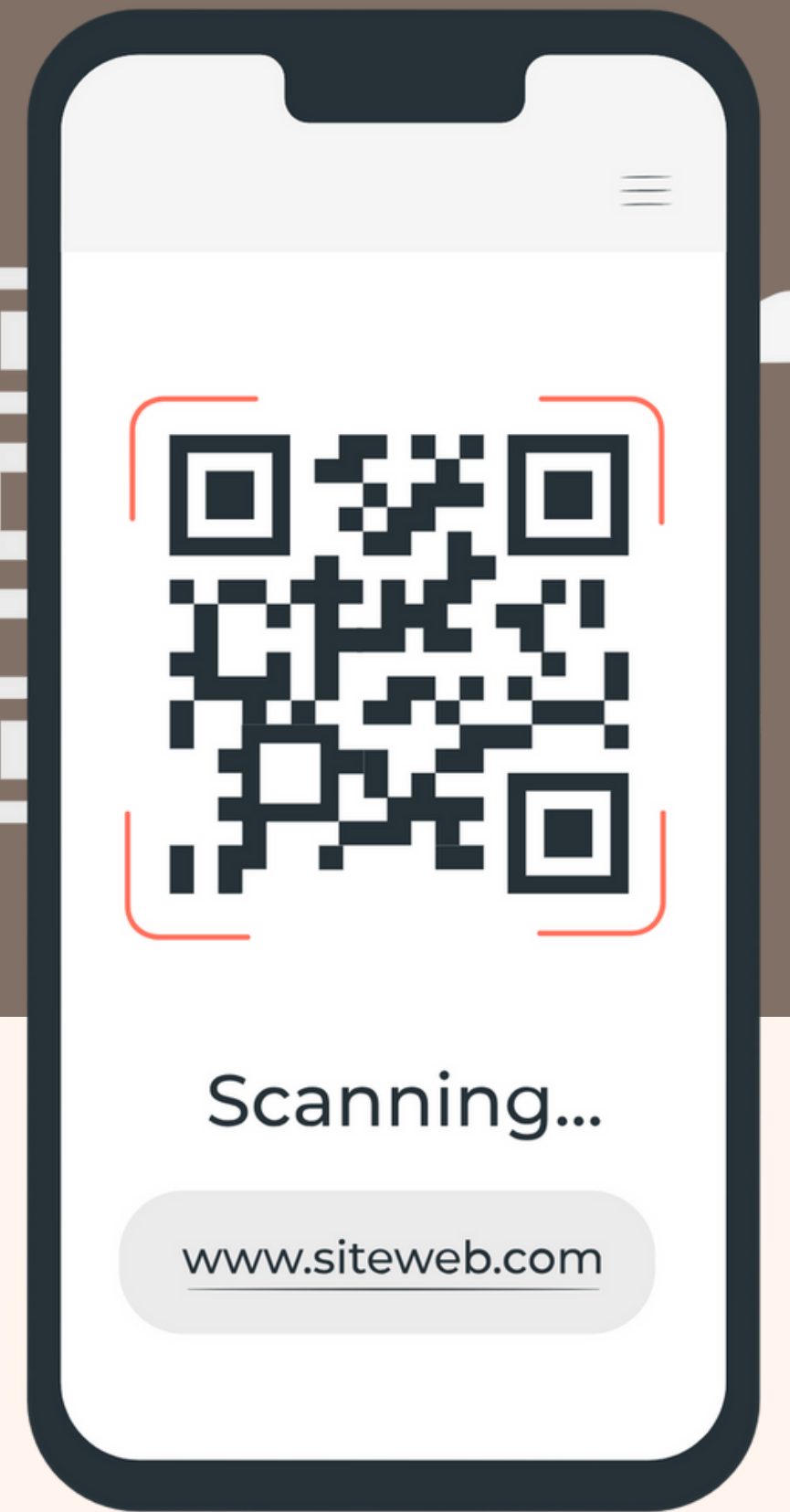
- Strong oversight through the data governance board.
 - Encrypted storage, regional compliance, and transparent reporting.
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Valuation

Considering the growth of the skincare market and the unique value proposition of DermAI Vision, we anticipate a valuation of \$10M post-launch, with potential for exponential growth as the user base expands and the product





Thank you