

DEMO DAY

Final presentation

Team Five Fingers



LATIN AMERICA PRACTICES AND SOFT SKILLS FOR
LAPASSION
AN INNOVATION ORIENTED NETWORK



Hakanpää, J

De Souza, G

Frey, M

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The Challenge

“ Use of devices that lead citizens to practice **physical exercises** and generate **electrical energy** from body movement ”

Why is important?

53%

Of brazilians are
overweight

National Health Agency of Brazil, 2017.

Source: masonicvillages.org



Why is important?

Hydroelectric
represent **63,8%** of
the Brazilian energy,
which cause a huge
environmental
damage.

Ministry of Mines and Energy, 2020.

Source: masonicvillages.org

Why is important?

The public lighting
system is one of
the **largest** energy
consumers in Brazil

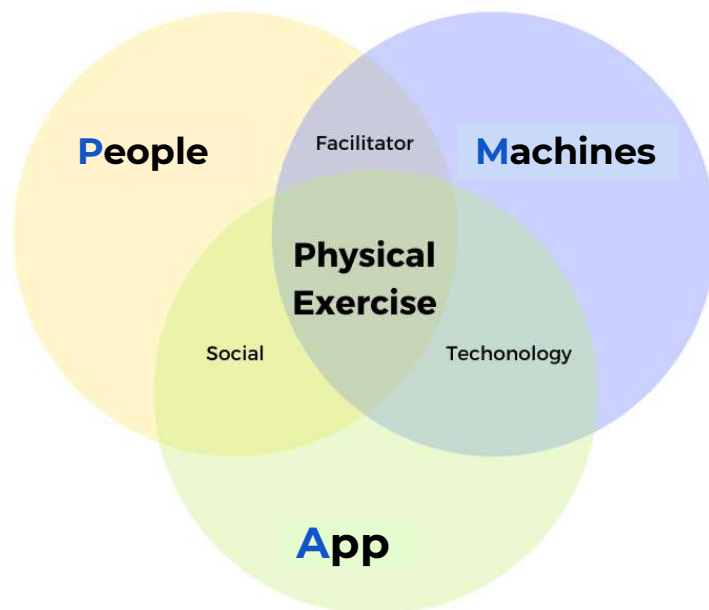
Empresa de Pesquisa Energética (EPE),
2017.

Source: besmartaboutlife.com

The Opportunity

“ How can we **motivate people** to do more physical activity and take advantage of the energy they produce? ”

Solution



Source: Own elaboration

Solution

People



Source: Freepik

Solution

People



Source: Freepik

Solution

People



Extrinsic
motivation



Source: Freepik

People



Source: Own elaboration

Solution

People

“ What if we can help people to **save money** while their are exercising?”

Source: Freepik

Solution

Machine



Bike controller
and buttons



Alternator



Source: Own elaboration

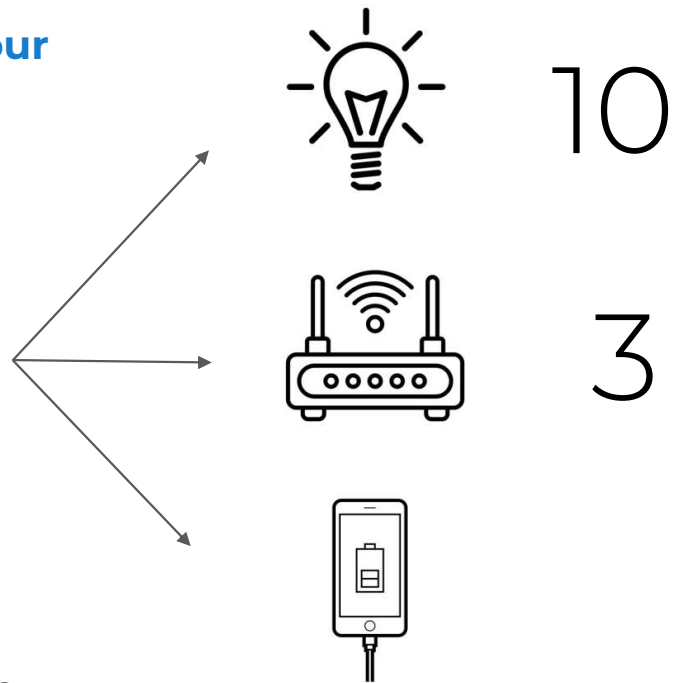
Solution

Machine

The bike generates **200 watts per hour**



44 people doing exercise 15 minutes a day



Source: Own elaboration

Solution

Machine



Source: Own elaboration & realryder

Solution

Machine



Anchored system

Source: Own elaboration & realryder

Solution

Machine



Electrical
part



Anchored system

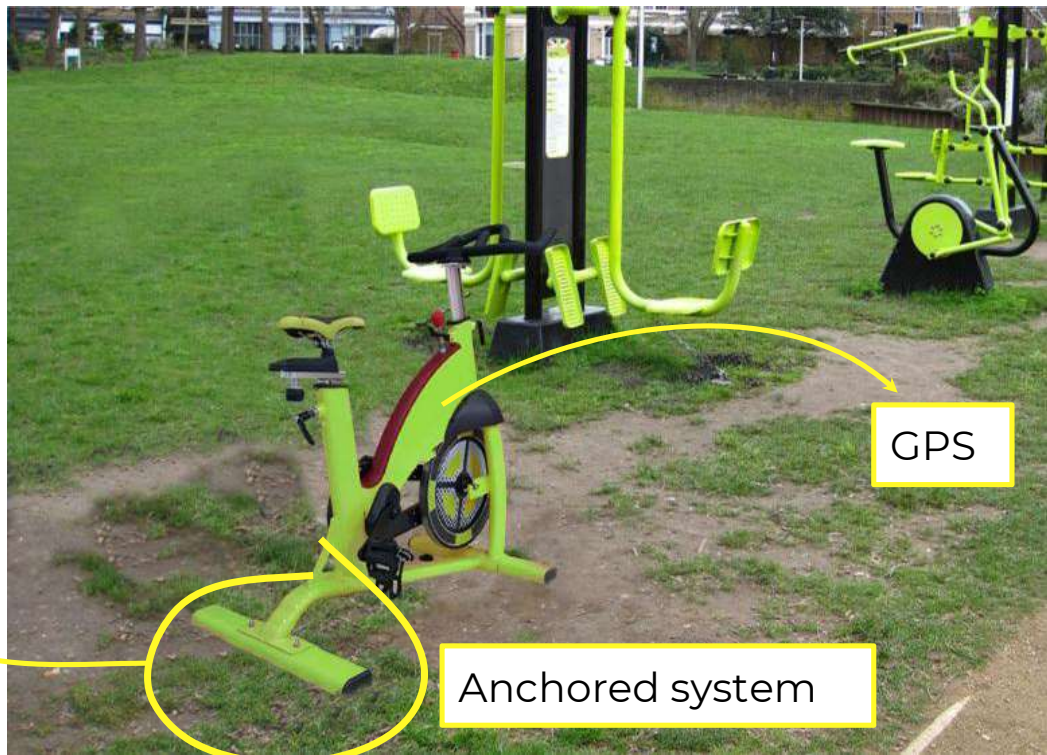
Source: Own elaboration & realryder

Solution

Machine



Electrical
part



Source: Own elaboration & realryder

Solution

App

- Social
- Different modes
- Rewards system

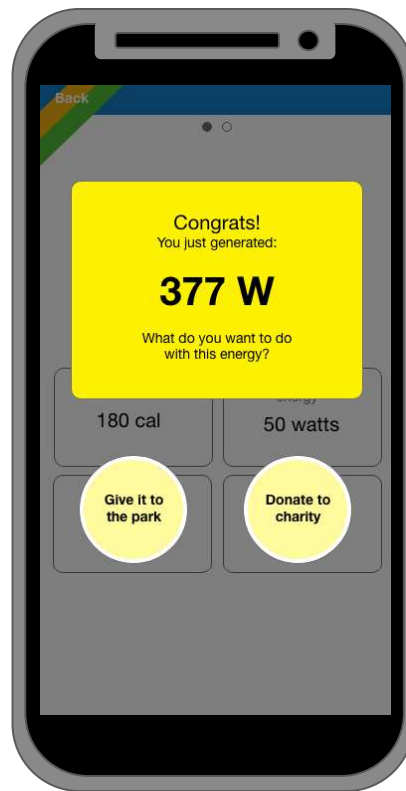


Source: Own elaboration

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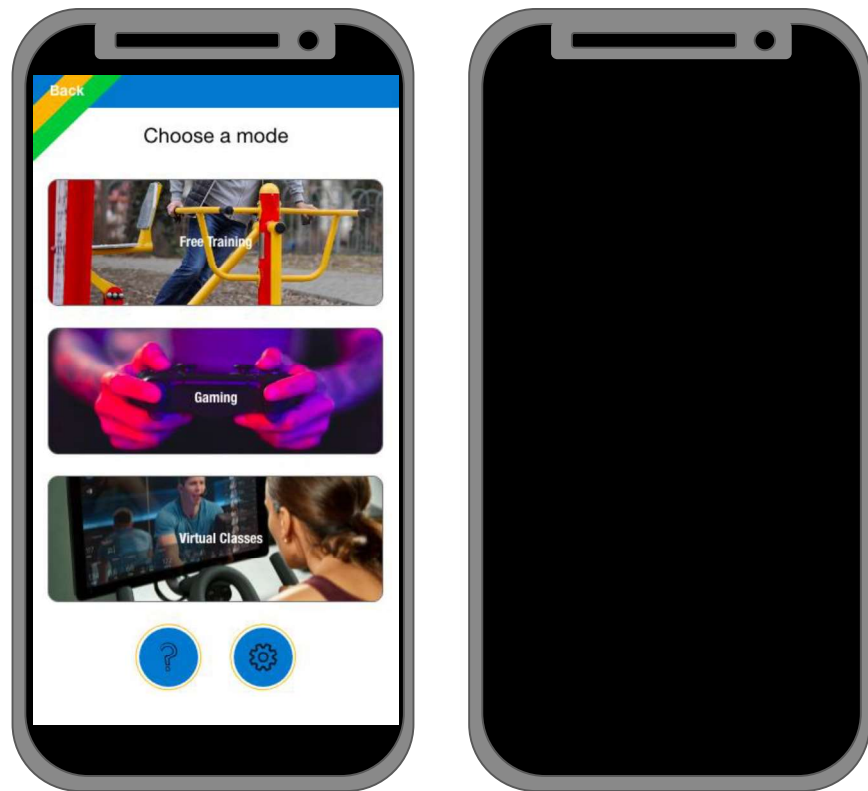


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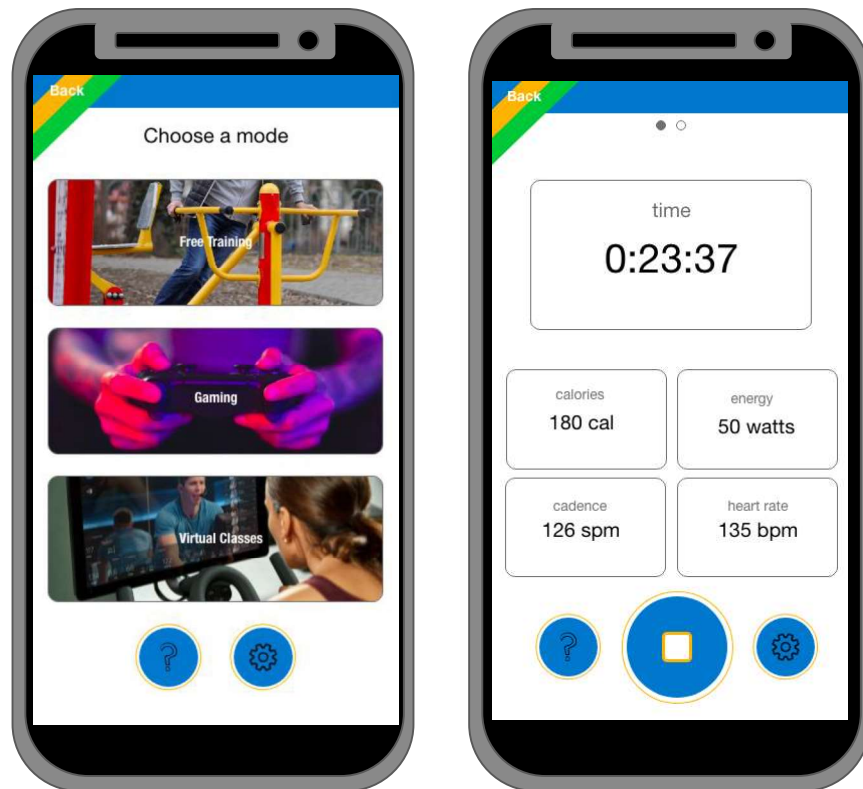


Source: Own elaboration

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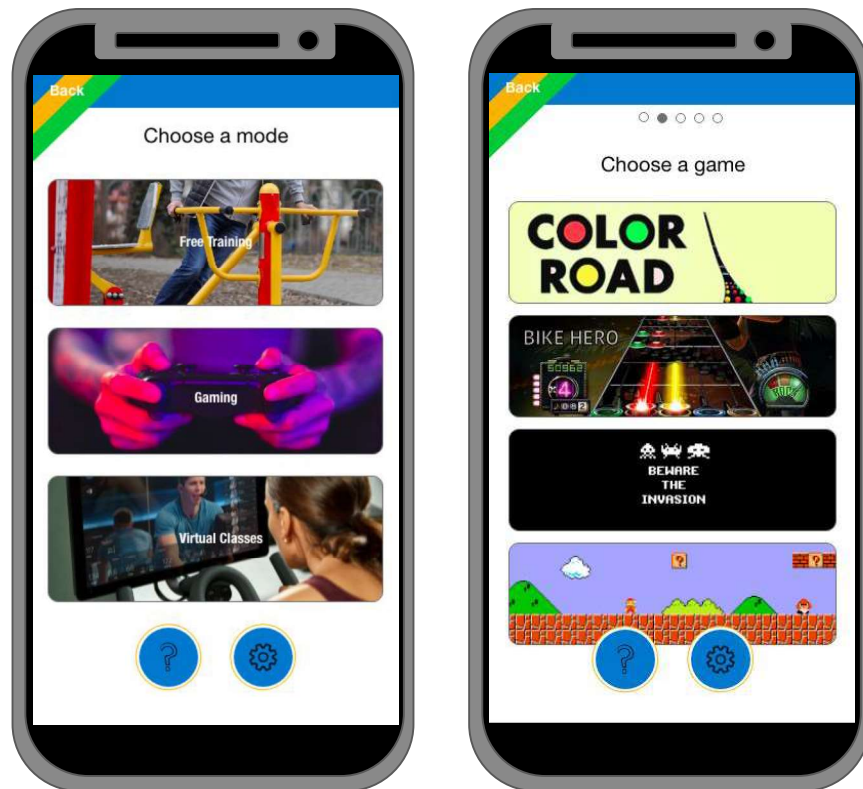


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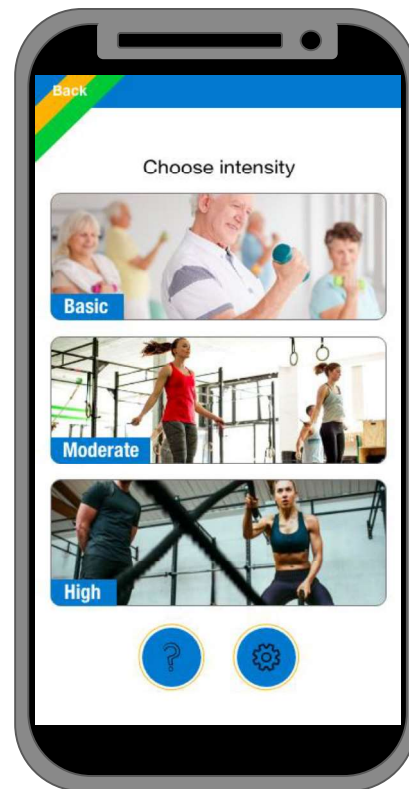
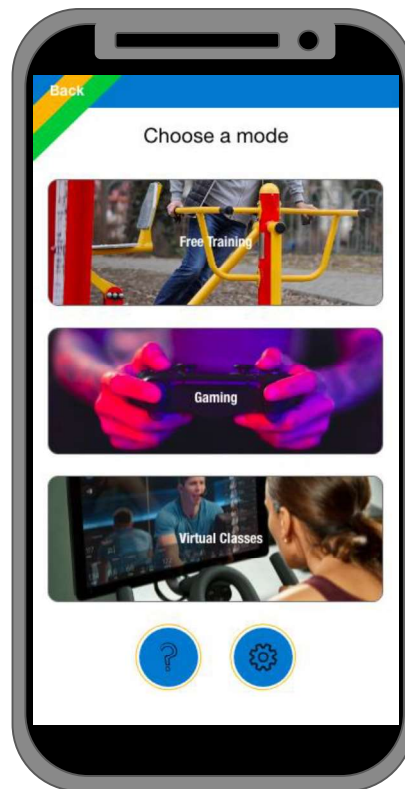


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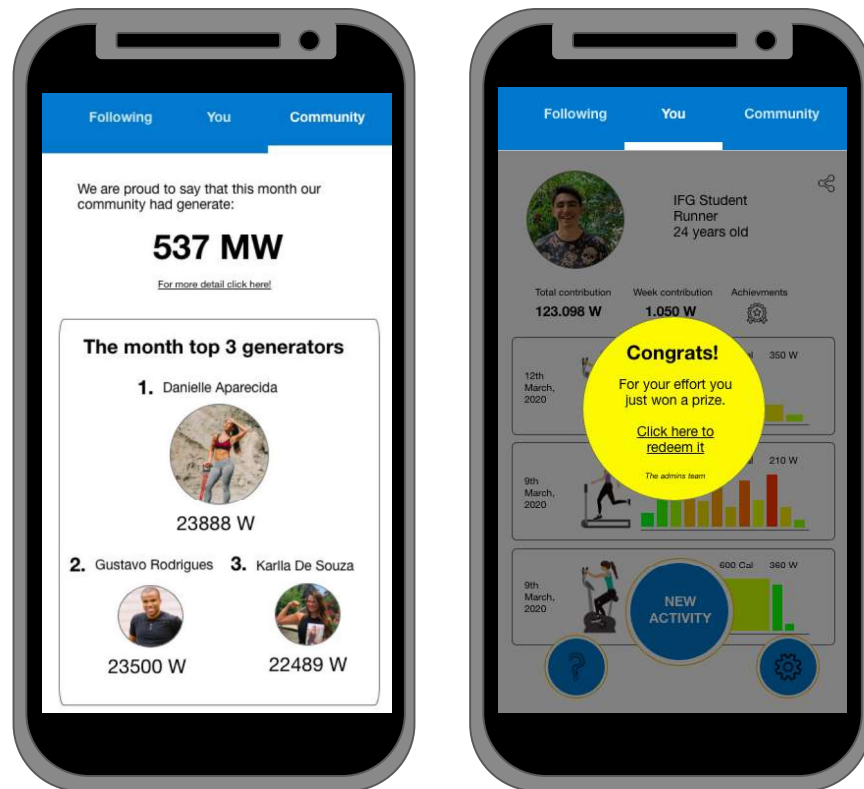


Source: Own elaboration

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App

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Source: Own elaboration

Benefits

1. We are helping people to do more physical activity.

1. We are generating sustainable energy and reducing park's costs.
1. We are building a sense of community in neighborhoods.
1. We will have new and update data about people so government can develop best public politics.
1. People are saving money through discounts and prizes.

Source: Own elaboration

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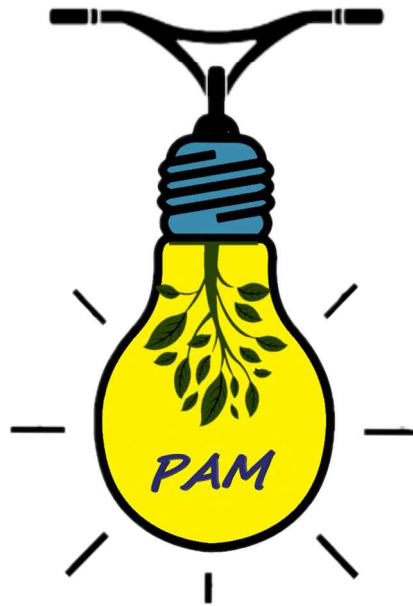
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Source: Own elaboration

In summary



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Thanks !

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