

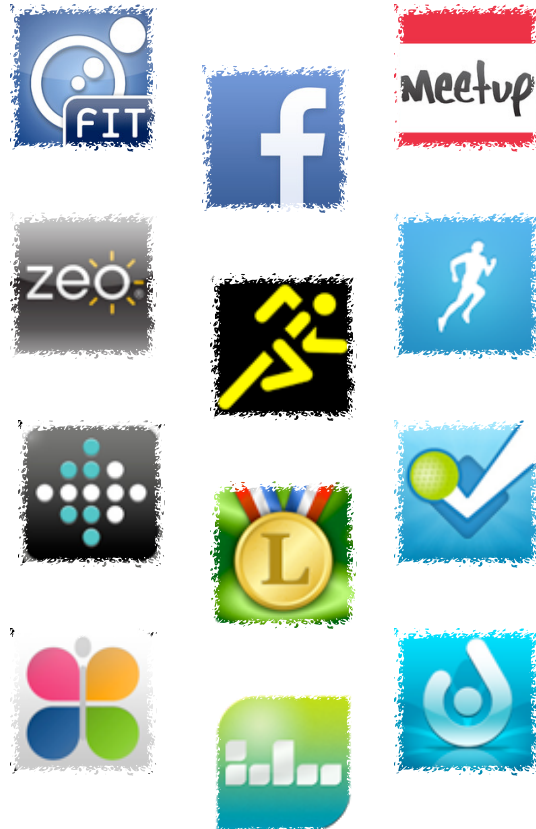
AchieveMint

Reward Platform for Healthy Activities

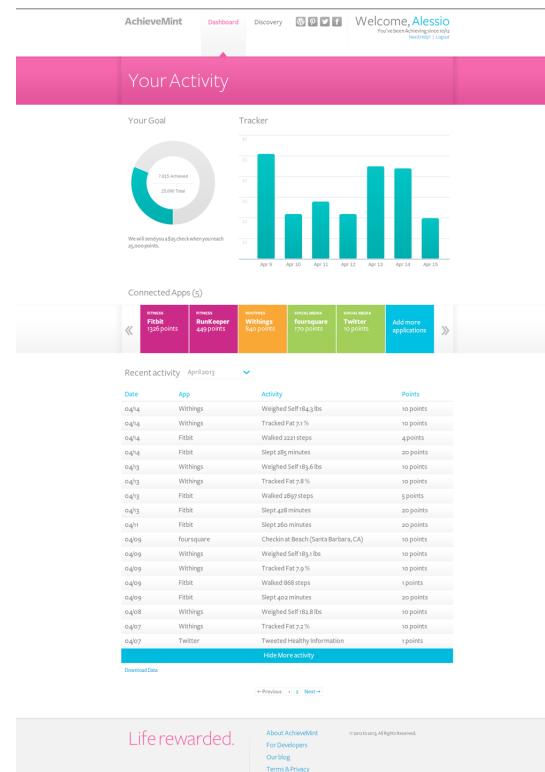
Alessio Signorini

Chief Technology Officer

REWARD PLATFORM FOR HEALTH



Connect Apps
you already use



Statistics / Insights
in Dashboard



25,000 pts = \$25

Redeem
Cash / Rewards

IT WORKS! BEFORE vs. AFTER



73%

Runs More

A fitness log sheet titled "Fitness Log" with a calendar grid at the top. The "CARDIO" section has entries for 1/10 (Running, 25 min / 3 mi) and 1/12 (Jogging, 35 min). The "STRENGTH TRAINING" section has entries for 1/9 (Arm curls - front, 30 reps; Arm curls - back, 30 reps; Dips, 25 reps; Mod. push ups, 25 reps) and 1/12 (Arm curls - front, 30 reps; Arm curls - back, 30 reps; Dips, 25 reps; Mod. push ups, 25 reps). The log includes checkboxes for "WARM UP?", "STRETCH?", "MORNING?", "AFTERNOON?", "EVENING?", "Good", "Sluggish", "Injured/Ill", "Upper Body", "Lower Body", "Core", "Reps", and "Sets".

58%

Tracks More

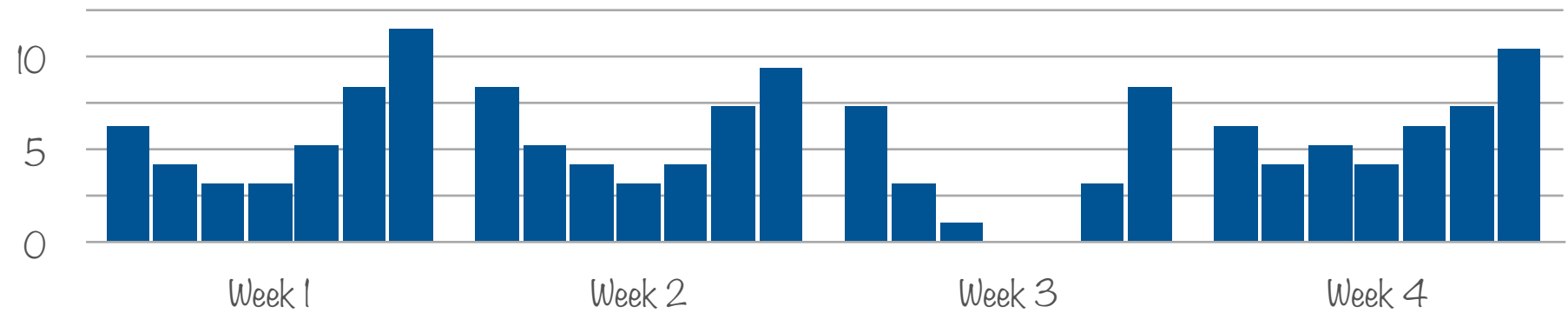


61%

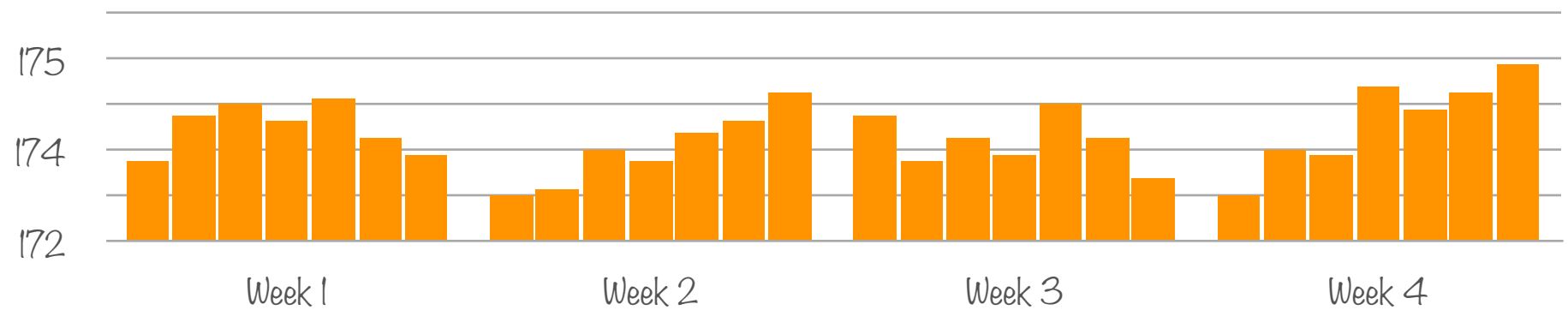
Lost Weight

GLOBAL VIEW ON USERS

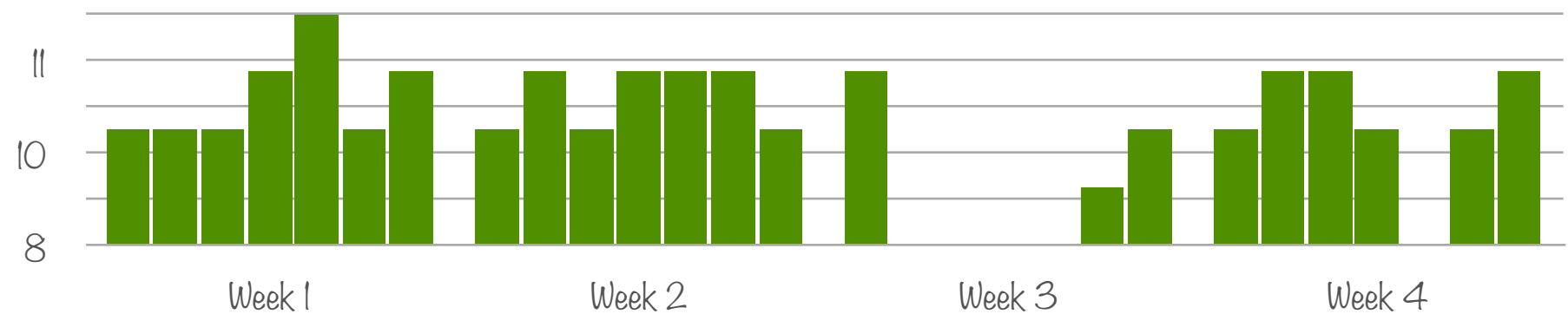
foursquare
checkins



Withings
weight (lbs)



RunKeeper
run (km)



HOW TO GET DATA?

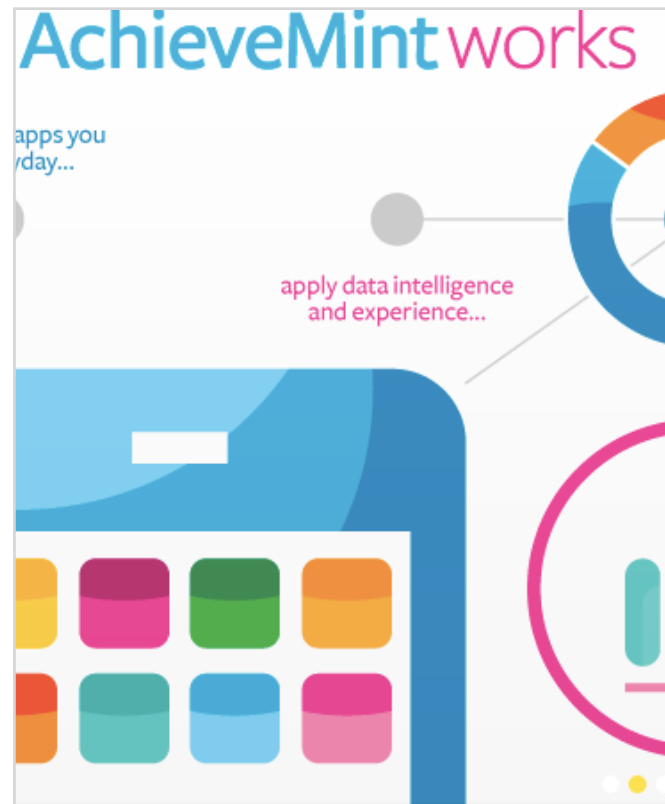


“Acquire”
(not recommended)

HOW TO GET DATA?



“Acquire”
(not recommended)

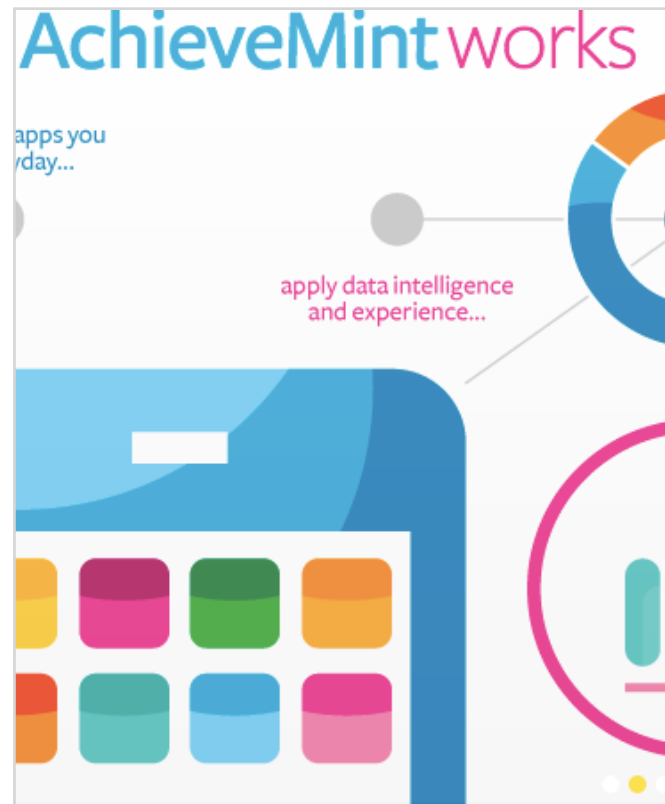


Join Us!
(recommended)

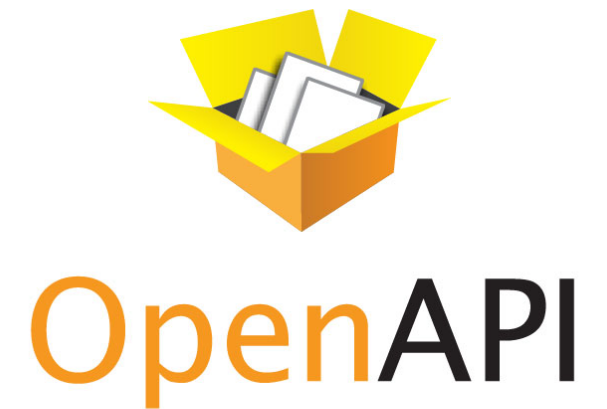
HOW TO GET DATA?



“Acquire”
(not recommended)



Join Us!
(recommended)



Public APIs
(acceptable)

MY RESEARCH

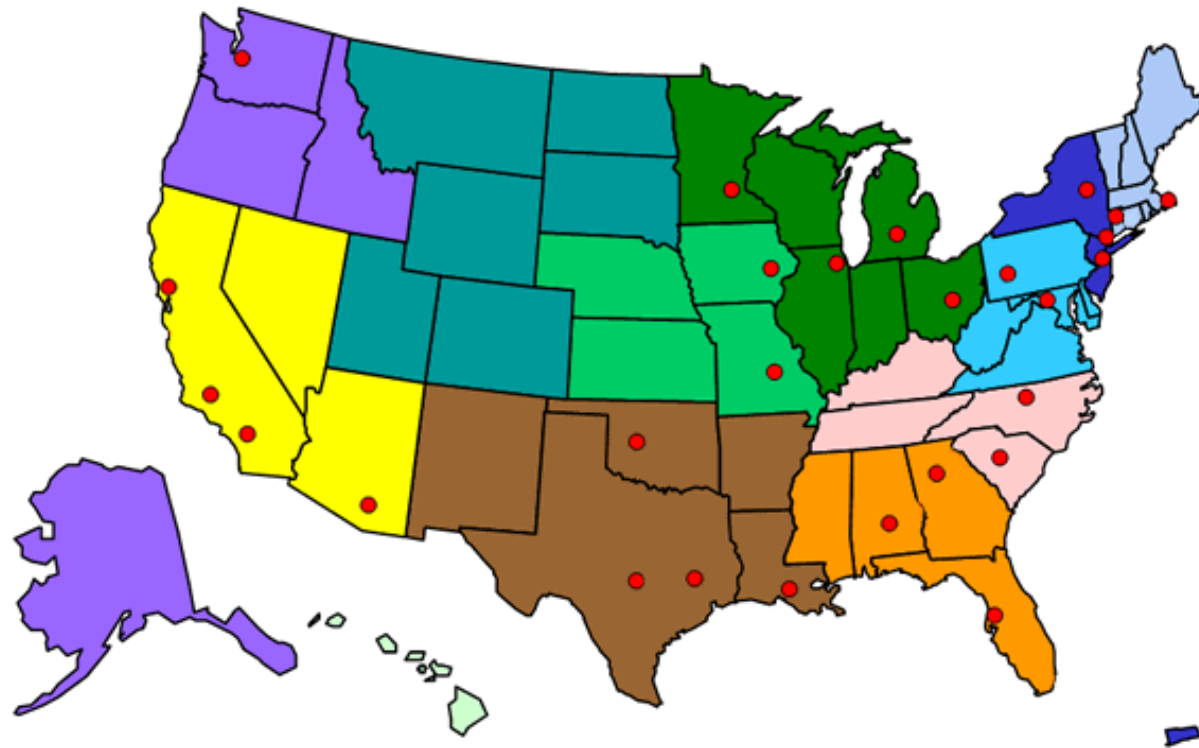


THE UNIVERSITY
OF IOWA

Computational Epidemiology Group

<http://compepi.cs.uiowa.edu>

TRACK FLU ACROSS THE US



Influenza-Like Illnesses
(ILI)

Challenges

Manual Reporting

Weekly by Nurses, mail/internet

Coarse Data

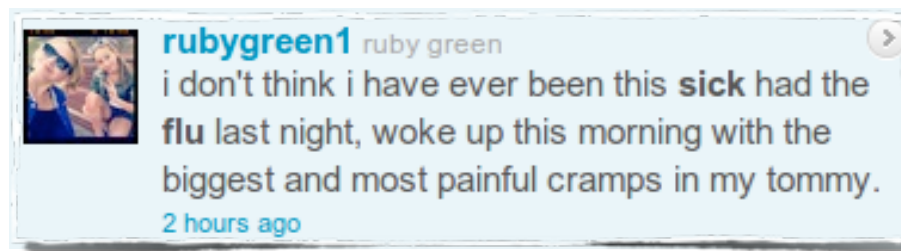
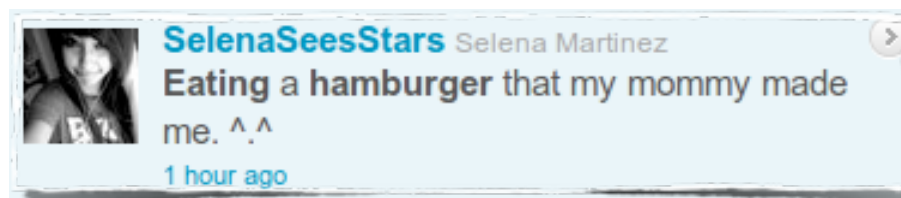
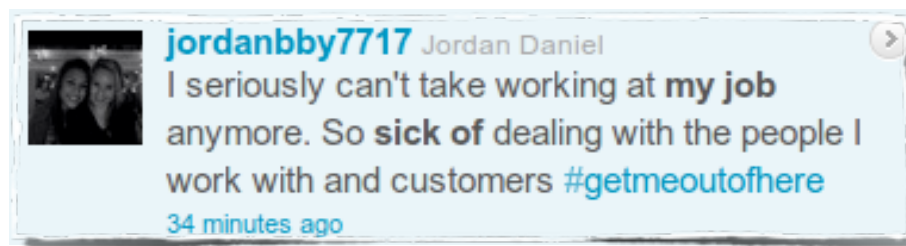
Few Sentinels, only 11 Regions

Slow Aggregation

1~3 Weeks of delay

TRACK FLU ACROSS THE US

twitter



What We Did

Streaming API

stream.twitter.com/1.1/statuses

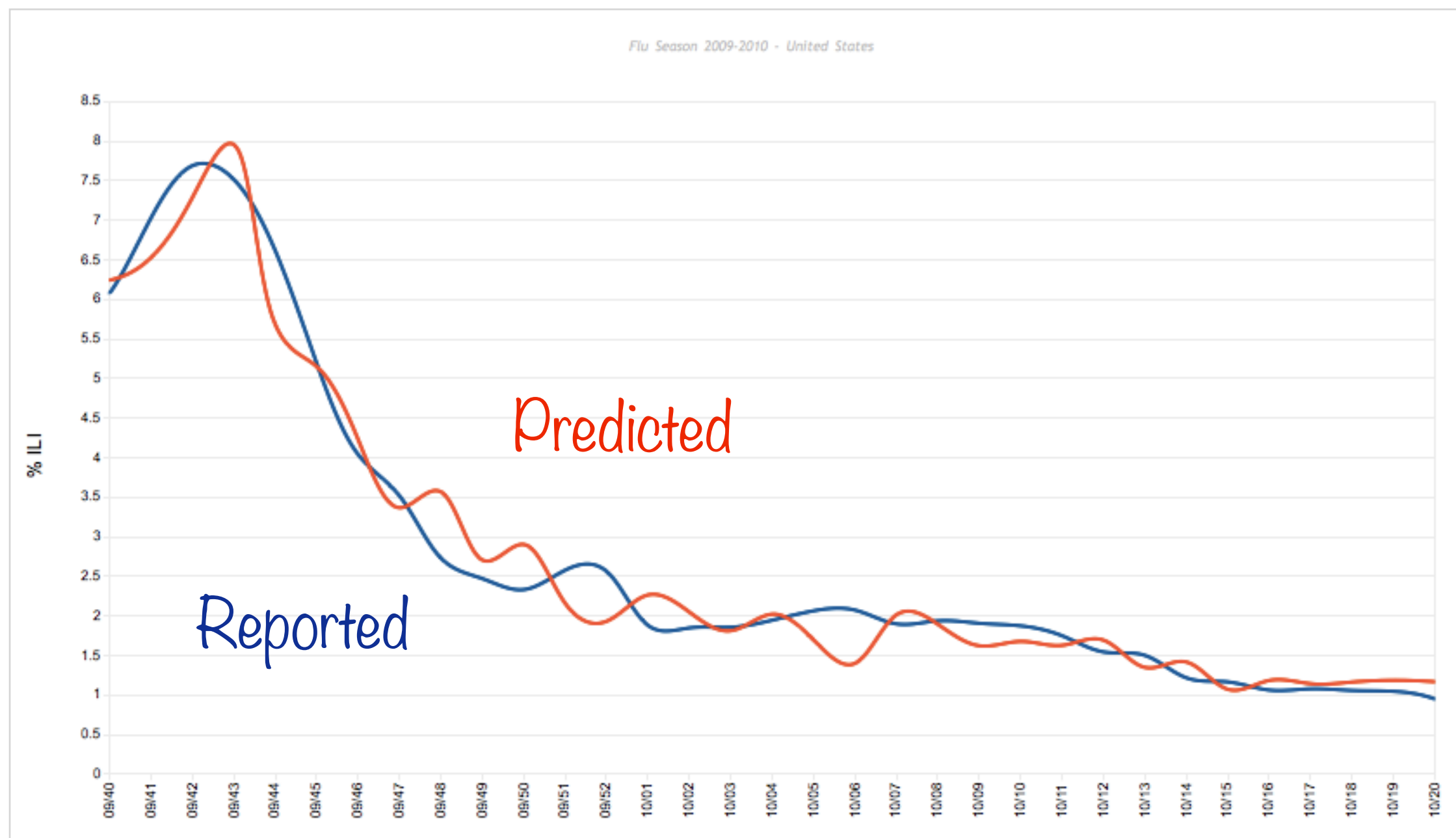
16 Million Tweets

From US, flu-keywords, stemming

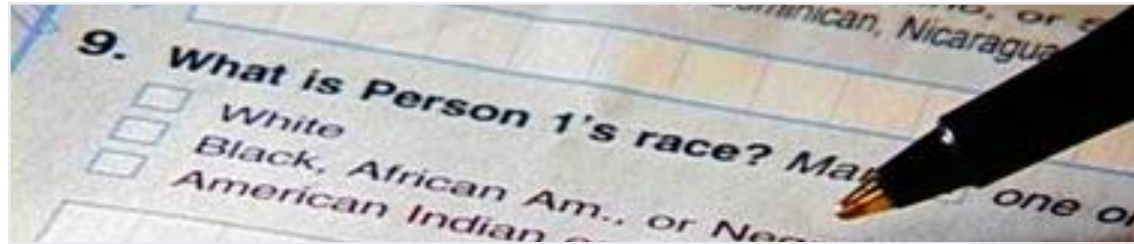
Support Vector Machine

Polynomial Kernel, target 11%

TRACK FLU ACROSS THE US



CREATE A TRAVEL MODEL



Common Options

Census

Miles to/from work, slow, inaccurate

Flight Tickets

Very Expensive, Security Clearance

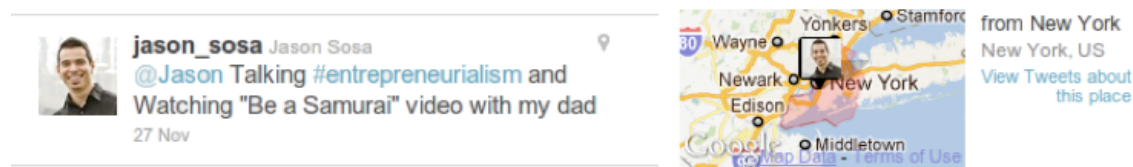
Cellphone Tower Data

Not shared, generally old

CREATE A TRAVEL MODEL



CHECK-IN TO PLACES TO EARN BADGES



TWEETS CAN BE GEO-LOCATED

What We Did

67 Million Checkins

Across US, over 4 months span

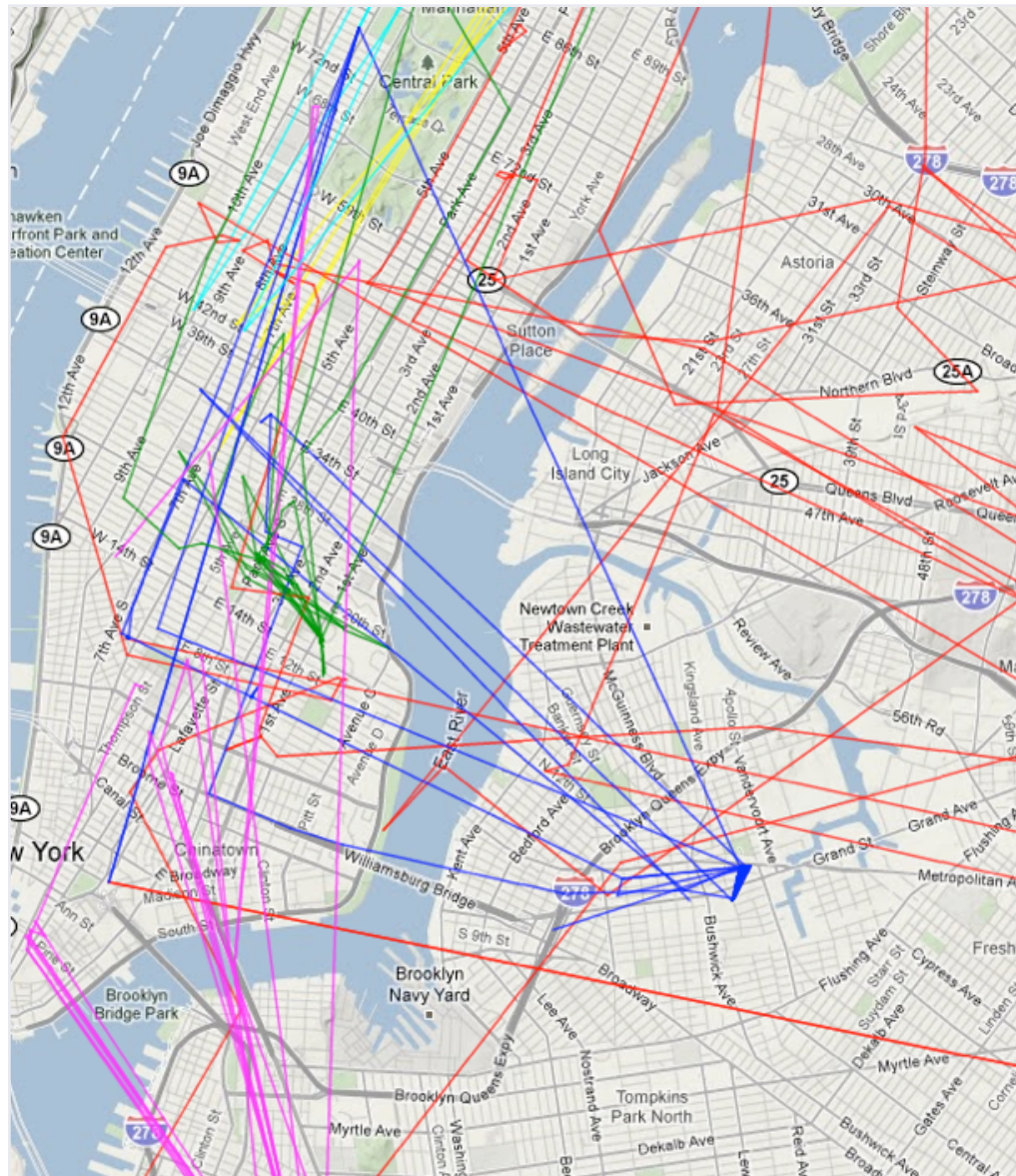
Filtered Bad Data

Casual users, too frequent, too fast

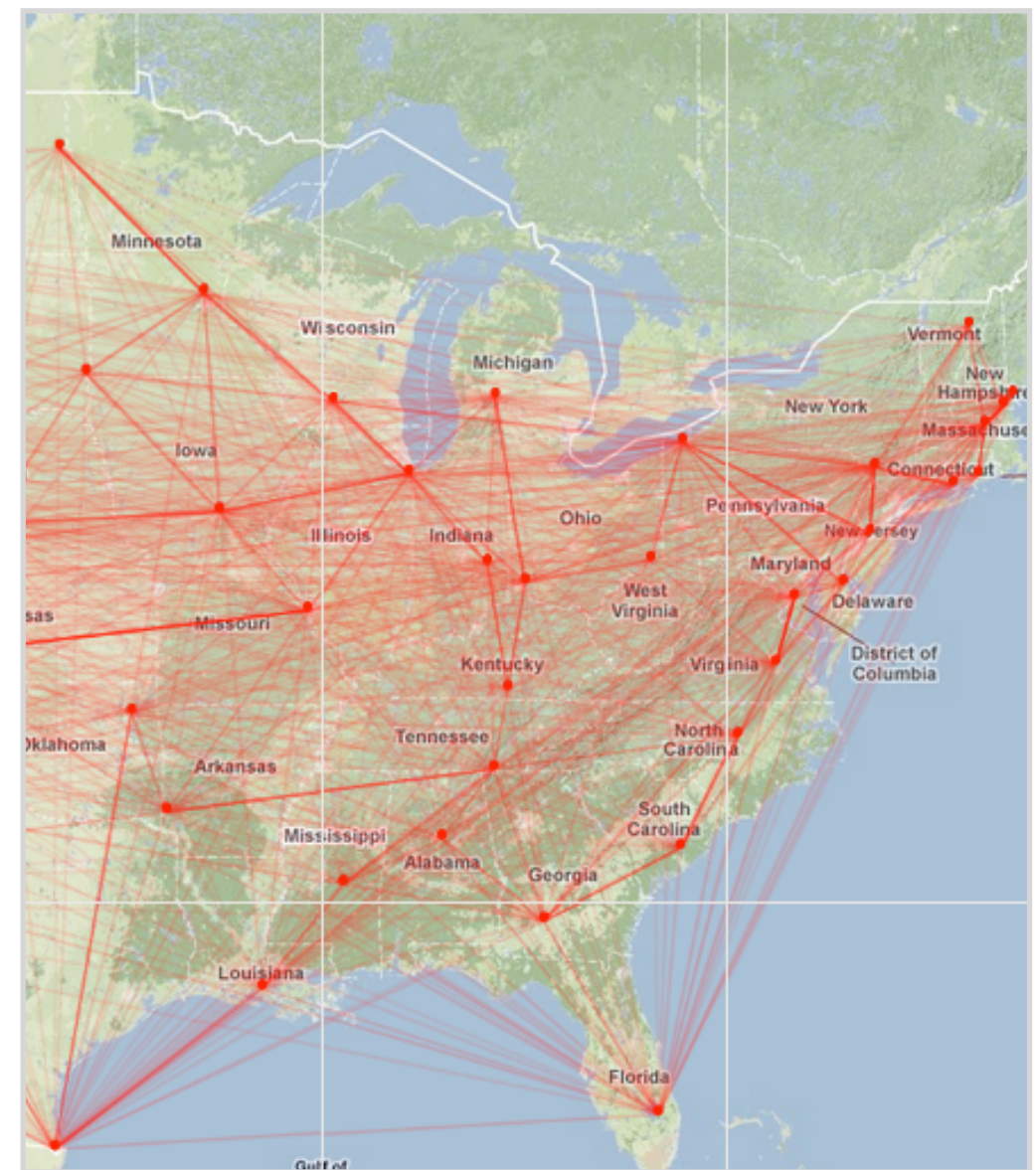
Python Scripts

Aggregate by user, computed flows

CREATE A TRAVEL MODEL

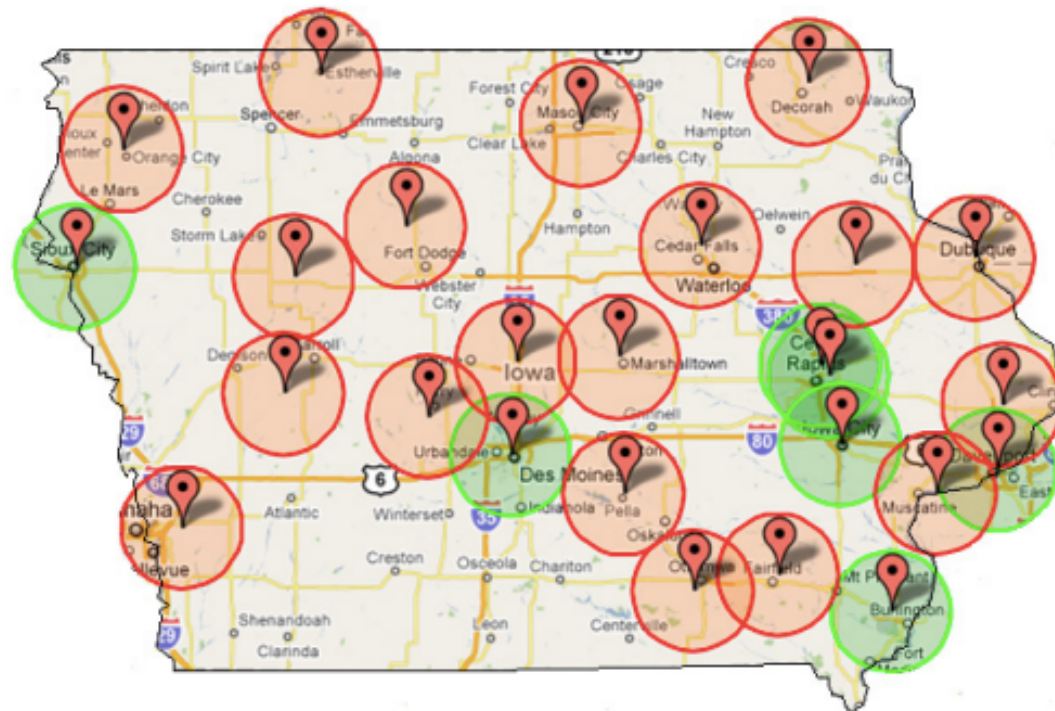


City Level



State Level

LOCATION OF STROKE CENTERS



Optimal Location of
Stroke Centers

What We Did

Census Data

Population by County, coverage ~35%

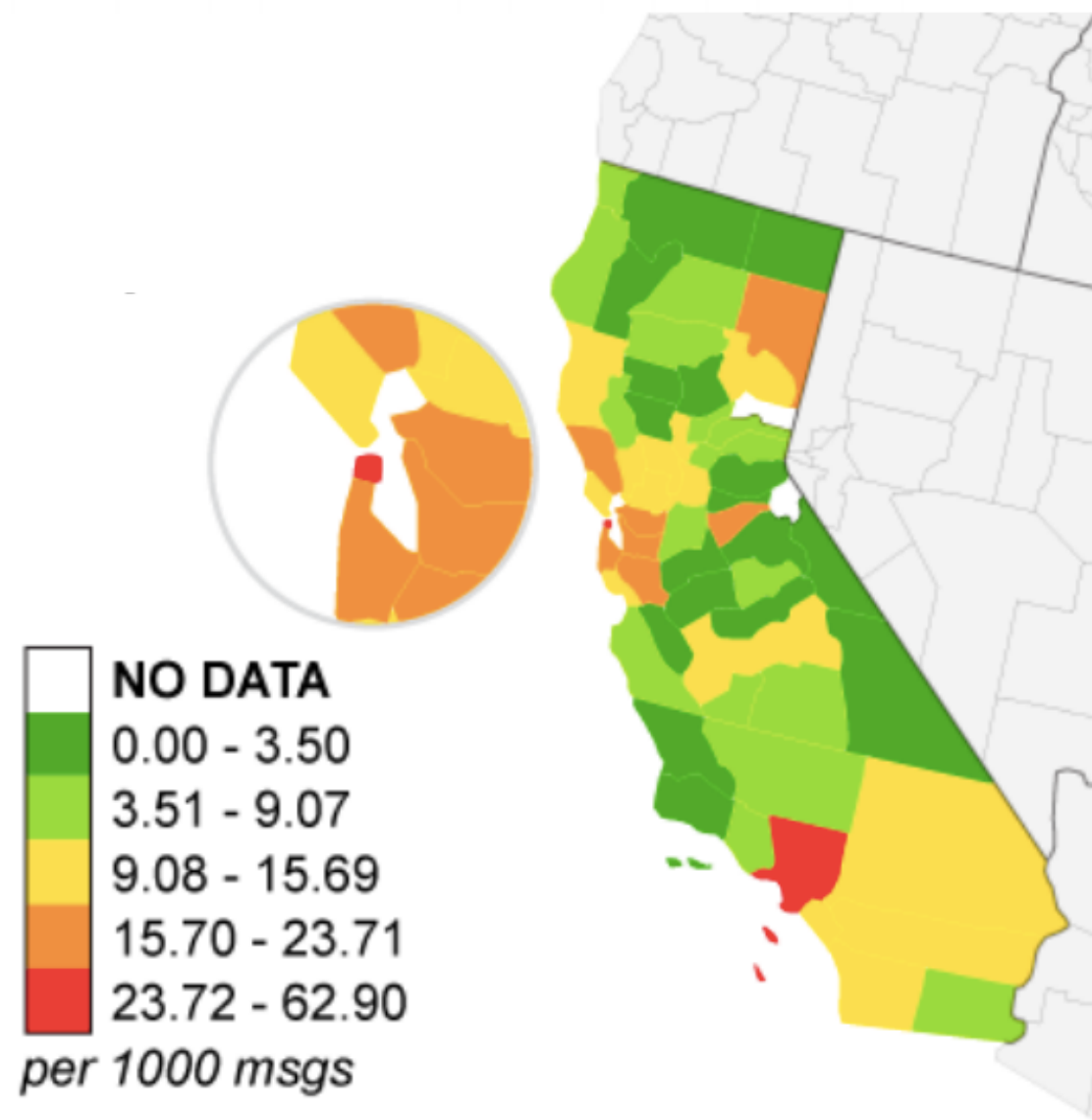
Existing Locations

Hospital Association Annual Service DB

K-Means Clustering

Distance from Center, Maximum Coverage

MONITORING STDs



What We Did

Craigslist Personals

RSS Feed, deduplicated, no services

California HIV Data

County Level from Dep. Public Health

Ordinary Least Squares

Linear Regression, target HIV%

AchieveMint

Reward Platform for Healthy Activities

Alessio Signorini

alessio@achievemint.com

SDK/API Questions?

sdk@achievemint.com

We are hiring!

careers@achievemint.com