

2024 Q3 Progress Report



September 2024

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The Project

Who are we?

Set-Up Sensei is a humanitarian project dedicated to merging artificial intelligence (AI) with high quality martial arts training. Set-Up Sensei develops an app that will allow users to practice martial arts anytime, anywhere – whether solo or with a partner. This innovative app stems from recognizing the profound demonstrated impact that martial arts has on well-being, surpassing the benefits of other physical activities. At Set-Up Sensei, we ensure accessibility to our audience, while aligning our program design with the seven pillars (NHS) that are crucial for fostering stable mental health: resilience, discipline, physical exercise, social interaction, trust-building, confidence, and goal-setting abilities.



The mission

Set-Up Sensei is deeply committed to addressing mental health affectations, specifically focusing on youth through the practice of martial arts. Amidst the escalating wave of mental health challenges in the UK, our aim is to empower and provide support to individuals striving for healthier and more fulfilling lives. Extensive research has revealed the heightened vulnerability of young men to mental health issues, owing to societal pressures linked to traditional masculinity ideals, and stigmas related to seeking help. Trapped by these expectations, young men often face limited avenues to navigate these challenges and access resources. This is precisely where Set-Up Sensei emerges as an invaluable resource. The efficacy of martial arts in fostering various skills—such as anxiety management, emotional regulation, enhanced concentration, discipline, and visualization of future actions—has been underscored by both practitioners and researchers over the years. Furthermore, martial arts significantly contribute to bolstering an individual's confidence and emotional stability. Embracing martial arts would not only elevate the quality of life for these individuals, but also foster a holistic approach to achieving robust mental and physical well-being.

The Project

Set-Up Sensei as a Resource

Set-Up Sensei primarily targets young men within the low-income bracket, a demographic facing alarming increases in suicides and substance abuse. They often encounter heightened vulnerability to violence and social exclusion, especially those belonging to marginalized communities. Many grapple with disengagement, lack of educational opportunities, limited prospects in the job market, and the relentless struggle to make ends meet. In search of an escape from this stark reality, some turn to substances, exacerbating their mental health challenges. Set-Up Sensei aims to offer a healthy coping mechanism through the healthiest activity, on which no stigma rest.

Set-Up Sensei offers an accessible avenue for the physical and mental well-being through martial arts. By integrating users into a supportive community, we aspire to impart essential knowledge about mental health and provide resources. Our objective is not only to underscore the indispensability of mental well-being for a wholesome and purposeful life but also to highlight martial arts as a foundational skill fostering self-mastery through its inherent values.

Current programs and services aimed at supporting the holistic development of youth are insufficient, while the frameworks in place for their implementation remain precarious and inconsistent. Set-Up Sensei aims to bridge this gap by providing the much-needed support and guidance to empower these young men towards a healthier and more resilient future.

Set-up Sensei

Team Members



Sep Menzing
Board Member



Alessandro Tazartes
Marketing Leader



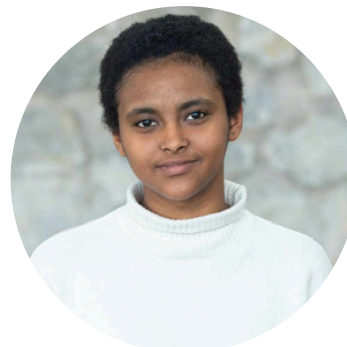
Arjun Diwaker
Team Leader



Ziyin Yuan
Development
Leader



Paul Rempe
Chair
Board Member



Linda Mazengia
Research Leader

Main Objectives

2024

OBJECTIVE	TIME FRAME	STATUS
Purchasing Sensors	0 weeks	COMPLETED
Software Creation	3-4 weeks	PARTIALLY COMPLETED
Alpha Version App Launch	5-8 weeks	ONGOING
Merchandise Procurement	3-4 weeks	ONGOING
Increasing Media Engagement	2-3 weeks	ONGOING
Cardiff University Trial Exposure	4-6 weeks	UPCOMING

Marketing

The Marketing Division is responsible for promoting the Set-Up Sensei brand, developing merchandise, engaging with Sensei's teachings, and expanding our reach through social media. The team focuses on executing marketing initiatives and expanding brand visibility.

Below you will find our marketing objectives, their timelines and their progress as of October 2024.

Objectives	Timeline	Progress
Merchandise Rollout	6 weeks	<ul style="list-style-type: none">The first designs have arrived, with merchandise prototyping completed.
Collaboration with Sensei Darren	3-4 weeks	<ul style="list-style-type: none">Participated in a session with Sensei Darren, will have further meetings in order to explain marketing objectives.
Social Media engagement	Ongoing	<ul style="list-style-type: none">Currently working on creating a flagship video - promoting our brand most effectively
Completing Hiring process	2-3 weeks	<ul style="list-style-type: none">Currently recruiting fresh talent, scouting for potential members.

Set-up Sensei

Development

The Development Team is dedicated to advancing the Set-Up Sensei app, focusing on the integration of artificial intelligence to enhance user experience. This year, the team has successfully created a prototype that utilizes AI based on the sample data collected. The team is committed to further developing the app by incorporating various punches and tracking more complex movements.

Below you will find our development objectives, their timelines, and their progress as of October 2024.

Objectives	Timeline	Progress
Sensor Acquisition	Completed	<ul style="list-style-type: none">32 sensors - enough for 8 participants have been acquired
Final data collection rounds	3-6 weeks	<ul style="list-style-type: none">Finalizing meeting times with Sensei Darren and implementing curriculum
Basic app integration	Completed	<ul style="list-style-type: none">The app's interface has been integrated with the sensors- now approved for testing
Modelling of 3D avatar	2-3 weeks	<ul style="list-style-type: none">Progress is being made with Sensei Steve's ability to accurately display moves on screen
User interface development	Completed	<ul style="list-style-type: none">An alpha version has been created, we are now moving forward to Beta testing
Cardiff University Trials	4-6 weeks	<ul style="list-style-type: none">Upcoming: Conducting moderated scientific trials with the help of Dr Kathy Stawarz.

Research

The Research Division is responsible for examining the benefits of martial arts through academic studies, assessing interest and skill levels among Tai Chi students at AC, and evaluating the impact of our app prototype in collaboration with Cardiff University. The team is dedicated to advancing Set-Up Sensei's mission to expand access to martial arts training and enhance community engagement.

Below are our research objectives, their timelines, and their progress as of October 2024.

Objectives	Timeline	Progress
Research on the impact of martial arts on mental health	Completed	<ul style="list-style-type: none">This research provides valuable insight into the need and impact of our module.
Motion Sensor shock testing	3-4 weeks	<ul style="list-style-type: none">Currently working on durability and shock testing for each sensor in order to check their strength
Accuracy and Precision testing	2-4 weeks	<ul style="list-style-type: none">With the Help of Dr Kathy Stawarz, we're working on fine tuning the sensors to guarantee optimum performance.
Safety and Risk testing	2-4 weeks	<ul style="list-style-type: none">It is crucial to ensure that the sensors can contain shocks well in case of malfunction - sufficiently protecting the user
Bimonthly recording of the development team progress	Ongoing	<ul style="list-style-type: none">Team progress is currently being recorded with more inputs soon to follow

Finance

At Set-Up Sensei, we prioritise transparency and accountability in our operations. However, due to the sensitive nature of our financial statements, we will not be including them in our newsletter. Instead, we invite stakeholders who are interested in our financial performance to request these documents directly. This approach allows us to provide accurate and tailored information while maintaining the integrity and confidentiality of our financial data.

Conclusion

As we close out this newsletter, we want to take a moment to sincerely thank all of our sponsors and donors. Your support has been vital to the progress and success of Set Up Sensei, and we couldn't do it without you.

Whether through financial contributions or other forms of backing, you've helped us make a real difference in the community.

We're excited about what's ahead and look forward to continuing this journey together.

Thank you for being a part of our work.

Best regards,

The Set Up Sensei Team



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Please refer to
'Financial' for
donations