CENGN

PRONTI INNOVATION HIGHLIGHT

PRONTI.

COMPANY OVERVIEW

Pronti is a startup that leverages artificial intelligence to help people choose what to wear for the day. By using a mix of complex machine learning algorithms and AI, Pronti provides you with a virtual wardrobe assistant that understands your unique style right from your smartphone.

LOCATION: KITCHENER, ON

TECHNOLOGY

Data Centre and Cloud

Mila Banerjee, CEO
mila@pronti.ai
pronti.app

Rick Penwarden, Sr. Manager, Marketing
rick.penwarden@cengn.ca
cengn.ca/projects

"WHAT SHOULD I WEAR?"

As we jump out of bed every morning and begin to get ready for the day, it's not uncommon to ask ourselves, "What should I wear today?" For many of us, this causes paralysis. We stare into the closet, wondering what to wear while thinking about the day ahead. New questions arise, such as "What's the weather?", "What am I doing after work?" or "Should I try something new out today?" Standing there clueless and tired, the clock ticks away, and we all need to make our decision quickly. Looking to solve this common problem for all of us, Pronti has a solution.

SAVE TIME AND FRUSTRATION ON CHOOSING YOUR OUTFIT

With Pronti's mobile app, you receive a virtual wardrobe assistant that provides you with outfit suggestions based on your style, wardrobe, types of events and even the weather. Within the app, you can build up your wardrobe by uploading photos of both your clothing and stock images. The Pronti assistant then builds up a portfolio to create your 'virtual closet'. With Pronti, you avoid the time and frustration of choosing outfits while also reducing expensive wardrobe costs.

LEVERAGING CENGN'S GPU SERVICES

On the CENGN Testbed, Pronti identified useful metrics such as CPU/ GPU utilization based on the number of concurrent users and for certain amounts of traffic. Pronti leveraged GPUs for machine learning to understand their product's model accuracy and training times on a GPU. Building from the Stage 1 results, Pronti did a Stage 2 iteration of their algorithm including a person's style preferences and favorites, along with existing closet inventory to generate recommendations. The testing allowed Pronti to make great improvements to their product, successfully advancing their platform to align with their future business goals.

> "This project was of enormous benefit to Pronti. The CENGN project and platform time allowed us to leverage the benefits of GPUs in machine learning"
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> **Mila Banerjee**
> CEO, Pronti