

# bfGPS 2.0 – A Personalized AI-Driven Breastfeeding Support Platform

Principal Investigator: Professor Kris Lok

## Technology

bfGPS is an AI powered mobile application designed to support breastfeeding mothers through personalized, real-time and location-aware guidance. Our core product is a mobile app offering a suite of intelligent features to empower mothers and improve breastfeeding outcomes.

## Stages of Development

- **Phase 1 (Months 1–6):** App development; usability test; partnerships with pilot sites for real-world testing.
- **Phase 2 (Months 7–12):** Pilot study; feature refinement; content localization; regulatory compliance.
- **Phase 3 (Year 2):** Commercialization. Freemium model; enterprise licensing; premium features.

## Key Advantages

- Real-time, tailored, evidence-based guidance
- Early detection of breastfeeding challenges and proactive support
- Socioeconomic benefits
- Contribution to global breastfeeding and maternal-child health targets

## Opportunities

- Hong Kong: 36,700 live births in 2024
- Greater Bay Area
- Global market



## Target segments

1. Parents, caregivers
2. Healthcare workers

## Intellectual property

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