

“Global Motor Neurone Disease (MND) prevalence rose 74.54% from 1990 to 2021 and is projected to rise another 61% by 2040.”

- National Library of Medicine

“New Zealand has one of the highest incidence and mortality rates of MND globally.”

- Journal of the Neurological Sciences

“Voice banking is a sound investment for Kiwis losing the ability to speak because of MND.”

- Stuff



Challenge:

Come up with an innovative idea that shows 'Life is better with Spark'.

Insight:

For people with MND, the loss of their voice is like the loss of themselves.

Idea:

Given that slurred speech is one of the earliest detectable symptoms, let's identify it as early as possible to help preserve their voice for longer.

For people with MND, an early diagnosis means early intervention. With 15 billion voice messages exchanged daily, Spark's integrated AI analyses their voice message data and compares them with past data as well as MND indicators.



Slurred * Lines

DETECTING ATYPICAL PATTERNS IN INDIVIDUAL SPEECH THAT INDICATES MND



Slurred Lines, by allowing for early detection of MND, allows a person to use their own voice for longer. Eventually however, any person with MND ends up living, sometimes for years, not being able to use their voice.

But, by using all the voice data from the person's phone and voice banking it, their voice with all its nuances and shades of meaning is saved. So, instead of them having to use a computer voice, their own living real voice will be used instead with all its dad jokes, dodgy singing, and grumpy moments that makes them the person they are.

