Business Plan

CodeBiz Industries™

03/2023 – 03/2024

Sign Genius, a product of CodeBiz Industries™

https://github.com/AathiraTD

SIGNGENIUS

UNIVERSAL INCLUSIVITY & ACCESSIBILITY

Executive Summary

This document, outlines business operations of SignGenius for 12 months, considering both internal and external factors. It involves developing and launching a user-friendly and reliable product that can be easily accessed through desktop and mobile devices.

Our primary focus is on enhancing inclusivity and breaking down communication barriers for individuals who rely on sign language. We aim to achieve this by integrating cutting-edge technology such as deep learning algorithms and computer vision techniques to provide real-time and accurate translations of sign language into speech and text.

We plan to market our product to a range of industries such as education, healthcare, and customer service, where the need for effective communication is paramount. Our goal is to establish partnerships with organizations and institutions that share our vision for inclusivity and accessibility for all.

Our business plan also involves expanding our product offerings to include additional features such as voice recognition, personalized settings, and regional dialect support. We will continuously gather feedback from our users to ensure that our product remains relevant and up-to-date.

Overall, our 12-month plan aims to establish SignGenius as a market leader in the field of assistive technology, improving the lives of individuals who rely on sign language and promoting inclusivity and accessibility for all.

We are confident that SignGenius has enormous potential for growth and expansion, and we look forward to making a positive impact on the lives of individuals worldwide.

OUR MISSION

To provide innovative technology solutions that enhance communication and foster inclusion for individuals with hearing impairments..

OUR VISION

To become the leading provider of sign language technology, empowering individuals with hearing impairments to communicate effectively and independently in all areas of life.

CORE VALUES

Accessibility: We believe in creating products that are accessible to all individuals with hearing impairments, regardless of their location or background.

Innovation: We strive to continuously innovate and improve our technology, providing the most effective solutions for our users.

Inclusion: We value diversity and inclusivity, and we are committed to promoting equal opportunities for individuals with hearing impairments.

Integrity: We operate with honesty and transparency in all our business practices, maintaining the highest ethical standards.

Collaboration: We collaborate with experts in the field of sign language and hearing impairments to ensure our products meet the needs of our users.

Empowerment: We aim to empower individuals with hearing impairments by providing them with the tools they need to communicate effectively and independently.

I. Market Analysis

A.   Market Research

The market for sign language to speech and text conversion technology is a growing industry, with the global gesture recognition market valued at USD 17.29 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 18.8% from 2023 to 2030(www.grandviewresearch.com, n.d.).
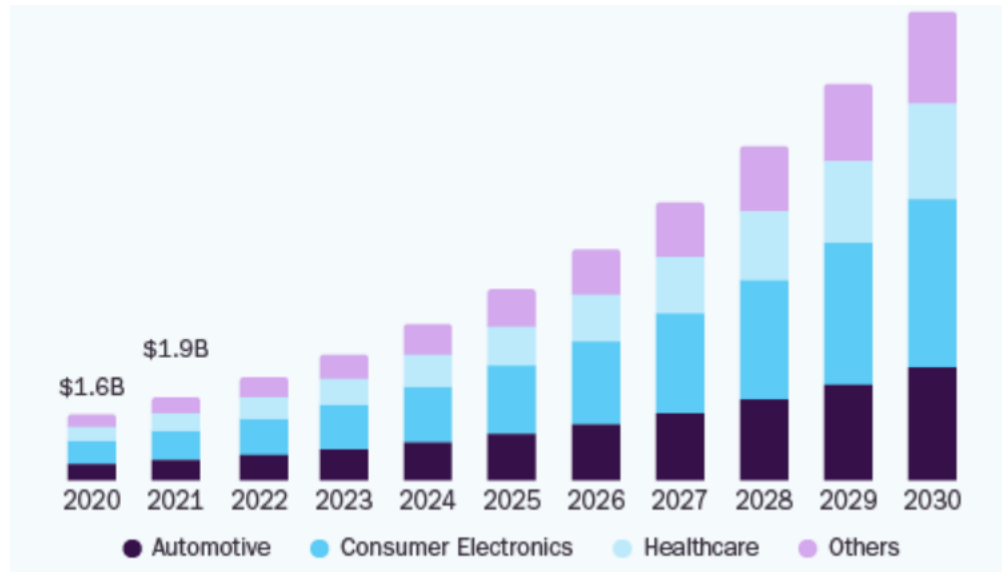
Sign language to speech and text conversion technology is gaining popularity in automotive, education and healthcare sectors, helping those with hearing or speech impairments to communicate effectively. It can also be used for remote interpretation services, making healthcare and education more accessible. The adoption of technology in academic institutions for online learning and the increasing number of people with visual impairments and learning disabilities have boosted market growth. The increasing use of digital transformation technology is also expected to provide lucrative opportunities for the market.

B.   Competitive Landscape

The development of sign language to speech and text conversion technology requires a combination of skills in computer vision, machine learning, and natural language processing. Thus, the barrier to entry for new entrants is high as it requires substantial investment in research and development to create an efficient and accurate system.

C.   Potential Risks and Challenges

Privacy concerns and issues with the pronunciation and generation of prosody of naturally occurring speech could impede market growth. Additionally, competition from established players in the text-to-speech market could pose a threat to new entrants.

D.   Market Opportunities

The increasing demand for technology to aid those with visual impairments and learning disabilities, as well as the expanding aging population, provides opportunities for the market. The growing adoption of voice assistants and smart speakers also fuels market growth.

E.   Key Players and Partnerships

Some of the major players in the market for sign language to speech and text conversion technology include SignAll Technologies, MotionSavvy, Google, Microsoft, IBM, and Amazon.

II. PRODUCT

A. Our Product

SignGenius is a sign language to speech and text conversion software that enables communication between signers and non-signers. It uses advanced computer vision, machine learning, and natural language processing techniques to accurately convert sign language into spoken and written language.

Compared to existing products in market like Slait, SignGenius provides better accuracy, faster conversation and conversion of sign language to both text and speech in real-time, a more extensive vocabulary and support for a wider range of sign languages, including American Sign Language (ASL) and British Sign Language (BSL). As part of its commitment to efficient conversion of signs and nuances, SignGenius takes into account not only hand signs but also upper body movements and facial expressions. Additionally, SignGenius utilizes natural language processing (NLP) and machine learning (ML) technologies, resulting in improved recognition of sign language gestures and overall performance. These innovative features make SignGenius a superior and more versatile product for individuals with hearing impairments.

During the first quarter, we plan to develop the MVP of our product in collaboration with BCU. We have received support from BCU CEBE, who will provide us with the necessary resources for development. Additionally, we will be working closely with the BCU Sign Language society to ensure consistent review and feedback, ultimately improving the efficiency of our product.

B. Product Features

    i   Real-time sign language to text and speech conversion
    ii   Automatic detection and recognition of sign language gestures
    iii   Analyses upper-body movement and facial expression
    iv   Enables sign-text translation on its Video call feature
    v   Multilingual Support
    vi   User-friendly interface for easy navigation and operation
    vii   Compatibility with multiple devices and platforms
    viii   High accuracy and reliability

C. Product Benefits

    i   Enables communication between signers and non-signers
    ii   Improves accessibility for people with hearing or speech impairments

  iii Provides remote sign language interpretation services for healthcare and education sectors

  iv Reduces language barriers and promotes inclusion and diversity

  v Increases efficiency and productivity in communication

  vi Cost-effective alternative to traditional sign language interpretation services

D. Problem Solved by SignGenius

SignGenius addresses the problem of communication barriers between signers and non-signers, which is a significant challenge for people with hearing or speech impairments. Traditional sign language interpretation services can be expensive, time-consuming, and often require the physical presence of a sign language interpreter. With SignGenius, communication is faster, more efficient, and can be done remotely, making it an ideal solution for healthcare, education, and other sectors where sign language interpretation is essential.

III. CUSTOMER

The problem we are solving is reducing the barrier to communication deaf and hearing impaired people. Possible list of customer segments of the product are:

- **Deaf and hard of hearing individuals**: This product would benefit the deaf and hard of hearing community, as it would allow them to communicate with non-signers more easily.
- **Interpreters**: Sign language interpreters could use this product as a tool to help them translate sign language more accurately and efficiently.
- **Educational institutions**: Schools and universities with deaf and hard of hearing students may be interested in this product as a way to improve accessibility and inclusivity in the classroom.
- **Healthcare providers**: This product could be useful in medical settings where deaf and hard of hearing patients need to communicate with healthcare providers.
- **Government agencies**: Government agencies that serve the deaf and hard of hearing community may be interested in this product to improve accessibility of their services.
- **Businesses**: This product could be beneficial for businesses that interact with deaf or hard of hearing customers, such as retail stores, restaurants, or entertainment venues.
- **Non-profit organizations**: Non-profit organizations that work with the deaf and hard of hearing community may be interested in this product as a tool to improve their services.

Of these segments we prioritize **Deaf and hard of hearing individuals** (includes both signers and non-signers). Individuals who are deaf, hard of hearing, or have speech impairments. Signers may use the technology to communicate more effectively with non-signers who do not understand sign language. Non-signers may use the technology to educate themselves and communicate with signers more easily. This technology can also benefit people with autism who may have difficulty with verbal communication.

In terms of demographics, the target customers may include people of all ages and backgrounds who have a need for communication assistance. This could include students in educational settings, healthcare professionals, and individuals in various workplace environments. It's important to note that some individuals may prefer hardware-based solutions for communication assistance. These may include individuals who are less comfortable with technology or prefer a more tangible device. SignGenius brings both software and hardware-based solutions as a suitable option for its customers within this market.

PERSONA WORKSHEET

This section outlines Sarah Cooper, age 30, a London-based graphic designer, who regularly communicates with her deaf sister and values sign language. She seeks technology that enhances communication and is loyal to brands that meet her needs. Her goals are to improve communication with her sister, and she is motivated by using technology to do so.

Name: Sarah Cooper
Age: 30
Customer of: SignGenius

PROFILE	**Location**	Lives in London. Works for PixelForge Creative Co.
	Professional	Sarah works as a graphic designer in a small creative agency. She is involved in the decision-making process of her company when it comes to purchasing new software or tools for her team. She has a moderate influence over the purchasing decisions but does not have final say.
	Education	Sarah completed a Bachelor's degree in Graphic Design from a reputable university.
BEHAVIOUR	**Usage & Loyalty**	Sarah regularly uses sign language to communicate with her deaf sister and has started learning sign language to improve her communication. She is open to new technology that can help improve communication with her sister and increase her understanding of sign language. She is loyal to brands that provide quality products and services that meet her needs.
	Attitude & Belief	Sarah believes that sign language is an important mode of communication for the deaf and hard of hearing community. She believes that everyone should have equal access to communication tools and technology.
	Lifestyle	Sarah is a creative person and enjoys trying new things. She is open to innovation and enjoys keeping up with the latest trends in technology. She spends most of her free time socializing with friends and exploring the city. She is an active user of social media and follows influencers in the design and tech industry.
	Interest & Hobbies	Sarah enjoys painting, photography, and traveling. She is passionate about design and enjoys attending art exhibitions and design events.
NEEDS	**Usage Goals**	Sarah is looking for a sign language to speech and text conversion technology that can help her communicate more effectively with her sister and improve her understanding of sign language. It is important for her to have access to quality tools that can enhance her communication with the deaf community.
	Emotional Goals	"I want to be able to communicate with my sister without any barriers. It's important for me to understand her fully and for her to understand me."
	Motivation & Triggers	Sarah is motivated by technology that can improve communication and make life easier for people. She is excited about new products that can enhance her communication skills and improve her understanding of sign language.

IV. OPERATIONS

We aim to develop an MVP of the product (hardware) and launch Mobile App and Desktop Application by end of March 2024.

The main intention of Hardware MVP is to validate the product and pitch to investors. Along with we will be working on Mobile and Desktop Application development. Launching the software products initially will help in gain market share and keeping the investment to minimum. We aim to reach a total of 10K app downloads by end of the coming financial year. Post that we will invest more on the hardware products depending on MVP feedback and investments.

Below table outlines a timeline for achieving each milestone, taking into account both internal and external factors that could impact our progress.

Milestones	Product	Marketing	Business	Costs
Customer Segmentation and Planning– Feb 2023	• Idea Generation • Identification of technical tools & Frameworks	• Conducing secondary market research	• Working towards the business viability	• No costs involved
Product Design– Ealy March 2023	• Develop a prototype of the SignGenius • Test the prototype with target customers for feedback	• Conduct Product – market fit by collecting customer feedback • Develop a brand identity for SignGenius, Logo.	• Establish partnerships with BCU Sign Language society, other organizations and school	• Procure Hardware equipment's from the bootstrapped fund of £500
Product Development - April 2023	• Implement hardware MVP • Test Hardware product • IOS and Android App design	• Create a website and social media accounts. • Attend relevant events and conferences to promote SignGenius.	• Work out the pricing strategy by conducting research	• Team work with the initial capital
MVP Launch– May 2023	• Implement the ML models • Train the models and validate it	• Continue to build brand awareness through targeted advertising and social media. YouTube: *https://www.youtube.com /@SignGenius https://www.youtube.com/ watch?v=nGkanXp8 AYk*	• Negotiate partnerships with key players in the sign language community. • Pitch the expansion plans to potential investors	• Overhead costs to launch • Allocate marketing budget

Phase	Product	Marketing	Investment / Finance	Budget / Costs
		• Attend industry events to showcase the updated SignGenius software. • Gather testimonials and reviews from satisfied customers.		
Innovation Fest – May 2023	• Demonstrate new features and functionalities • Plan further develop new features and functionality based on user feedback and market trends.	• Showcase SignGenius at relevant tech and innovation events. Build on the success of previous marketing campaigns. • Expand outreach to new audiences and industries. • Foster partnerships and collaborations with key players in the tech industry. Receive industry recognition and awards.	• Evaluate growth and expansion opportunities. • Seek out potential investments • Build on relationships with investors for future funding.	• While there will be costs associated with advertising and marketing our business and product prototype at the event, our collaboration with accelerators and venture capitalists will provide sponsorship and resources for further growth. • Maintain operations costs to minimum
Product Expansion – May – Aug 2023	• Enhance product based on MVP feedback • Secure cloud hosting for storage and running ML models	• Accelerate marketing initiatives through digital content	• Plan for the future launch of the product	• Allocate marketing budget
Launch the product – (Apps and Software) – Aug– Sept 2023	• Launch the app on play store and IOS app store	• Optimise SEO, allocate advertisement funds • Conduct focus campaign • Create buzz about the product	• Work actively for investments • Demonstrate products in investment forums	• Set aside advertisement budget • Set aside funds for Play store and App store
Scaling the product growth – Oct – Dec 2023	• Bug fixes • Ideate new features	• Increase online presence of the product • Optimise digital marketing strategy • Conduct workshops	• Develop proper customer support • Seek potential investor in trade of equity • Set a valuation for the company	• Allocate budget for customer support • Set aside funds for operations costs such as cloud cost
Increase the revenue generation – Jan – March 2024	• Optimise the ML models for accuracy • Ideate and implement add on paid features • Optimise web version of the app	• Optimise digital marketing strategy • Optimise ad communication channels through data analysis	• Set up data analytics for actional insights • Achieve a total of 10K downloads in apps • Start the financial auditing and ensure positive cash flows	• Positive cash flow. Plan on optimising the cost to move towards profitability • Allocate funding for marketing and operations

V. TEAM

An analysis of the team's strengths, weaknesses, opportunities, and threats for the successful development of the project.

SWOT	How does CodeBiz address these SWOT areas?
Strengths	As a team, we have many strengths. Strengths that we have: our team consists of people from different courses so we can share our knowledge. The courses that we consist of are Computer Science and Business IT. Most of our members come from different backgrounds will enable the team to tackle various aspects of the project effectively. The team is well-organized and efficient in their work.
Weaknesses	A weakness of our team is that some members are less technical than other members. Our team consists of 5 members, this limits the amount of progress we could make compared to if we had more members. The team may face challenges in managing their time effectively, given the complexity and scope of the project. Limited resources may pose a challenge to the team's ability to achieve their goals within the desired timeframe.
Opportunities	The team can collaborate with external experts, such as sign language interpreters, to ensure the effectiveness of the technology. The team can leverage emerging technologies and trends, such as AI and natural language processing, to enhance the product's capabilities. The team can explore partnerships with organizations focused on assisting individuals with hearing impairments.
Threats	Competition from existing sign language technologies in the market may pose a challenge to the team's success. The team may face legal and regulatory challenges related to intellectual property rights and accessibility requirements. Threats that we could face as a team would be a pandemic to battle this threat, we have established a form of communication other than face to face. External factors such as changes in funding availability or economic instability may impact the team's ability to successfully execute the project.

VI. FINANCIALS

The anticipated funding and investment for SignGenius in the upcoming fiscal year have been categorized into the following groups, each to be utilized at different stages of product development and marketing. Figure 6.1 illustrates the potential seed funders that we plan to approach for investment.

SEED FUNDS

Bootstrapping	Angels	Incubators	Accelarators	Venture Capitals
• Friends & Family • Personal Investment • BCU-CEBE Dept. • Bank Loan: Equipments, Finance operations, Customer acquisition	• High Net worth • Startup Investors • Like: Angellist, Angel Investment Network, Angel Forum, Gust	• Founders with Idea • Mentor to provide workspace, networking, training & resources • Like: TechStars, YCombinator, Mass Challenge, SOSV, Alchemist Accelerator	• Support growth driven startups • Provide financing, mentorship, product development • Give them Equity • Like: SharkTank, SignAll Lab	• Provide funds at high-risk, high-rewards • Used as initial funding • Like: SeedInvest, StartEngine, Seedrs, MicroVentures

Direct costs are a combination of hardware costs (for MVP design) and the cost of opening Play Store and App Store accounts. The components of direct cost include the cost to consume AWS for web services, running ML models, and storage. Marketing and advertising expenses are also included in the direct cost.

Overhead costs consist of costs incurred in investor pitches, transportation, and related expenses.

The Android version of the app will launch in July, and the iOS version will launch in August. We expect to achieve 5,000 app downloads in total by the end of February 2024. The revenue model of the app will be a freemium model, where basic capabilities are free to use, and add-on services are paid. We expect to maintain a 10% paid conversion of total downloads, and each of those customers to spend £1 in recurring revenue monthly.

After capitalizing on the market using apps, we plan to launch hardware products.

Month	Apr'23	May'23	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24
Starting Balance	£500	£330	£230	£50	-£190	-£240	-£530	-£480	-£310	-£160	£500	£1,255
Direct Costs	-£120	-£50	-£100	-£120	-£210	-£490	-£180	-£300	-£350	-£390	-£415	-£450
Overhead Costs	-£50	-£50	-£80	-£120	-£150	-£150	-£150	-£150	-£150	-£150	-£150	-£150
Loan Payments	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total Costs	-£170	-£100	-£180	-£240	-£360	-£640	-£330	-£450	-£500	-£540	-£565	-£600

Cash Flow												
Customer Receipt (Sales)	£0	£0	£0	£0	£10	£50	£80	£120	£150	£200	£320	£500
Financing Activities	£0	£0	£0	£0	£300	£300	£300	£500	£500	£1,000	£1,000	£1,000
Total Income	£0	£0	£0	£0	£310	£350	£380	£620	£650	£1,200	£1,320	£1,500
Closing Balance	£330	£230	£50	-£190	-£240	-£530	-£480	-£310	-£160	£500	£1,255	£2,155

Table 6.1, represents **Cash Flow for SignGenius** during first financial year(April'23 to March'24).

Profit & Loss	Apr'23	May'23	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24
Gross Revenue	£0	£0	£0	£0	£10	£50	£80	£120	£150	£200	£320	£500
Direct Costs	-£120	-£50	-£100	-£120	-£210	-£490	-£180	-£300	-£350	-£390	-£415	-£450
Gross Margin	-£120	-£50	-£100	-£120	-£200	-£440	-£100	-£180	-£200	-£190	-£95	£50
Overheads	-£50	-£50	-£80	-£120	-£150	-£150	-£150	-£150	-£150	-£150	-£150	-£150
Net Margin	-£170	-£100	-£180	-£240	-£350	-£590	-£250	-£330	-£350	-£340	-£245	-£100
Tax (20%)	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Profit (Loss) After Tax	-£170	-£100	-£180	-£240	-£350	-£590	-£250	-£330	-£350	-£340	-£245	-£100

The Table 6.2, shows monthly **Profit and Loss of SignGenius** for the year April'23 to March'24.

Balance Sheet	Individual Amount	Total
Assets		
Cash and Cash Equivalents	£2,155	
Accounts Receivable	£0	
Inventory	£0	
Prepaid Expenses	£300	
Total Current Assets		£2,305
Property, Plant, and Equipment	£0	
Other Investments		£850
Other Assets		£1,945
Total Assets		£5,100
Liabilities and Equity		
Accounts Payable	£200	
Short-term Loans	£0	
Accrued Expenses	£0	
Current Portion of Long-term Debt	£0	
Total Current Liabilities		£200

Long-term Loans	£0	
Deferred Taxes	£0	
Other Long-term Liabilities	£0	
Total Liabilities		£200
Common Stock	£0	
Retained Earnings	£0	
Total Equity		£200
Additional paid in Capital		£4,900
Total Liabilities and Equity		£5,100

The Table 6.3, shows monthly **Balance Sheet of SignGenius** for the year April'23 to March'24.

A. Conclusion for Financials

Based on our financial plan, we are confident in our ability to achieve our goals and drive growth for SignGenius. However, we also acknowledge the potential costs that may arise during the process, such as the need to hire new team members or unexpected delays in expected investment. Therefore, our strategy moving forward is to allocate more resources towards marketing efforts to ensure that our product reaches a wider audience, including organizations that may benefit from using SignGenius to create a more inclusive environment for their employees. With our solid financial plan and careful consideration of potential risks, we are excited to take the next steps in bringing SignGenius to market and making a positive impact on the lives of others.

REFRENCES

1. www.grandviewresearch.com. (n.d.). Gesture Recognition Market Size & Share Report, 2030. [online] Available at: https://www.grandviewresearch.com/industry-analysis/gesture-recognition-market [Accessed 17 Mar. 2023].

APPENDIX

Table below represents a SWOT analysis on all the internal and external factors that affect our business during the course of 12-months.

	Strengths	Weaknesses	Opportunities	Threats
Product	SignGenius is a unique and innovative product that has the potential to significantly improve communication between deaf and hearing individuals. The technology used in SignGenius, such as natural language processing and machine learning, sets it apart from other sign language translation tools. There is a growing market for assistive technologies like SignGenius, which presents an opportunity for the product's success. The development team has strong expertise in computer science and business IT, which positions them well to execute the project effectively.	The team may have limited experience in developing sign language technologies, which may require additional research and learning. Limited resources may pose a challenge to the team's ability to achieve their goals within the desired timeframe. SignGenius is a relatively new product, which means that the team will need to invest in marketing and advertising efforts to build awareness and generate interest.	SignGenius can collaborate with external experts, such as sign language interpreters, to ensure the effectiveness of the technology. There is potential for SignGenius to expand its capabilities beyond sign language translation and into other areas of assistive technology. The product can explore partnerships with organizations focused on assisting individuals with hearing impairments to reach a wider audience.	Competition from existing sign language technologies in the market may pose a challenge to the success of SignGenius. Legal and regulatory challenges related to intellectual property rights and accessibility requirements may arise. External factors such as changes in funding availability or economic instability may impact the team's ability to successfully execute the project.
Brand	The brand has a unique and innovative product that solves a specific problem for individuals with hearing impairments. The brand has a strong and memorable name, "SignGenius," that aligns with the product's functionality. The brand can leverage the growing awareness and demand for assistive technologies to promote the product.	The brand may have limited brand recognition or market share compared to more established brands in the assistive technology industry. The brand may struggle to reach and connect with its target audience due to limited marketing resources or strategy. The brand may face challenges in communicating the value and effectiveness of the product to potential customers.	The brand can leverage emerging technologies, such as AI and machine learning, to enhance the product's capabilities and differentiate from competitors. The brand can explore strategic partnerships with organizations or institutions focused on promoting accessibility and assistive technology. The brand can expand its target market to include individuals without hearing impairments who may benefit from the product's functionality,	The brand may face competition from established brands in the assistive technology industry or new entrants with similar products. The brand may face legal or regulatory challenges related to intellectual property rights or accessibility requirements. External factors such as economic instability or changes in funding availability may impact the brand's ability to successfully execute its strategy.

			such as language learners or individuals in noisy environments.	
Marketing	SignGenius has a unique and innovative value proposition that addresses the needs of people with hearing impairments. The product has a wide target market, including individuals, schools, and organizations focused on assisting people with hearing impairments. SignGenius has the potential to generate positive word-of-mouth marketing and social media buzz through user testimonials and demonstrations.	The product may face challenges in reaching its target market due to limited marketing budget and resources. Lack of awareness and understanding of sign language technologies among the general population may pose a challenge to the product's adoption. The product may face competition from existing sign language technologies in the market.	The marketing team can leverage digital marketing channels, such as social media, email marketing, and search engine optimization, to reach a wider audience. Collaborating with sign language interpreters and influencers can help increase the product's credibility and reach. SignGenius can explore partnerships with organizations and institutions focused on hearing impairments to increase its visibility and adoption.	Changes in regulatory and accessibility requirements may pose a challenge to the product's marketing and adoption. The marketing team may face legal challenges related to intellectual property rights and trademark infringement. Economic instability or shifts in funding availability may impact the marketing budget and resources available for the product.
Operations	Well-planned and organized production process to ensure efficient manufacturing and delivery. Experienced team in product development and operations management. Use of advanced technology in the production process to ensure high-quality output.	Limited internal funding may constrain the ability to scale operations in the short term. Dependence on external suppliers for raw materials and components may increase the risk of delays or quality issues. Unforeseen technical issues or manufacturing challenges may impact the production process and product delivery.	Partnership opportunities with organizations focused on promoting accessibility and assistive technology. Expansion of operations to new markets or distribution channels. The ability to leverage emerging technologies to improve the production process and reduce costs.	Intense competition from established players in the market may make it challenging to gain market share. Changes in regulations or legal requirements related to accessibility and assistive technology may impact operations. Economic instability or changes in funding availability may impact the ability to scale operations.
Finance	The product has the potential to generate revenue through sales and partnerships. The team has identified potential funding sources to support internal and external operations. The product's cost structure is relatively low, making it financially feasible.	The product may require significant initial investment in research and development. Market competition may limit the profitability of the product. The team may face challenges in securing adequate funding to support the growth and development of the product.	The product's potential to improve communication for individuals with hearing impairments presents a significant opportunity for growth and impact. The team can explore partnerships with organizations focused on assisting individuals with hearing impairments to increase brand awareness and reach. The product's potential to attract socially	Changes in the economic environment may impact the availability of funding or demand for the product. Legal and regulatory requirements may pose a challenge to the product's development and distribution. Market competition may limit the product's ability to gain market share and profitability.

| | | | responsible investors may present an opportunity for additional funding. | |