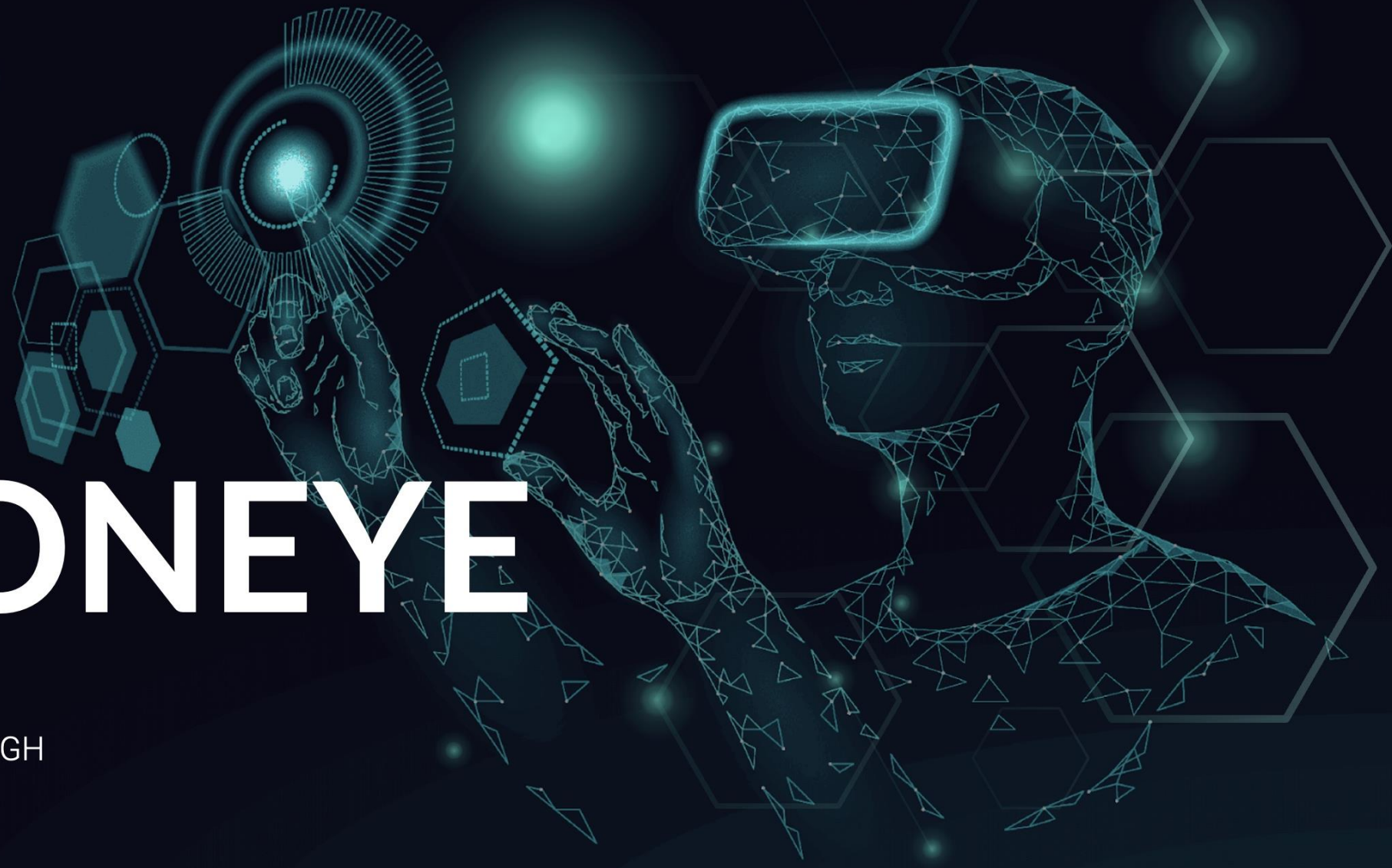


VISIONEYE

VIEW THE WORLD THROUGH
THE NEW LENS...

11 SUSTAINABLE CITIES AND COMMUNITIES

10 REDUCED INEQUALITIES

Sustainability

3 GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages

8 DECENT WORK AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

The blindness ruined my life…

Nasimi Alizada,
19 years old,
having visual impairment

EXISTING PROBLEM

The mentioned problems decrease the quality of lives of visually impaired citizens and make it challenging to build an inclusive and diverse society.

Lack of Access to learning materials
&
Accessing Shared Resources

Loss in economy

Introducing to Society

WORLD STATISTICS ON VISUALLY IMPAIRED

The existing problem we face today is the significant increase in the number of visually impaired individuals worldwide.

Visually Impaired Data

According to World Health Organization, this number is expected to rise to more than 550 million.

380M+
Visually Impaired

39M+
Blind People

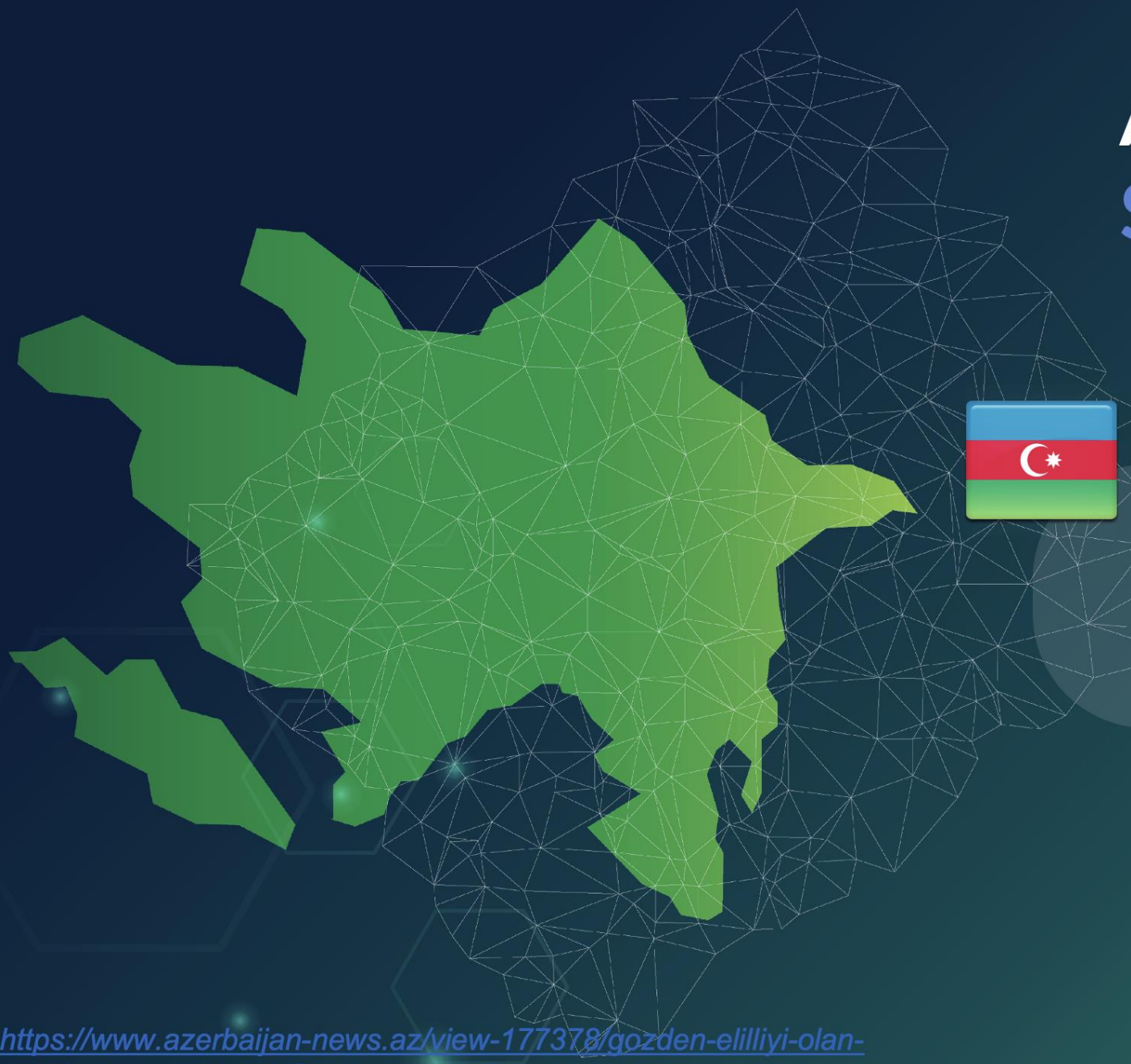
https://www.emro.who.int/control-and-preventions-of-blindness-and-deafness/announcements/global-estimates-on-visual-impairment.html

5.2%

Economic Growth

Welfare

AZERBAIJAN STATISICS



100.000 +
People With Visual Impairments

132 +
Support Centers

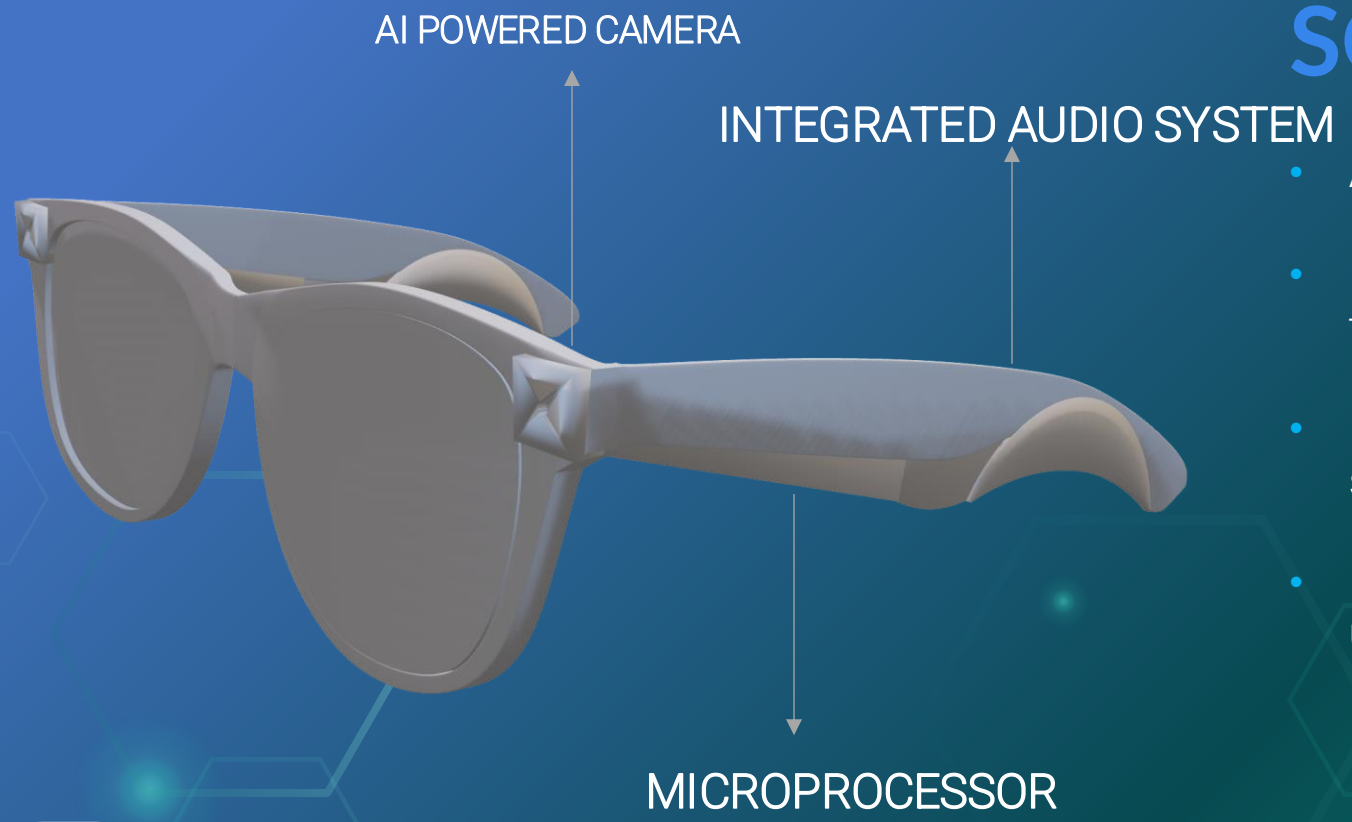
https://www.azerbaijan-news.az/view-177378/gozden-elilliyi-olan-sexslerin-sosial-mudafiesi-guclendirilir

How to bring this people back to work & normal life?

INNOVATIVE SOLUTION

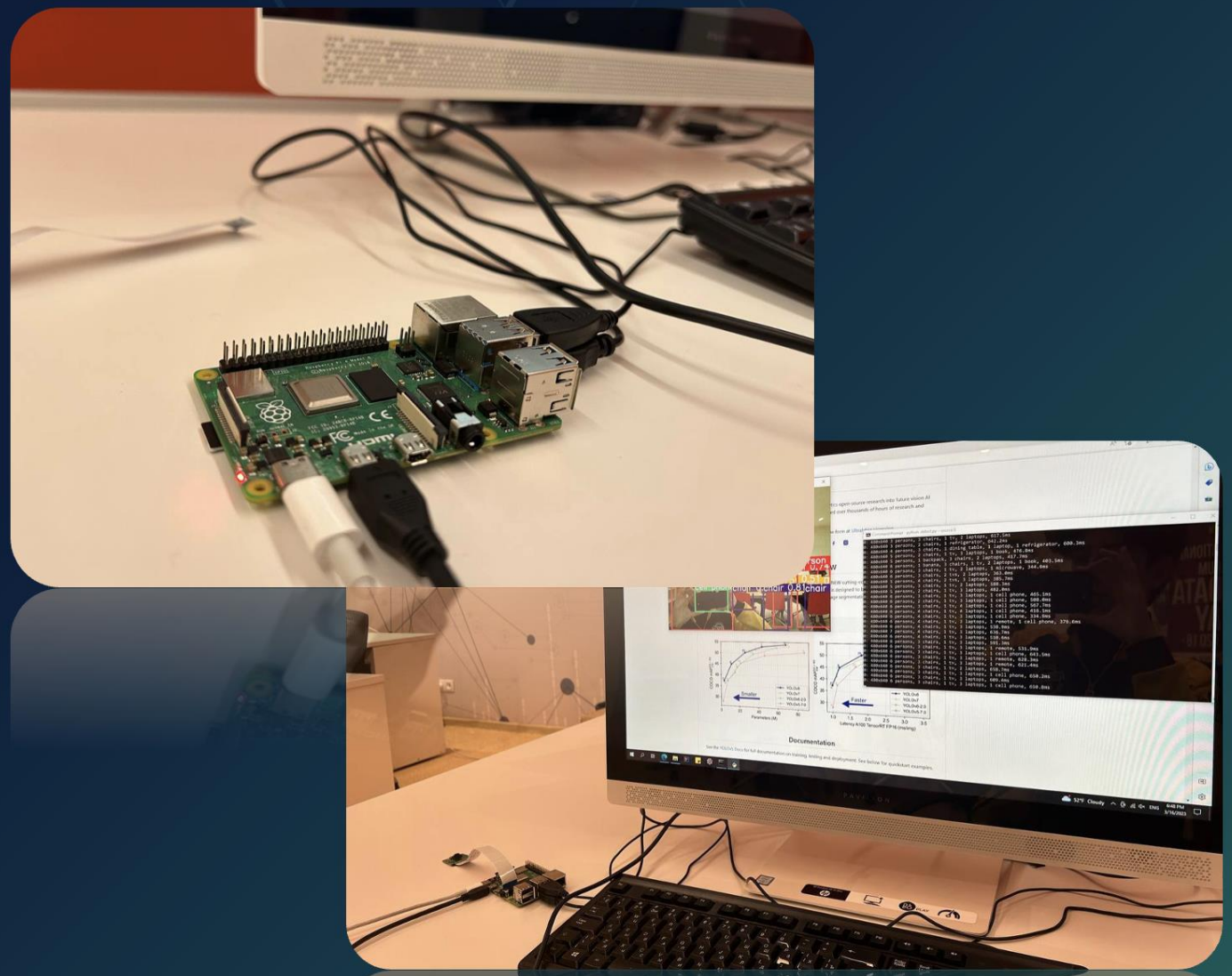
- AI-Powered assistive technology glasses
- Detect not only objects, but also obstacles, texture info
- Provide voice-assistant to say out loud the summary of environment
- Provide user-friendly interface for anyone to use

INNOVATIVE SOLUTION



- AI-Powered assistive technology glasses
- Detect not only objects, but also obstacles, texture info
- Provide voice-assistant to say out loud the summary of environment
- Provide user-friendly interface for anyone to use

most needed info, most needed time



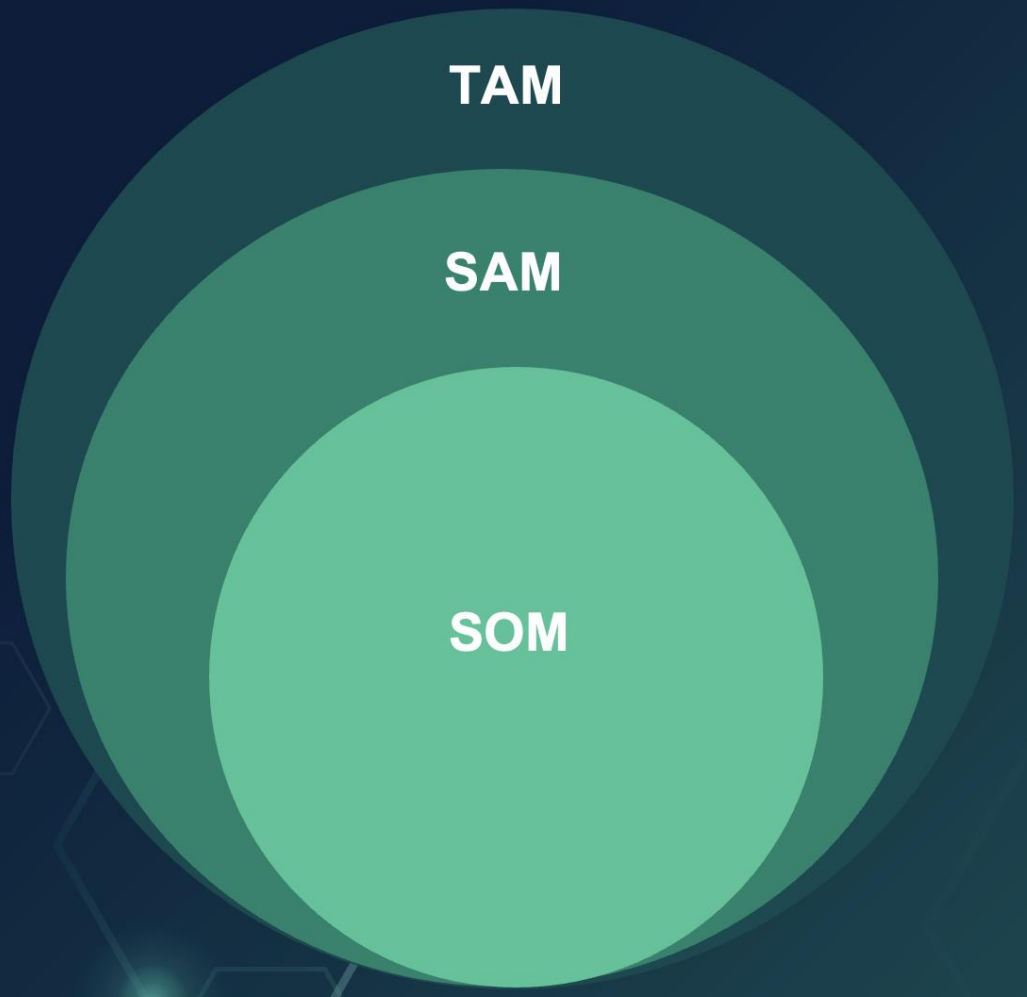
TECHNOLOGY

AI Camera
Using "CLIP" computer vision technology

Embedded Microprocessor system
Using Machine Learning algorithms to process the data

Text-to-Speech Technology
Using Google API to transform environment analysis to voice

Web Application
Using Django Framework to create website application



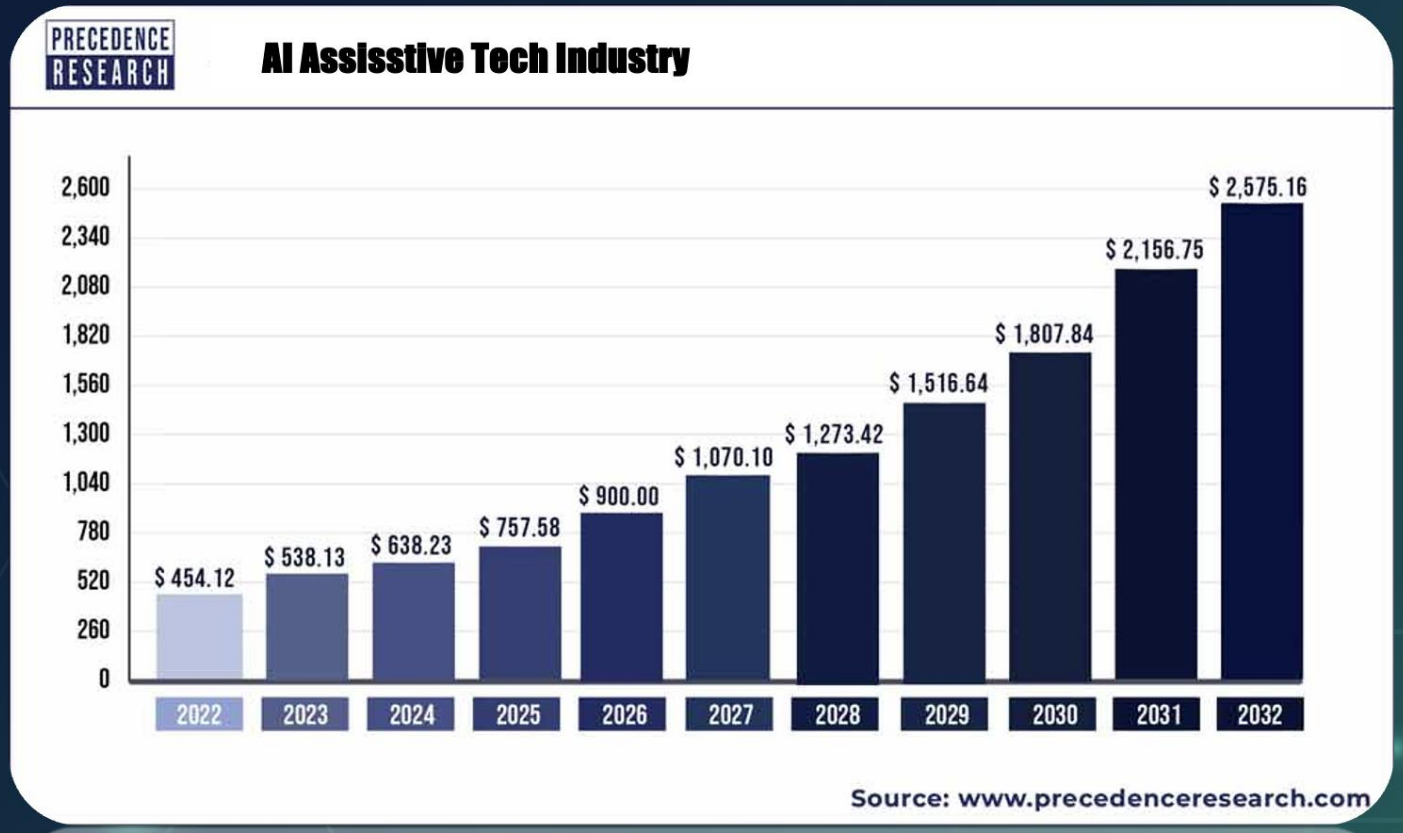
MARKET SIZE

Total Addressable Market (TAM)
USD 105 Bln

Serviceable Addressable Market (SAM)
USD 2 Bln

Serviceable Obtainable Market (SOM)
USD 125 Mln

WHY NOW?



19%
annual growth rate(CAGR)

BUSINESS MODEL

B2C BUSINESS MODEL
Visually impaired individuals

B2G BUSINESS MODEL
Governmental agencies, state institutions

LIFETIME VALUE
$250

CUSTOMER ACQUISITION
$20

COMPETITIVE ANALYSIS

	VISIONEYE	Be My Eyes	ESIGHT	VIRUX
Affordability	✓	✓		
No health damage	✓	✓	✓	✓
24/7 support	✓			
Texture analysis	✓			

ROADMAP

September 2023

Awareness In Regions:

Spreading the word in various regions, we aim to create a strong foundation of awareness about our solution, reaching every corner of the community.

November 2023

Initial Testing

Continue testing and identification of product-market need by precise examination of unique customer needs and concerns.

January 2023

15 Social Partners

Building connections with 15 social partners, we'll establish a diverse network that can help us enhance our impact and collaborate effectively to improve the lives of the visually impaired.

April 2024

International Scale

We have our sights set on expanding our reach beyond our borders, ensuring that our technology benefits visually impaired individuals on an international scale.

June 2024

Improved Technology

By staying up-to-date with the latest advancements in AI and assistive technology, we'll continue to innovate and enhance our product, adapting to the changing needs of the visually impaired community.

10+

FEEDBACK

We presented our product and solution to industry experts and people from our target audience and received a valuable feedback.

★ ★ ★ ★ ★

Elnur Eyvazov

Former Director, Office of Diversity | Senior Lecturer

"It could be very useful tool in crossing the road and progressing in environment"

★ ★ ★ ★ ★

Adrianna Giddings

Visually Impaired Student, University of Mary Washington

"It is an interesting project and would benefit a lot of people here."

REFLECTIONS

Azerbaijan Society for Visually Impaired People

Having more than 25,000 members, society is an influential organization aiming to assist visually impaired people.

Shelter and Rehabilitation Institution

The University of Mary Washington's (ODR) assists students with disabilities to increase the quality of their experience while studying.

UMW Center for Disability and Resources

The University of Mary Washington's (ODR) assists students with disabilities to increase the quality of their experience while studying.

Mars Academy

Robotics courses in Azerbaijan that aim to teach student solve global problems by applying robotics.

“Even the small butterfly in air should be perceived by all”

VISIONEYE

THANK YOU

VISIONEYE BRINGS NEW VISION!

Website Application

BACKUP SLIDES

VISIONEYE BRINGS NEW VISION!

Azerbaijan Society for Visually Impaired People

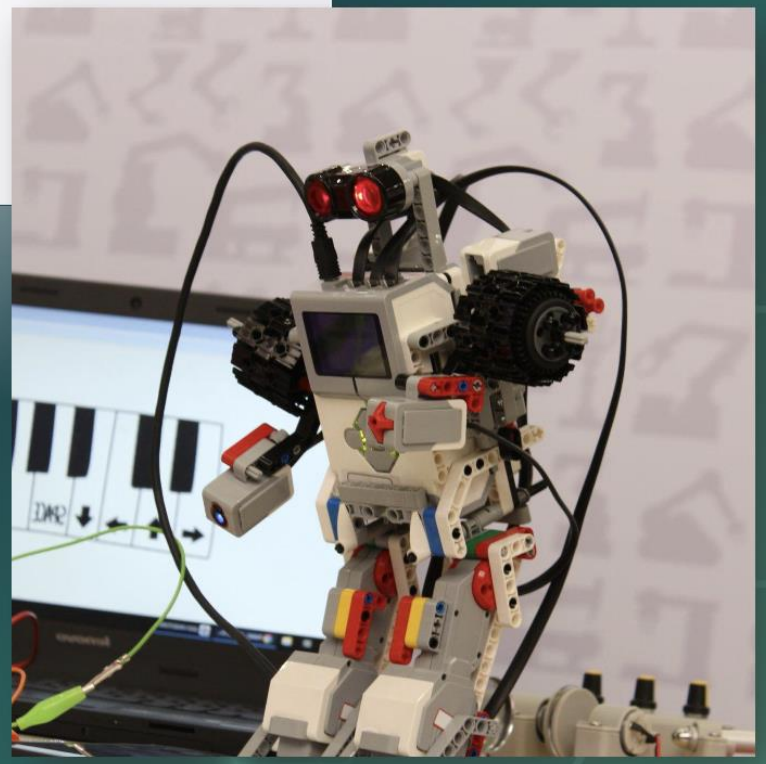
Having more than 25,000 members, society is an influential organization aiming to assist visually impaired people.

- Access to visually impaired people
- Environment for meetings
- Governmental support
- Spreading awareness to public

MARS ACADEMY

Robotics courses in Azerbaijan that focus on making students build their own programmable robot using the provided parts, motors, microcontrollers, and sensors.

- Future commercialization support
- Future tech support for mass production



“Building more diverse and inclusive societies”

VISIONEYE

UNIQUE MISSION & BENEFITS

The benefits our solution are unique of their kind and exceptional both for local and international society.

- **Easier environment orientation of visually impaired**
- **Introduction of visually impaired to diverse society**
- **Building inclusive communication methods**
- **Making facilities and tools more accessible**

VISIONEYE VISION

Social Inclusivity
Promoting social connections, education, and employment.

Removing Barriers
Creating equal access for students with disabilities.

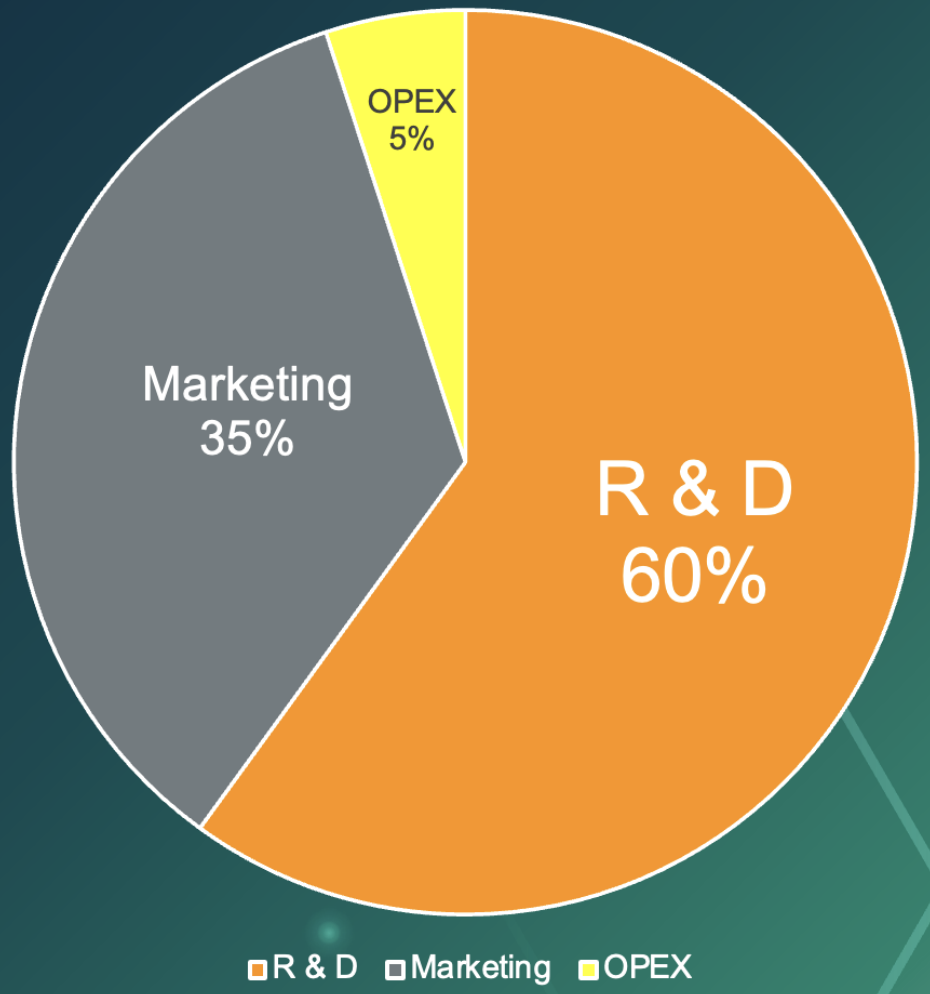
Collaborative Progress
Partnering with stakeholders for continuous improvement.

Transforming Lives
Creating a brighter future for visually impaired citizens.

VISIONEYE VISION

Initial Investment Needed	20,000$
Percentage (%) of R&D	60%
Percentage (%) of Marketing	35%
Percentage (%) of OPEX	5%
Amount for R&D	12,000$
Amount for Marketing	7,000$
Amount for OPEX	1,000$

Investment Allocation



VISIONEYE VISION

KEY INDICATORS		
Investment	$	80,000
Marketing cost (35%)	$	28,000
Total number of potential customers (annual)		400
Customer Acquisition Cost	$	20
Customer lifetime value	$	250
Ratio		12.5

Collaborative Progress
Partnering with stakeholders for continuous improvement.

MARKET SIZE		
Inputs	**Unit of measure**	**Number**
LTV	*USD*	*250*
Total amount of visually impaired people	*-*	*420M*
Total Addressable Market (TAM)	***USD***	**105B**
SAM countries Population	*-*	*152,38M*
SAM countries visually impaired people	*-*	*7.98M*
Serviceable Available Market (SAM)	***USD***	***1,995B***
Azerbaijan visually impaired people	*-*	*100K*
Serviceable Obtainable Market (SOM)	***USD***	***125M***