oswald

Accessibility technology, made with love in India.

Introduction

We are on a mission to make technology accessible to everyone, regardless of literacy, age, language, or disability.

Based in New Delhi

Team size ~10

2016

Founded in 2016

2L+

Monthly product views

"India to have 1 billion mobile users by 2020: GSMA

Why Now?

The number of 4G connections is forecast to grow rapidly, growing from just three million at the end of 2015 to a quarter billion by 2020.

India needs a smartphone that's accessible to the 325 Million illiterate, 100 Million senior citizens, 45 Million visually impaired, and 15 Million blind users.

India needs a smartphone that can be used in all 22 official languages and that is customized for the Indian user, with Adhaar integration, cashless payments, seamless updates, and everything in between.

Diverse Market

325M Illiterates
India has the largest illiterate population.

100M Senior Citizens
This is expected to grow to 173M by 2026.

45M Visually Impaired
Again, the largest in the world.

20M Disabled
Need to build special features for them.

Introducing the Shravan smartphone.

Breaking Barriers in Smartphone Usage

It works for people who have visual impairment, learning disorders, or are senior citizens. It also works for villagers, illiterate audiences, disabled users, and everyone in between.

Patent-pending Technologies

It uses accessible interface patterns with different modes for correcting system-wide settings using a patent-pending combination of vibrations, speech, and touch.

Friday, August 15
32°C in New Delhi

7:47 PM

Clock

News

Music

Message

Phone

Settings

Features

Voice Assistant
Talk to your assistant and get things done.

News, Search, Internet
Listen to the latest news, get answers, and more.

Music Streaming
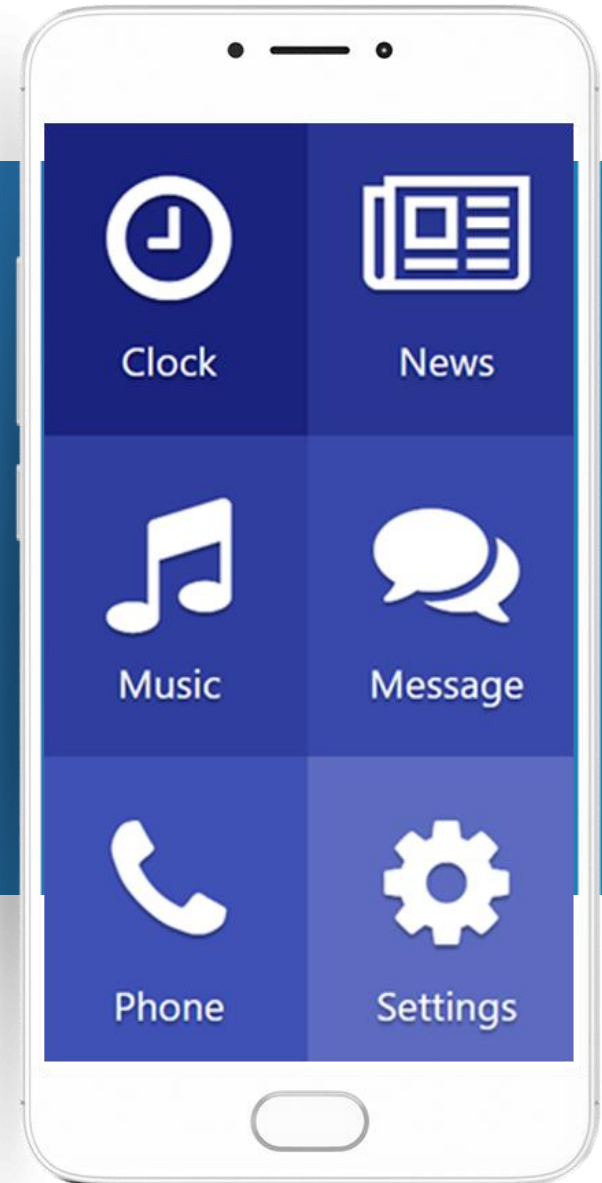Latest English, Hindi, regional music for free.

Emergency Features
One-tap access to emergency services.

Breaking the Language & Illiteracy Barrier
Shravan works in Indian regional languages like Hindi, Bengali, Telugu, Marathi, Tamil, Urdu, Gujarati, Kannada, Malayalam, and more. Talk to it if you can't read.

Features

Aadhaar Integration
Verify and remember who you are, always.

Shravan Messenger
Free Shravan-to-Shravan messaging over IP.

Cashless Payments
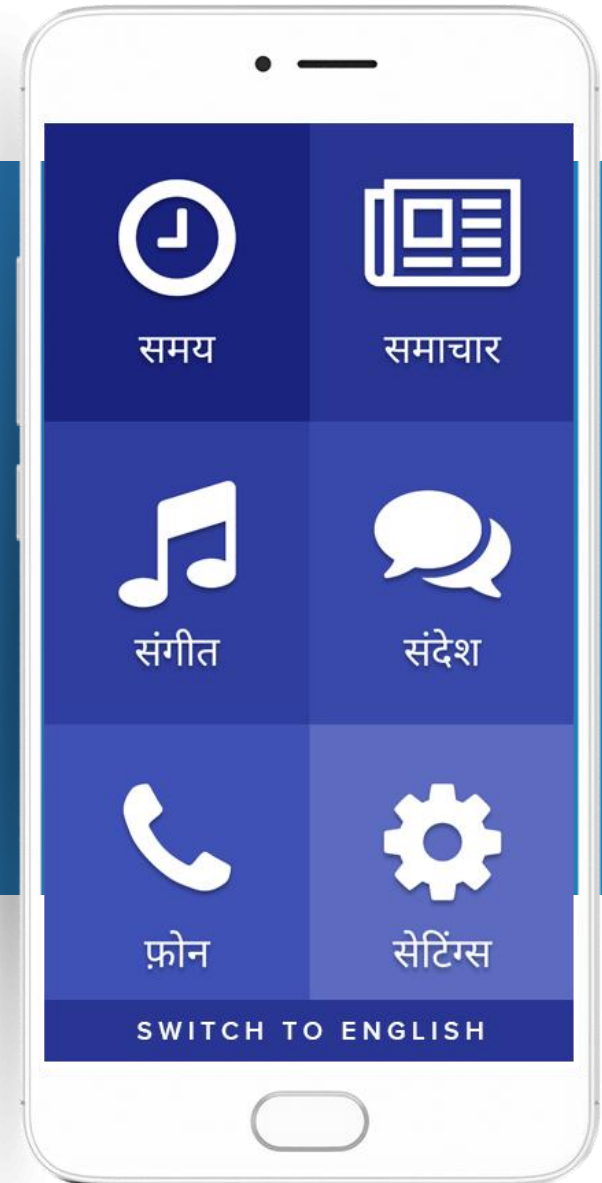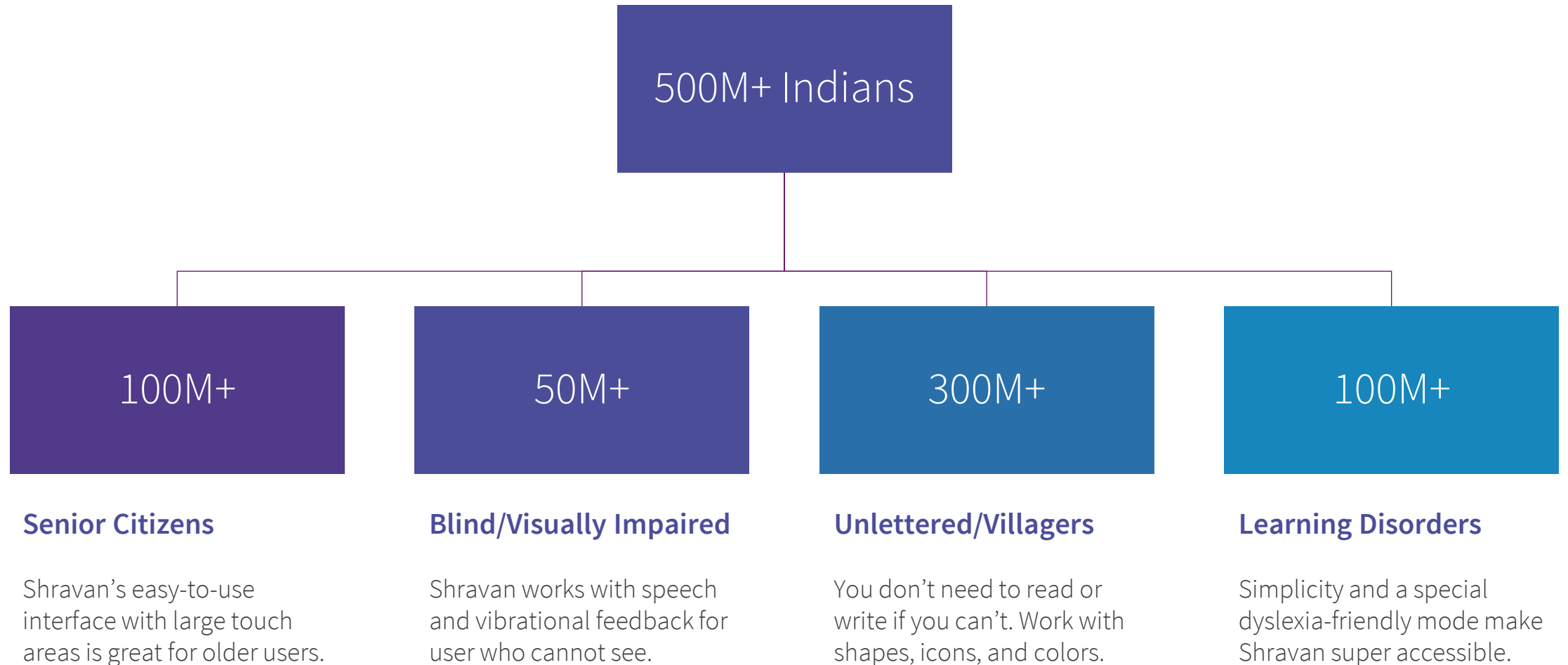Built-in digital wallet for secure transactions.

Automatic Updates
Seamless over the air updates in background.

Breaking the Language & Illiteracy Barrier
Shravan works in Indian regional languages like Hindi, Bengali, Telugu, Marathi, Tamil, Urdu, Gujarati, Kannada, Malayalam, and more. Talk to it if you can't read.

समय समाचार

संगीत संदेश

फ़ोन सेटिंग्स

SWITCH TO ENGLISH

A smartphone_in every hands

500M+ Indians

100M+

50M+

300M+

100M+

Senior Citizens

Shravan's easy-to-use interface with large touch areas is great for older users.

Blind/Visually Impaired

Shravan works with speech and vibrational feedback for user who cannot see.

Unlettered/Villagers

You don't need to read or write if you can't. Work with shapes, icons, and colors.

Learning Disorders

Simplicity and a special dyslexia-friendly mode make Shravan super accessible.

Market Size

1.7B+ in the world

500M+ in India

1.3M

in Delhi alone

$4M

estimated revenue at 10% market penetration in Delhi

Business Model

Mid-2017: Software

Download – Install – Shravan

You can upgrade any Android-based smartphone into a Shravan smartphone by downloading and installing our toolkit.

Stretch Goal: OEMs

You can purchase a low-cost Shravan smartphone with a big screen, strong haptic engine, and powerful speakers for as low as ₹3000, which is affordable to our target audience.

Market Adoption

Partnerships

We are partnering with blind schools, relief organizations, and other NGOs working for the disabled to get our product directly in the hands of our customers.

Online

An accessible ecommerce store can be built, where users can pay online and download and install the software with a very simple one-step process or order a Shravan device to their homes.

Competition

	Shravan	Feature Phone	Basic Android Phone
Phone Calls + SMS	Yes	Yes	Yes
Native Language	Yes	No	No
Accessible to Everyone	Yes	No	No
Internet	Yes	No	Yes
Price	₹ 3,000	₹ 1,500	₹ 5,000

We're selling what you can do with it.

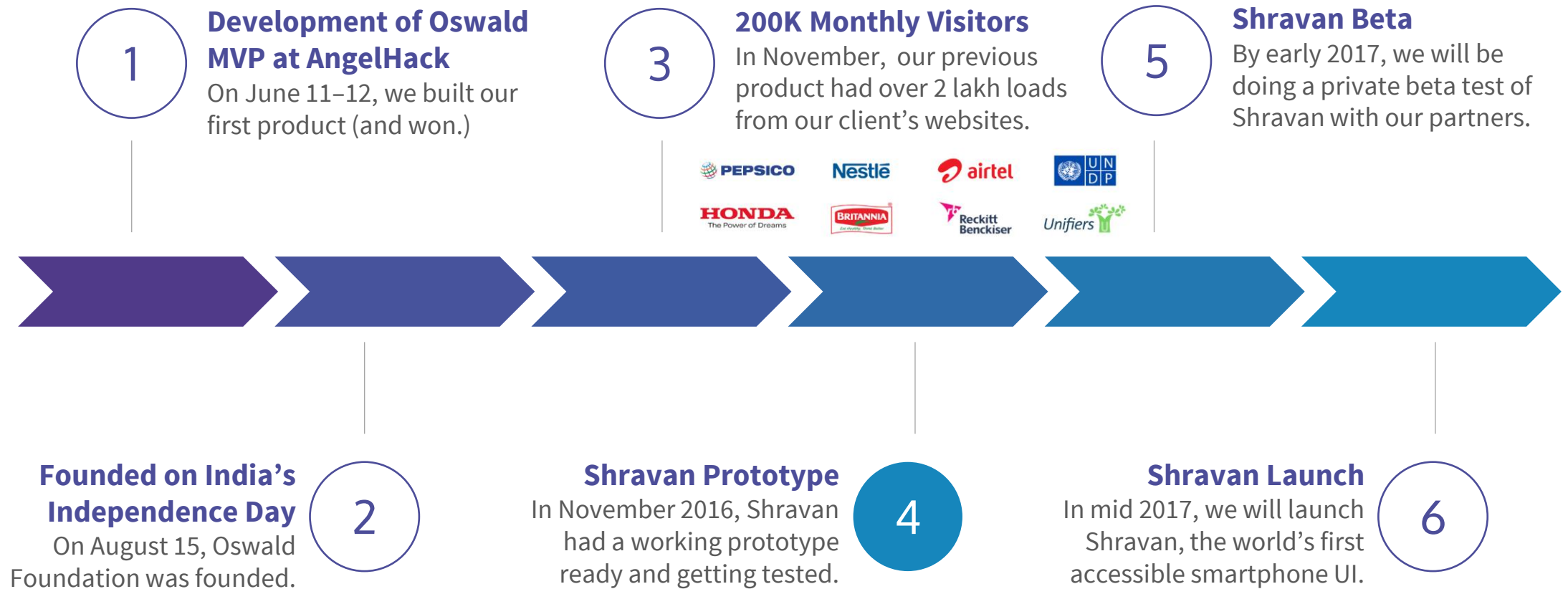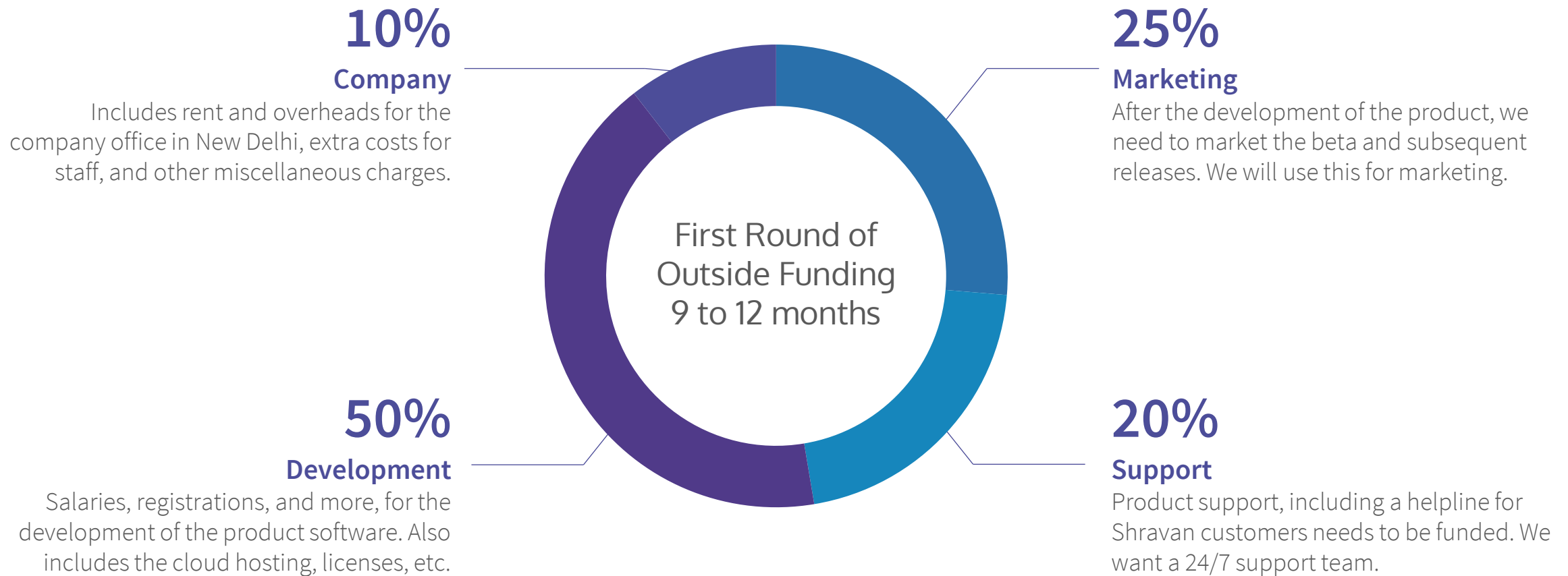| Free messaging | Connectivity & ease of access | Music streaming |
Wikipedia app	Education & empowerment	Study material
Sexual health	Healthcare & support	CureInstant app
Make payments	Cashless economy	Aadhaar in-built
Assistant & search	Access to information	25+ languages
Recyclable	Environment-friendly	Wind-powered

Timeline

1 **Development of Oswald MVP at AngelHack**
On June 11–12, we built our first product (and won.)

2 **Founded on India's Independence Day**
On August 15, Oswald Foundation was founded.

3 **200K Monthly Visitors**
In November, our previous product had over 2 lakh loads from our client's websites.

PEPSICO   Nestlé   airtel   UNDP
HONDA   BRITANNIA   Reckitt Benckiser   Unifiers
The Power of Dreams

4 **Shravan Prototype**
In November 2016, Shravan had a working prototype ready and getting tested.

5 **Shravan Beta**
By early 2017, we will be doing a private beta test of Shravan with our partners.

6 **Shravan Launch**
In mid 2017, we will launch Shravan, the world's first accessible smartphone UI.

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The Ask: **$150,000** at $1.5M

10%
Company
Includes rent and overheads for the company office in New Delhi, extra costs for staff, and other miscellaneous charges.

25%
Marketing
After the development of the product, we need to market the beta and subsequent releases. We will use this for marketing.

First Round of Outside Funding 9 to 12 months

50%
Development
Salaries, registrations, and more, for the development of the product software. Also includes the cloud hosting, licenses, etc.

20%
Support
Product support, including a helpline for Shravan customers needs to be funded. We want a 24/7 support team.

Achievements

Winners, Startup India Rocks! 2016 out of 1000+ companies across India.

Incubees, EYE Focus Accelerator (London/ Berlin) batch of 2016–2017

A Cross Border Angels & Investors (Scaale Group) supported company.

Winners, P&G Sponsor Award at Lady Hacks & Code4Impact at AngelHack

OSWALD FOUNDATION HAS BEEN FEATURED BY THESE LEADING PUBLISHING HOUSES

Competitive_Advantages

First to Market

We're the first company building an end-to-end smartphone solution targeting the disabled market.

No Learning Curve

There is no learning curve for someone who has used a phone before, which makes Shravan great.

New Features

Adhaar integration, cashless payments, and everything that Digital India needs, built into the very first smartphone.

Personal

UI is based on years of research, is super simple, and uses machine learning to make it personal.

Team

Oswald Foundation is a young company of ~10 motivated people.
We want to make technology accessible and empower millions.

Anand Chowdhary
Co-founder & CEO
Previously worked with
Government of Delhi, consultant
to 10+ startups. Dropped out in
July to build Oswald Foundation.

Nishant Gadihoke
Co-founder & CTO
Previously worked with Google,
user experience designer.
Currently in highschool, handles
our technologies and products.

Mahendra Singh
Co-founder & COO
Previously worked with Nokia,
electronics engineer by
profession, manages and
expands Oswald Foundation.

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