

Oswald Foundation

Accessibility technology, made with love in India.

Oswald Foundation

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



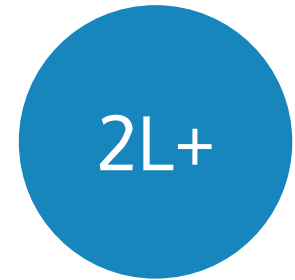
Based in New Delhi



Team size ~10



Founded in 2016



Monthly product views

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

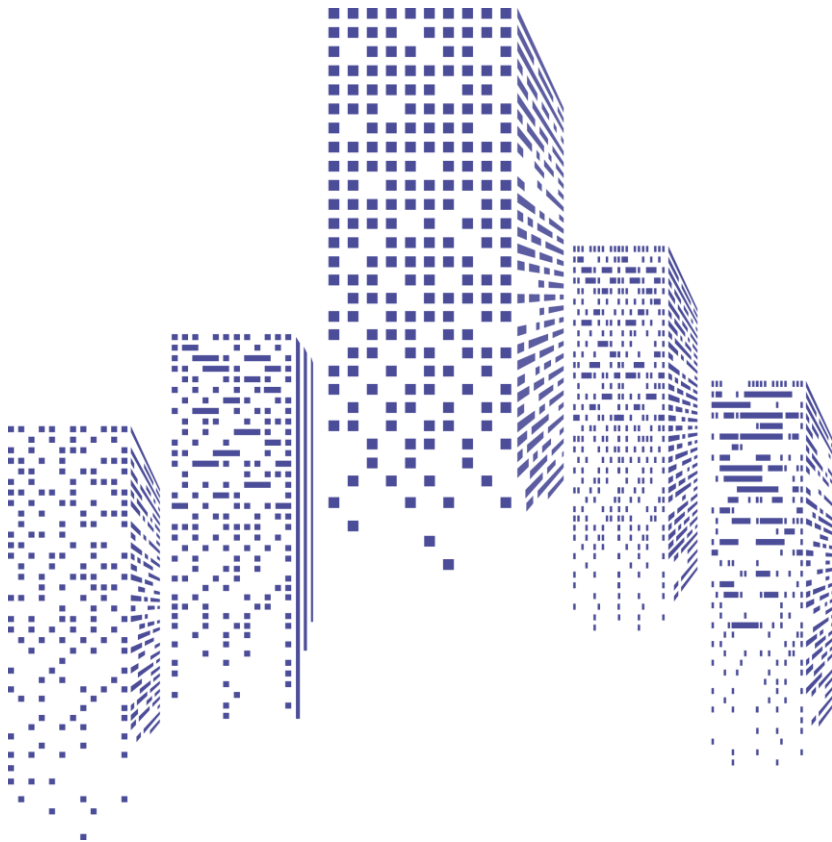
Why Now?

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 Aadhaar integration, cashless payments, seamless updates, and everything in between.

Problem



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.



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.

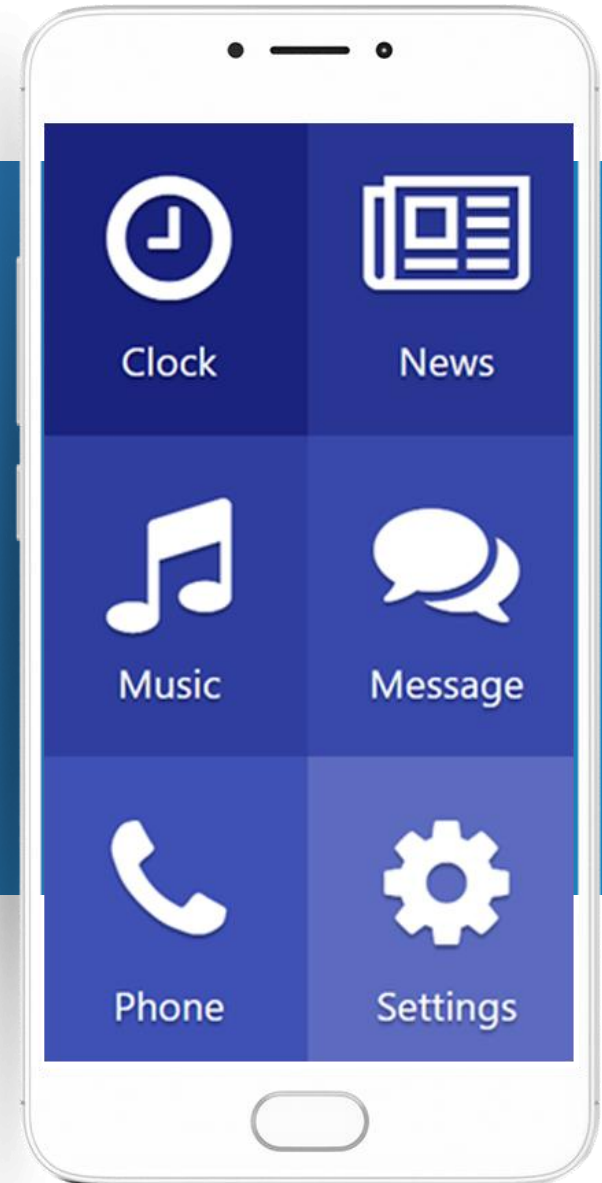


Emergency Features

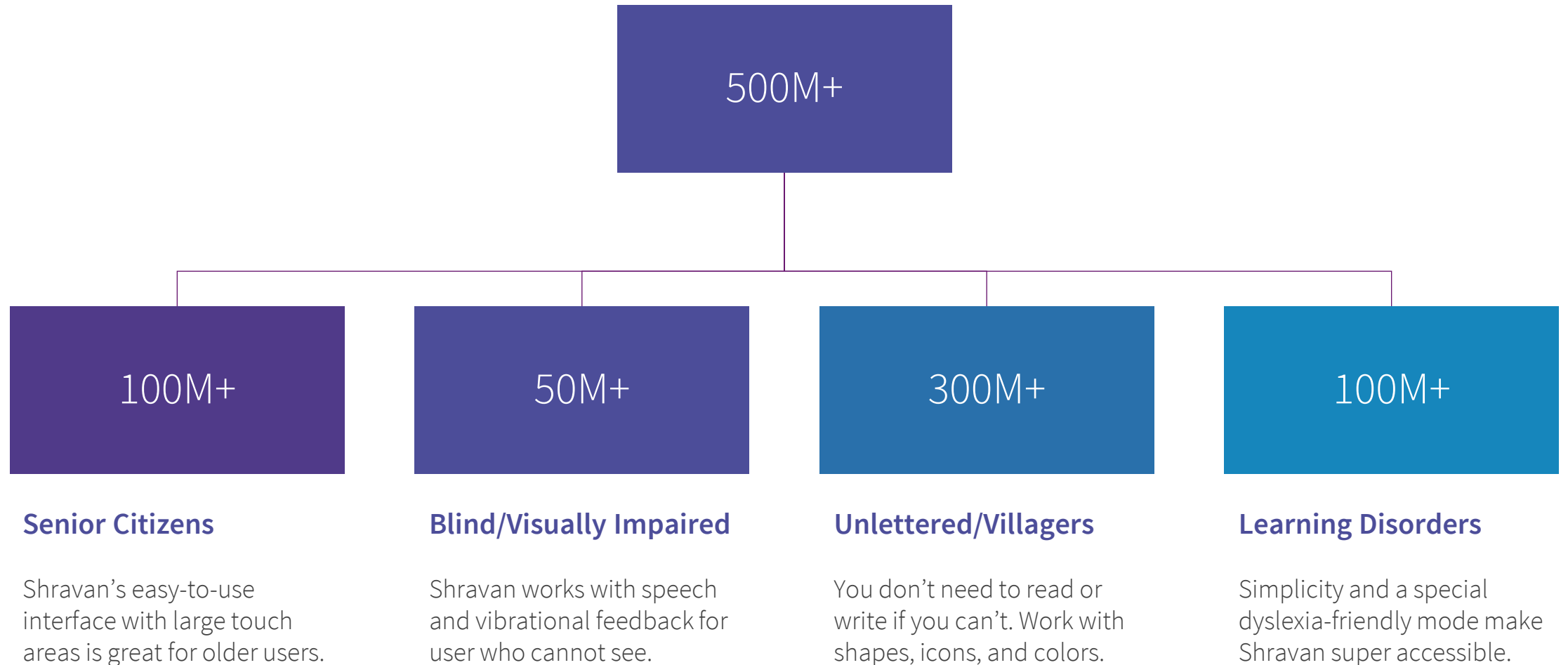
One-tap access to emergency services.

Breaking the Language & Illiteracy Barrier

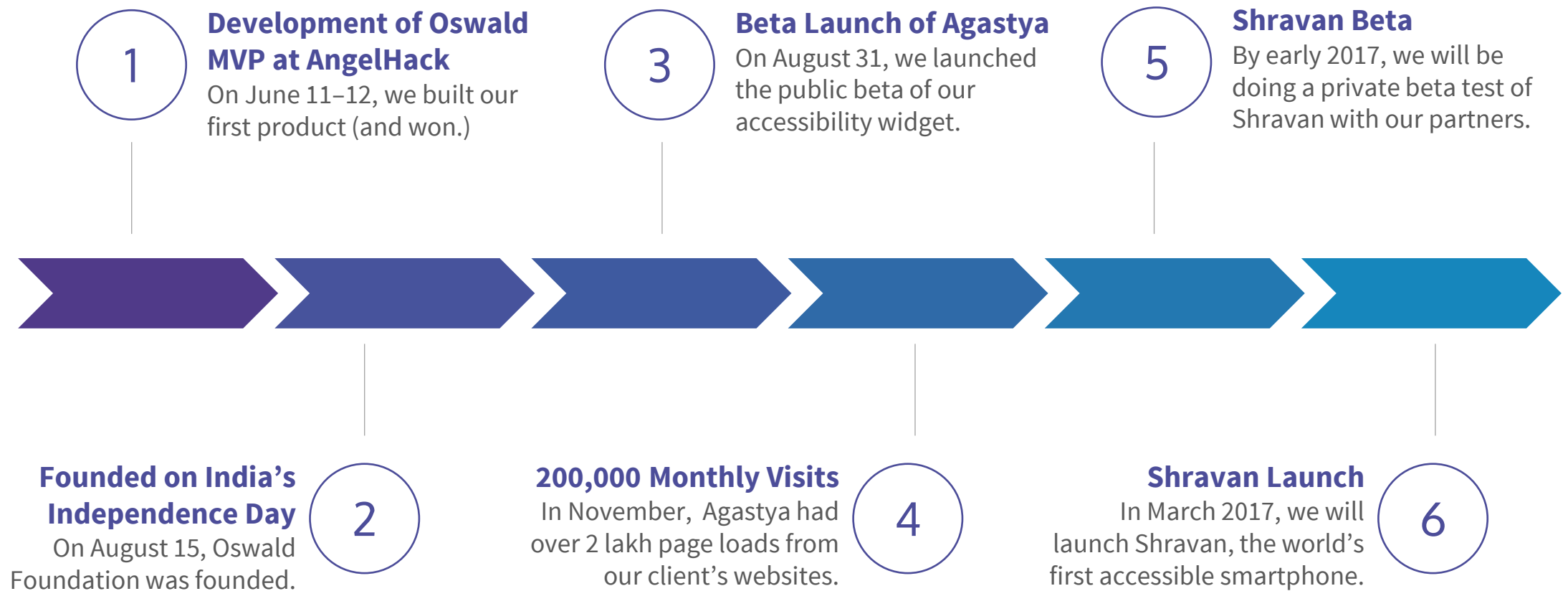
Shravan works in Indian regional languages like Hindi, Bengali, Telugu, Marathi, Tamil, Urdu, Gujarati, Kannada, Malayalam, and more. Talk to it if you can't read.



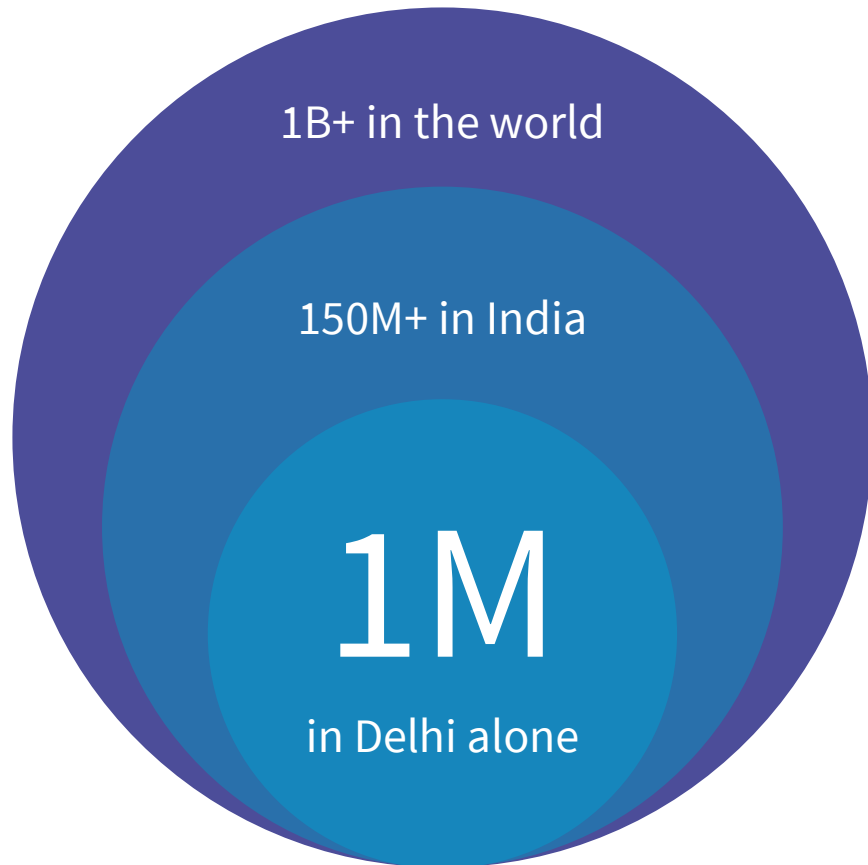
A smartphone_in every hands



Timeline



Market Size



\$3M

estimated revenue at 10%
market penetration in Delhi

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.

Ecommerce

An accessible ecommerce store can be built, where users can pay online and download and install the software or order the smartphone to their homes.

Business Model

Software

Download and install our toolkit to make your old Android phone a full-featured Shravan device. Free for a trial, single license for ₹999, special prices for NGOs.

Device

A low-cost smartphone with a big screen, strong haptic engine, and powerful speakers. Starting at ₹2999 for e-ink display and ₹3999 for colored LCD screen.

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 Technology

We have invented the UI of speech, touch and vibrational feedback together, so nobody else has it.



Personal

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

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

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.



Mahendra Singh

Co-founder & COO

Previously worked with Nokia, electronics engineer by profession, manages and expands Oswald Foundation.

Visit us at <https://oswald.foundation>

Contact

E-267 Greater Kailash II
New Delhi 110048 INDIA
hello@oswald.foundation
+91 88 00 11 05 05

Anand Chowdhary
CEO Oswald Foundation
anand@oswald.foundation
+91 95 55 29 79 89

<https://oswald.tech>
<https://oswald.press>
Facebook/OswaldFoundation
Twitter/@OswaldFdn