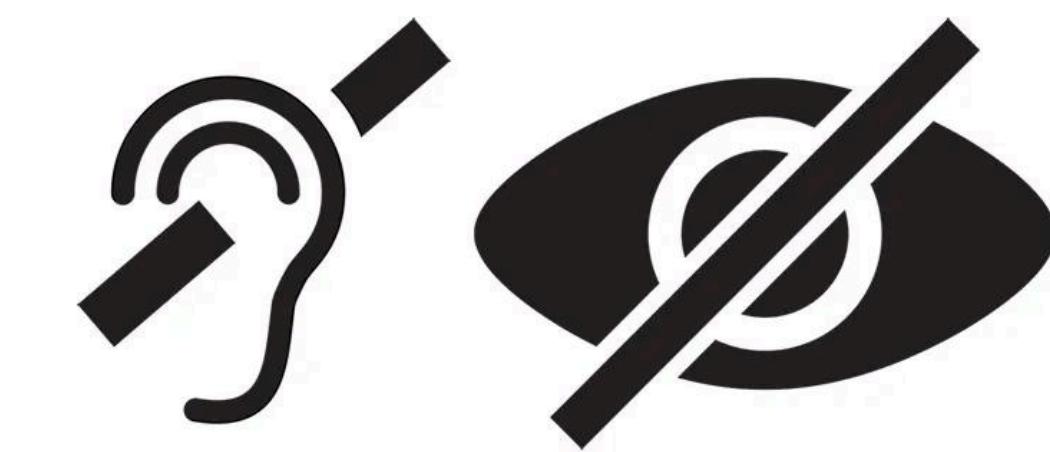
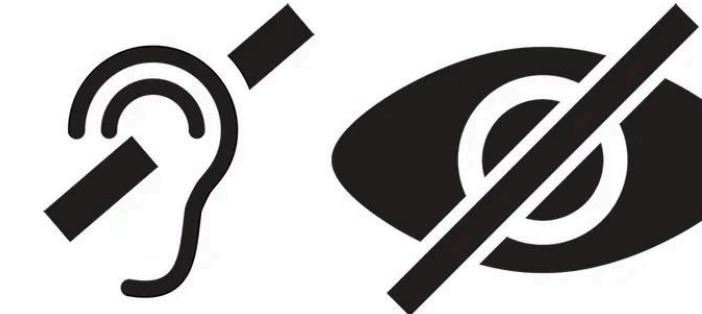


Market Analysis

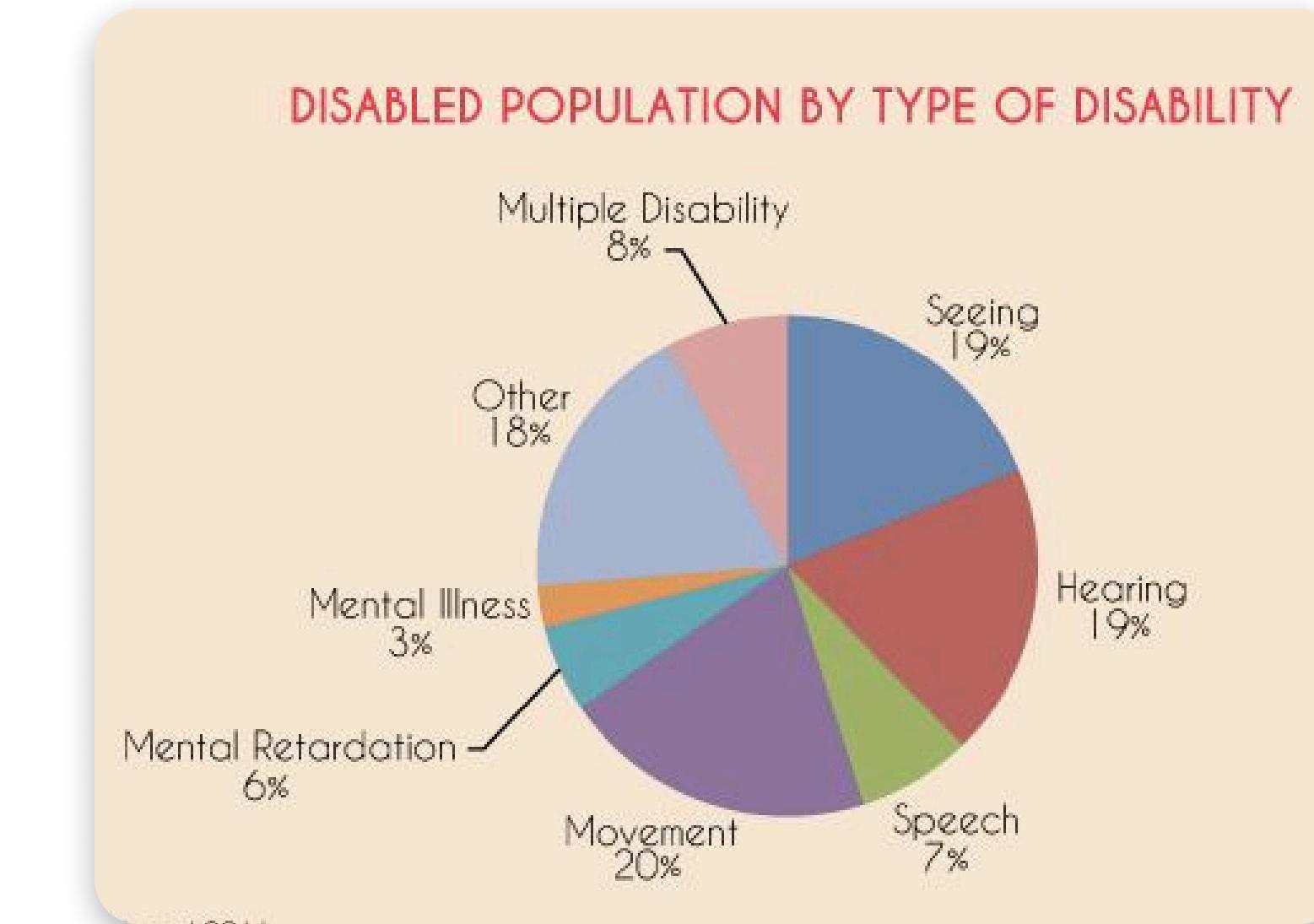
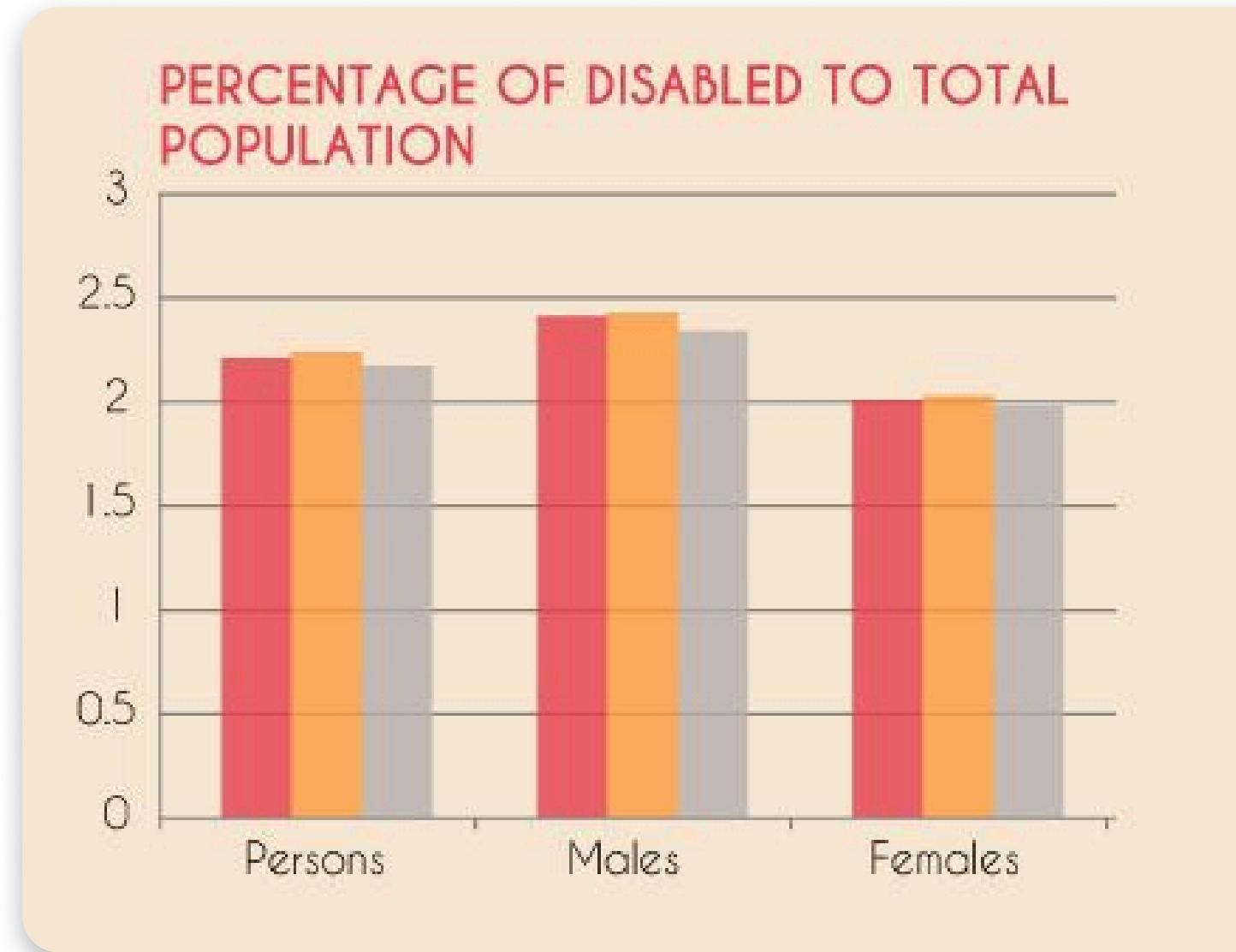
Group 5



BACKGROUND STUDY



According to the **2011 Census** and various disability surveys, it is estimated that India has approximately **500,000 deafblind individuals**



1% TO 2%

deafblind children in India have access to formal education

(Trained educators)

(Proper communication methods)

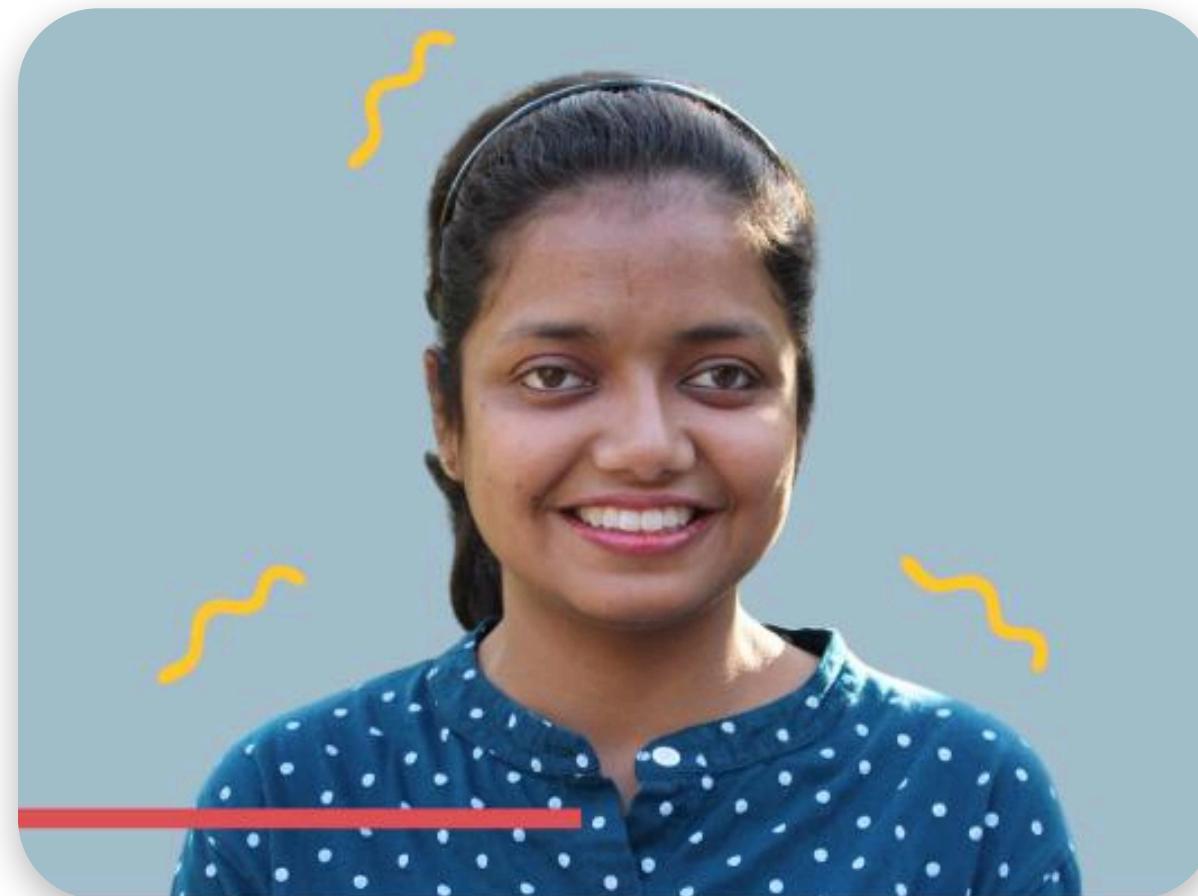
(Specialized schools)

>10%

Access to assistive communication devices

60%

According to WHO 60% deafblind feel isolated.



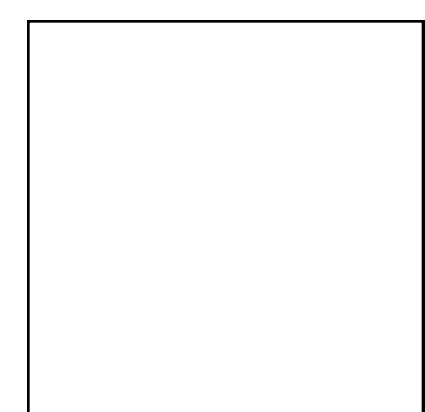
USER INTERVIEW

Advocacy Officer at **Sense India**

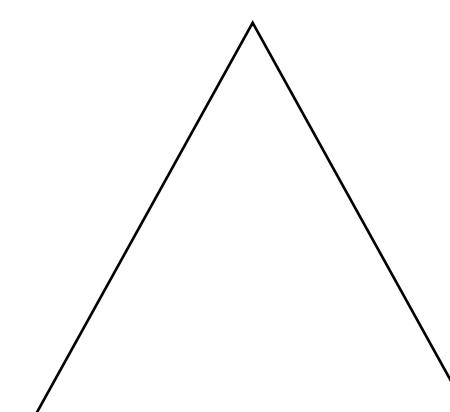


Sense is the only organization supporting the development of comprehensive **services for people with deaf blindness in India**. As **someone who lives with progressive deaf blindness**, Ms. Singh offers a unique and insightful perspective on the challenges faced by the deaf blind community.

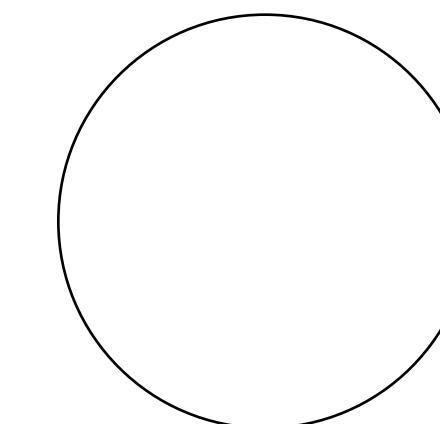
“Communication within the deaf blind community is highly diverse due to the varying degrees of deaf blindness, from partial to progressive forms. In-person communication is often challenging because not everyone knows tactile or standard sign language, and often requires an interpreter. So far, the use of technology such as refreshable braille devices are extremely beneficial for those familiar with Braille.”



Knowledge



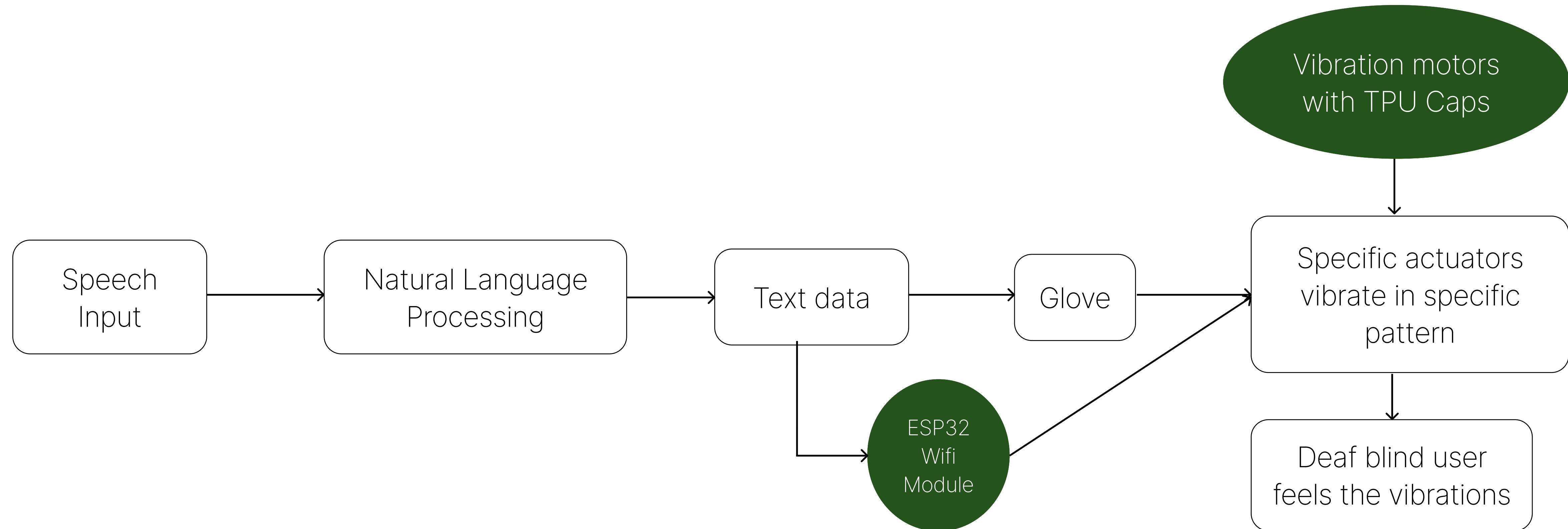
Interpreter



Isolation

OVERVIEW OF WORKING

UNIMPAIRED PERSON → **DEAF BLIND USER**

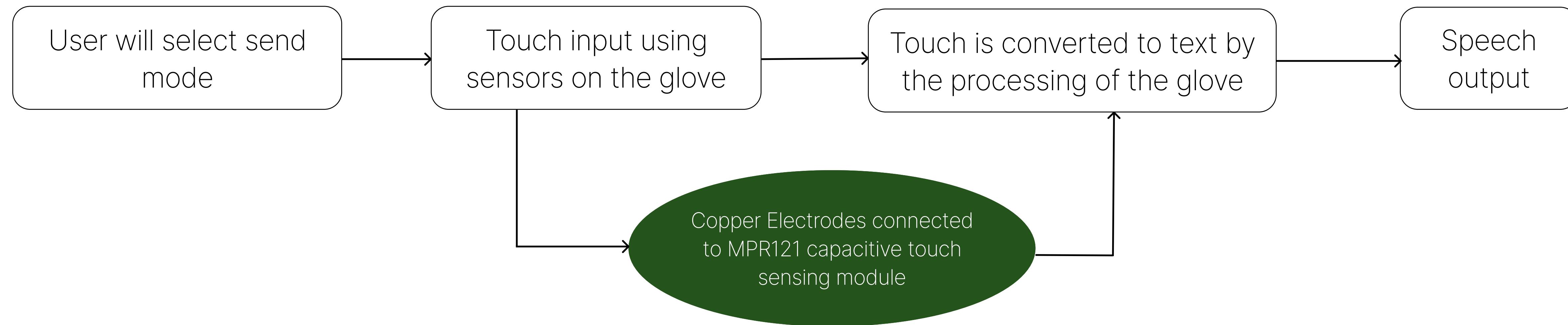


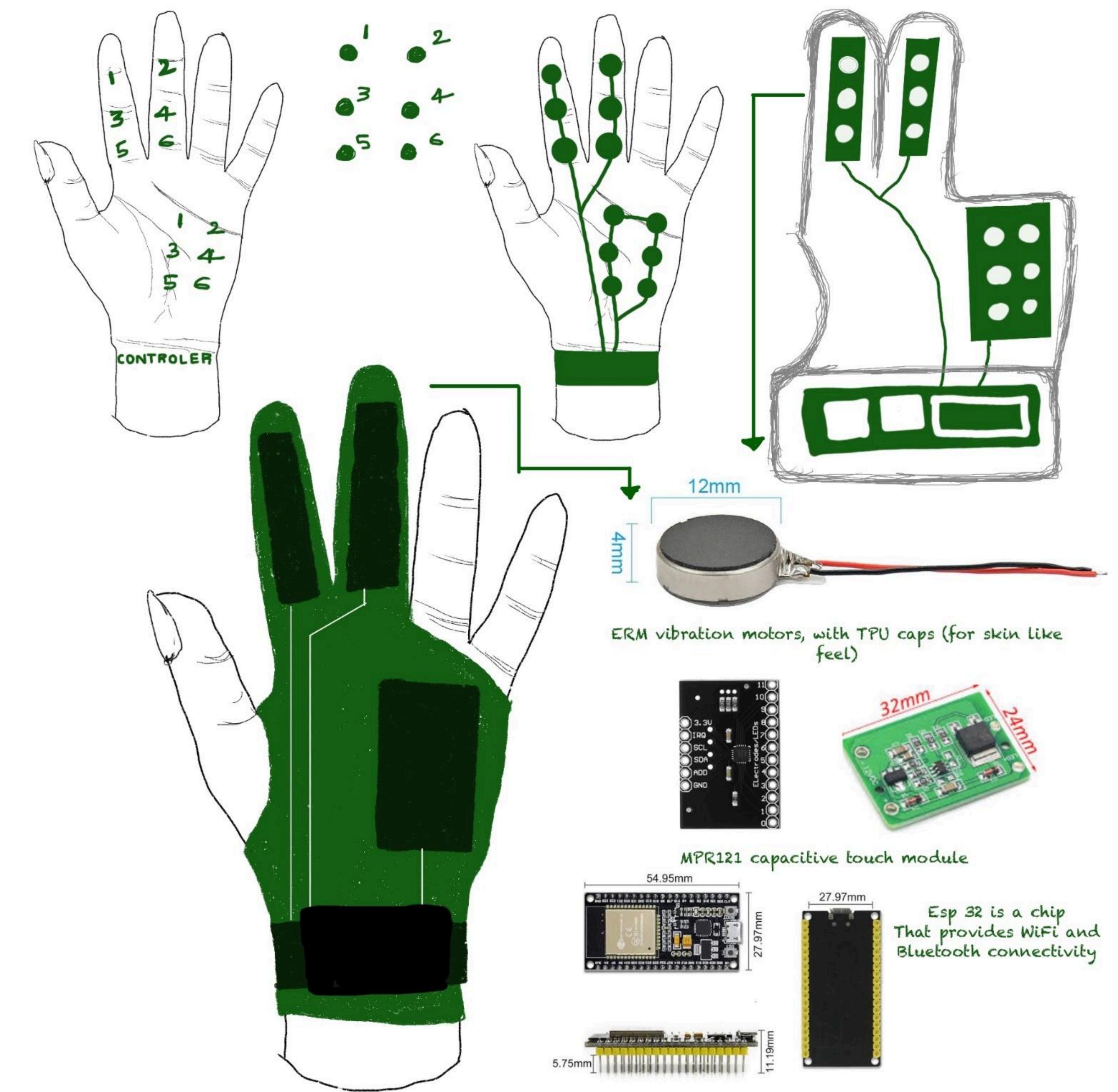
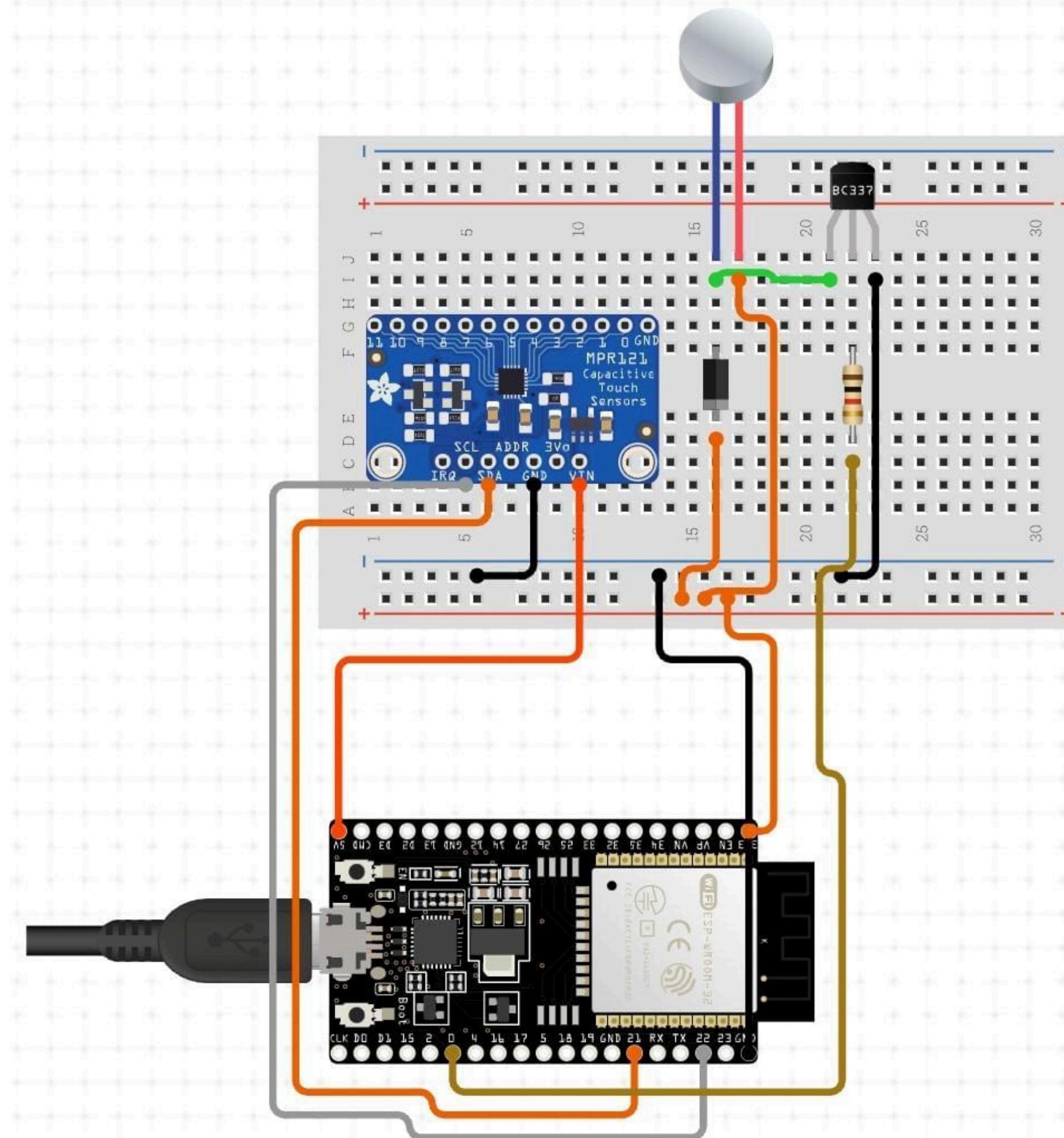
OVERVIEW OF WORKING

DEAF BLIND USER



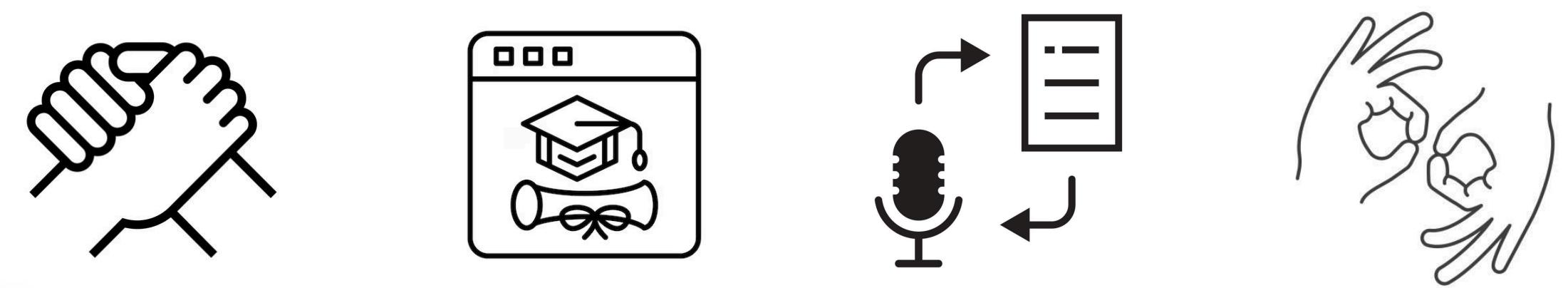
UNIMPAIRED PERSON





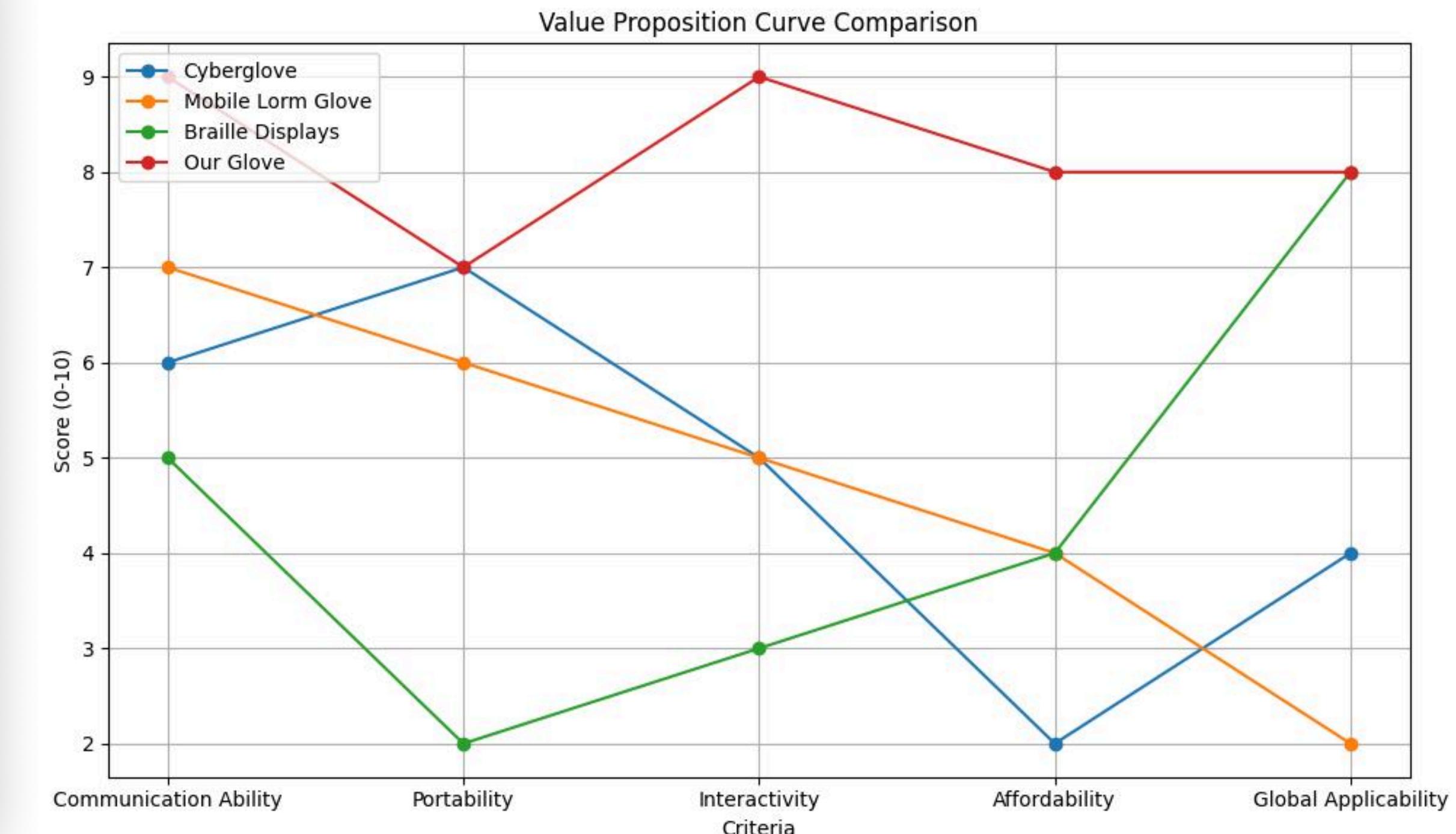
COMPETITIVE ANALYSIS

Key competitors

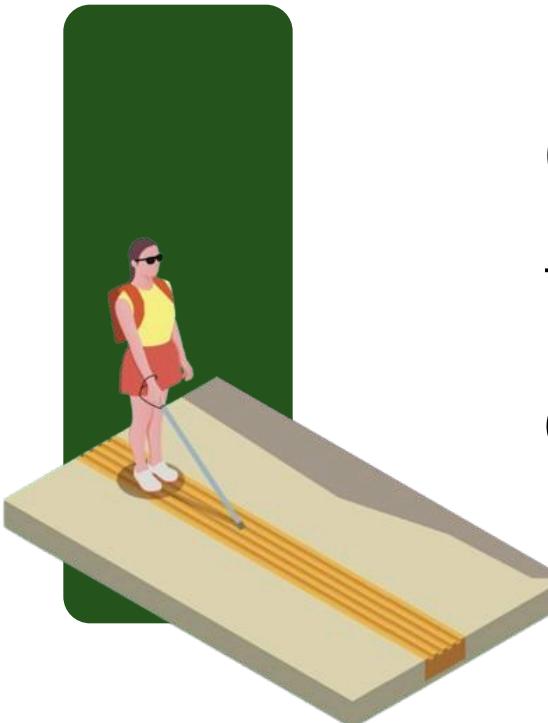
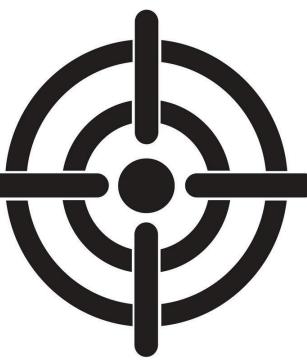


Competitor Product	Specialization	Drawbacks
Cyber Glove	Gesture to text/speech	One-way communication only
Mobile Lorm Glove	Tactile feedback for Lorm	Limited to Lorm alphabet
Braille Displays	Text to Braille conversion	Bulky, expensive, unidirectional communication
Tactile Gloves	Gesture to text/audio	One-way communication only
Haptic Devices	Environmental feedback	Limited communication use

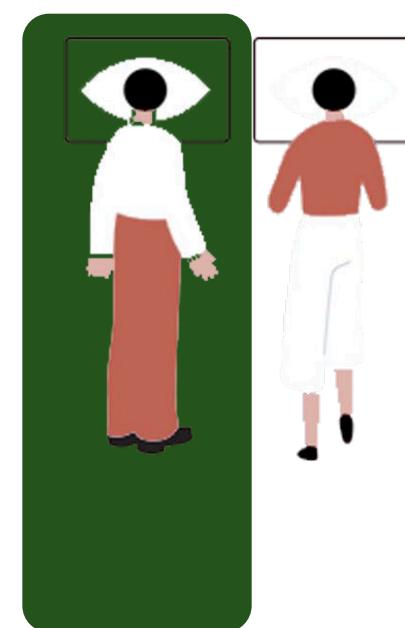
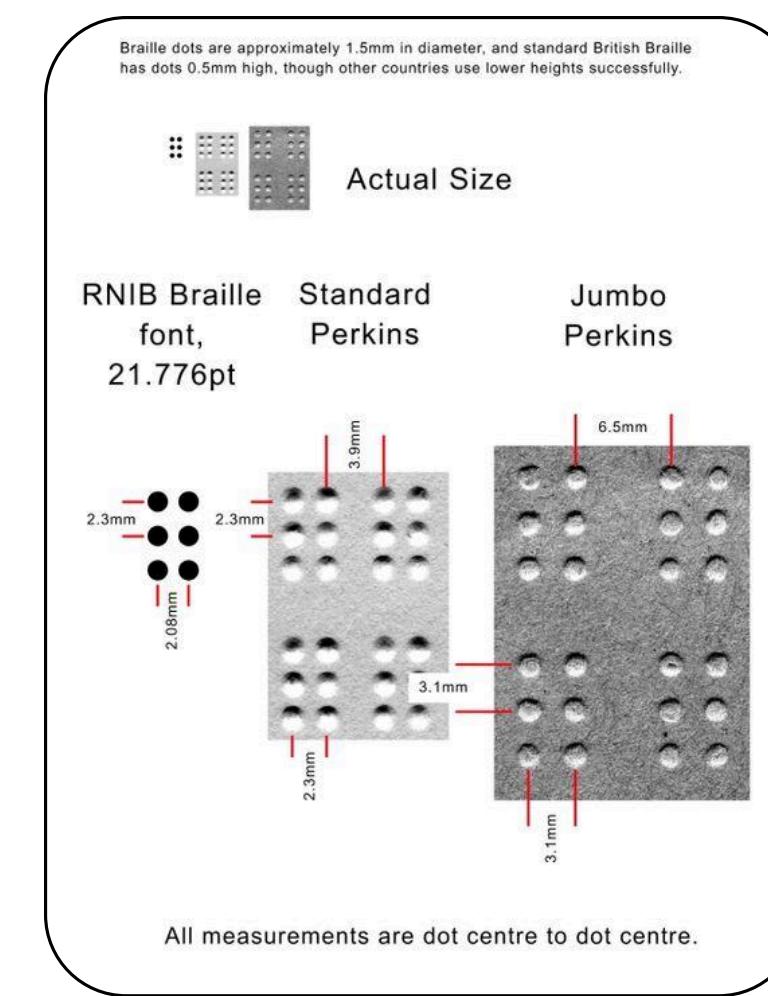
All these existing devices range from \$300 with a higher cap being roughly \$10,000



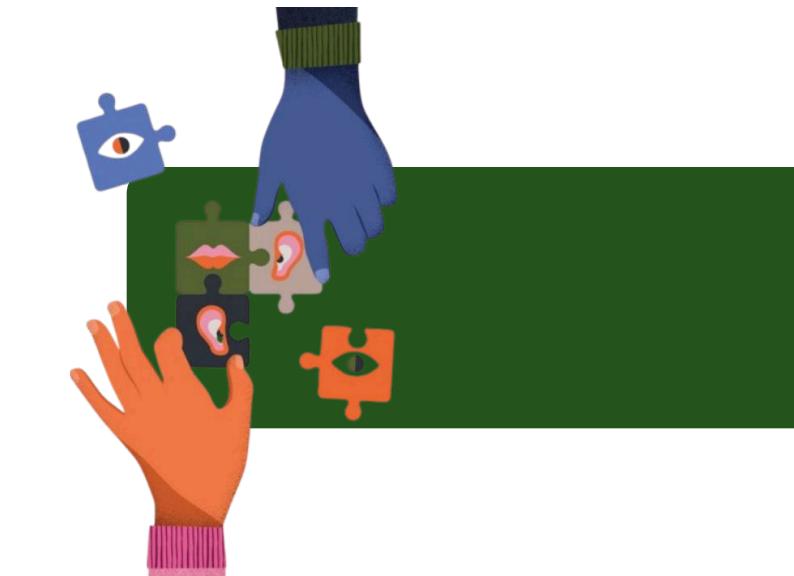
EXACT TARGET SEGMENT



Our glove targets individuals who **know Braille** prior to the onset of deaf-blindness, offering real-time communication support.



Additionally, it serves those with progressive deaf-blindness by doubling as a **Braille learning device**, helping users transition smoothly as their condition worsens.



Unlike existing solutions that focus solely on communication, our glove's **dual functionality**—providing both communication and gradual Braille learning—fills a key gap in the market, catering to both immediate and future needs of this niche but growing population. This versatility is our competitive advantage.

COST ANALYSIS

FACTORS TO CONSIDER

Production costs:

The cost of producing a Braille Glove will depend on factors such as materials, manufacturing processes, and labour costs.

Target market's purchasing power:

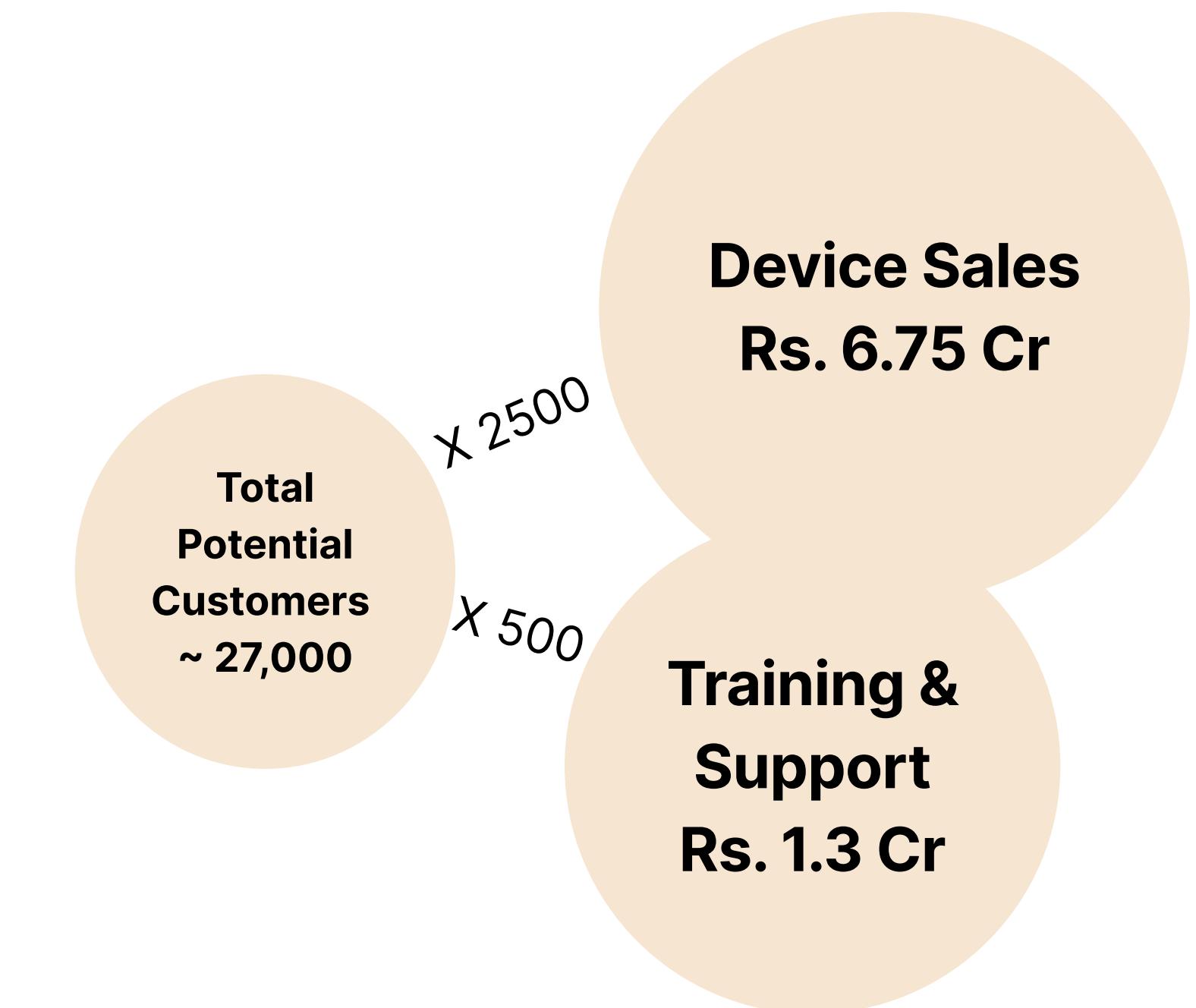
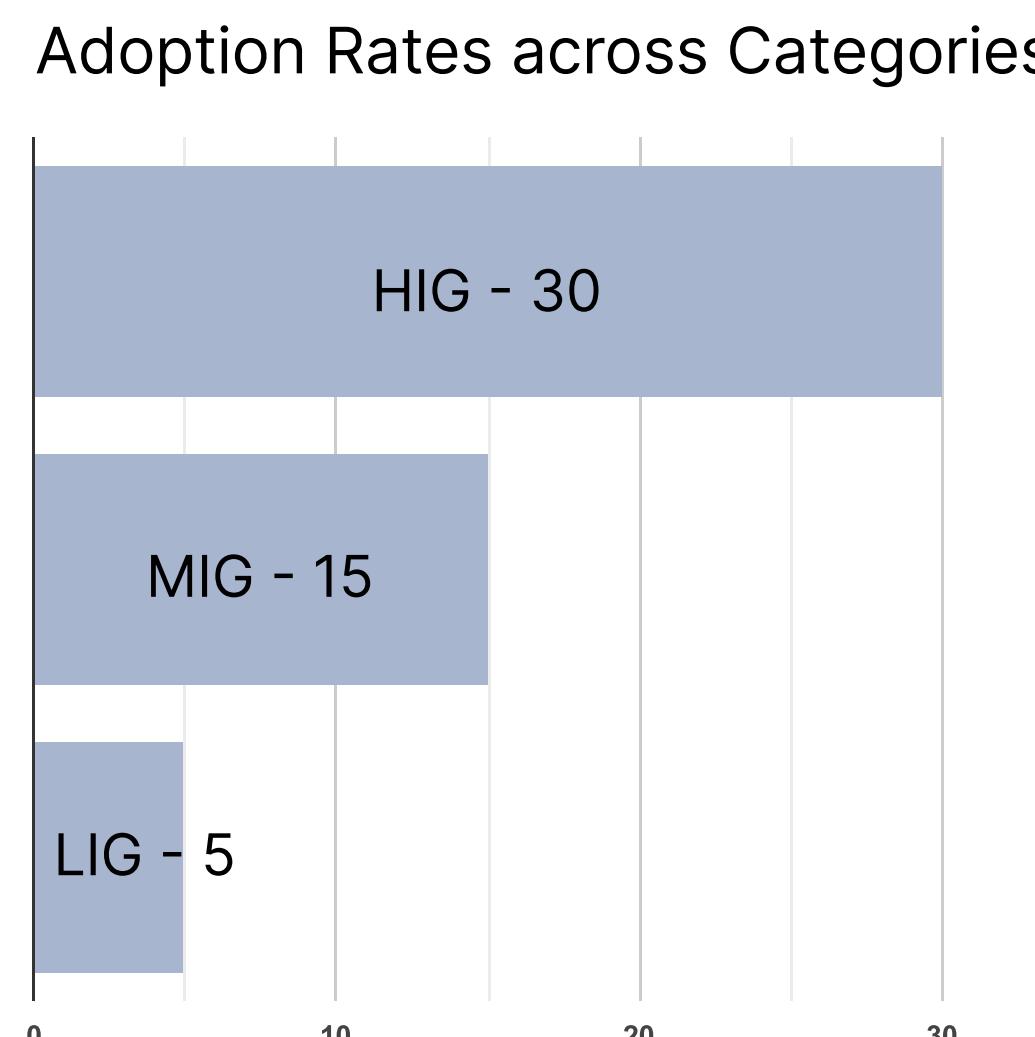
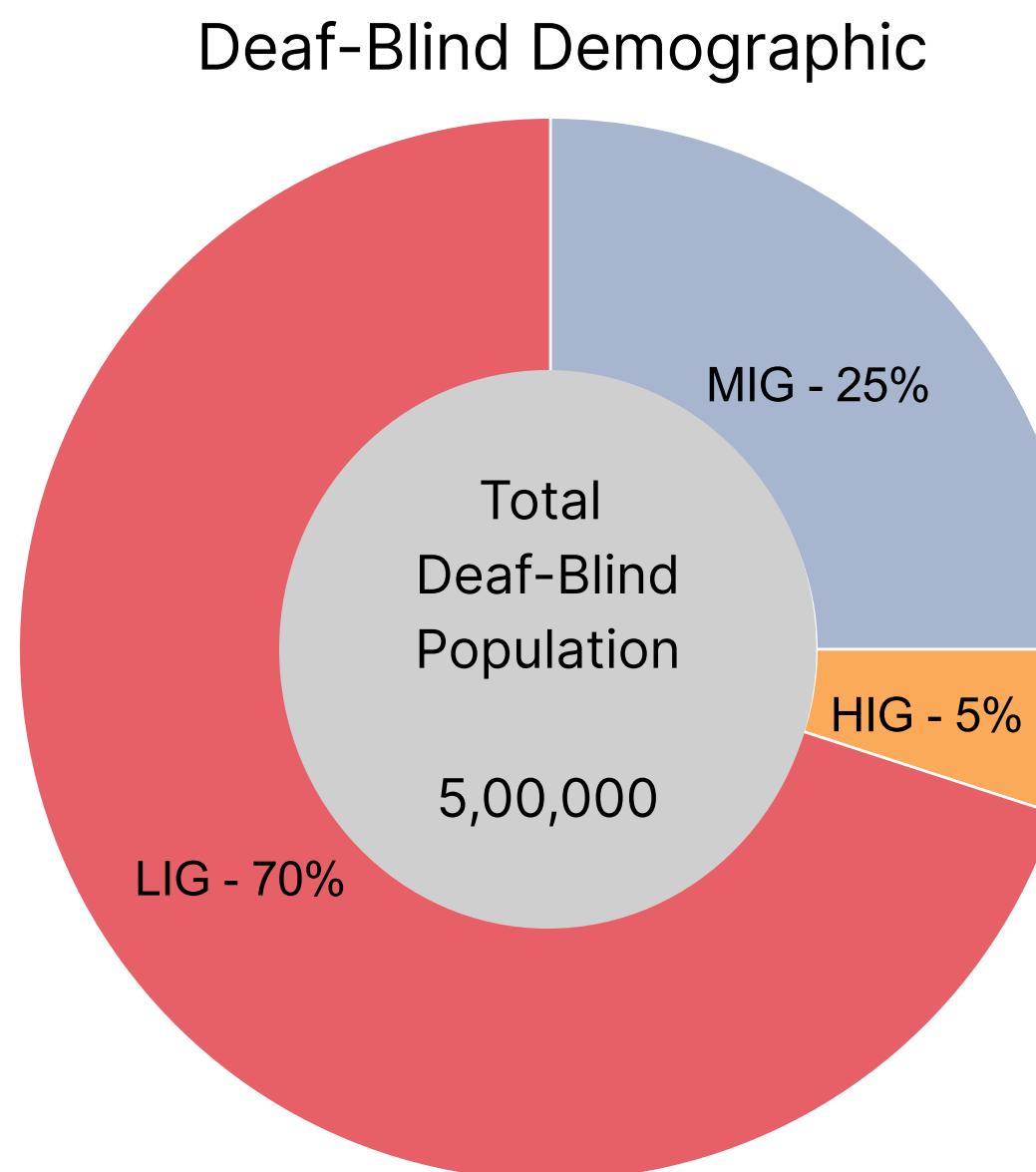
The purchasing power of individuals with disabilities may vary depending on their location and socioeconomic status.

Competitive pricing:

Analyze the pricing of similar assistive technology products to determine a competitive price point.

Component	Cost	No Required	Total Cost
Vibration Motor	50	12	600
ESP32 Wifi Module	400	1	400
MPR121 Module	75	1	75
Cu Electrodes	5	12	60
Cloth + Misc	200	1	300
Total			1435

ESTIMATING MARKET SIZE FOR THE PRODUCT



- Data gathered with support of Online Reports and Sense India Organisation
- Adoption Rates can be grown further with the help of NGOs and Awareness Camps
- With Training and Support program we can targeting people having challenges to learn in collaboration with NGOs

Current Market
Rs. 8Cr