



By **CAMeLCase**

Persona

revolutionising how communication works
empowering the blind

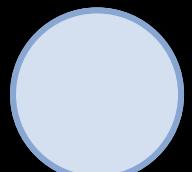
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INTRODUCTION



IMAGINE A WORLD WHERE THE TEXTS WE RECEIVE
ARE NOT JUST READ BUT WE HAVE THE OPTION TO
HEAR THEM IN THE VOICES OF THE SENDERS

PROBLEM STATEMENT

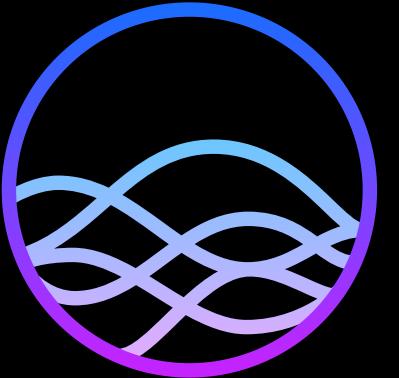


- TRADITIONAL TEXT-BASED CHATTING PLATFORMS **LACK** THE ABILITY TO EFFECTIVELY EXPRESS **EMOTIONS AND REACTIONS**, LIMITING THE OVERALL ENGAGEMENT AND EXPRESSIVE NATURE OF CONVERSATIONS.
- USERS OFTEN RELY ON PLAIN TEXT OR EMOJIS, WHICH FALL SHORT IN CAPTURING THE DEPTH AND NUANCES OF COMMUNICATION
- **VISUALLY IMPAIRED INDIVIDUALS** ARE **UNABLE TO READ** TEXT MESSAGES. AUDIO TEXT READERS READS OUT THESE MESSAGES IN A **MONOTONOUS MANNER** THAT DOES NOT DELIVER THE EMOTIONS IN THE MESSAGE.

EXISTING TECH + LIMITATIONS



WHATSAPP ALLOWS THE SENDER TO SEND A VOICE MESSAGE. HOWEVER, MAJORITY MAINLY COMMUNICATES WITH TEXT DUE TO CONVENIENCE.



SIRI READS A NOTIFICATION BUT NOT IN THE SENDER'S VOICE.

Persona

We bring text to speech to another level

- WHEN SAVING A PERSON IN CONTACTS, ALSO **SAVE THEIR VOICE AND DESCRIPTION**
- USING SAVED CONTACTS, APP READS TEXT MESSAGES **IN THE VOICE AND EMOTION OF THE SENDER**
- A MORE **PERSONALISED EXPERIENCE** WHILE RECEIVING TEXTS.
- **EMPOWERS AND INCLUDES THE BLIND IN GROUP CHATS**
- PREVENTS MISCOMMUNICATION



TARGET AUDIENCE

The **visually impaired** who through our app will be able to have an accessible way of receiving and reading texts in individual and group chats.

Chat users who primarily text -> (the **majority**)

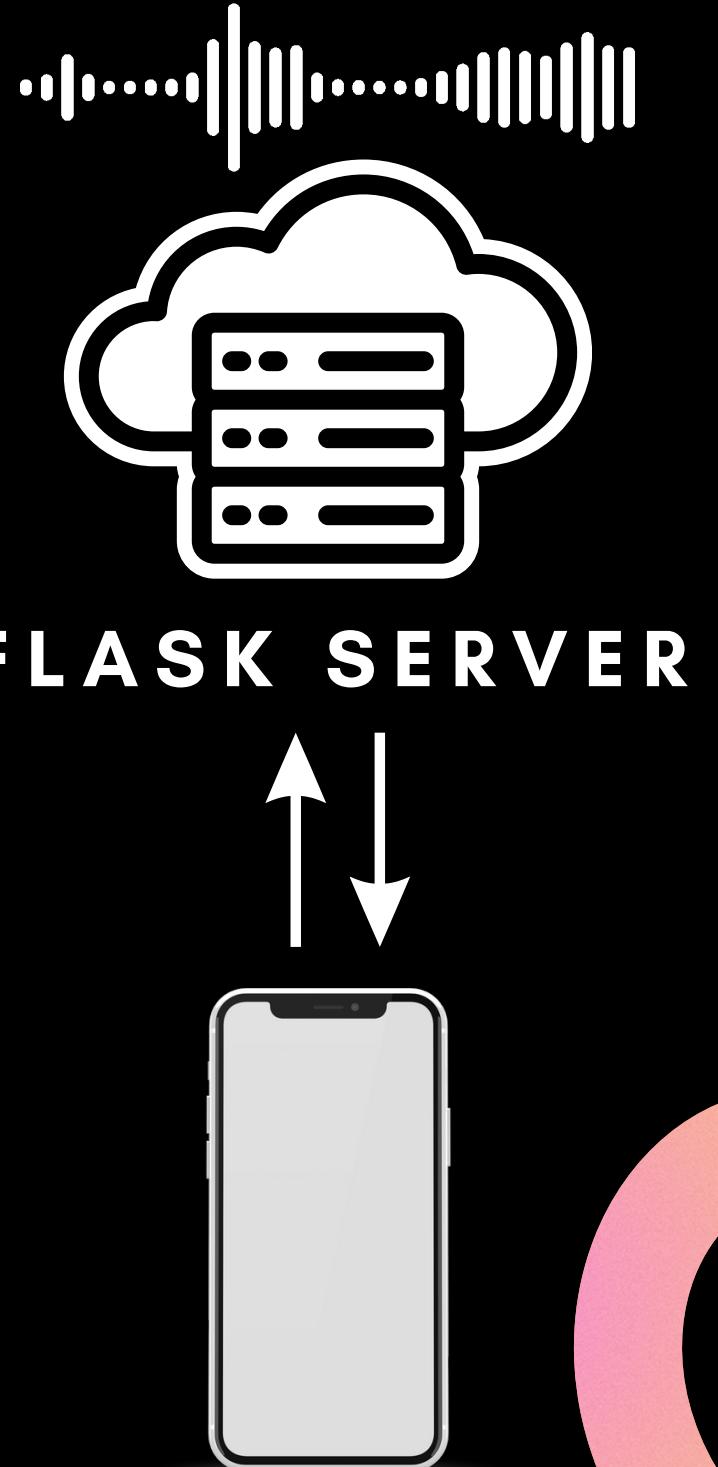
Loved ones who are in **long distance relationships**

Busy professionals who want a more personal touch while travelling or at work.



HOW DOES IT WORK?

- SAVE A 30 SECONDS VOICE RECORDING OF SOMEONE IN THE CONTACTS
- FLUTTER APP MAKES API REQUEST TO OUR SERVER WITH THE APPROPRIATE VOICE RECORDING AND MESSAGE
- SERVER USES THE ELEVENLABS TEXT TO SPEECH AI TO CONVERT INTO AN AUDIO RECORDING
- PHONE DOWNLOADS AND PLAYS BACK AUDIO RECORDING



Flutter app in background

BUSINESS MODEL

FREE

- ALLOW USERS TO DOWNLOAD THE APP FOR FREE
- ALLOW SAVING CONTACTS AND TEXT TO SPEECH CONVERSATION OF 10 INDIVIDUALS
- NON INTRUSIVE ADVERTISING (NO FULL SCREEN FOR ACCESSIBILITY)



PRO

- MONTHLY PAYMENT PLAN OF **\$6 USD**.
- REMOVE ADS
- PRIORITISED SERVER PROCESSING
- CLOUD BACKUP OF BASE RECORDINGS

MARKETING STRATEGIES

- POST ABOUT IT ON OUR OWN SOCIAL MEDIA SITES
- CREATE AND BLAST THE ADS FOR OUR APP ON SITES SUCH AS YOUTUBE OR GOOGLE.
- REACH OUT TO BOTH LOCAL AND INTERNATIONAL INFLUENCERS TO ENDORSE OUR IDEAS.
- **PILOT WITH ORGANISATIONS** SUPPORTING THE VISUALLY IMPAIRED.
 - 1.THE WORLD BLIND UNION (WBU)
 - 2.SINGAPORE ASSOCIATION OF THE VISUALLY HANDICAPPED





KEY FEATURES

- SAVING CONTACTS AND VOICES
- REAL-TIME TEXT-TO-VOICE BASED ON SENDER
- DELETE AND ADD CONTACTS WHENEVER NEEDED



TARGET AUDIENCE

- VISUALLY IMPAIRED
- CHAT APP USERS
- BUSY PROFESSIONALS
- ELDERLY USERS



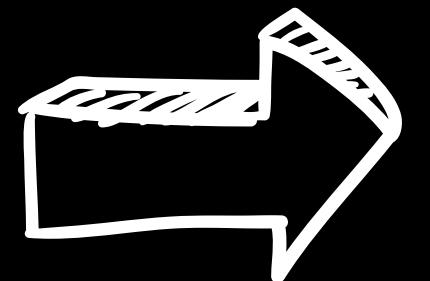
REVENUE STREAMS

- MONTHLY SUBSCRIPTION FOR PRO PLAN
- NON INTRUSIVE ADVERTISING FOR FREE PLAN



WHAT IS NEXT ?

IF NO VOICE
RECORDINGS
ARE AVAILABLE



SAVE DESCRIPTION
OF PERSON IN
CONTACTS



GENERATE VOICE
USING VOICE DESIGN
FROM ELEVEN LABS

EMOJI



GENERATE VOICE
BY OBTAINING
SENTIMENT FROM
LLM

GIF



GENERATE VOICE
BY OBTAINING GIF
CAPTION FROM
COMPUTER VISION



Thank You

And now, our demo...