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# CONFERENCE CAPTIONING



## Business Plan Document

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## Executive Summary

ConferenceCaptioning is a live accessibility and translation technology platform designed to make every event inclusive and engaging — for everyone, everywhere. The product enables event organizers to add real-time captions and translations to in-person or hybrid events with the tap of a button. Attendees simply scan a QR code to instantly access live captions and translations on their smartphones or tablets, without downloading any apps or hardware. The solution is fast, accurate, and designed to meet ADA compliance requirements while enhancing audience engagement and increasing event attendance.

The company, BeAware Deaf Assistant, Inc., was founded by Saamer Mansoor in 2023 to address a widespread and persistent challenge in the live events industry: accessibility. While virtual meetings have adopted automated captions, in-person and hybrid events still face barriers to inclusion for people who are deaf, hard of hearing, or non-native speakers. ConferenceCaptioning bridges this gap by providing a powerful yet easy-to-use system that integrates advanced speech recognition and AI-based translation into the live event experience.

The mission of ConferenceCaptioning is to empower event organizers to create inclusive and compliant events by providing extremely accurate and fast live captions and translations. The

vision is to make every event worldwide accessible and inclusive, regardless of language or hearing ability.

ConferenceCaptioning is unique in the accessibility technology landscape for several key reasons. Unlike other solutions that require internet connectivity or complex setup, ConferenceCaptioning can run offline, maintaining both privacy and reliability in environments where connectivity is limited. The system delivers highly accurate, near real-time captions using an enhanced version of OpenAI's Whisper model, customized for event acoustics. Moreover, it provides simultaneous live translations in over 20 languages, giving event organizers the ability to serve multilingual audiences with ease.

The company's competitive advantage lies in this combination of simplicity, accuracy, and accessibility. Attendees can connect by scanning a QR code — no downloads or logins required — while organizers simply press a button to start captioning and translating. Compared to competitors such as Wordly, KUDO, and Interprefy, which often rely on cloud-based services and require advanced setup or integration, ConferenceCaptioning offers instant deployment and offline functionality. This difference has already proven valuable to customers like the Canadian Chiropractic Association, which used ConferenceCaptioning at its 2024 annual conference to provide live French translations.

The market opportunity for ConferenceCaptioning is substantial and growing. The U.S. event industry alone is valued at approximately \$510 billion annually, and accessibility solutions are becoming a mandated expectation under the Americans with Disabilities Act (ADA). Additionally, the increasing demand for inclusive and multilingual events creates new opportunities for growth. The live captioning and translation market is projected to grow at 15–20% per year over the next five years, driven by hybrid conferences, academic events, and global corporate meetings.

ConferenceCaptioning's target customers are event organizers, conference managers, and audiovisual (AV) companies that handle live production and accessibility services. These customers value reliability, simplicity, and compliance — three areas in which ConferenceCaptioning excels. Secondary markets include universities, government agencies, and corporations seeking accessible communication tools for internal and external events.

The business model combines one-time event pricing and annual subscriptions. Event organizers can pay between \$499 and \$1,499 per event, depending on translation needs and event size, or opt for a \$2,500 annual license that provides unlimited access. The product is distributed through the Apple App Store and supported by a web-based interface for attendees. The company's near-term sales strategy focuses on direct B2B outreach to event organizers and AV partners, with plans to integrate into major event management platforms such as Cvent and Eventbrite.

Revenue projections are strong and sustainable. Based on early customer traction and conservative adoption estimates, the company projects sales of \$283,000 in 2026, growing to \$1.5 million by 2030, with gross margins above 70%. Startup costs are relatively low due to the software-based nature of the product, and funding needs primarily relate to marketing,

integration, and technical development. The company is currently seeking \$100,000 in seed capital to support platform integrations, product enhancements, and partnership development.

ConferenceCaptioning is led by Saamer Mansoor, an experienced enterprise solution architect who has built multiple accessibility and AI-driven products, including HealthScribe and TransitCaptioning. The company also works closely with Dr. Rosemarie Rossetti, an accessibility consultant and recognized expert in inclusive meeting design.

In the coming years, the company plans to expand its reach through platform partnerships and event technology integrations, enabling ConferenceCaptioning to be embedded directly into event management systems used by thousands of organizers worldwide. Research and development will focus on improving caption accuracy in noisy environments, supporting additional languages, and building real-time analytics for event organizers to measure accessibility engagement.

In summary, ConferenceCaptioning is well-positioned to capture a growing share of the event accessibility market. The company has a clear mission, a differentiated product, and early proof of market demand. As accessibility and inclusion become central to the live events industry, ConferenceCaptioning provides the right solution at the right time — transforming how events communicate and ensuring that every voice, in every language, is heard.

# Company Introduction

**Mission:** To make live events more accessible and inclusive through real-time AI-powered captions and translations.

**Vision:** To be the global leader in event accessibility, ensuring that accessibility barriers are no longer obstacles to engagement.

## Overview of Company History/Capabilities

Founded in 2023, BeAware Deaf Assistant, Inc. developed ConferenceCaptioning to address accessibility challenges at conferences, classrooms, and live events. The technology has been used successfully by the Canadian Chiropractic Association and other organizers needing real-time multilingual captions.

## Product Description and Stage of Development

ConferenceCaptioning is a Mac and iPhone app that provides real-time captions and translations for live events.

- Organizers simply tap to start live captions/translations.
- Attendees scan a QR code and receive captions instantly on their phones (no downloads needed).

Stage: Revenue-generating, with active pilots and paying customers.

## Competitive Advantage

- Instant setup — no hardware or internet required for transcription.
- Offline AI capability (privacy-safe).

- Live translations in 20+ languages.
- Seamless attendee experience via QR code — no apps to install.
- Higher accuracy using OpenAI's Whisper models customized for event acoustics.

## Past Customers & Performance

- Canadian Chiropractic Association (2024 Conference)
- Multiple universities and accessibility-focused organizations
- Positive feedback on accuracy, simplicity, and audience engagement

## Legal Entity, Hours, and Location

- Legal Entity: **C-Corporation**
- Location: **Michigan, USA**
- Hours: Monday–Friday, 9AM–6PM EST (plus event coverage as needed)

## Intellectual Property

- Proprietary software integrating live speech-to-text and translation pipelines
- Trademark pending for "ConferenceCaptioning"

## Commercialization Strategy

- Direct sales to event organizers and audio-visual (AV) companies
- Partner integrations with event management platforms (e.g., **Cvent**)
- Expansion into healthcare, education, and public sectors
- Timeline: Full-scale U.S. commercialization in 2026

## Depth of Problem

Accessibility in live events is a significant challenge, particularly for individuals who are deaf, hard of hearing, or non-native speakers. Traditional accessibility solutions, such as human interpreters and captioning services, are expensive, difficult to scale, and often unavailable in multiple languages. Supporting Data & Insights:

- According to the World Health Organization (WHO), over 1.5 billion people globally experience some degree of hearing loss.
- The U.S. Census Bureau reports that 8.2% of the U.S. population speaks English "less than very well" & 3.2% who can't speak, read or write English.
- According to StatCan's 2021 Census, 12.7% of Canada's population, or approximately 4.6 million people, spoke a language other than English or French at home.
- Live events, conferences, and corporate meetings require real-time, cost-effective, and scalable accessibility solutions.

# Marketing and Sales

## Industry Analysis

1. **NAICS Code:** 541519 – Other Computer Related Services
2. **Industry Status/Trends:**  
Rapid growth in accessibility tech driven by **ADA compliance**, **remote events**, and **multilingual inclusivity**.
3. **Size & Scope:**  
U.S. event industry valued at **\$510B (2025)**; accessibility segment projected to grow **18% annually**.
4. **New Opportunities:**  
Hybrid events, AI-powered translations, government ADA funding.
5. **Impacts:**  
ADA enforcement, multilingual participation, ESG initiatives.
6. **Trade Associations:**  
International Live Events Association (ILEA), National Association for the Deaf (NAD), Meeting Professionals International (MPI).

## Market Analysis

1. **Market Size:**  
~93,000 event organizers and 15,000 AV companies in North America.
2. **Primary Market:** Event organizers, AV providers.  
**Secondary Market:** Universities, corporations, government agencies.
3. **Segment Size:** Estimated \$1.2B annual market for live captioning/translation services.
4. **Growth Rate:** 15–20% annually (driven by accessibility mandates).

## Customers

1. **Target Customer:**  
Event organizers and AV companies who need ADA compliance, better audience engagement, and multilingual inclusion.
2. **Geography:**  
North America (initially), expanding to Europe & the Middle East.
3. **Problem Solved:**  
Real-time accessibility without complex hardware or software installs.
4. **Buying Behavior:**  
Purchased per event or via annual license; decision makers are event managers and AV leads.

5. **Purchase Decision:**  
Driven by ease, compliance requirements, and attendee satisfaction metrics.

## Competition

1. **Direct Competitors:** Wordly, KUDO, Interprefy, Google Live Translate.
2. **Market Share:** Wordly currently has the largest share due to Cvent integration.

## Marketing/Sales Plan

1. Objectives:
  - Secure 20 new B2B customers by end of 2026
  - Integrate with 2 major event management platforms
2. Current Customers: Conferences, universities, and associations
3. Value Proposition: "Make every word accessible — live captions and translations in seconds."
4. Potential Partners: Cvent, Hopin, Eventbrite, Zoom Events.
5. Pricing: \$499–\$1,499 per event or \$5,800 annual license.
6. Marketing Plan:
  - SEO + Google Ads targeting "live captions for events"
  - Outreach via LinkedIn and event tech webinars
  - Case studies and pilot partnerships with accessibility advocates
7. Sales Plan:
  - Founder-led sales with 15% referral commission for AV resellers
  - Direct website checkout for self-service plans
8. Government Contracting: Potential for ADA-compliance contracts with public agencies.

# Management and Operations

## Management

1. Team:
  - Saamer Mansoor, Founder & CEO – Enterprise Solution Architect (Sonesta Hotels), experienced in AI, accessibility tech, and event integrations.
2. Contract Services: Legal (IP, compliance), accounting, marketing consultants.
3. Staffing Goals: 4–6 employees by 2026 (sales, developer, support, marketing).
4. Advisors: Dr. Rosemarie Rossetti (Accessibility Consulting).

## Operations

1. Workflow:  
Software delivered as SaaS via App Store; support via web dashboard.
2. Facilities: Remote-first team, minimal physical footprint.

3. Equipment: Mac development units, cloud servers.
4. Org Chart:  
CEO → CTO → Developers/Support → Marketing/Sales.

## Research and Development

1. Objectives:
  - Enhance speech-to-text accuracy for event noise
  - Expand live translation to 50+ languages
  - Integrate with event APIs (Cvent, Zoom Events)
2. Milestones:
  - 2026: Platform integration + B2B dashboard
  - 2027: Multi-language simultaneous captioning
3. Risks: Competitive replication → mitigated by IP, partnerships.

# Financials

## Assumptions:

1. 30% annual sales growth
2. Gross margin 70% (software)
3. CAC <\$200 per event client

## Cash Flow Projection:

Positive by Q4 2026 with recurring SaaS licenses.

## Sources & Uses of Funds:

1. \$100K seed funding sought for sales and development expansion.
2. Funds used for R&D, Cvent integration, and marketing.

## Exit Strategy:

Acquisition by accessibility or event software firm (e.g., Cvent, Zoom, Wordly).

# Appendix

Conference Captioning is a cutting-edge AI-powered solution that provides real-time captions and multilingual translations for live events. With a simple QR code scan, attendees can access captions on their mobile devices without requiring any downloads. Our solution is designed to be scalable, cost-effective, and user-friendly, making events more inclusive for deaf and hard-of-hearing individuals as well as non-native speakers.

## Solution Analysis

Conference Captioning is a real-time AI-driven solution that provides live captions and translations for event attendees. Users simply scan a QR code to access captions on their mobile devices, eliminating the need for expensive hardware or software downloads. Features:

- Real-time AI transcription and multilingual translation.
- Works on any device via web browser (no app required).
- Offline capabilities ensure privacy and reliability.
- Cost-effective compared to human interpreters.

## Market Analysis Data

- Global speech-to-text market expected to grow to \$10.7 billion by 2026 (Markets & Markets)
- Event technology market is projected to reach \$18 billion by 2028 (Grand View Research)

## Competitive Analysis

Competitor	Strengths	Weaknesses
AI-based captioning (Wordly, Interprefy)	AI transcription	Don't perform on-device AI, too slow, expensive infrastructure
Human captioning (CART services)	High accuracy	Too expensive, difficult to manage, not scalable
Google Live Transcribe	Free AI captions	Low accuracy, Requires app download & being close to the speaker

## Competitive Advantage of Conference Captioning:

- Ultra Speed: Less than 1.5 seconds to translate and transcribe, transporting only text over network thanks to on-device AI
- Scalability: AI-powered, available for multiple attendees simultaneously, uses 90% less cloud infrastructure than other AI competition.



- Ease of use: No app required, just a QR code takes users to a branded page.
- Affordability: Lower cost than CART services.

**Revenue Model**

- Subscription-based for event organizers.
- Pay-per-event pricing for smaller conferences.
- Enterprise licensing for AV companies.

**Traction to Date**

- Successfully deployed at the Canadian Chiropractic Association Conference in Quebec for live French translations.
- MUHSEN, a leading North America accessibility provider, has subscribed to Conference Captioning on a monthly basis and is working with us to offer it as a paid service to religious institutions across the U.S. to enhance accessibility for the Deaf and non-English-speakers.
- Winner of the CTA Foundation’s Accessibility Grant, which awarded us a prime exhibition booth at CES in Las Vegas—one of the world’s largest tech trade shows—along with a stipend to support business growth and exposure.
- Received positive feedback from early users, particularly for ease of use and accuracy.
- Actively engaging with government and accessibility organizations to expand adoption.

**Key Partners**

- Event Organizers & AV Companies: Providing access to live event spaces for real-world testing and adoption.
- Accessibility Advocates & Organizations: Ensuring compliance accessibility laws.
- Technology & AI Experts: Collaborating for on-device AI technology enhancements and multilingual capabilities.
- Potential Government & Institutional Partners: Exploring provincial and federal grants to support accessibility initiatives.

**Customer Feedback**

- "It seems like a no-brainer for every conference to use this technology to make auditory content accessible for all attendees" – Lead Mentor, Apple Developer Academy, Detroit
- "This tool helped my non-English speaking parents understand everything that was being spoken during the event" – TechTown’s Toast of the Town award winner
- "Easy to use and simple to integrate into our existing setup" – IT Manager, Michigan State University

**Financial Projections (Next 3 Years)**

Year	Revenue	Expenses	Profit Margin
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2025	\$96,000	\$87,000	9%
2026	\$200,000	\$185,000	9%
2027	\$400,000	\$350,000	12%

### Use of Funds

Any grant we get will be a huge boost to our company. We will allocate it strategically to accelerate product development, strengthen marketing efforts, and manage operational expenses. This funding will give us the additional boost to allow us to refine our AI transcription model, expand our outreach to event organizers by attending event technology trade shows, and enhance our web-based platform for seamless user experiences. Additionally, we plan to leverage provincial and federal grants available for accessibility and technology-driven businesses to further scale our impact.

### Business Risks & Mitigation Strategies

Risk	Impact	Mitigation Strategy
AI Accuracy	Low	Already ADA compliant, added human review options
Market Adoption	High	Partnerships with event organizers & AV companies
Competitive Threats	High	Patent protection & feature differentiation
Regulatory Compliance	Medium	Changing ADA & WCAG compliance adherence

### Founder & Chief Enablement Officer – Saamer Mansoor



- ➔ Past founder of a tech services company, crossing \$500k yearly revenue
- ➔ 7+ years as a digital accessibility consultant
- ➔ Past CTO of a Venture-backed company
- ➔ Public speaker

## **Advisors**

- Dr. Rosemarie Rossetti – TED speaker, Accessibility expert and consultant
- Paul Lucier – Sales, BDR & Government Relations Advisor
- Camille Kennedy – Marketing & Brand Advisor (Audience Alchemist)
- David Webber – AI Advisor, StockX Unicorn Founding Engineer
- Colleen Hau – Product Advisor, 10+ years Director in Global Innovation
- Industry advisors from WeTech, TechTown, AV companies and Event Tech firms

## **Execution Plan – Milestones & Timeline**

- Q4 2025 – ConferenceCaptioning 2.0 launch
- Q4 2025 – First \$100k Revenue
- Q1 2026 – Expanding technical capabilities – Windows, Android, Web, etc
- Q2 2026 – Expansion into AV Partnerships & Libraries
- Q4 2026 – Bigger Enterprise Contracts

Conference Captioning is positioned as an innovative, scalable, and cost-effective solution addressing a multi-billion dollar market opportunity. With strong competitive advantages, a strategic go-to-market approach, and an experienced team, the company is well-positioned for rapid growth and market penetration. The requested funding will be strategically deployed to enhance AI capabilities, drive adoption, attend key industry trade shows, and ensure regulatory compliance, maximizing investor returns.