Mar 27, 2025

BeAware
CONFERENCE CAPTIONING

Business Plan Document

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.

Founding Year: 2024
Location: Detroit, Michigan
Contact Details: hi@deafassistant.com | +1 214 683 9508 | ConferenceCaptioning.com
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.

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.

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 second 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 U.S.-based accessibility organization, has subscribed to Conference Captioning on a monthly basis and is working with us to offer it as a paid service to mosques across the U.S. to enhance accessibility for deaf and non-English-speaking congregants.
→ 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
2025	$48,000	$48,000	0%
2026	$240,000	$200,000	8%
2027	$480,000	$350,000	14%

Use of Funds

The $20,000 CAD 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 in Ontario for accessibility and technology-driven businesses to further scale our impact.

Business Risks & Mitigation Strategies

Risk	Impact	Mitigation Strategy
AI Accuracy	Medium	Continuous AI model training and human review options
Market Adoption	High	Strategic partnerships with event organizers & AV companies
Competitive Threats	High	Patent protection & feature differentiation
Regulatory Compliance	Medium	ADA & WCAG compliance adherence

Team

→ Founder & CEO - Saamer Mansoor - Accessibility Expert & Serial Founder
→ CTO - Fadoua Ait Amrou - AI & NLP specialist, multilingual software engineer

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, AV companies and Event Tech firms

Execution Plan - Milestones & Timeline

→ Q2 2025 - ConferenceCaptioning 2.0 launch
→ Q3 2025 - First 100 Customers
→ Q4 2025 - Expansion into AV Partnerships & Libraries
→ Q1 2026 - 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.