

# *BeAware*



## **ConferenceCaptioning**

*Solving Audio Accessibility for Live Events*



A man in a red and blue plaid shirt stands at a podium, presenting to an audience seated in a room with large arched windows. A yellow arrow points from the name 'Jason' to a woman in the audience.

**Jason**

**Before ConfCap: Didn't attend live events, felt excluded**

**After ConfCap: Included, fulfilled and able to participate**



# And the Problem is Universal

10% of the population is hard of hearing and the numbers are on the rise

+ 15% of the USA, 22% of Canada is foreign born, those numbers increase every year.

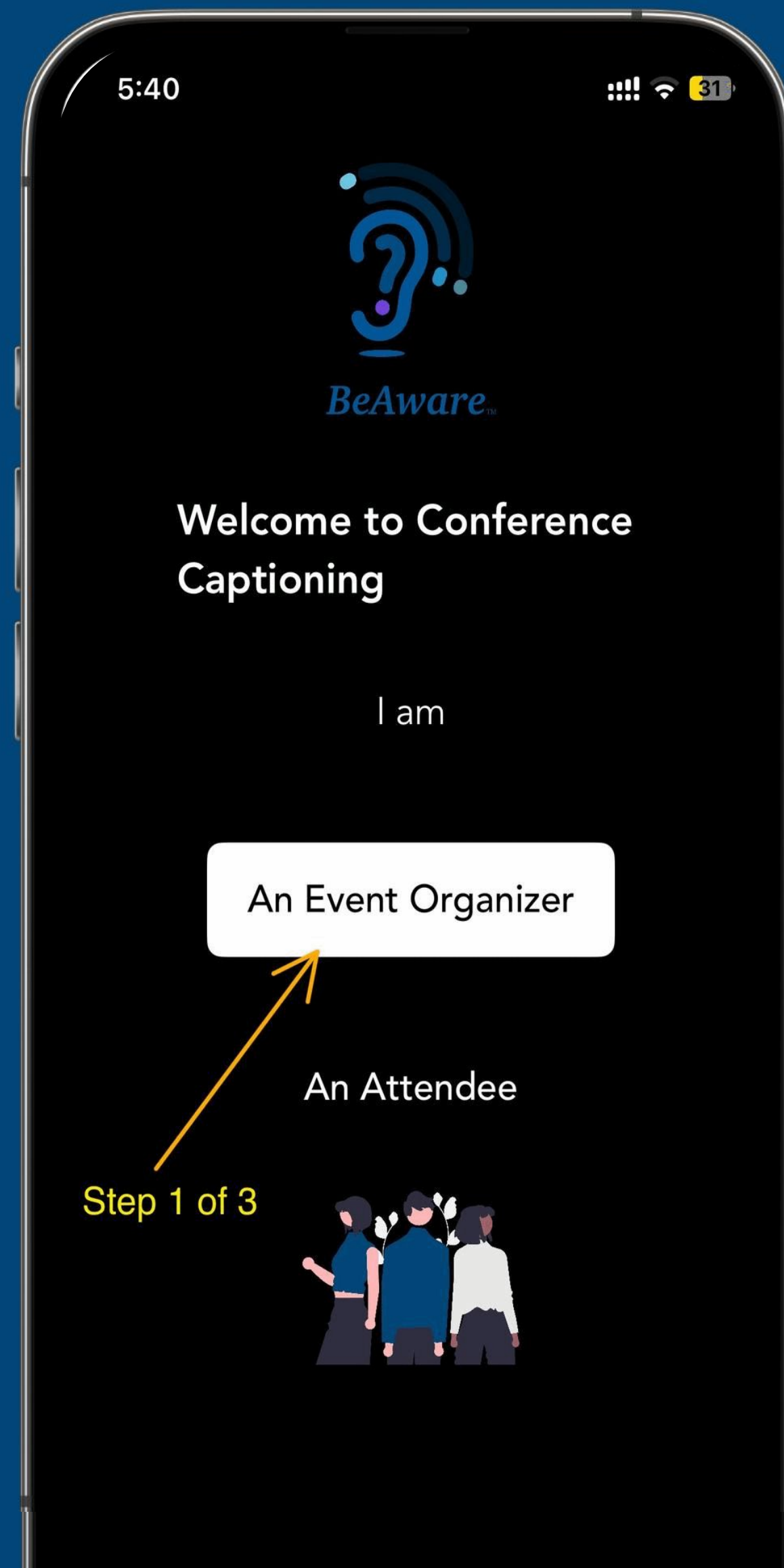
*Population doubles in 25 years*

(Source: WHO, US Census & CanStat)



# Conference Captioning by BeAware

## The event accessibility software you need!



- Real-Time Transcription across Deaf Spectrum
- Seamless Integration & Easy setup
- No software, installation or experience needed
- Multilingual Support for over 50+ Languages





# Key Features

- 10-second setup!
- AI trained on 2 billion seconds of audio
- Live-translate to 30+ languages
- Picks accents, sentence punctuations
- Versatility of event size & setup
- Branded customizations & domains





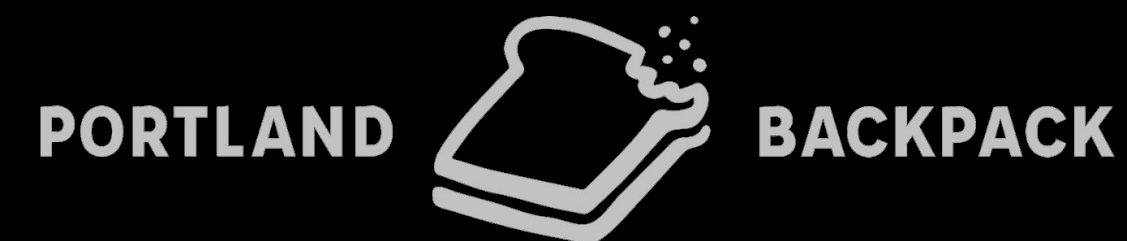
# Just a few of our customers

## Conferences

**TRAVELABILITY™**



## Community Orgs



**WE·tech**  
ALLIANCE



## AV Companies



# Just a few of our customers

## Conferences

TRAVELABILITY™

**Over 1 million**

words transcribed & translated



Association  
chiropratique  
canadienne



Canadian  
Chiropractic  
Association



## Community Orgs



PORTLAND



BACKPACK

WE·tech  
ALLIANCE



CHESAPEAKE CHURCH  
LOVE JESUS LOVE PEOPLE

## AV Companies



Concert Plus  
Animation - Audiovisuel



ELYSIUM  
— EXPERIENCE —

# Pricing Strategy



## Start

- Live transcription for events
- 15 minute limit per stream/speaker
- Supports 20+ languages
- 15-second 3-tap setup & use

**FREE**



## Standard

- Customizable Branding
- No streaming daily time-limit
- 8 events per month
- Discount available for Non-profits
- 7 day trial & Training

**\$400**

per month



## Premium

- All elements in standard +
- Unlimited events per month
- 24 hour customer support
- Custom AV Setup Consultation
- Extreme translation speed

**\$800**

per month



## Enterprise

- Everything in premium +
- White-labeling & Reseller rights
- Advanced Reporting
- API access
- Additional customizations

**Contact**

our Sales team for an estimate

Single event pricing - \$250 per unlimited stream per day



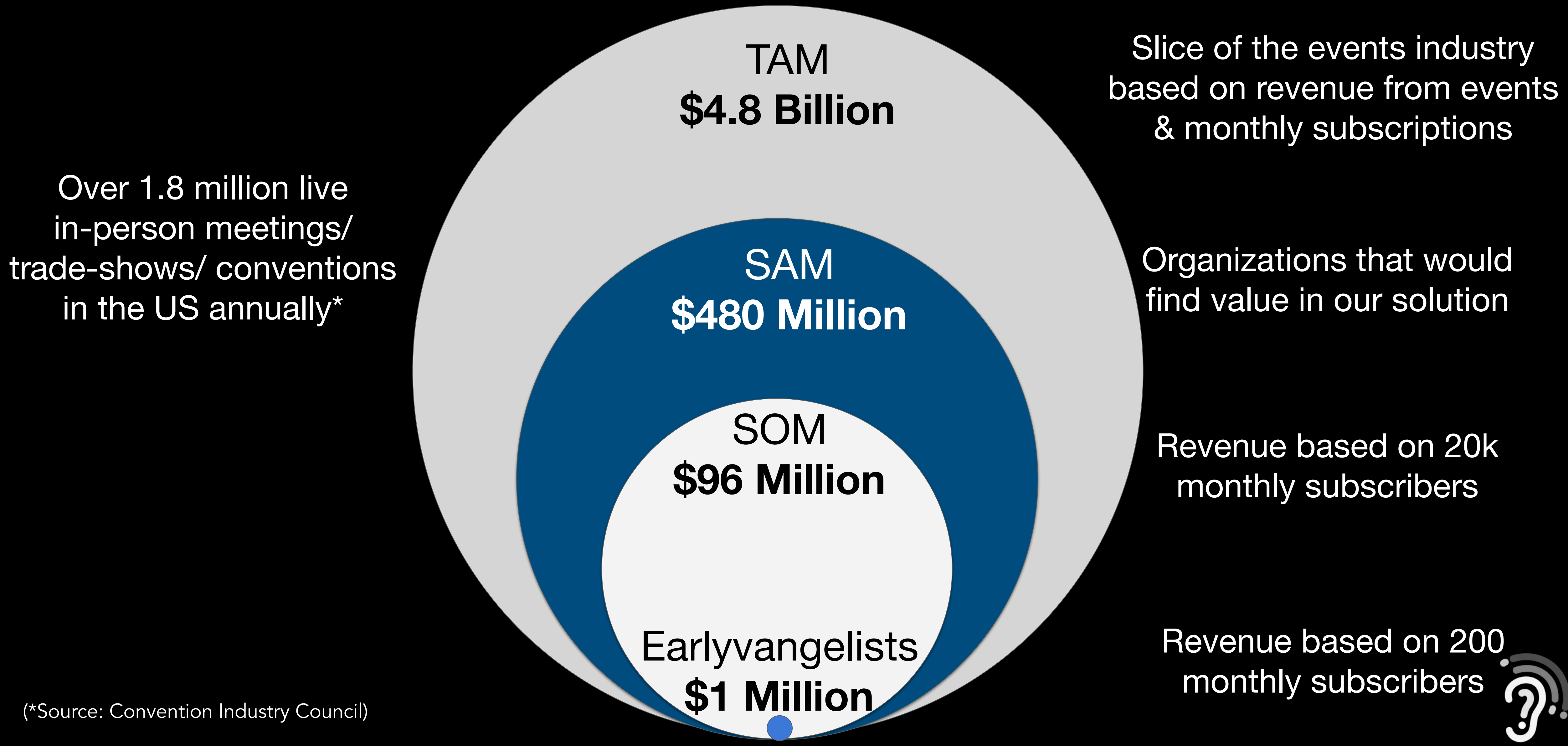


# Why Us

Features & Benefits	<i>BeAware</i> CONFERENCE CAPTIONING	Biggest Cloud Competitor	Live Interpreter	Biggest Hardware Competitor
Accessibility for Disability Spectrum	✓	X	X	X
Ease to Manage, Setup & Use	✓	✓	X	X
On-Device Transcription/Translation	✓	X	X	✓
Customizable Streaming Page	✓	X	X	X
<u>Pricing</u>	\$	\$\$\$	\$\$\$	\$\$\$



# Total Addressable Market





# Team & Advisors

## Founders



Saamer Mansoor  
Engineer, Founder & CEO  
Risk Taker, Snowboarder



Colleen Hau

10+ years Director of Global  
Innovation. Product Advisor



David Webber

StockX Unicorn Founding  
Engineer, AI Advisor



Michael Antaran

Founder, Carrot Wellness  
VC Advisor



# Marketing & Sales Strategy

## Marketing

- Current: SEO, Targeted Internet Ads, LinkedIn, White paper
- Future: Accessibility consultants & influencers, Social Media, Affiliates

## Sales

- Inbound - Free trial. Outbound - Direct outreach
- Partnerships - Tech Solution providers, Event Ticketing Platform





# Questions



Download on the  
**App Store**



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