



# SAMSUNG INNOVATION CAMPUS UNIPV 2021-22

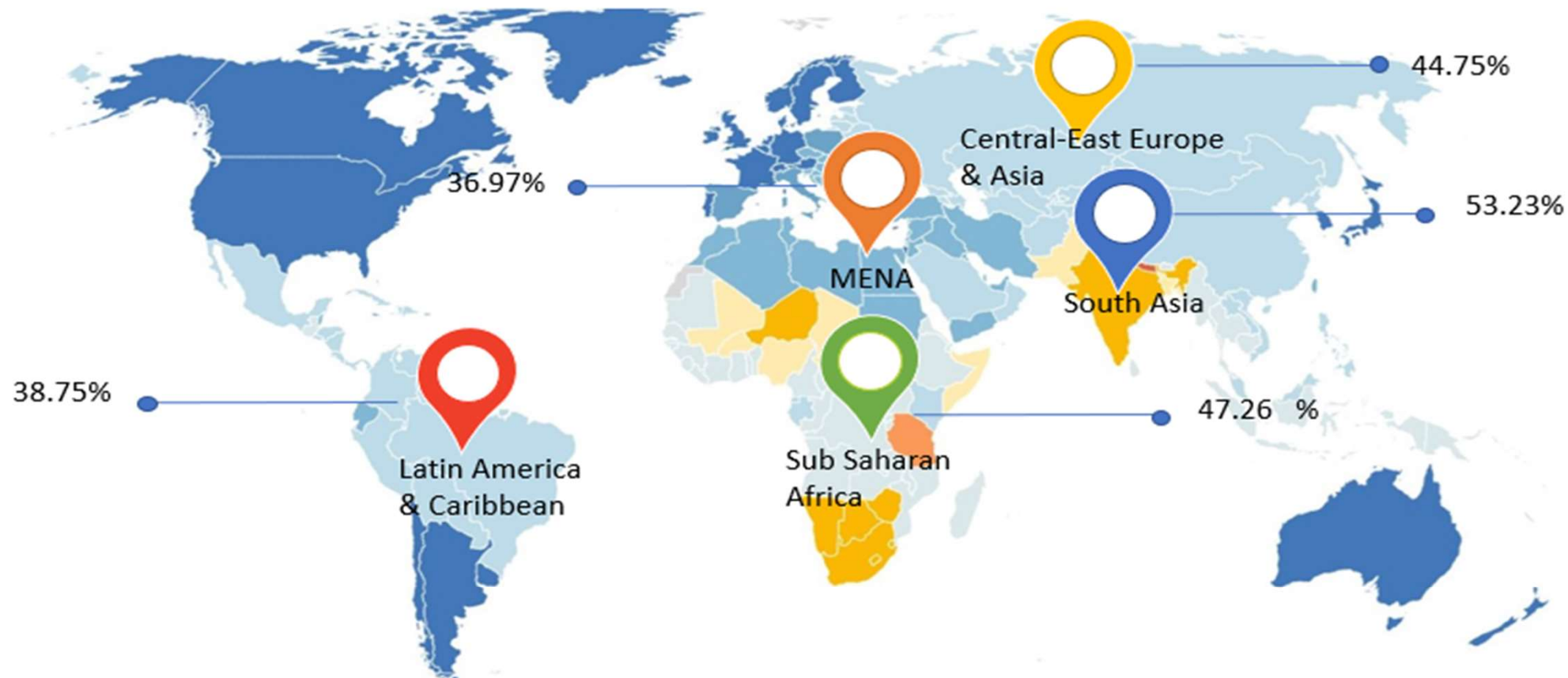
PRESENTED BY GROUP B

# PROBLEM STATEMENT

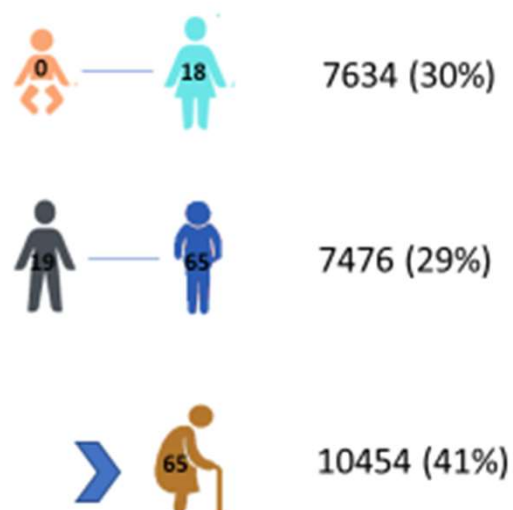
According to data from  
[ncbi.nlm.nih.gov](http://ncbi.nlm.nih.gov)



# VISION IMPAIRMENT BY REGION



# VISUAL IMPAIRMENT IN ITALY



Total 225564



# OUR POTENTIAL CUSTOMERS

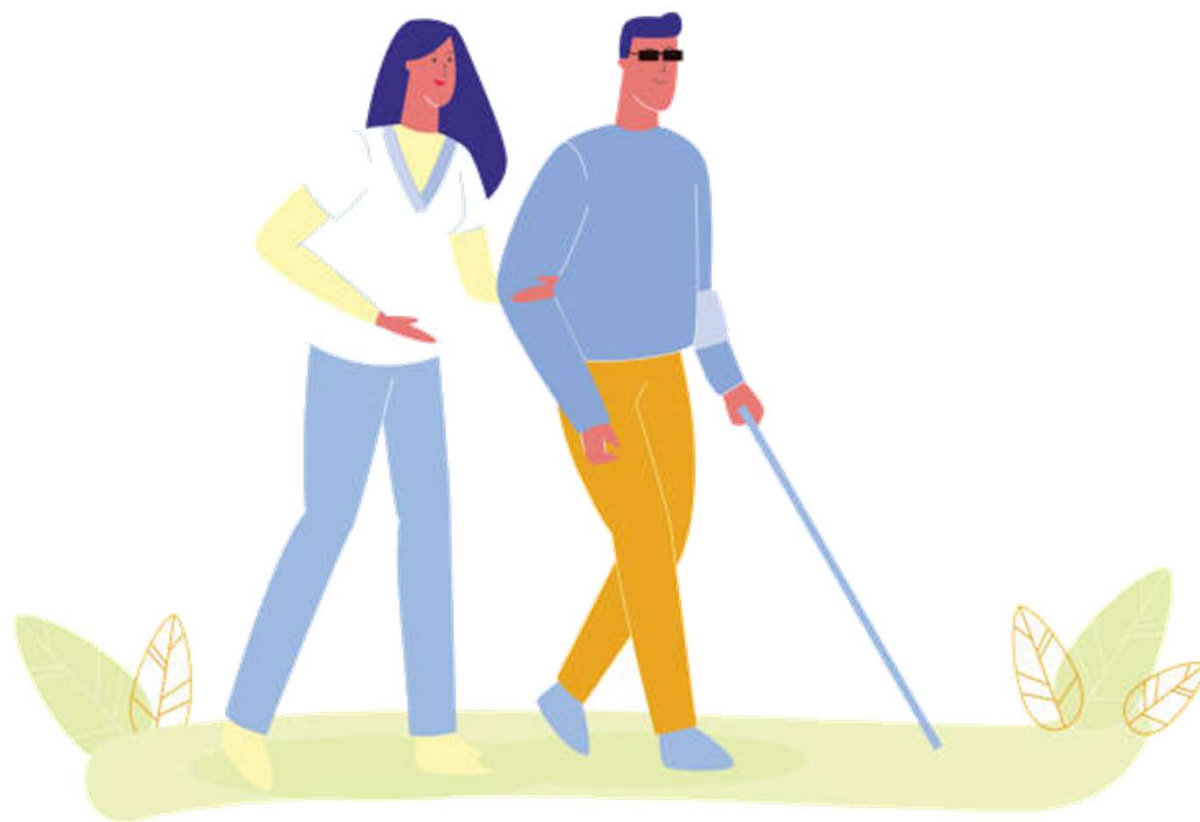


In 2015, there were an estimated 253 million people with visual impairment worldwide.

Of these, **36 million were blind** and a further 217 million had moderate to severe visual impairment (MSVI).

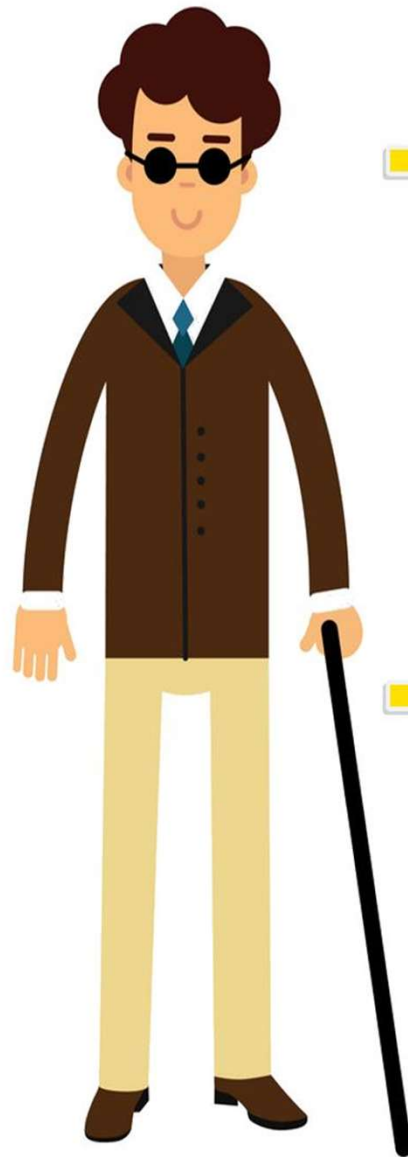
Even if we get to empower a 1% of the blind population we cover 3.6 million people!

*\*as per data by [ncbi.nlm.nih.gov](http://ncbi.nlm.nih.gov)*





## OUR IDEA



The smartphone or eyewear captures a photo of whatever is in front of the person



Button press on stick

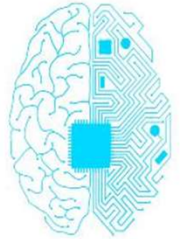
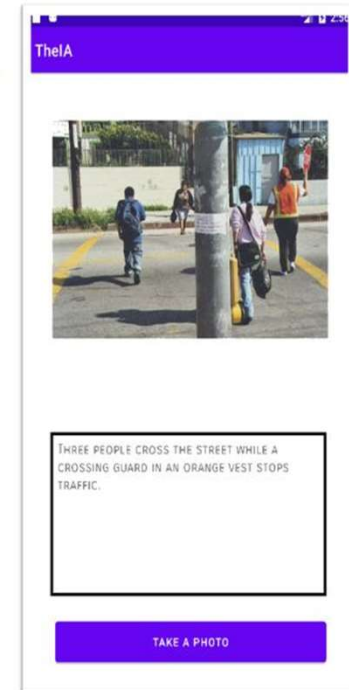


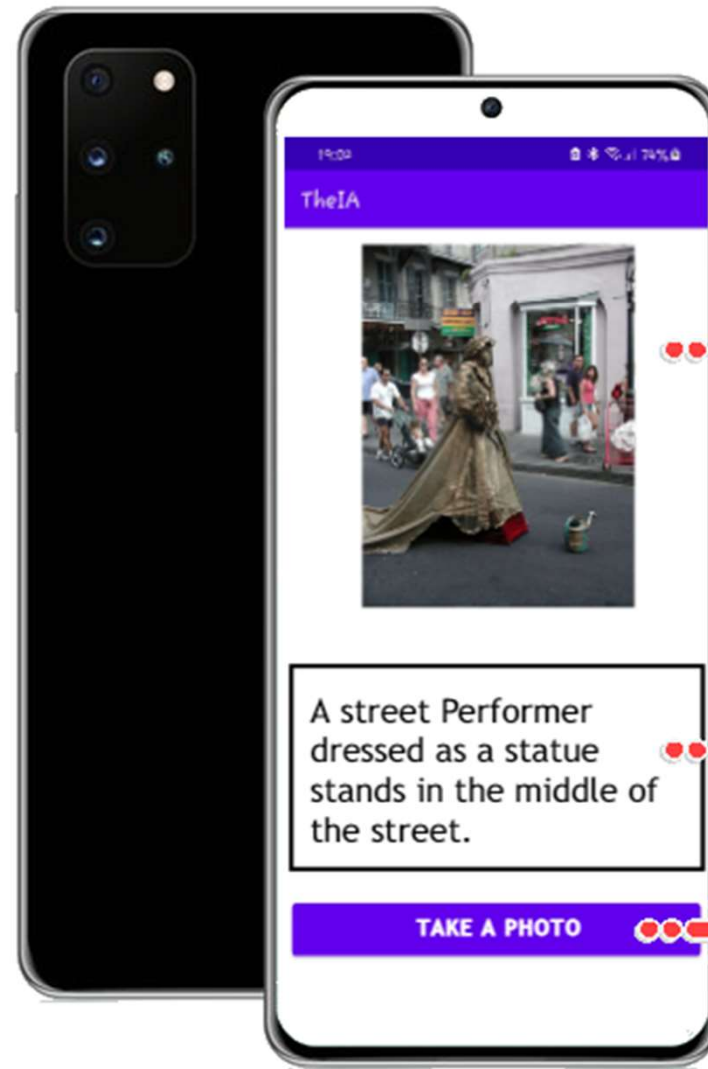
Image captioning model which runs on device or in server according to the user's device.



Audio output from App describing the things that are in the image captured.



# Prototype App

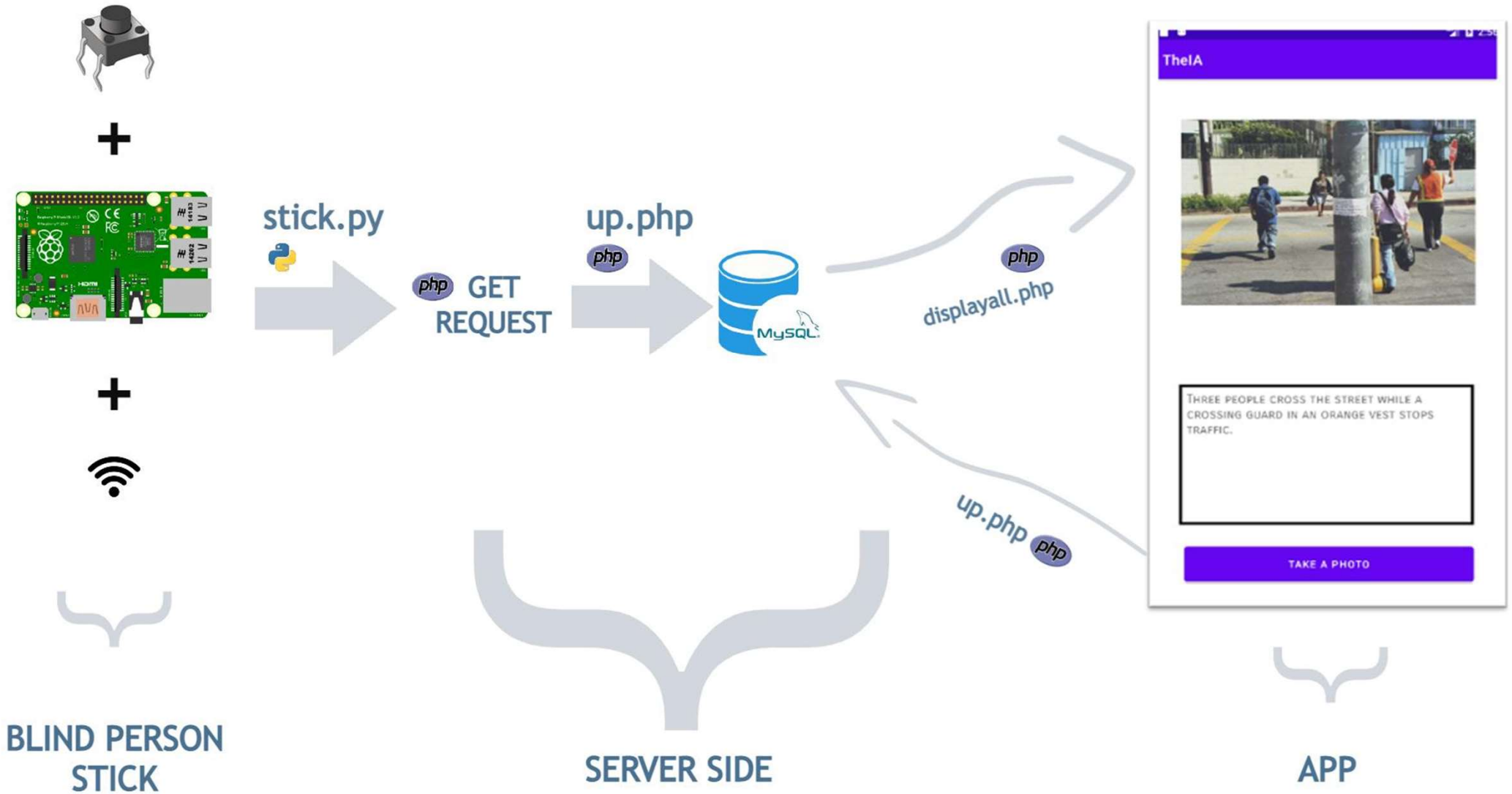


*The first one is a section for displaying photo. We used for demonstration purpose the images from Flickr30k Dataset*

*This is a section to show the description of the photo. We use recordings of Bixby voice service for text to speech.*

*Last section is a button used to switch from an image to another.*

# PROTOTYPE





# How our business works?



# Is it affordable and profitable?

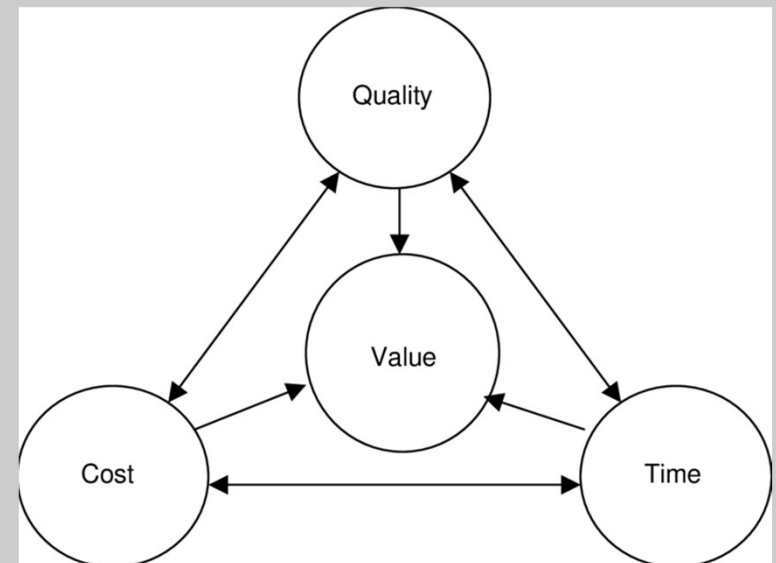
High quality (€€€) -  
Financing grants =

**Sustainable cost<sup>(2)</sup>**



Individual customer purchases +  
Contracts with resellers =

**Revenues<sup>(2)</sup>**



# Credits



<sup>(1)</sup>Designed by [ibrandify](#)

<sup>(2)</sup>Designed by [rawpixel.com](#)

<sup>(3)</sup>Designed by [geotatah](#) from Flaticon



## Our Team

**Anton Giulio Cancellara**

**Lorenzo Marti**

**Nishan Chettri**

**Roberto Zappa**

**Vina Panduwinata**





# ANY QUESTIONS?



# Business Model Canvas

Designed for:



Designed by:

Lorenzo

Date:

21/01/2022

Version

1.0

## Key Partners

- Authorized resellers
- Logistics company
- Government agencies
- Visually impaired people foundations
- Certifying agencies
- Suppliers (electronics, optics)
- Cloud computing service
- Radio and web-based media companies for advertisement purposes.

## Key Resources

- Strategic patents and certifications as pivotal intellectual resources for the startup
- Limited amount of physical assets (manufacturing facilities, offices)
- Diversified but limited human and financial resources

## Key Activities

- Production of AI and IoT based devices for visually impaired people assistance
- Development and maintenance of a webstore for the sale of our products and for customer support
- Negotiation with the government and patient organizations for co-financing solutions and optimal product placement
- Constant follow ups of certification processes for quality and legal compliance of our products
- Continuous interaction with customers for feedback collection aimed to a better product development and to the improvement of brand awareness

## Value Propositions

- Visually impaired people constantly helped in the recognition of objects in everyday activities
- Very original, AI based pair of glasses with captivating design
- Practical, very accessible and minimal device interface to help every visually impaired customer, regardless of her/his IT knowledge
- Variety of product specifications with respect to the characteristics of the eye disease affecting the user
- Different services depending on user's hardware capabilities
- Possible convenient prices for the end customer through expected co-financing options granted by government agencies
- Valuable agreements with sales partners to maximize the outreach of our products

## Channels

- Radio broadcast as the most economical advertisement solution
- Web streaming and social media platforms advertisement as the most effective solutions
- Informative website for product and company details
- Sponsorships of visually impaired people organizations' events
- Distribution through our webstore and partner stores

## Customer Segments

Segmented market divided in:

- B2C segment
  - Visually impaired people with minimal IT knowledge
  - Professionals dedicated to the assistance of blind people
- B2B segment
  - Independent opticians' shops and pharmacies
  - Franchises selling glasses for the mass market

## Customer Relationships

- Email, telephone and social media personal assistance
- User community as both an assistance service and a way to engage with customers
- Web surveys for feedback about customer and partner seller satisfaction

## Cost Structure

- Important fixed costs (contracts with key partners, salaries)
- Less relevant variable costs (market availability of product components, financial activity)
- Highest expenses in supply contracts and advertisement solutions
- Focus on high quality implies great expenses for design, production and commercialization of our devices

## Revenue Streams

- Periodical revenues from authorized dealer agreements made with partner stores and from cloud services subscriptions required to use the products on middle to low tier user hardware
- Non constant volume of revenues from individual customers web purchases (minor income stream)
- Feature dependent pricing method: optional addons and customizations increase the total price