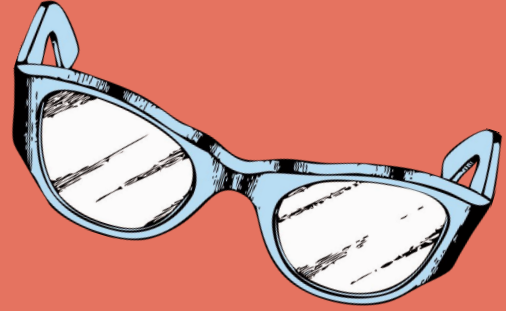# InSight

Turn Strangers into Familiar Faces
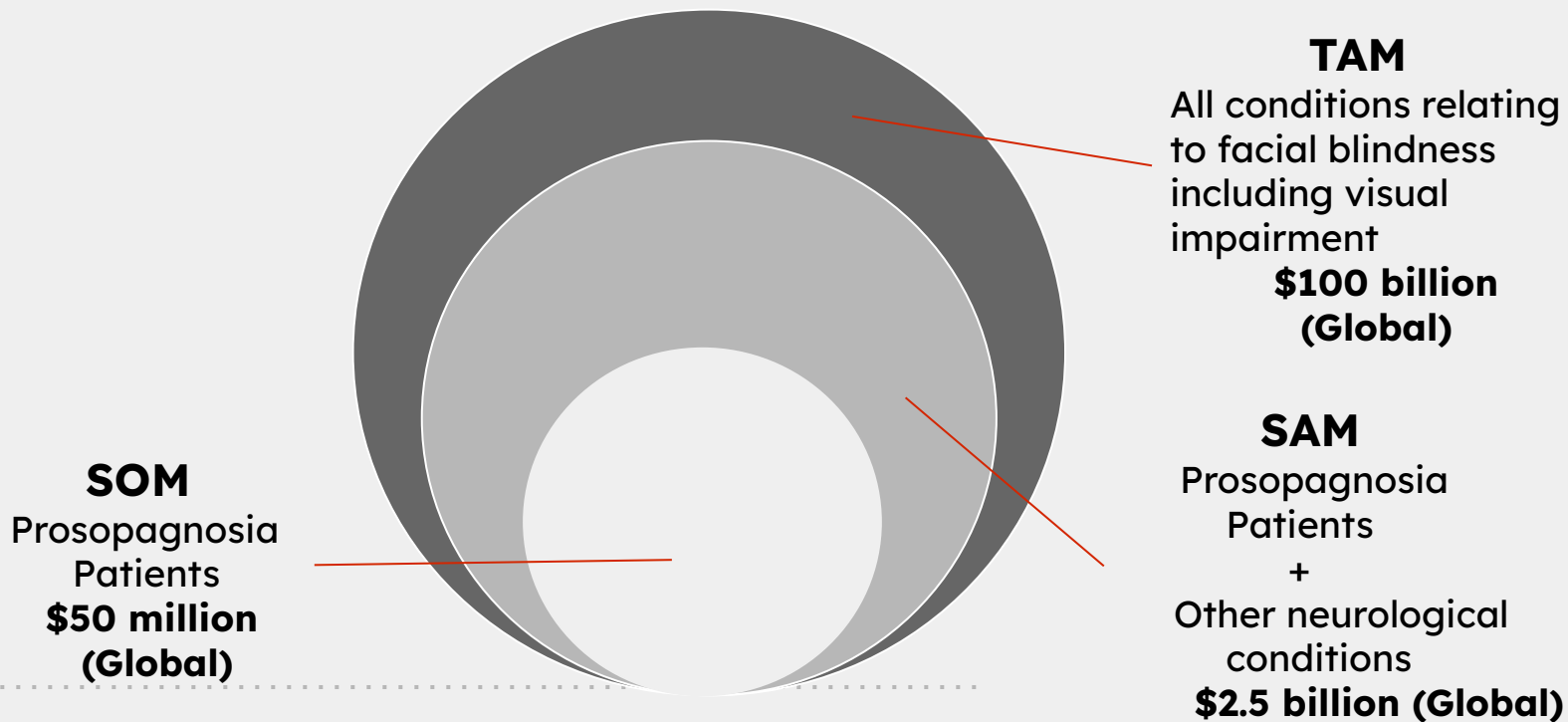
Problem

Prosopagnosia:

- A condition where you struggle to recognize faces or cannot interpret facial expressions and cues

- Leads to stress and social anxiety

- Resulting in other conditions such as depression

Target Market Demand

TAM
All conditions relating to facial blindness including visual impairment
$100 billion (Global)

SAM
Prosopagnosia Patients
+
Other neurological conditions
$2.5 billion (Global)

SOM
Prosopagnosia Patients
$50 million (Global)

Solution
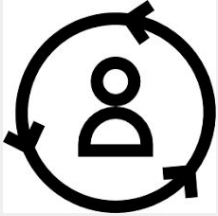
- Personalized Glasses
- Glasses alert the user of familiar people through a ML Model
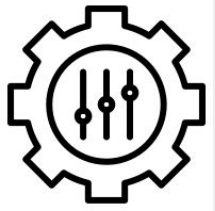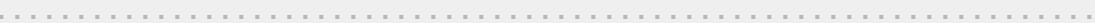- Data is safely stored locally

- Customizable preferences through app
- Alerts user on their cue through touch
- Eases stress and social anxiety

Traction

Actions:

- Interviews with relevant Professors and Researchers
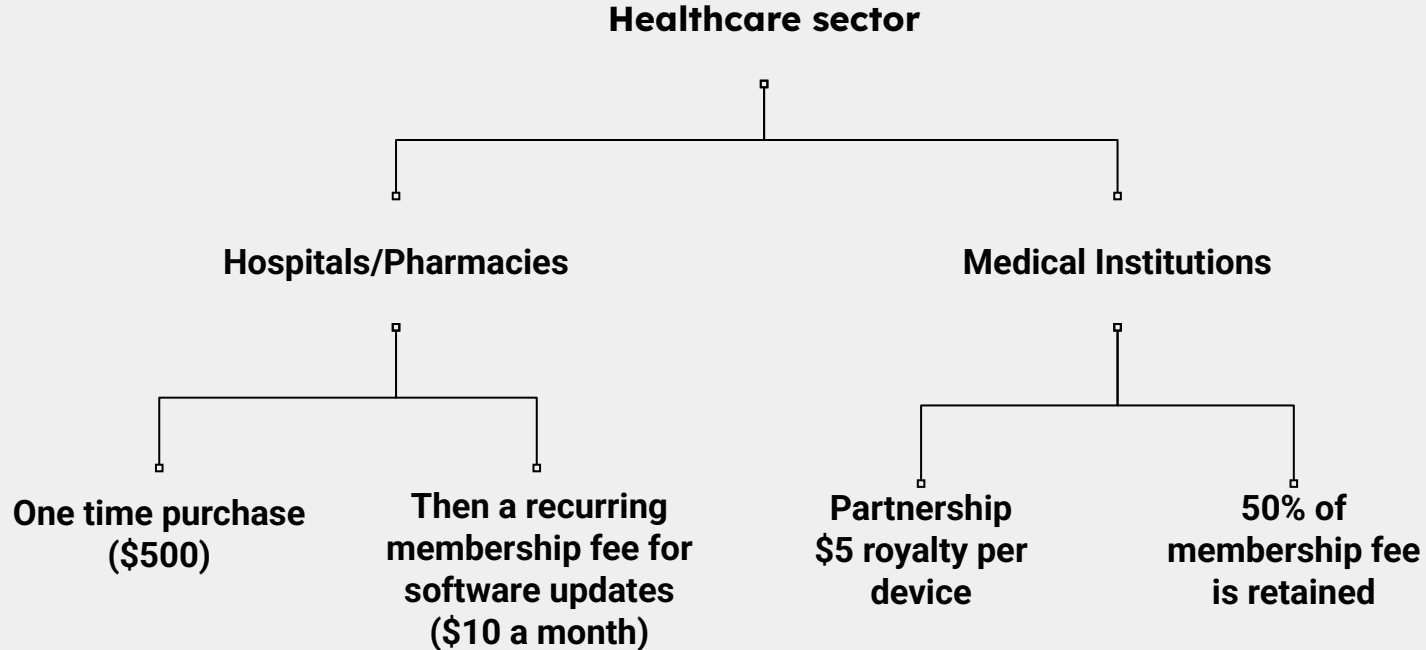- Questionnaires sent out to individuals with Prosopagnosia

Results:

- **83%** of individuals wanted audio identification
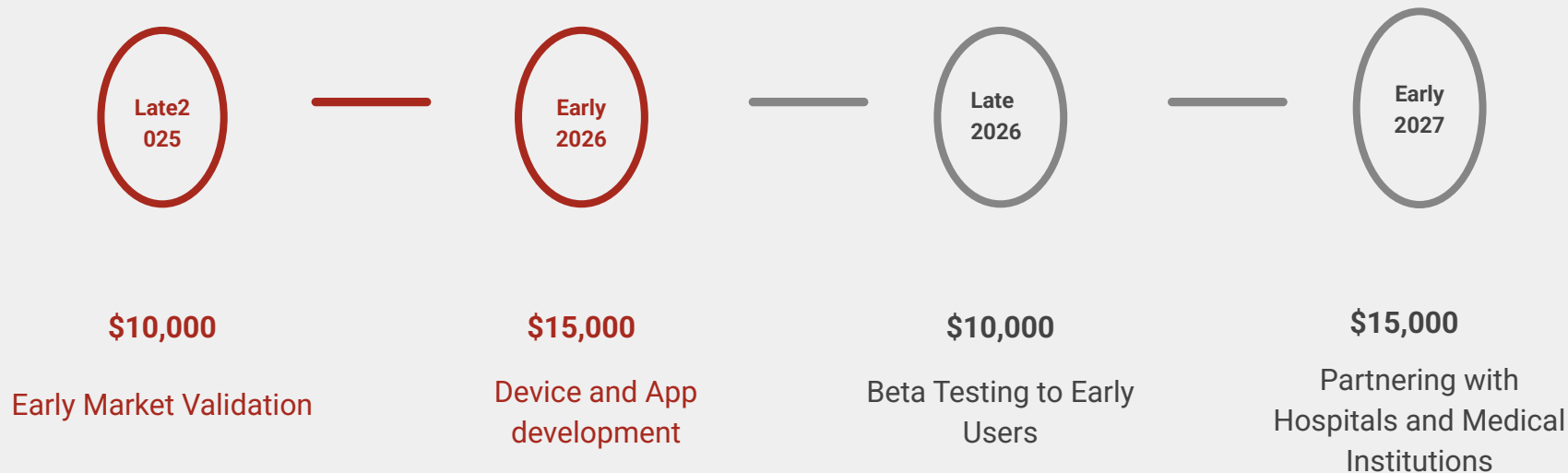- All interviewees believed this was a beneficial idea

THE OHIO STATE UNIVERSITY

College of Optometry

Fry Hall
338 W 10th Ave.
Columbus, OH 43210

614-292-0867 Phone

optometry.osu.edu

3/1/2025

InSight - President's Buckeye Accelerator program
The Ohio State University
Dhruv Chavan & Sagar Shah

I am writing to express my strong support for InSight, an innovative assistive technology designed to aid individuals with prosopagnosia (face blindness) in recognizing and identifying faces in daily interactions. This initiative, if successful, has the potential to significantly improve the quality of life for those who struggle with facial recognition.

Prosopagnosia affects millions of people worldwide, making it challenging for them to recognize family members, friends, colleagues, and even their own reflections. This is a relatively common condition, affecting approximately 1 in 50 Americans to some degree. It can lead to social anxiety, isolation, and difficulties in professional and personal settings. As a clinician who commonly examines patients with vision impairment who struggle to identify faces and facial expressions, I can testify that it is tremendously debilitating. The proposed face recognition device will utilize advanced AI and computer vision technology to provide real-time facial identification, offering greater independence, confidence, and accessibility for affected individuals.

The project's focus on user-friendly design, real-time assistance, and privacy protection makes it not only an innovative but also a practical and ethical solution to this significant challenge. By integrating AI-driven face recognition technology with a discreet and efficient interface, InSight aims to empower users with an effective way to recognize people around them. A device that performs these tasks efficiently and in a way that is acceptable to patients could undoubtedly be useful for enhancing social interactions and overall wellbeing.

I wholeheartedly support this initiative and encourage further development, funding, and collaboration to bring this much-needed solution to those who need it most. I believe that InSight can be a transformative assistive technology, and I support the dedication and innovation behind its development.

Sincerely,

Bradley E. Dougherty, OD, PhD
Associate Professor

Letter of Support

Our Team

Sagar Shah
Computer Science
& Neuroscience

Dhruv Chavan
Data Analytics

Use of Funds

Late2 025

Early 2026

Late 2026

Early 2027

$10,000

Early Market Validation

$15,000

Device and App development

$10,000

Beta Testing to Early Users

$15,000

Partnering with Hospitals and Medical Institutions

Our Mission

- Redefine accessibility and inclusion for individuals with prosopagnosia and face recognition difficulties

- Provide the device at a more affordable cost

- Empower users with social confidence and relief

Appendix

Link to questionnaire responses:

https://docs.google.com/spreadsheets/d/1TFK-hJYHMu-hT87P8VTbi1xoc3oyYceM9zaJlSrXvz0/edit?usp=sharing

Link to letter of support:

https://drive.google.com/file/d/1illGhli-pmjU0nJrzODehsyS6pfDrw1z/view?usp=drive_link

Appendix

TAM = individuals with some form for facial blindness 200 million x $500

SAM = Diagnosed cases of prosopagnosia and neurological conditions affecting face recognition 5 million x $500

SOM = Early Users seeking seeking tech solution 100k x $500

Appendix

Spoke to:

1) Dr. Walter Wu - College of Optometry

2) Dr. Rebecca Deffler - College of Optometry

3) Dr. Bradley Dougherty - College of Optometry

4) Prof. Naeem Shareef - COE