VOX

Community First. Connection Always.

EXECUTIVE SUMMARY

Project:	VOX, a community platform for blind and visually impaired people
Founded By:	Liam, a visually impaired entrepreneur with deep community insight
Mission:	Connect blind and visually impaired people through community, not technolog
Location:	Malta, with European expansion roadmap
Timeline:	Five-week prototype development
Platform:	iOS and Android (React Native)
User Base:	Verified blind and visually impaired individuals only
Revenue Model:	Ad-supported (free forever for users)

LIAM'S VISION

Being visually impaired in Malta is not difficult because of accessibility tools. It is difficult because of loneliness. There is no space for blind people to meet each other. To make friends. To find love. To build community. VOX is that space. It is not another accessibility feature bolted onto an existing platform. It is built from day one by a blind person for blind people. This is not a startup. This is a movement.

THE PROBLEM

Blind and visually impaired people face profound isolation. Existing platforms like Instagram and WhatsApp were designed for sighted users and lack built-in tools for peer discovery. Dating apps do not work. Generic accessibility solutions feel clinical, not like home. The real gap is this: There is no space designed specifically for blind people to meet each other, build genuine friendships, share experiences, and find romantic connections. Accessibility is not a feature here. It is the entire foundation.

THE SOLUTION

VOX is a community platform exclusively for blind and visually impaired people. It is built from day one with their needs in mind, not as an afterthought. Phase One builds community messaging, voice calls, interest based groups, friendship discovery, and local event coordination. Phase Two adds AI scene description and advanced profile matching after validating that the community trusts and values the platform. This approach prioritizes community first. We validate that people want this space. Then we add enhancements when the foundation is strong.

CORE FEATURES

Accessible User Profiles

Screen reader optimized. Bio, interests, location preference, connection goals. No photos required. Voice bio option available.

Direct Messaging and Voice Calls

Real time text and voice communication. Reliable delivery. Voice transcription. Typing indicators and read receipts.

Interest Based Groups

Community groups for dating, sports, hobbies, career support, mental health. Group voice calls. Event creation. Moderation by trusted members.

Friendship Discovery

Algorithm driven suggestions based on interests, location, and goals. Anonymous profile browsing. Like system for matches. Safety controls on all messaging.

Local Events Calendar

User created meetups and community events. RSVP tracking. Accessible venue information. Integrated group chat for attendees.

COMMUNITY VERIFICATION

VOX is exclusively for blind and visually impaired individuals. Verification ensures platform integrity and community safety. Verification uses three methods: self attestation plus document verification, video call verification with trained moderators, and trusted referral from existing verified members. Why? To prevent bad actors. To maintain community trust. To create a space where every member belongs. Other platforms exist for general audiences. This is ours.

REVENUE MODEL

VOX is never charged to users. The platform is funded through targeted advertising from companies serving the blind community. Premium Partners include assistive technology companies, accessible travel and tourism services, accessible employment services, disability friendly financial services, and accessibility focused organizations. Ad formats are native ads in feed, sponsored interest groups, event sponsorships, and job board listings. We never use intrusive banners. Why this works: Assistive technology companies actively seek to reach this audience. They understand the value. These are natural partnerships. Everyone benefits.

MARKET OPPORTUNITY

Malta has thousands of blind and visually impaired residents, predominantly underserved by digital community tools. Europe has millions facing the same isolation. The growth path validates in Malta, then scales to Portugal, Spain, Italy, and across the continent. Our target model is to build trusted community first, prove product value, expand methodically, and remain independent or partner with mission aligned organizations.

FIVE WEEK DEVELOPMENT SPRINT

Week One and Two: Foundation and Architecture Backend setup with Node.js and Express, database design with PostgreSQL, authentication system, user profile schema, KYC verification workflow Week Two and Three: Core Community Features Messaging system with Firebase Realtime, user profiles, groups architecture, friendship discovery algorithm, voice call integration Week Three and Four: Integration and Polish Events system, profile discovery and matching, accessibility testing with VoiceOver and TalkBack, KYC verification implementation, moderation tools Week Five: Testing and Validation Comprehensive screen reader testing, user feedback collection, bug fixes, documentation, demo preparation

TECHNICAL FOUNDATION

Frontend:	React Native and Expo
Backend:	Node.js and Express
Database:	PostgreSQL and Firebase Realtime
Verification:	AWS Rekognition with manual review
Infrastructure:	AWS Elastic Beanstalk
Accessibility:	WCAG 2.2 AA, VoiceOver and TalkBack

WHY VOX SUCCEEDS

Real Problem, Real Solution: Loneliness is documented in blind communities. VOX directly addresses it with community as the solution. Sustainable Revenue Model: Ad partnerships with natural allies eager to reach this audience. No subscription burden on users. Community First Philosophy: Not forcing AI or gimmicks. Build trust with core features. Add enhancements when community validates the need. Verified Community Foundation: KYC ensures only real blind and visually impaired users. Creates safe, genuine space. Bad actors cannot exist here. Founder Insight: Built by a visually impaired person for visually impaired people. Not accessibility theater. Real understanding of real needs. European Expansion Path: Proven in Malta, scales across Europe with millions of potential users. Multiple language support built in from start.

PHASE TWO: FUTURE ENHANCEMENTS

Once community is established, trusted, and engaged, we add scene description and visual assistance, advanced profile matching using community feedback, voice to text transcription, business partnership integrations, and expanded language support. Core principle: Community is the foundation. Technology is the enhancement.