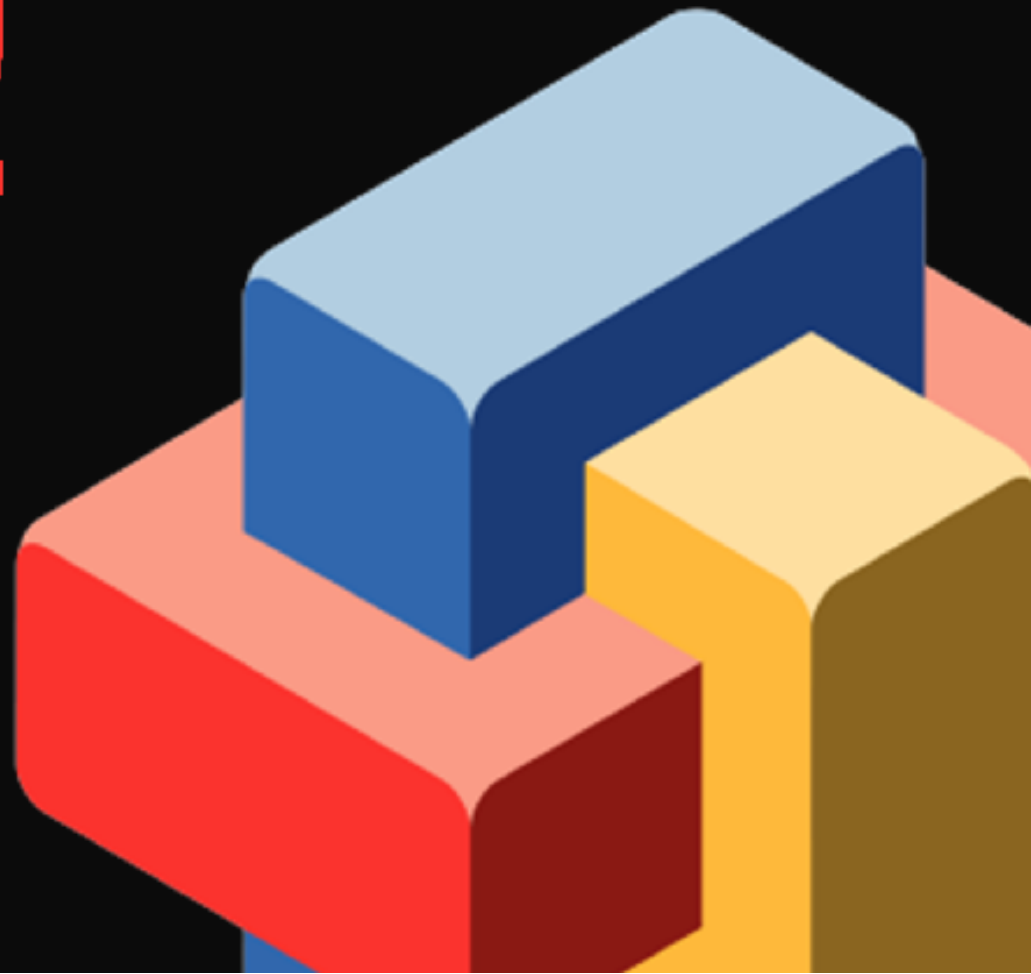
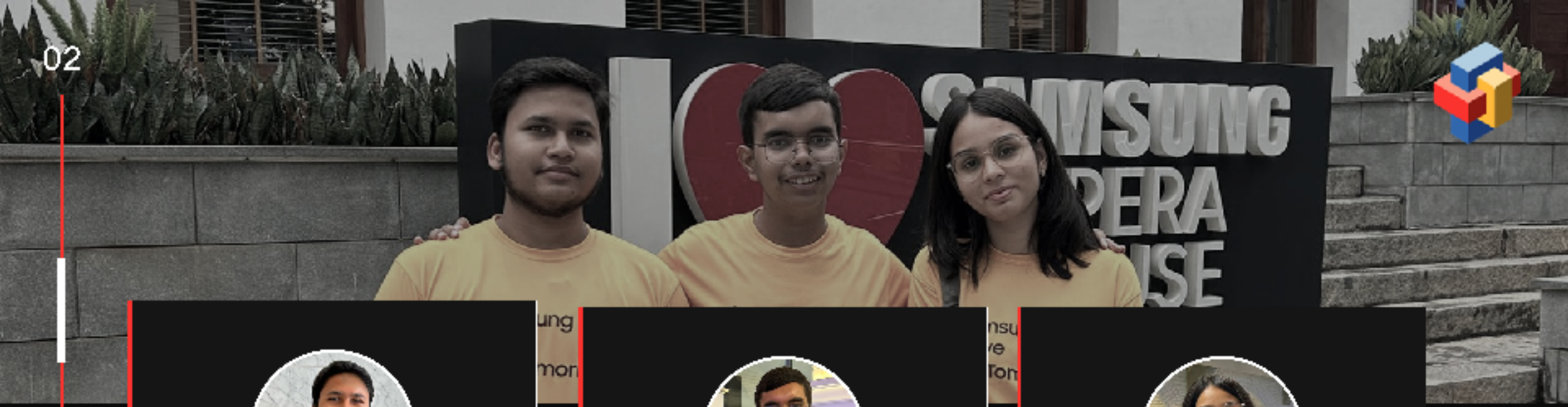
01

SOLVE FOR TOMORROW

WeHear!

Team Musketeers





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Mathematics and Computing, IIT Delhi

- Winner of Cipher deCipher organised by MathSoc, IITD

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SOLVE FOR TOMORROW

Idea Purpose

Empowering the hearing-impaired with AR

Real-time captions bridging communication gaps, fostering inclusivity, and enhancing interaction for a connected and inclusive society.

Problems

- **Deaf Population:** Over 65 million deaf individuals in India, indicating a significant market need.
- **Impact on Senior Citizen:** 48% of senior citizens struggle with hearing loss, affecting communication abilities.
- **Absence of Official Sign Language:** A lot of local variants exist for sign language.
- **Unemployment and Underemployment:** 70% of deaf individuals face limited job prospects.
- **Limited Education Access:** Only 5% of hearing-impaired children receive basic schooling. India has less than 400 deaf schools.

Problems

Insufficient Existing Solutions

- Affordability of Hearing Aid
- Limited Cochlear Implant Availability
- Less than 1 by 5 deaf individual use hearing aid

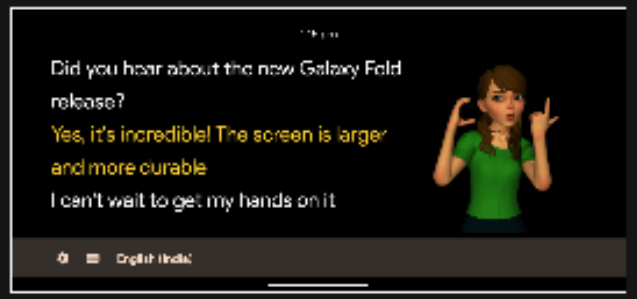
Solutions

01.

Developing AR headsets specifically designed for the hearing impaired

02.

Real-time conversion of audio to subtitles and sign language



03.

Facilitating effective communication

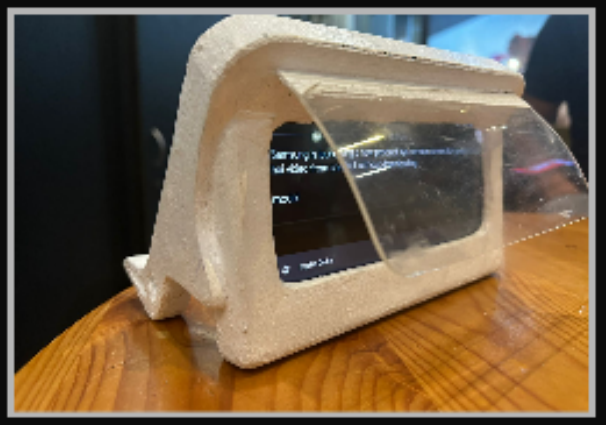
Product

Hardware

Our AR headset integrates with a smartphone, providing an immersive experience through a glass screen that reflects the phone's content.

Features

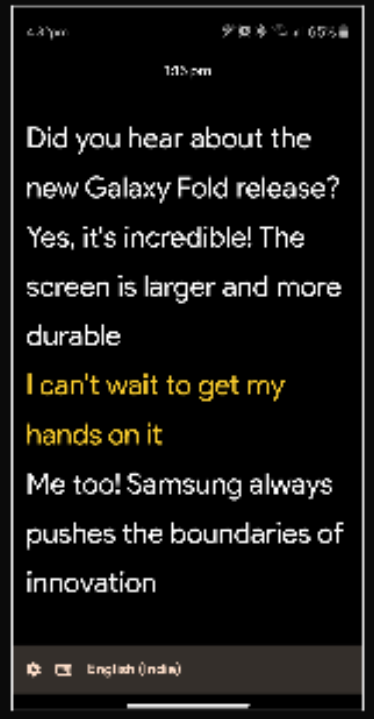
- Compatibility
- Clear Reflection
- User-Friendly Design
- Versatile Applications

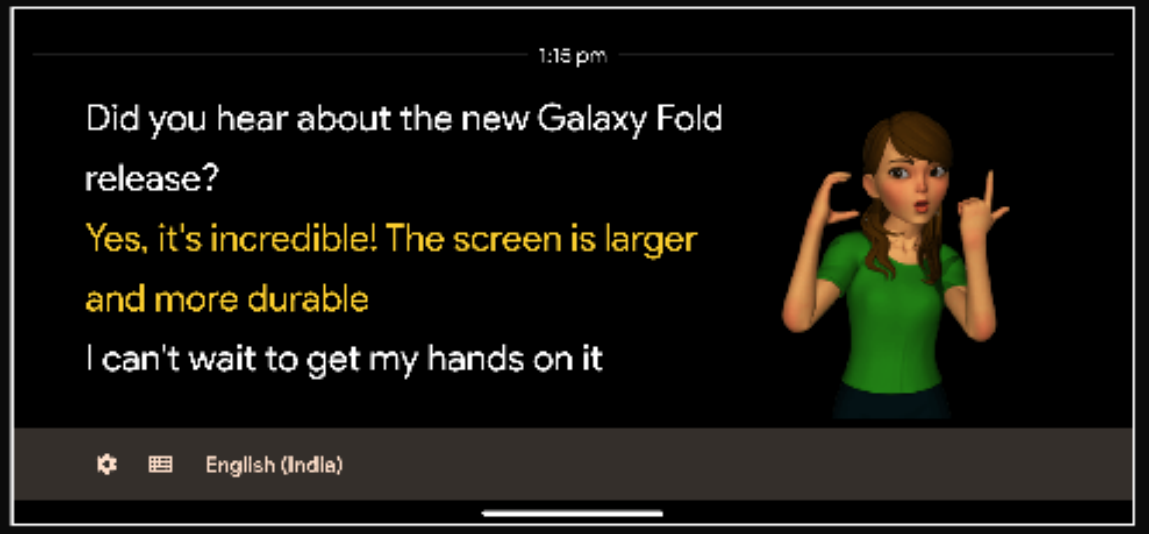


Product

Software

Our software complements the AR headset by converting voice into text and visuals, enhancing the user experience and accessibility





Market Size

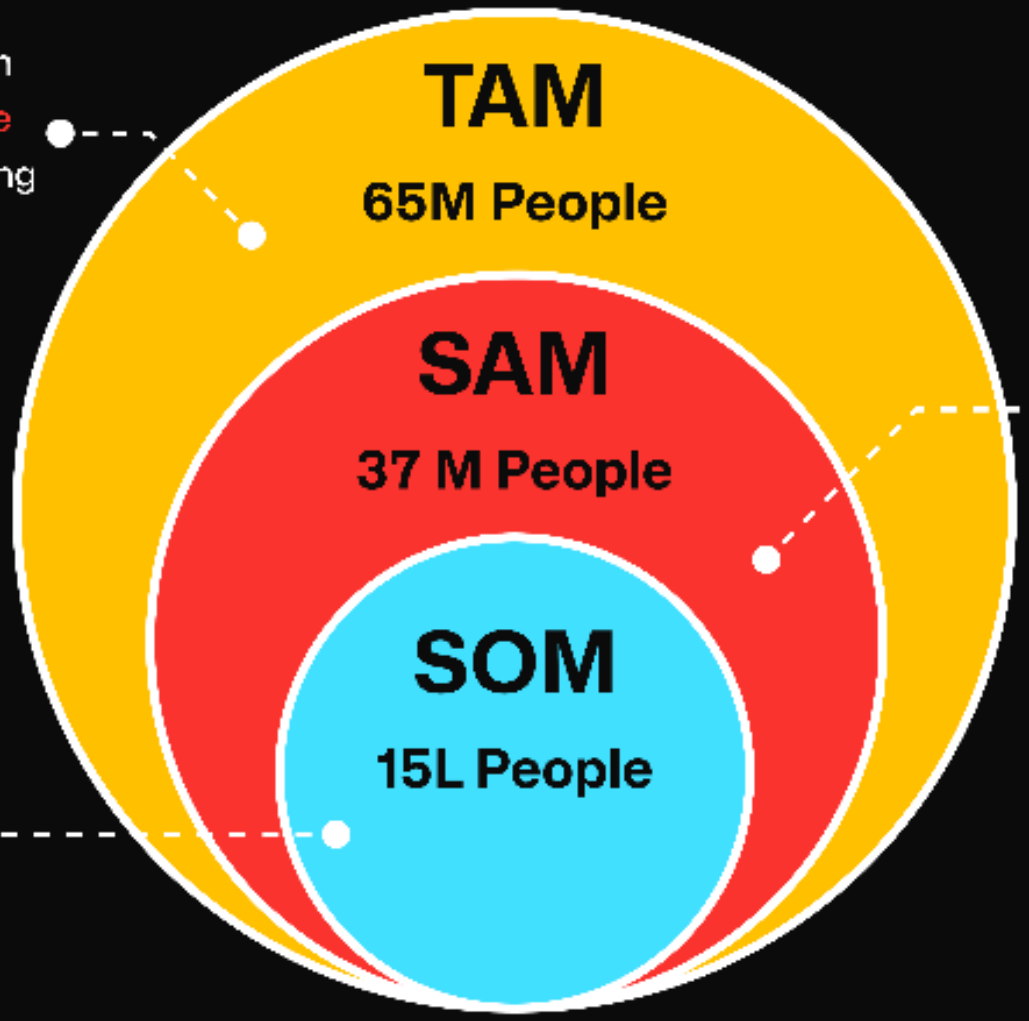
Globally 5% people affected by hearing issues -WHO

The hearing aid market is $10.23 billion in 2022 growing at a CAGR of 8.1%

According to WHO about 900M people worldwide are likely to suffer from hearing loss by the end of 2050.

Market Size

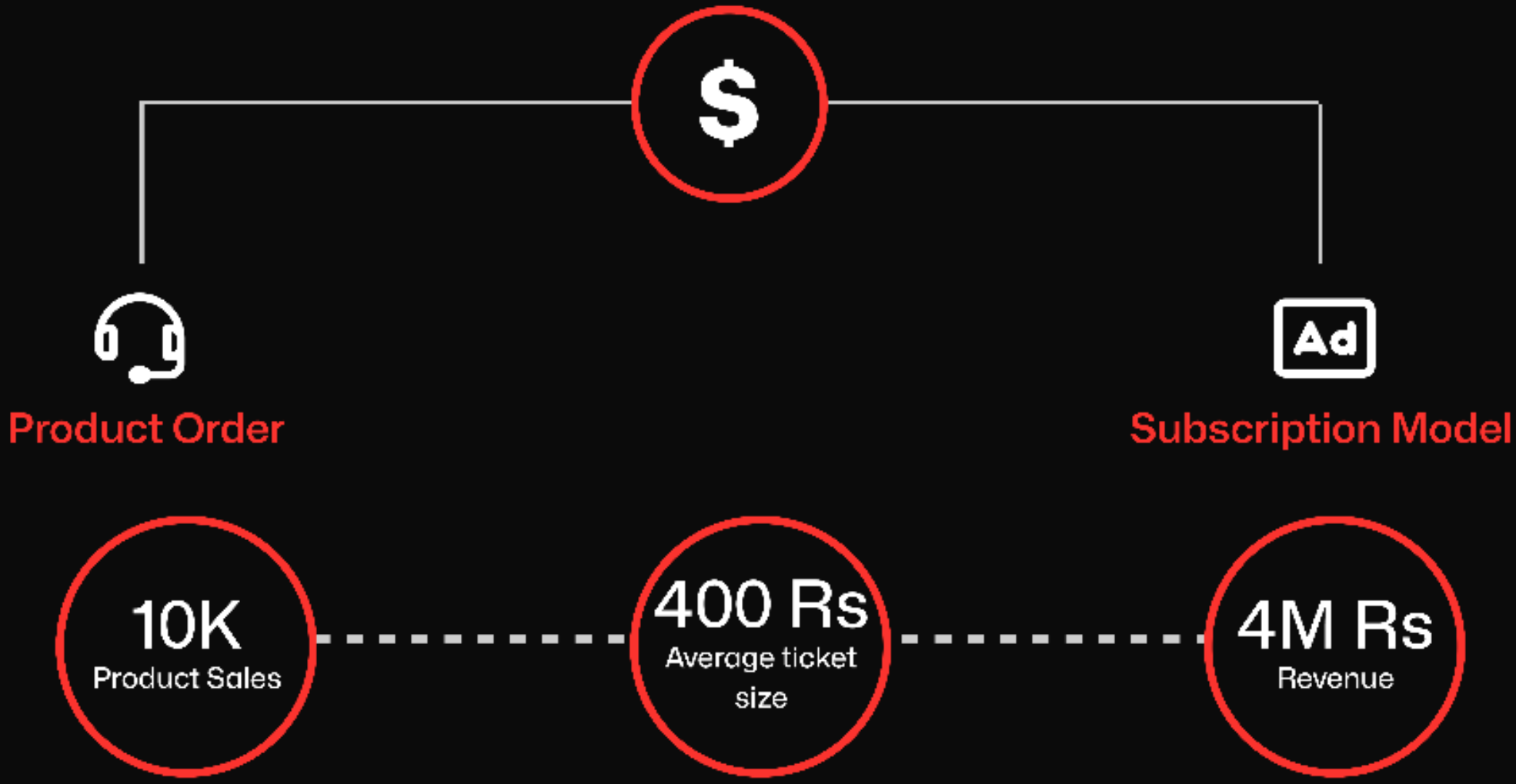
Total market we can capture in India is about 65 million people which have some sort of hearing impairment



57% Of TAM which are literate enough to read captions or sign language which is around of 37 million people.

4-5% of SAM which is around 15 lakh people

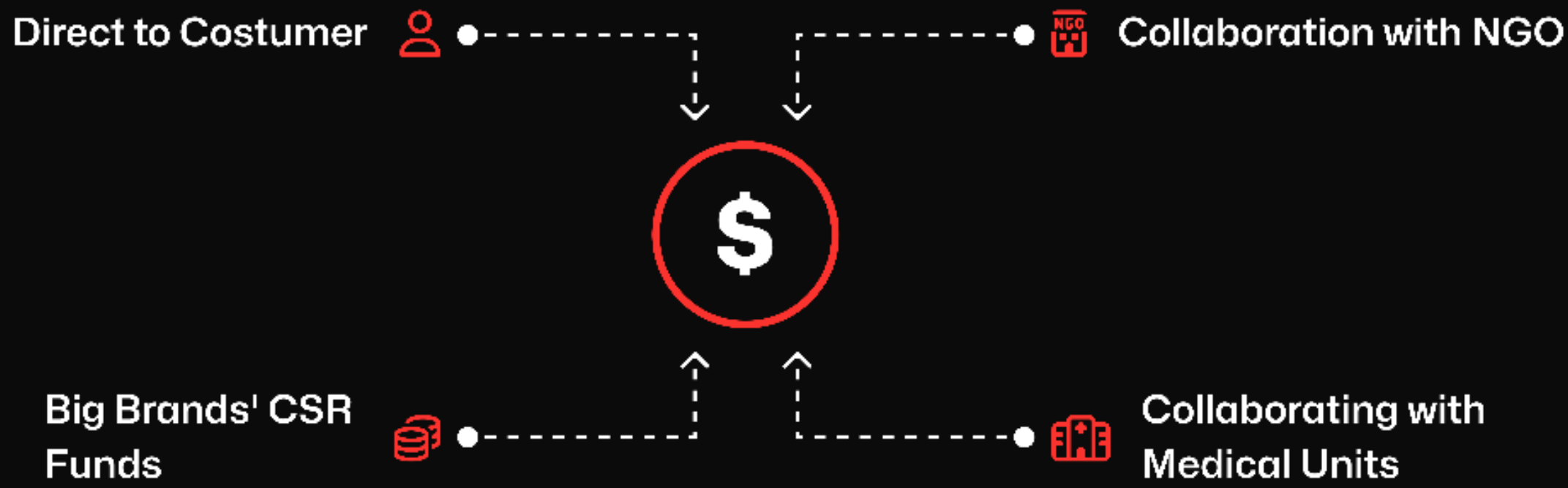
Business Model



*Expected sales in next 2 years

Business Model

Four main revenue sources

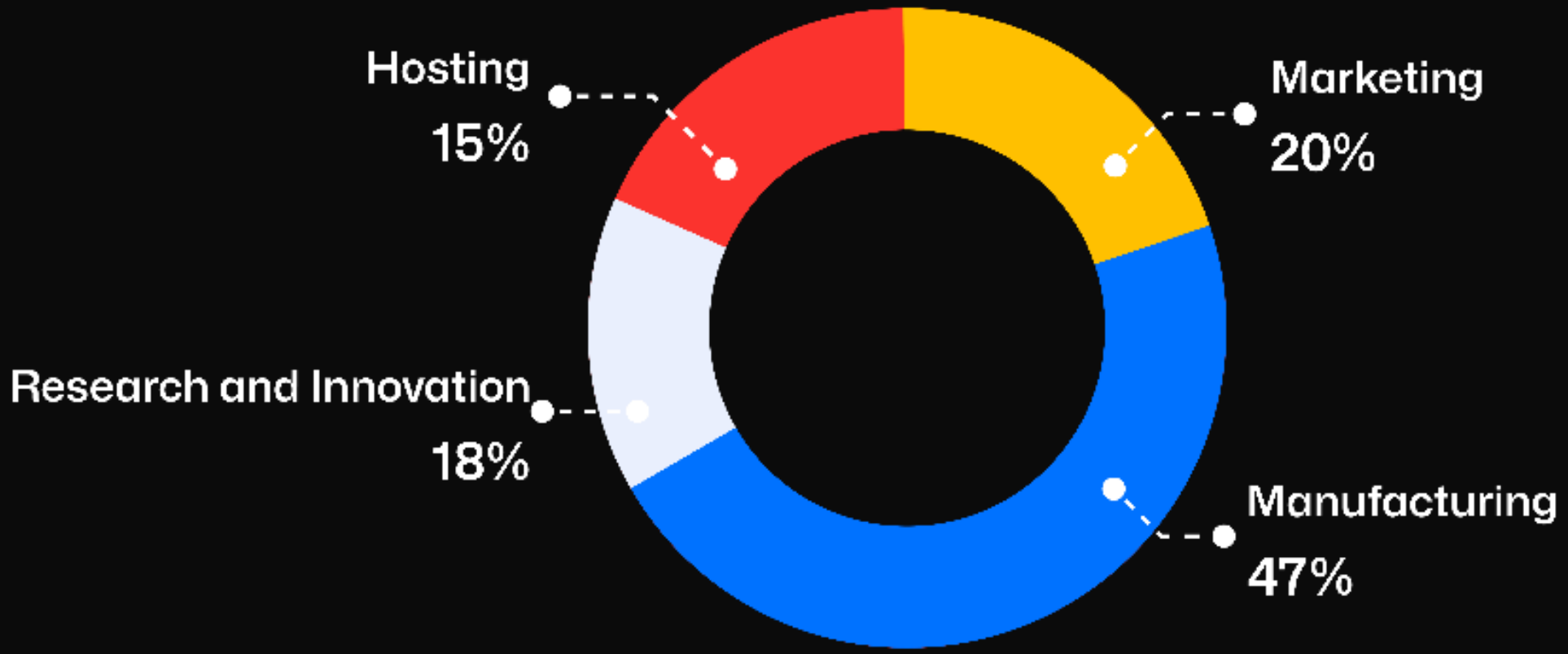


Financials

- **Initial Investment :** 5 lakhs for production injection molding enabling cost-effective mass production.
- **Cost :** Unit production cost under 500 rupees which can be further reduced to 300 on mass production.
- **Price :** Selling at 800 rupees, with a 60% profit margin for sustainable growth.

Financials

Cost Structure



Competition

	Our product	XRAI glasses	HoloLens
Target Audience	Hearing impaired	Hearing impaired	Engineers and healthcare
Voice to text	✅	✅	✅
AI Assistant	✅	✅	❌
Translation	✅	✅	❌
Sign language	✅	❌	❌
Affordablity	✅	❌	❌

Traction

Customer Validation

Discussion with CMO of Ghaziabad

HOD of MAX Hospital

- Survey results : 87% educated, 62% overall interest from 100+ hearing-impaired respondents.
- Meet CMO (Chief Medical Officer) Ghaziabad for potential partnerships and collaborations.
- Engaged with Head of the ENT Department at Max Hospital to explore opportunities.

Thankyou!

Question and Answers