Key Partners



Accessibility Organizations:

 Collaborate with NGOs and support groups to enhance outreach efforts.

Educational Institutions:

• Establish partnerships with sign language training centers to recruit interpreters. Technology Providers:

Work together with AI and cloud service providers for innovative solutions.

Key Activities



- Developing and improving Al models for accurate sign language translation.
- Hiring and assessing skilled sign language interpreters.
- Crafting and maintaining a userfriendly mobile application.
- Executing marketing strategies and outreach initiatives to grow the user base.
- Ensuring data security and compliance with accessibility standards.

Key Resources



Human Resources:

- Al and web developers, UX/UI designers, and customer support staff.
- Certified sign language interpreters.

Technical Resources:

- AI/ML models for sign language translation.
- Secure servers and databases for storing user data.

Financial Resources:

• Initial funding for both development and marketing efforts.

Value Proportions



For Deaf Users:

- Easy communication with Alpowered sign language translation and affordable access to skilled interpreters.
- Guides: Easy tutorials and FAQs. For Sign Language Experts:
- A platform to earn money flexibly while helping the deaf community.
- Payment Tracking: See earnings and payments.

Customer Relationships



For Deaf Users:

- 24/7 Support: Help via chat or email
- Feedback: Rate interpreters and translations.

For Interpreters:

- Easy Onboarding: Quick setup and training.
- Support: Help with any issues.

Channels



Acquisition Channels:

- Web application.
- Social media campaigns aimed at accessibility groups.
- Collaborations with NGOs and educational institutions dedicated to the deaf community.

Engagement Channels:

- In-app notifications and updates.
- Email campaigns offering tips and showcasing features.

Customer Segments



Primary Audience:

• Deaf and hard-of-hearing individuals seeking communication assistance.

Secondary Audience:

- Sign language interpreters or fluent individuals looking for freelance work.
- Organizations supporting the deaf community or accessibility initiatives.

Demographics

- Age: 10-65 years old
- Location: Urban areas in the Middle East
- Income Level: Middle to upper-middle class individuals who can afford affordable subscription plans or pay-per-use services, ensuring inclusivity without financial strain.

Psychographics

- Behavior:
- 1. Deaf individuals seeking easy-to-use, reliable tools for real-time communication.
- 2. Interpreters looking for flexible, impactful work opportunities.
- Interests: Accessibility tools, learning new technologies, and improving social and professional interactions.
- Lifestyle: Urban-based, tech-savvy individuals who rely on smartphones for daily communication and services.

Cost Structure

Development Expenses

Operational Expenses

Marketing Expenses **Employee Expenses**

Interpreter Payments



Revenue Streams

Subscriptions:

- Monthly or annual plans providing access to Al-driven tools Pay-per-Service:
- Users are charged for each individual interpreter session or translation request.

Transaction Commissions:

• A percentage (such as 15-20%) is taken from payments made to interpreters.

Advertising:

• Opportunities for sponsored content or partnerships

Business Model Canvas

Designed For: GDG Hackathon

Designed by: iwaju

Date: 30/11

Version: 1

Value Proposition Problem Business Overview Solution Target Audience

Our app bridges the communication gap for the deaf community by providing real-time sign language translation, on-demand interpreter services, and a platform for connection and learning. It offers accessibility, convenience, and inclusion, making communication easier and more effective.

The deaf community struggles with:

- 1. Difficulty communicating with non-sign language speakers.
- 2. Limited access to interpreters, especially in underserved areas.
- 3. Lack of affordable tools for real-time sign language translation.

Our app solves these problems by:

- 1.AI-Powered Translation: Converting sign language videos into text and vice versa in real-time.
- 2.On-Demand Interpreters: Instant access to certified interpreters anytime, anywhere.
- 3. Community Features: A platform to share resources, connect, and learn.
- 4. Payment System: Secure and transparent transactions between users and interpreters.

Primary Users:

Deaf and hard-of-hearing individuals needing real-time translation and interpreters. Secondary Users:

Sign language interpreters seeking flexible work opportunities.

Demographics:

Age: 18-65 years old.

Location: Focus on urban areas in the Middle East like Cairo, Riyadh, and Dubai. Income Level: Middle to upper-middle class, offering affordable subscription.