[Project /   Decibel   ]

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1.0 Executive Summary

Our mobile application is designed to provide seamless communication for the deaf community by offering AI-powered video-to-text and sign language translation services. The app serves two primary users: the service recipient (a deaf person) and the service provider (a sign language expert). Service recipients can upload videos for translation, either in sign language or converted into readable text using an AI-powered model. The app will facilitate payment from the service recipient to the service provider, with a portion of the payment going to the platform. This system aims to promote inclusivity and offer a practical solution for communication barriers within the deaf community.

We are seeking an initial fund of $50,000 to $80,000 for the first three months to cover development, marketing, and operational costs. This funding will be secured through a combination of personal savings, grants, and potential partnerships with NGOs focused on accessibility. The money will be allocated for building the mobile application, developing the AI models for translation, running digital marketing campaigns, and establishing initial user acquisition strategies. With the right investment, we aim to build a scalable platform that will not only become a trusted resource for the deaf community but also generate revenue through subscription plans and platform commissions, making the business profitable in the long run.

2.0 Products and Services

2.1 Describe in depth your product or service you are planning to develop during the incubation period.

During the incubation period, we will develop a mobile app and wed sites to connect the deaf community with sign language interpreters. The app will have two main users: deaf individuals (service recipients) and sign language interpreters (service providers).

Key Features:
- **AI-Powered Translation:**
  The app will use AI to translate sign language videos into text and text into sign language, enabling real-time communication.
- **Interpreter On-Demand:**
  Users can request certified sign language interpreters in real-time for various situations like meetings. They can schedule sessions or request live translations.
- **Payment System:**
  The app will include a secure payment system for transactions between service recipients and interpreters, with a small commission for the platform.
- **User Profiles & Feedback:**
  Users and interpreters will have profiles. Interpreters can list their qualifications, and users can provide ratings and feedback.
- **Community Features & Resources:**
  The app will have a community section where users can share resources and experiences, along with educational materials about sign language and deaf culture.

2.2 What factors will give your products competitive advantages or disadvantages?

Competitive Advantages:
1. **AI Integration:**
   The app's use of AI to translate sign language into text and vice versa gives it a unique advantage. By incorporating AI, the application can deliver fast, scalable, and cost-effective translation services compared to human-only solutions.
2. **On-Demand Interpreter Service:**
   The flexibility to access certified sign language interpreters on-demand sets this platform apart from other communication solutions. This real-time, easily accessible service makes it more convenient for deaf individuals who may require immediate communication assistance.
3. **Inclusive Community Features:**
   The community section of the app fosters interaction among deaf users and interpreters, building a support network. This is an additional layer of value that most translation apps lack, offering not just a tool but a sense of belonging.
4. **Affordable & Transparent Payment Structure:**
   The app will ensure that payments are easy to make, and interpreters are compensated, while the platform maintains a small commission. This provides both transparency and fairness in the transaction process.
5. **Scalability:**
   The AI-driven model allows for rapid scaling, expanding to new markets with minimal additional cost. This makes the app adaptable to regions beyond the initial target market in the Middle East, where there is a large population of people with hearing impairments.

Competitive Disadvantages:
1. **AI Accuracy:**
   The effectiveness of the AI translation may be limited by the quality of the data used to train it. Inaccurate translations, especially in complex sign language, could reduce user satisfaction and limit the app's usability.
2. **Reliance on Technology:**
   Not all users may be comfortable using technology, especially older deaf individuals. The platform's reliance on mobile technology could limit adoption among some members of the target market who may not be tech-savvy.
3. **Availability of Certified Interpreters:**
   The success of the interpreter service depends on the availability of qualified sign language interpreters. If there is a shortage of skilled interpreters in certain regions, the app's ability to meet demand could be compromised.
4. **Market Awareness:**
   While the demand for accessible communication solutions is growing, there may still be a lack of awareness about the app in the early stages, which could impact user acquisition and growth.

2.3 What are the pricing, fee, or leasing structures of your products or services?

Pricing Model:
1. **Subscription-Based Model:**
   Users will pay a subscription fee to access the core features of the app, such as AI translation and basic community resources. The subscription could be offered in tiers:
   - **Basic Plan:** Includes limited translation features and access to community resources.
   - **Premium Plan:** Provides full access to AI translation, on-demand interpreter services, and additional features like priority support and advanced community features.

Subscription Fees:
   - Basic Plan: **$5 - $10 per month**
   - Premium Plan: **$20 - $30 per month**

2. **Pay-Per-Service Model (For Interpreter Services):**
   Users will also pay for on-demand interpreter services as needed. This model allows users to only pay when they need translation services, making it flexible and accessible.

Fee Structure for Interpreter Services:
   - Interpreter Sessions: **$10 - $20 per session** (depending on duration and complexity).
   - The platform takes a **15-20% commission** on each session fee.

3. **Commission-Based Revenue Model:**
   The platform earns a commission from each transaction between the service recipient and the interpreter. This commission will be deducted automatically from the payment made by the service recipient and paid to the platform.

Commission Fee:
   - **15% - 20%** of the total payment made to the interpreter.

4. **In-App Purchases (Optional Features):**
   The app could offer additional services or premium features through in-app purchases. These could include additional translations, educational materials, or features like customized sign language lessons.

Example In-App Purchases:
   - Additional Translations: **$1 - $5 per translation request**
   - Premium Learning Materials: **$3 - $10 per course or video**

2.4 Kindly define your business model in the below table

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segment
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.	• Developing and improving AI models for accurate sign language translation. • Hiring and assessing skilled sign language interpreters. • Crafting and maintaining a user-friendly mobile application. • Executing marketing strategies and outreach initiatives to grow the user base. • Ensuring data security and compliance with accessibility standards.	or Deaf Users: • Easy communication with AI-powered 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.	For Deaf Users: • 24/7 Support: Help via chat or email anytime. • Feedback: Rate interpreters and translations. For Interpreters: • Easy Onboarding: Quick setup and training. • Support: Help with any issues.	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.
	Key Resources Human Resources: • AI 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.		**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.	

Cost Structure

Development Expenses
Operational Expenses
Marketing Expenses
Employee Expenses
Interpreter Payments

Revenue Streams

Subscriptions:
• Monthly or annual plans providing access to AI-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

4.0 Project milestones

4.1 List your project milestones (mentioning time period)

Milestone Description	Deadline of Accomplishment (assuming that the beginning of incubation is month 1)
Prototype Development	Month 1
AI Integration & Testing	Month 2
Beta Testing	Month 2-3
App Launch (Initial Version)	Month 3
Marketing Campaigns & User Acquisition	Month 3 onwards
Post-Launch Improvements	Month 3+

5.0 Marketing Plan

5.1 What is the total size of your product market approximately? What is the percent share of the market will you acquire ? And what is the current demand in target market.

- **Market Size:**
Approximately 5% of the global population is affected by hearing loss or deafness. In the Middle East, with a population of roughly 400 million people, around **20 million** individuals could benefit from accessibility solutions. This includes individuals in countries like Egypt, Saudi Arabia, and the UAE, where a significant portion of the population experiences hearing impairment.

- **Market Share Acquisition:**
Given the current demand for accessible communication, we aim to acquire at least **1-2%** of the total market in the first three years, which equates to about **200,000 to 400,000 users** by the end of year three.

- **Current Demand:**
The demand for accessible communication solutions in the Middle East is growing. Awareness of disabilities and the need for inclusivity is increasing, particularly in larger urban areas. However, there is a significant gap in the availability of affordable, easy-to-use tools for deaf individuals, creating a high demand for this service.

5.2 What is the growth potential and opportunity for a business of your size.

> ☐ **Growth Potential:**
> The market for accessibility tools is expected to grow due to increasing awareness and legal requirements for inclusivity in many countries. By leveraging AI for real-time sign language translation, the business has the potential to expand rapidly across different regions and industries, including healthcare, education, and government services.
> ☐ **Opportunity:**
> With the rise of mobile app usage and technological advancements in AI, the opportunity to scale the business is significant. As the app becomes more popular, more services can be added, such as expanding into other languages or offering a wider range of communication features, which will further boost the app's value and user base.

5.3 What entry barriers do you face in entering this market with your new company?

> ☐ **Technology Development:**
> Developing and fine-tuning the AI models for accurate sign language translation can be challenging and time-consuming, especially when ensuring the models work in various sign language dialects.
> ☐ **Market Awareness:**
> While the need is clear, raising awareness about the app and overcoming resistance from the deaf community, especially older generations who may not be familiar with mobile apps, could be a barrier.
> ☐ **Competition and Differentiation:**
> Competing against established translation apps or companies that already offer similar solutions will require significant effort in branding, user acquisition, and demonstrating the unique value of our service.
> ☐ **Interpreter Availability:**
> Ensuring a sufficient number of skilled interpreters, particularly in underserved regions, could be a challenge. Recruiting qualified interpreters in different areas and ensuring their availability on-demand is essential.

5.4 Identify your targeted customers and their demographics

- **Primary Customers:**
  - **Deaf and hard-of-hearing individuals:** People who face communication challenges due to hearing impairments. This includes people across various age groups, with a focus on urban areas where the app's technology is most accessible.
  - **Location:** Targeting primarily urban centers in the Middle East such as Cairo, Riyadh, Dubai, and other major cities.
- **Secondary Customers:**
  - **Sign language interpreters** who are looking for flexible work opportunities.
  - **Organizations:** Schools, hospitals, and public institutions that need to provide sign language services to their clients or employees.
- **Demographics:**
  - Age: Primarily targeting adults aged 18-65 who are comfortable using smartphones.
  - Location: Middle Eastern countries, starting with Egypt, Saudi Arabia, UAE, and expanding across the region.
  - Income Level: Targeting middle to upper-middle-class individuals who can afford subscription services.
  - Technological Comfort: The app will be designed to be easy to use, targeting both tech-savvy users and those with limited experience.

5.5 What products and companies will compete with you? Please list your major competitors (whether global or local)

- **Global Competitors:**
  - **Google Translate:** Offers general translation services but lacks a specialized focus on sign language and real-time video translation.
  - **The ASL App:** A mobile app focused on teaching and translating American Sign Language (ASL), but lacks live interpreter services.
- **Local Competitors:**
  - **SignLive (UAE):** Provides live sign language interpretation services, but is limited in language options and geographical reach.
  - **Saudi Sign Language App (KSA):** Offers basic sign language content but does not provide AI-driven translation or on-demand services.
- **Indirect Competitors:**
  - **Zoom/Skype with Manual Interpretation:** Video conferencing platforms that can use interpreters for communication, but without an integrated system or AI-powered solution.

5.6 kindly Use the Competitive Analysis table below to compare your company with your two most important competitors (please list all of your product/ service features)

	Our App	Google Translate	The ASL App	SignLive (UAE)
Product / service				
Real-Time AI Translation	Yes	No	No	No
On-Demand Interpreter Service	Yes	No	No	yes
Sign Language Video-to-Text	Yes	No	No	No
Text-to-Sign Language	Yes	No	No	No
Payment Integration	Yes	No	No	Yes
Community Resources	Yes	No	No	No
Global Reach	Yes	Yes	No	Limited
Target Market (Deaf & Hard of Hearing)	Yes	No	Yes	Yes

6.0 Financials

Funding Requirements/Use of Funds

7.1 How much money do you require to start and/or run your business? What will be the primary uses of these funds? And how to you plan to secure your required funds

Amount Required:

To start and run the business during the first year, we require **$150,000 to $200,000**.

Primary Uses of Funds:

1. **Development (40% - $60,000 to $80,000):**
   - **App Development:** Building and launching the mobile application with core features, including AI-powered translation and interpreter services.
   - **AI Model Development:** Creating and optimizing translation algorithms for accuracy and scalability.
   - **Infrastructure:** Setting up cloud hosting and data storage for a seamless user experience.
2. **Marketing (30% - $45,000 to $60,000):**
   - **Digital Marketing Campaigns:** Social media ads, influencer collaborations, and search engine marketing to build brand awareness and attract users.
   - **Partnership Outreach:** Collaborating with NGOs, schools, and hospitals to promote the app and grow the user base.
3. **Operations (20% - $30,000 to $40,000):**
   - **Team Salaries:** Hiring developers, marketers, and customer support staff to maintain smooth operations.
   - **Interpreter Incentives:** Offering payments or bonuses to interpreters during the initial phase to ensure availability and quality.
4. **Miscellaneous Costs (10% - $15,000 to $20,000):**
   - **Legal & Registration Fees:** App store registrations and intellectual property protection.
   - **Office and Communication Tools:** Day-to-day operational costs, software subscriptions, and team collaboration tools.

How We Plan to Secure Funds:

1. **Angel Investors & Seed Funding (50%):**
   - Approach investors with an interest in tech startups or social impact businesses to raise **$75,000 to $100,000**.
2. **Grants & Sponsorships (30%):**
   - Apply for grants from organizations focused on accessibility, technology innovation, or social entrepreneurship to secure **$45,000 to $60,000**.
3. **Crowdfunding (20%):**
   - Launch a crowdfunding campaign to attract supporters, especially from the deaf community and advocates for accessibility, aiming to raise **$30,000 to $40,000**.

7.2 Kindly provide your budget

Budget:

Product	price	percentage
App Development	50,000	33%
AI Model Development	20,000	13%
Marketing & Advertising	45,000	30%
Operations & Salaries	30,000	20%
Miscellaneous Costs	5,000	4%

Financial Outlook:

	min	max
Revenue	150,000	300,000
costs	100,000	150,000
profit	50,000	150,000

7.3 Define the risks your project might face and the what is your contingency plan?

Potential Risks and Solutions
1. **Technical Challenges:**
   - **Risk:** Difficulty in developing accurate AI translation models.
   - **Solution:** Start with basic features and gradually improve using expert partnerships and user feedback.
2. **Low Market Adoption:**
   - **Risk:** Slow adoption by the deaf community or interpreters.
   - **Solution:** Launch awareness campaigns, offer free trials, and provide user-friendly tutorials.
3. **Competition:**
   - **Risk:** Competitors with similar features gaining market share.
   - **Solution:** Highlight unique features, maintain competitive pricing, and focus on user satisfaction.
4. **Interpreter Availability:**
   - **Risk:** Not enough interpreters to meet demand.
   - **Solution:** Provide attractive payouts, partner with training centers, and use AI for basic tasks.
5. **Financial Issues:**
   - **Risk:** Running out of funds before profitability.
   - **Solution:** Secure staged funding, diversify revenue streams, and control costs.
6. **Data Security:**
   - **Risk:** Breach of user data.
   - **Solution:** Use encryption, perform regular security checks, and comply with

privacy laws.

7. **Regulatory Compliance:**
   - **Risk:** Non-compliance with regional laws.
   - **Solution:** Consult legal experts and adapt the app to meet local requirements.

By addressing these risks with clear solutions, the project will remain stable and progress effectively.