



Business Overview

Value Proposition

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.

Problem

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.

Solution

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.

Target Audience

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.