

Owl

Executive Summary

Owl aims to increase the accessibility of accessibility products using the advantages of modern technology. Owl offers assistive technology solutions along with systems to learn how to use those and other assistive technologies.

1. Plan Overview

1.1 Mission

Owl is dedicated to flattening the learning curve associated with the operation of assistive technology experienced by the disabled community. Owl revolutionizes how people with disabilities learn to operate accessibility devices. Rather than relying solely on a limited number of specialized training facilities and the limited availability of their staff, Owl's products offer professional training with on-demand availability. Owl offers specialized training mediums that take advantage of advanced technologies to provide superior-quality training materials to its users.

1.2 Objectives

Within two years, Owl would like to have a distribution network for Train and Go devices. Devices will need to be constructed, assembled, tested, and sent to end-users.

Within five years, Owl wants to increase the percentage of clinicians who recommend our services to 25%. This would help increase market share and name recognition for the business.

1.3 Keys to Success

One key to success for Owl is prioritization of medical professionals in our marketing budget. Meetings, presentations, pitches, and advertisements should be developed so that medical professionals realize that Owl products are valuable to the users they need to service and worth the cost Owl asks for them. Another key to success is that Owl plans to work hand in hand with trained medical professionals to draw on their vast amounts of experience of what the users of Owl's products require. In collaboration with Mississippi State University's T.K. Martin Center, Owl's products can be used on a trial basis by individuals who would benefit from such a product in order to discover what design aspects require modification.

1.4 Competitive Advantage

Owl's Train and Go offers the ability to learn how to operate a wheelchair in a virtual environment. This feature prioritizes safety by allowing users to navigate obstacles that could pose a serious threat to their safety in the real world with no risk to user safety. The simulation is fully contained in a virtual reality headset, and only one controller is attached to the chair to make the simulation run. With this self-contained design, Train and Go can be attached to any wheelchair. Additional sensors are added to the wheelchair to ensure safety while the user is operating the chair. The sensors provide 360-degree obstacle detection, and they notify the user of a potential obstacle in the room if they are about to run into it.

1.5 Target Market

People with physical and mental disabilities, as well as the medical professionals who serve them, are included in the product's target market. Owl's mission is to help people with disabilities starting with Train and Go. Anyone beginning their journey of learning to use a powered wheelchair can benefit from Train and Go. The product can be adjusted to meet each user's specific needs and can help improve confidence and competence during wheelchair operation. Medical professionals can promote the product as a necessary supplement to other wheelchair training materials as a means of helping minimize the risk of damaging property or equipment or harming others while learning how to operate a powered wheelchair.

1.6 Basic Strategies

Owl's strategy for funding and marketing is to travel to disability centers where our target market frequently visits and pitch Owl's mission. This allows Owl to have exposure that can spread through word of mouth before transitioning to online marketing. Disability centers can be reached through email and social media to schedule visits and distribute promotional samples of Train and Go. Owl's target market is limited to a specific community of people. Large-scale manufacturing facilities will not be needed. Owls has created a unique product that serves a purpose not yet satisfied by competitors and plans to expand with new ideas, reaching new markets.