IDEA PITCH CONTEST 2025

SEE BEYOND SIGHT
“CLARITY”

Team Name
NatureAI
Reference Number
- 131

Presented By:
1. Lakshman, GU-2025-3561
2. Aditya Shukla, GU-2025-3612
3. Amit Kumar, GU-2025-3687
4. Ashish, GU-2025-3564

PROBLEM STATEMENT

Problem Description:
NatureAI's "**CLARITY"** makes "Moderate to severe visually impaired people" Independent who were earlier dependent on other people to navigate, a walking stick, any haptic based detection band, or expensive gadgets. Due to financial constraint, some people are not able to get their operation done. Few are left behind due to their untreatable eye disease. These people also face emotional instability due to society prejudices and jokes.

Significance of Studying the Problem:
Studying visual impairment reveals a critical global and Indian crisis i.e, 2.2 billion affected people worldwide, including **62 million in India**, with 90% of cases preventable but only 17–36% treated due to cost and access barriers. This drives a growing assistive tech market (approx. INR 5,945 Cr in India, 20% CAGR), yet affordable solutions remain scarce, especially in rural areas. By addressing this, NatureAI's AI-powered smart glasses (INR 15,000–20,000) can empower millions, aligning with global and Indian accessibility goals.This exposes us to the urgent need, market potential, and scalability for a transformative solution in assistive tech market.

PROPOSED SOLUTION

Solution:
NatureAI introduces “**CLARITY**” which is an AI-powered smart eye-wear with tones of features. The smart glass has a camera through which it notifies user of obstacles in way and threats approaching them(Predictive AI) and provides a stepwise solution to mitigate obstacle collision by speaking out commands. Moreover, we provide them moral support by creating an emotionally intelligent AI as well as empowers them and provide them with friendly solution that too inexpensive and light weight.

Unique Value Proposition (of your Solution):

🌟 ***NatureAI*** – “**CLARITY”** Smart Eyewear: Key Highlights

🔍 **Purpose & Vision**

- **Designed to empower visually impaired** individuals with real-time awareness and emotional support.
- **Combines predictive AI and emotional intelligence** for both safety and companionship.

🧠 **Core Functionalities**

- **Obstacle Detection**
- **Predictive AI**: Anticipates danger and provides step-by-step spoken commands to avoid collisions.
- **Emotional Support:** Built-in emotionally Intelligence

🎯 **Key Features**

- 🗺️ **GPS Tracking**
- 👁️ **Object Detection**
- 🔊 **Text-to-Speech**
- 👓 **Virtual Eyes**
- **Community support**

💡 **Design & Accessibility**

- **Affordable**
- **Lightweight & Comfortable**
- **Scalable**
- **Customizable**

MARKET AND CUSTOMER SEGMENT ANALYSIS

Market Size & Potential:

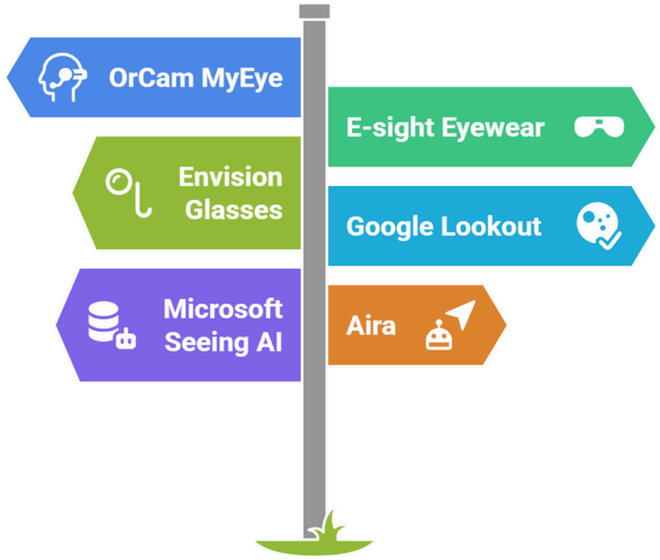
- **Current Market Size: ~USD 7 billion**
- **Growth Rate (CAGR): 12.05% – 15.0%**
- **Growth Drivers:**
- **Aging global population**
- **Advancements in AI technologies**
- **Supportive policies & awareness campaigns**
- **High prevalence of vision-related conditions**
- **Prevalence Data:**
- **295 million people with moderate-to-severe vision impairment (MSVI)**
- **48 million blind people**
- **Market Projection (2030): ~USD 11 billion**

Target Customers:

Approximately 47 million untreated cataracts and 56 million untreated MSVIs globally, Any blind person using sticks, dependent on people, expensive gadgets and sensors to navigate. Visually impaired people are mostly found in low to middle income countries which are mostly located in Asia-pacific regions. People above 50 years are more prone to be visually impaired where women are majorly affected. According to some WHO reports, out of 100 % people having visual problems , almost 20 % are totally blind.

COMPETITOR ANALYSIS AND STRATEGY

Direct & Indirect Competitors:



Your Competitive Advantage / Positioning Plan:

Most of these companies provide Expensive solution, Bulky eyewear, Degraded AI models, High Repair costs, Only application system and some even employing human agents at backend which may compromise with privacy and results in inefficiency.

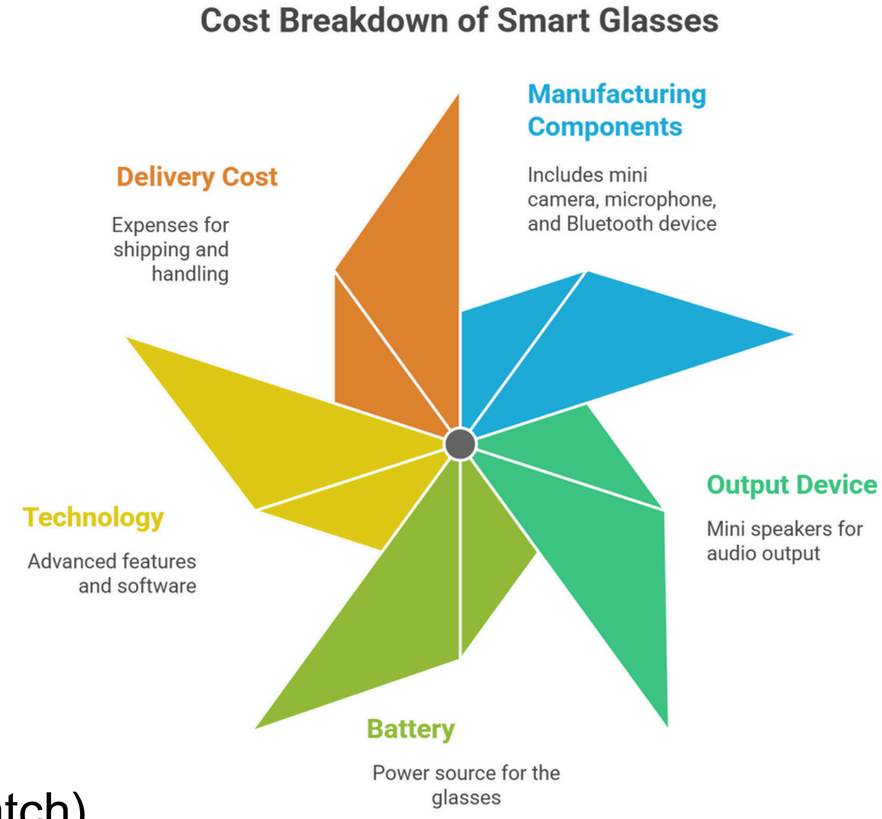
Hence, we provide affordable, light weight, Predictive AI and a hybrid system to overcome maximum issues faced by visually impaired people and everything fully automated for maximum efficiency.

FINANCIAL STRATEGY

Cost Factors:
Manufacturing of smart glasses including components like mini camera and microphone, Bluetooth device for connection with Application, and output device like mini speakers, battery. Besides, Technology, and delivery cost. Initial Costs to be nearly 15K INR.

Growth Potential & Funding Requirements:

- **Revenue Model:**
- Hardware → one-time revenue
- Software updates → recurring revenue
- Licensing → monetizing vision technology
- **Market Entry Strategy:**
- **I**nitial focus on B2G & B2B
- Penetrate market via government campaigns & subsidies
- Later expand to B2C, then global launch
- **Partnerships:**
- Collaborate with eyewear manufacturers to reduce costs
- **Future Roadmap:** Develop sign language translators
- **Long-term:** brain chip implants & advanced innovations
- **Funding Ask:**
- INR 80 Lakhs
- For R&D, design, development, and production of 300 units (first batch)



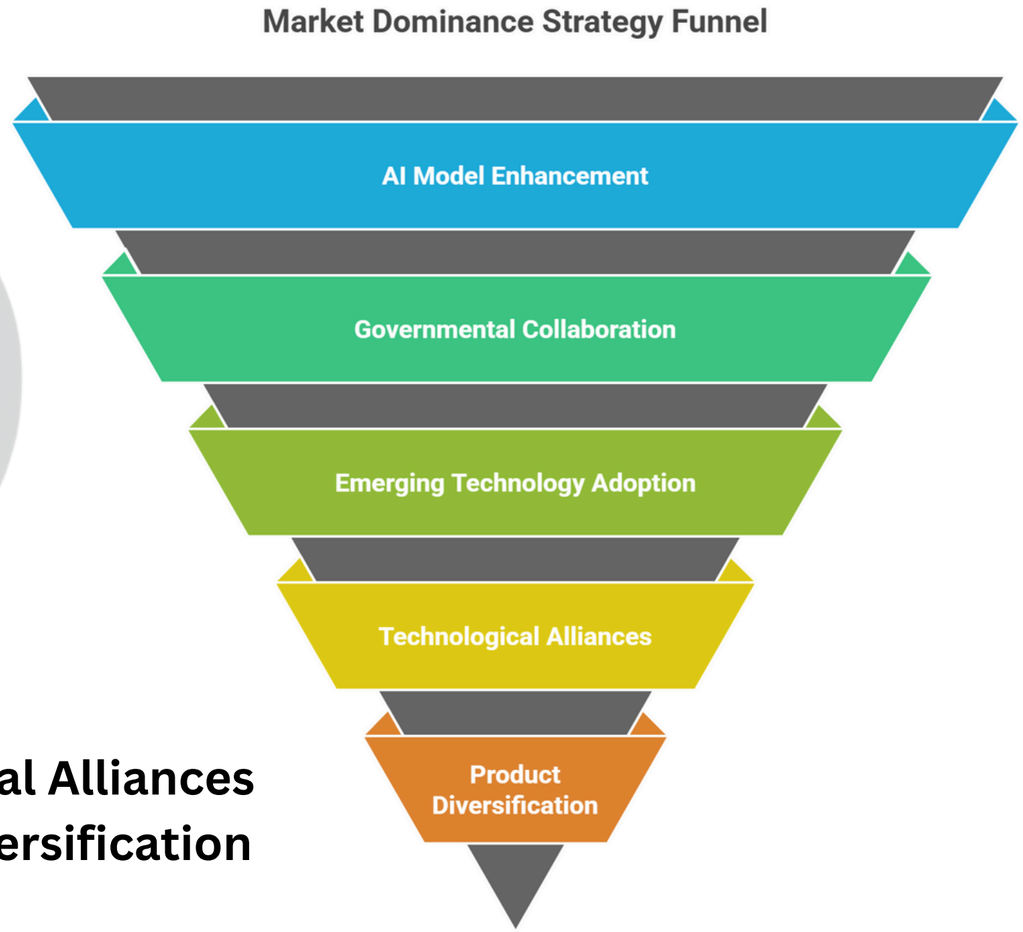
PROBLEMS / CHALLENGES & FUTURE PROGRESSION

Key Challenges / Problems:

- Research & Development
- Building an indigenous AI model with:
  - Predictive capability
  - Emotional intelligence
- Product Design
- Designing lightweight, ergonomic, and power-efficient smart glasses
- Manufacturing
- Ensuring cost-effective, scalable, and high-quality production of glasses

Strategy for Future Endeavors:

- Leadership in Assistive Tech Market
- Constant Upgrading and Refining
- Government Collaborations
- Emerging Technology Adoption
- Technological Alliances
- Product Diversification



30-SECOND PITCH SUMMARY

The Problem You Solve:

- **Travel Challenges:**
- Fully visually impaired and MSVI individuals struggle with independent mobility.
- **Emotional Isolation:**
- Daily reliance on others leads to loss of confidence and social exclusion.
- **Limitations of Current Solutions:**
- Canes/Sticks → basic, limited navigation support
- Human Assistance → dependency reduces independence
- Ultrasonic Bands/Smart Glasses → effective but too expensive for mass adoption
- **Unmet Need:**
- An affordable, intelligent, and empowering solution for independent travel and social inclusion.

Your Proposed Solution:

Introducing smart glasses that are powered by AI with emotional and predictive intelligence. Using Less Hardware and More Software.

The Main Benefit or Differentiator:

Our main differentiator is Imparting Vision Technology which includes key features like **GPS tracking, Object detection, Community support, Text-to-speech (Multilingual), Predictive AI with real time description of what is happening nearby and approaching threats, including Braille support and Emotional Intelligent AI. Furthermore, Less Hardware, More Software** objective keep it cost effective too.