

BUSINESS PLAN

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1. Company Summary

1.1. Project Initiation

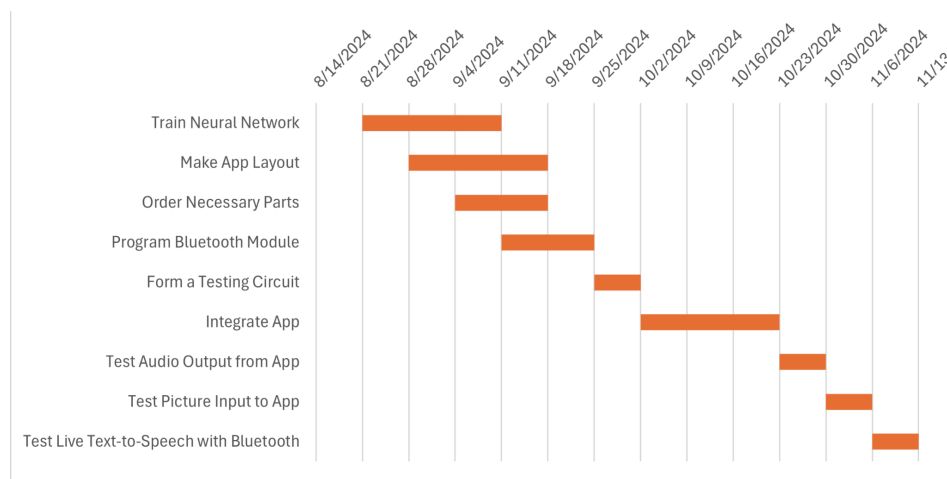
Ison is dedicated to enhancing visually impaired individuals' independence and quality of life through our innovative smart glasses. These glasses are designed to read physical text to users in real-time, allowing users to seamlessly and discretely engage with written information. By using optical character recognition technology and bone conduction transducers, Ison empowers users to access the world of text in a simple and intuitive way, fostering greater self-reliance and inclusion in both personal and professional settings. Ison's commitment to improving lives through technology by creating assistive technology bridges accessibility gaps while highlighting the transformative potential of Ison glasses.

1.2. Company Overview

Ison's focus on discrete assistance technology sets us apart from competitors. Bone conduction transducer modules are used to audibly read text to the user without others hearing. The real-time optical character recognition software allows text to be delivered to the user at the same pace of someone reading the text. The camera in the glasses for detecting text only has the lens peeking out of the frames so that it isn't easily visible, and all the other electronic components are completely hidden within the frames. All of these hidden aspects work together to allow the glasses to read detected text to the user without people around them noticing.

1.3. Company 3 Year Projection

The initial development plan for the Ison glasses is shown in the following chart:



After initial development, the Ison team sees the project undergoing additional refinement and development phases to improve the appeal for Ison wearers. The improvement will involve making the

frames more stylish and comfortable. The growth trajectory is expected to be slow in the beginning, but as improvements are made and the visual appeal of the glasses are improved, steady growth is expected. The Ison glasses will likely not excel in the early stages of growing, but in due time, the Ison team expects to see the product gaining some decent traction among the community of people who are visually impaired. Through steady enhancements to the product design, the Ison team sees the product gaining popularity among the visually impaired population.

2. Product Description Evaluation

2.1. Product Offering

Figure 1 shows an overview of Ison's design.

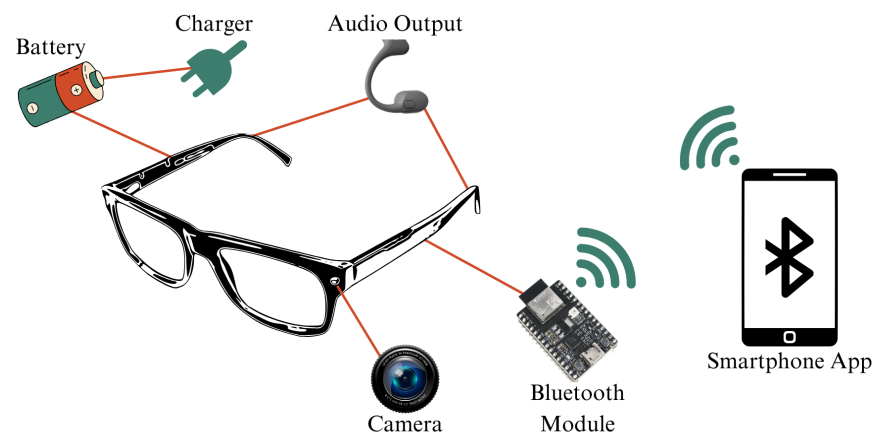


Figure 1: Ison Overview

Many people with visual impairments struggle to read physical text that they encounter in their everyday life, like restaurant menus and billboards. This struggle affects their quality of life. Ison helps people with visual impairments by providing them with more independence. Ison is a pair of smart reading glasses that converts printed text to speech for the user to hear. Similar products are already on the market, but they are much larger and attract attention. Unlike the competitors, Ison offers discreet reading assistance with other convenient features, like translation and extended battery life. Moreover, Ison prides itself on its extensive training and testing of the product. This rigorous practice is to ensure that the customer will always have a comfortable and reliable experience.

2.2. Market Fit

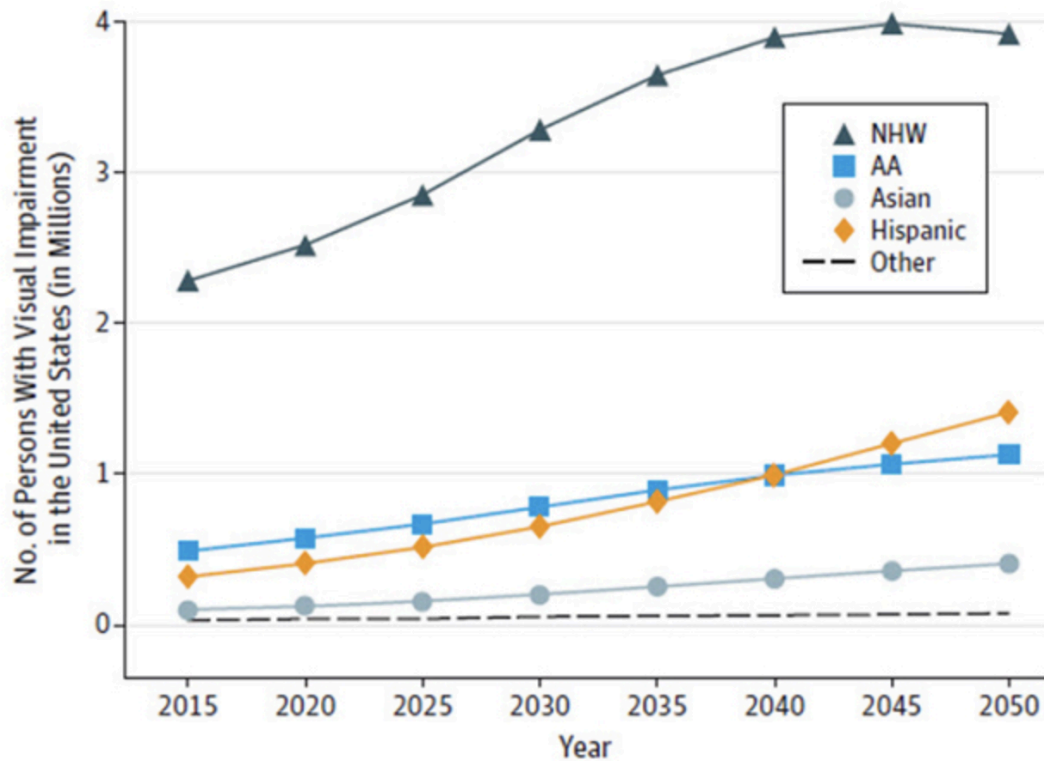


Figure 2: Visual Impairment Increase Graph

Ison is a product targeted to users who are visually impaired, have a base level understanding of technology, and own a smartphone. Ison offers the ability to buy the product online so that people from across the globe can use the smart glasses. As long as the user is able to tell that they are looking at physical text, the severity of the user's visual impairment does not affect Ison's capabilities. Around 20 million Americans have a visual impairment that isn't full blindness, and Ison can help many of them with reading physical text. Smartphone usage has increased 73% between 2016 - 2021. With the steady rise in smartphone usage, we expect our target audience to steadily increase as well. Moreover, researchers say that the amount of people with visual impairments has been increasing and is expected to double by 2050, as seen in Figure 2. As the number of people with visual impairments increases in the world, Ison will be there to help them see. No matter where the customer lives or the severity of their visual impairment, Ison will help give them the ability to read what they desire.