We Believe in Empowering the Blind

www.ThirdEyeGlass.com

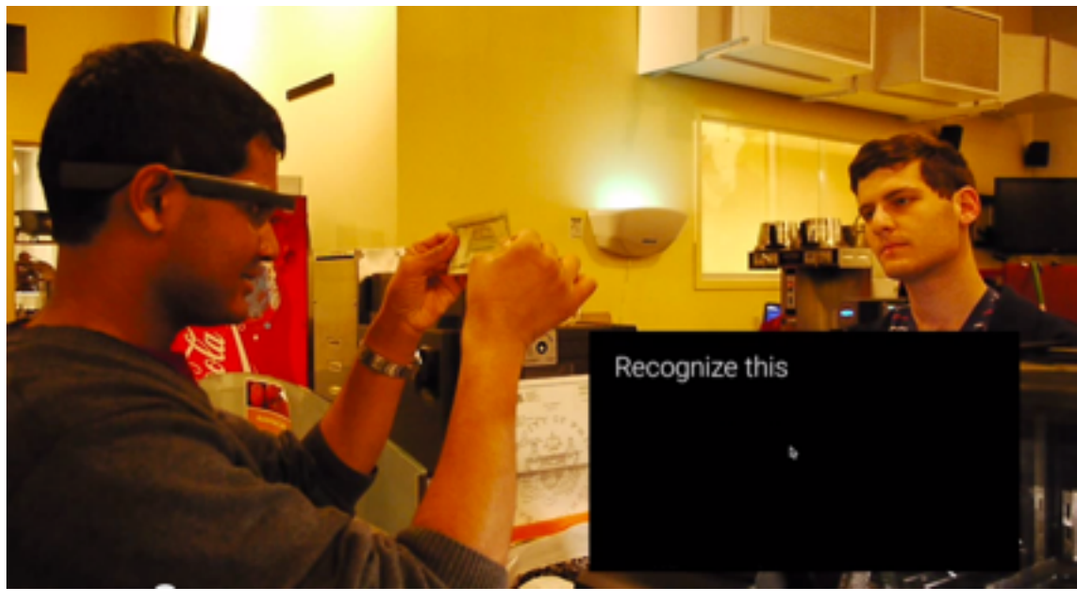
What is our mission?

Currently, there are over 285 million people in the world who are visually impaired. We want to help these people through the use of Computer Vision software implemented on Google Glass. We are the first to integrate computer vision with wearable technologies to create a relatively inexpensive product specifically designed to help visually impaired persons recognize what they are looking at.

How does it work?

Using our application, visually impaired people will be able to recognize anything in front of them by saying four words, "Okay Glass, recognize this (or "read this)." This can be used when buying groceries, reading text, choosing from a menu, shopping for clothes and more.

Step 1: ThirdEye is activated when you say the four words, “Okay Glass, recognize this (or “read this”).”



Step 2: Glass then takes a picture of whatever object or text is in front of you and processes it.

Step 3: Through our image, patter and text recognition system, Glass then converts the object or text into audio feedback.

Market Breakdown

Over 285 million people in the world are visually impaired, of whom 39 million are blind and 246 million have moderate to severe visual impairment (WHO, 2011). In the United States, the number of non-institutionalized 21-64 year olds who are visually impaired is—3.2m (Blindness Statistics from National Federation of Blind). Within that 3.2m, the number of blind persons with insurance is 78% of 3 million→ 2.6m people

User Testing

Last November, we tested our application at the National Federation of the Blind and got great feedback. Since then, we've been working on forming a partnership with them for further testing.

Competitors

The next best alternative for ThirdEye is a product called OrCam. However, whereas ThirdEye does both object and text recognition (such as recognizing bills and bottles), OrCam can only read text.

Date	Tasks *note: Google Glass at Work Partner Sami Tahari recently reached out to us showing interest in our product and invited us to apply to the Glass at Work program. He also advised us to wait for the consumer edition of Glass in the second half of the year before officially launching our product.
February, 2015	• Implementation of multiple object recognition • Decrease required processing time • Schedule a study to test with a larger sample of blind people • Reach out to potential telecom partners to handle internet needed • Reach out to potential partners (such as Google, Intel, NVIDIA, and DARPA) to help fund and provide computer vision power. • Finalize partnership with NFB
March, 2015	• Perform a study to detail our device's effectiveness relative to other apps • Launch IOS and Android applications for more testing • Continue testing and analyzing user feedback • Create Kickstarter Campaign to help raise funds and get market validation • Reach out to other smart glass companies • Look for companies working on computer vision and try to partner with them Estimated Costs: $99 for IOS account
April, 2015	• Apply to incubator programs • Beta-launch to the public • Raise first round of investments • Publish detailed study on the effectiveness of our application • Look for companies working on computer vision and try to partner with them Estimated Costs: $1500 per Google Glass we decide to beta launch
Second Half of the Year	• Launch to the public once consumer version of glass comes out • Alternatively, we plan to either find a new smart glass partner which will be more cost effective or build our own hardware. • Finalize partnerships with eye doctors, hospitals and visually impaired organizations Estimated Costs: Depends on how much the smart glasses we use will cost

The Dream Team

University of Pennsylvania ‘18

Rajat Bhageria, CEO Rajat oversees the ThirdEye operations, the development of the application and the user outreach. He has been constantly reaching out to advisors, getting user feedback and building partnerships with different organizations. His experience growing a social network for writers called CafeMocha that he created that garnered more than 30,000 page-views/month taught him how to build a product that users love. He has also written a book called What High School Didn’t Teach Me, and has a patent pending. Find his full portfolio at RajatBhageria.com

Ben Sandler, CTO Ben leads the integration of computer vision technologies for the ThirdEye application. He has been programming ever since he was 13 years old and loves using technology to impact the world. He has experience working at startups and on projects including the World Food Programme’s HotspotTracker as well as DeadSimpleEncryption, a privacy tool for journalists. He has extensive knowledge in multiple programming languages and the use of APIs in creating impactful applications. Visit his website at bensandler.me.

Joe Cappadona, CFO Joe is the numbers specialist of the team. He is in charge of the finances for ThirdEye and works with Ben in further developing the ThirdEye application. His diverse background as an athlete, musician, and computer programmer helps him wear multiple hats in this startup. He is currently pursuing iOS development, where, among other things, he hopes to publish applications to aid in music education. Visit him at JosephCappadona.com

David Ongchoco, CMO David Ongchoco, CMO: David handles the marketing strategy of the team. He works on content writing, editing business plans, reaching out to press, managing social media, and building partnerships. His 2 years of experience in the journalism field has taught him how to tell powerful stories and build long lasting relationships. He regularly writes for top publications like the Huffington Post, the Philippine Daily Inquirer and Technical.ly Philly; he has venture projects like YouthHack (YouthHack.net) and the Global Youth Journal. Visit him at DavidOngchoco.com.