

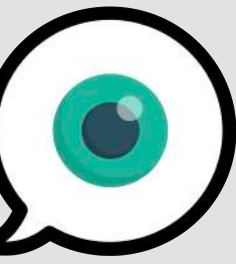
VocalEyes

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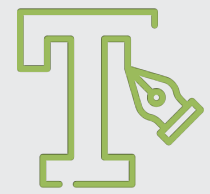
Computer Vision for the Blind



The Problem



Object Identification



Reading Text



Identifying People



Navigating Environments





90% of all blind people are in low income settings.

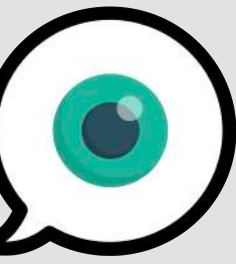


324 Million People are Severely visually impaired or blind



82% of visually impaired people are elderly

Mission & Vision



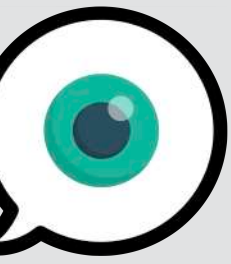
Mission

We strive to use computer vision to improve the lives of those who are blind and visually impaired.

Vision

We seek to leverage artificial intelligence to improve the lives of disabled and diseased persons.





OBJECT RECOGNITION



TEXT RECOGNITION



PRODUCT RECOGNITION



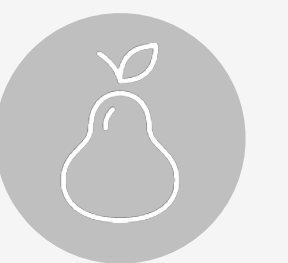
ENVIRONMENT RECOGNITION



FACIAL RECOGNITION



FOOD RECOGNITION





VocalEyes

+16173200980 Info@VocalEyes.ai 410 Memorial Drive, Cambridge, MA 02139

July 6, 2017
Marwan Refaat
VocalEyes
410 Memorial Drive
Cambridge, MA 02139

Dear Mrs. Aguiar,

We welcome the opportunity to submit a proposal to adopt VocalEyes computer vision software and/or hardware free of charge with the intention of facilitating easier identification of objects in order to improve the lives of those who are blind or visually impaired. We fully understand the desire to proceed expeditiously with the delivery of the technology and will do everything within means to offer access to our software. We are prepared to move quickly and believe we are well suited to do so. This letter summarizes our proposal.

Purchase Price

VocalEyes is a non-profit social venture founded at the Massachusetts Institute of Technology that aims to improve the lives of those who are blind or visually impaired. The Perkins School for the Blind may or may not choose to support the venture by donating to our organization at their discretion.

Definitive Agreement

The Perkins School for the Blind will consider testing and/or implementing our product in the near future with a small focus group of blind or severely visually impaired persons. If The Perkins School for the Blind chooses to use our product, definitive transaction documents will be provided by VocalEyes and will include, among other things, customary representations, warranties, covenants, and indemnities by VocalEyes and their principals regarding the business, operations, as well as the financial condition of the Business.

Closing Date

The parties acknowledge that time is of importance and that they will work towards closing the transaction as quickly as possible.

Binding Agreement

Other than this paragraph, which is intended to be and is legally binding, this letter is non-binding and constitutes an indication of intent only and creates no liability or obligation of any nature whatsoever among the parties hereto with respect to any contemplated transaction or any other matter or action described or referred to herein. Legally binding obligations with respect to the contemplated transaction will only arise upon execution of a definitive agreement and related agreements with respect to the transaction.

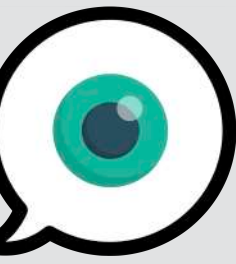
If the foregoing is satisfactory, please indicate your agreement with the foregoing by countersigning a copy of this letter and returning it to our attention. We look forward to proceeding together.

Luiza Aguiar

Executive Director of Perkins Solutions

T: 617-972-7815

E: Luiza.Aguiar@Perkins.org



Why Hardware?



LOWER COST



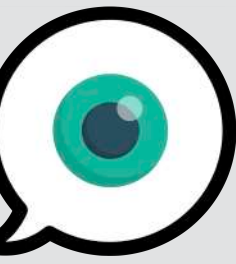
PROCESSING POWER



DEPTH PERCEPTION



BATTERY LIFE



BUSINESS MODEL

We sell our hardware and software to organizations and institutions that support visually impaired people.

PRICE STRUCTURE PER UNIT

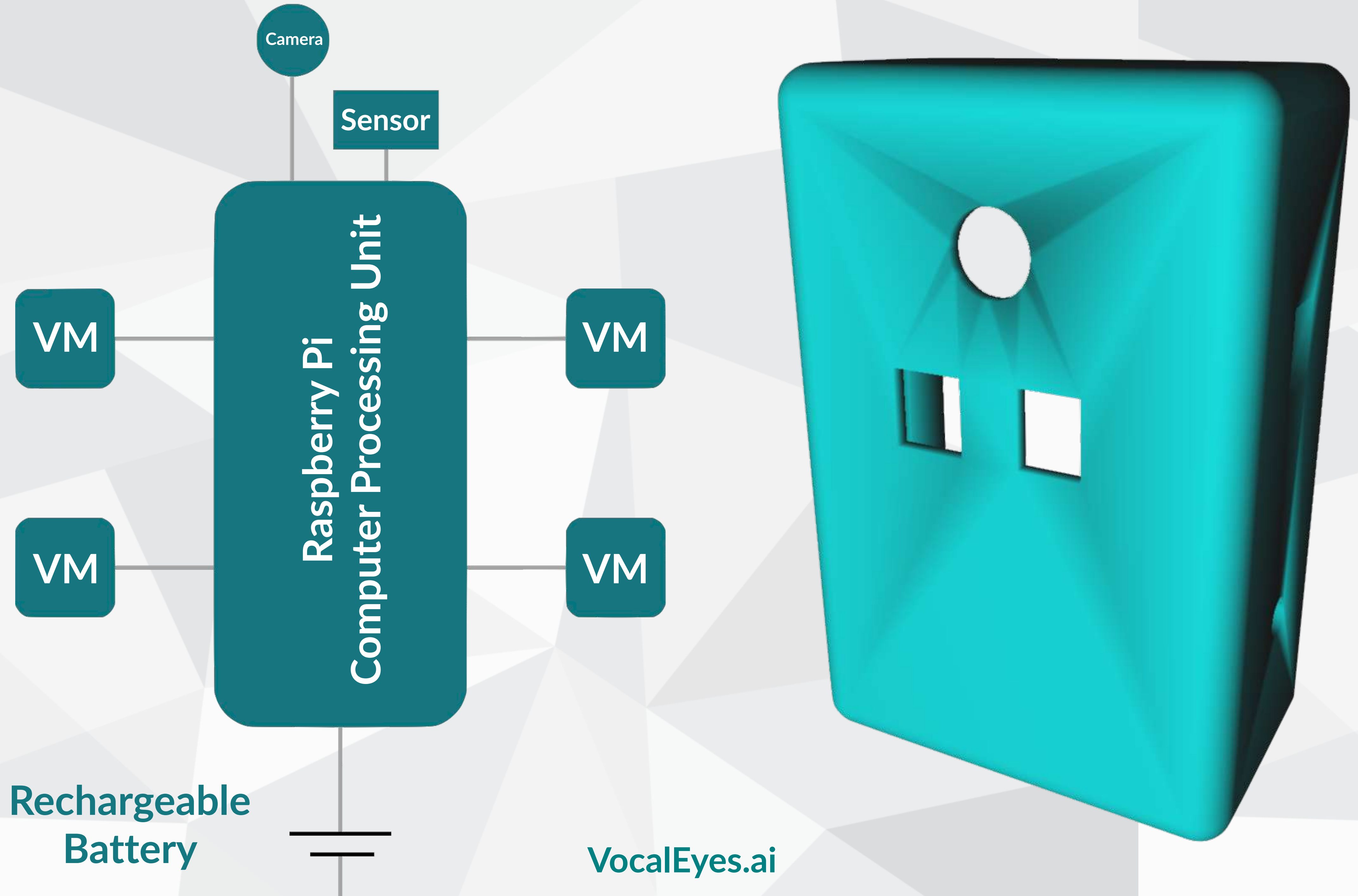
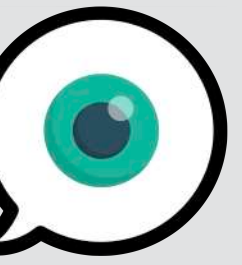
Price \$18

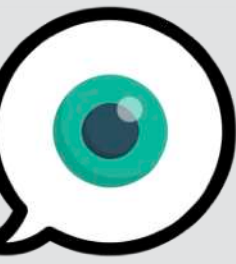


PRICE STRUCTURE PER MILLE

Price \$18







BUSINESS MODEL

We sell our hardware and software to organizations and institutions that support visually impaired people.

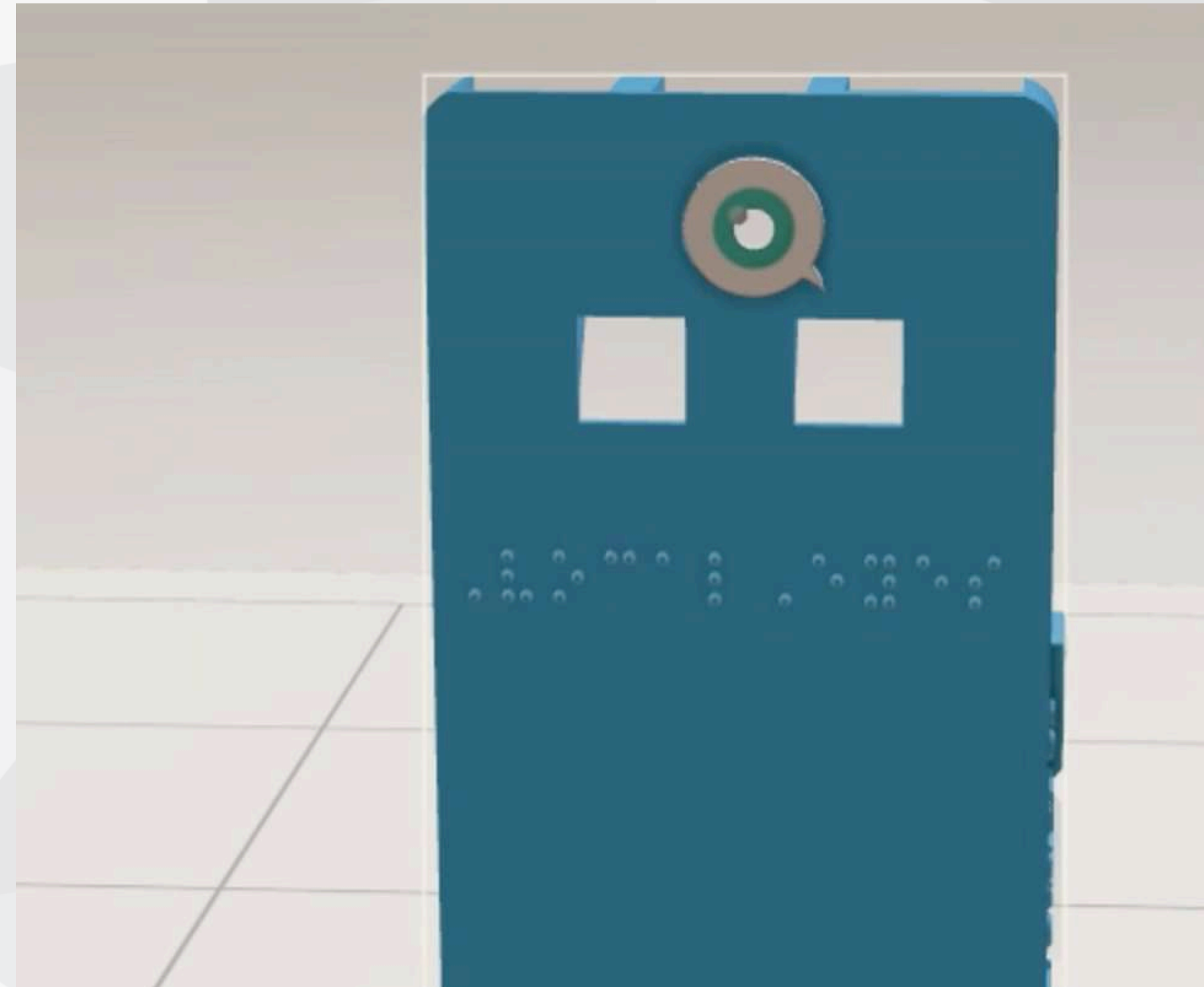
PRICE STRUCTURE PER UNIT

Price \$18

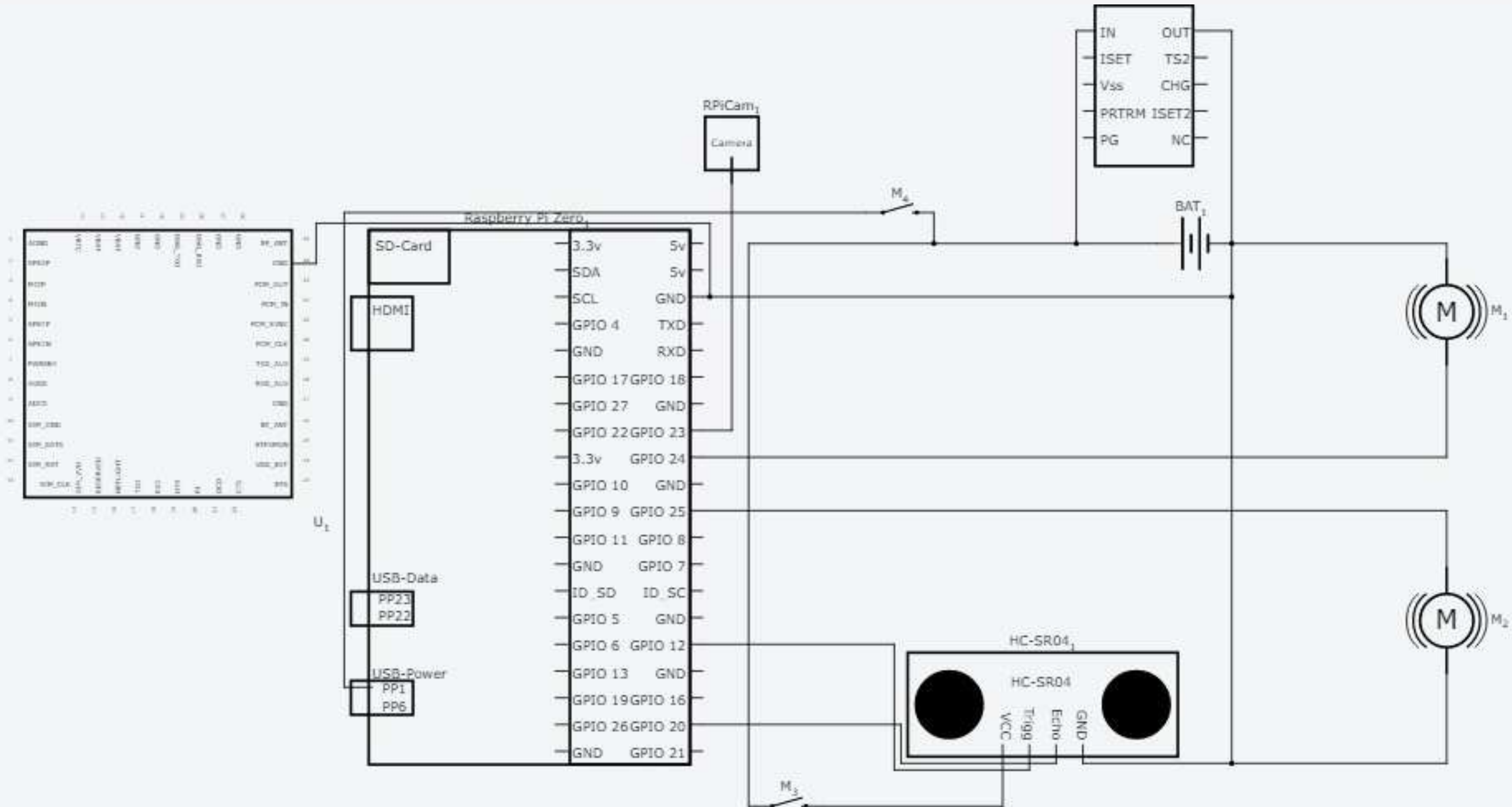


PRICE STRUCTURE PER MILLE

Price \$18



Electrical Schematics



Market Size



Total Addressable Market

257 Million Visually Impaired People in Developing Countries.

Serviceable Addressable Market

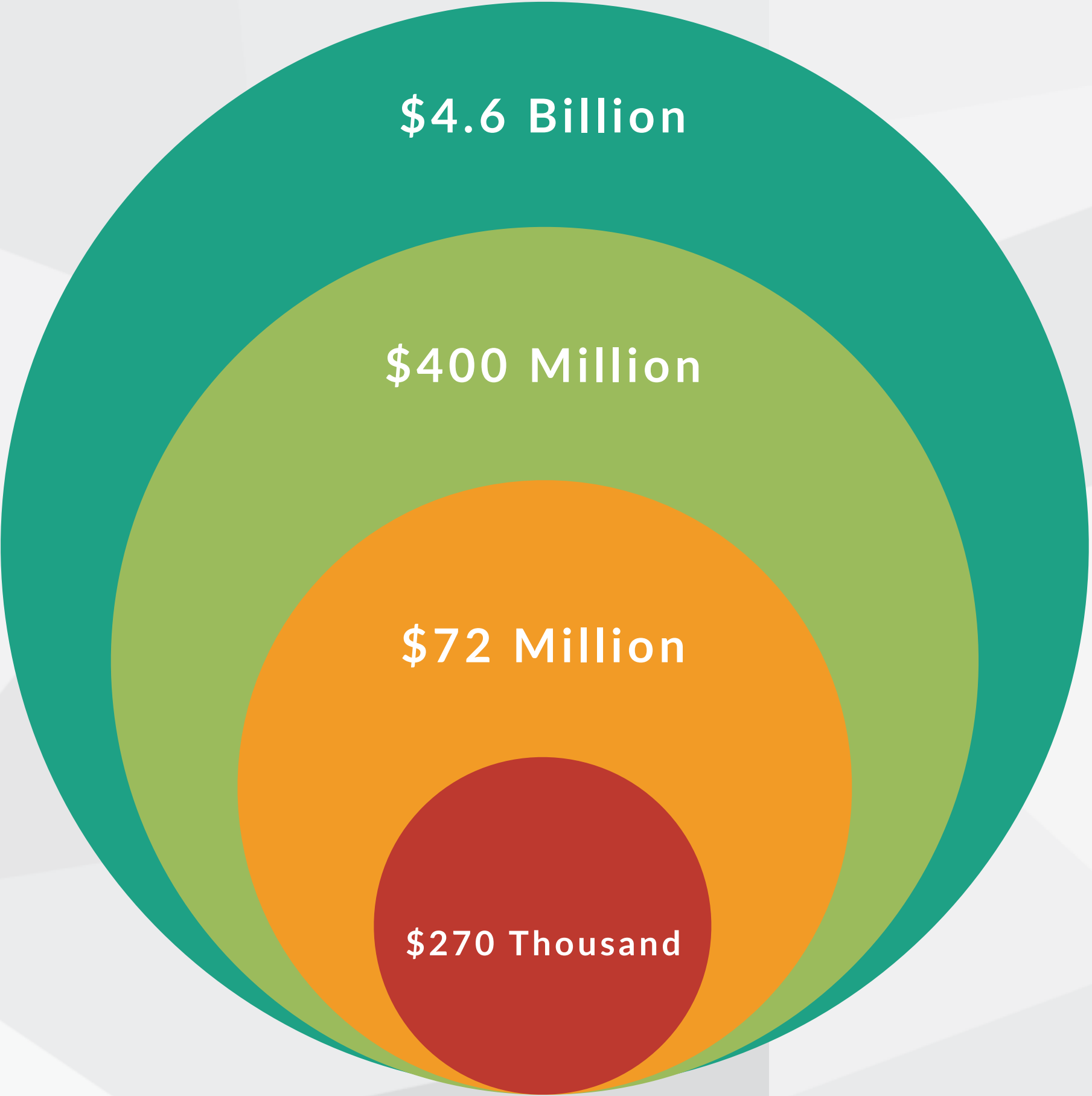
22 Million Visually Impaired People in the MENA region

Share of Market

4 Million Severely Visually Impaired or blind people in Egypt

Beachhead Market

15 Thousand People Served Annually by Resala, Masr el Kheir and Ahl Masr



Market Segmentation

INDUSTRY	Visually Impaired People
End User	Visually Impaired Individuals
Application	A device that allows blind people to experience sight through sound and haptic feedback
Benefits	Ability to identify objects, read text, navigate environments and recognize faces
Lead Customers	Organizations and institutions supporting the blind community
Market Characteristics	Assuming our device brings a lot of benefits to our customers, we believe this industry is booming
Partners/Players	Blind schools, Non-Government organizations and companies conducting CSR projects
Size of Market	257 Million visually impaired/low-income individuals * \$18 = 4.6 Billion TAM
Competition	Main domestic competitor is E3raflı (Vodafone), largest global competitor is Seeing AI (Microsoft)
Platform	Proprietary software loaded onto our hardware device
Complementary Assets	The hardware device



Competitors



Seeing AI

- ✓ Quickly gives a response
- ✓ Accomplishes this in an accurate setting
- ✓ Identifies one object at a time

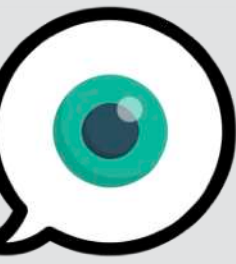
TapTapSæg

- ✓ Identifies objects accurately
- ✓ Takes around 30 seconds to give a response

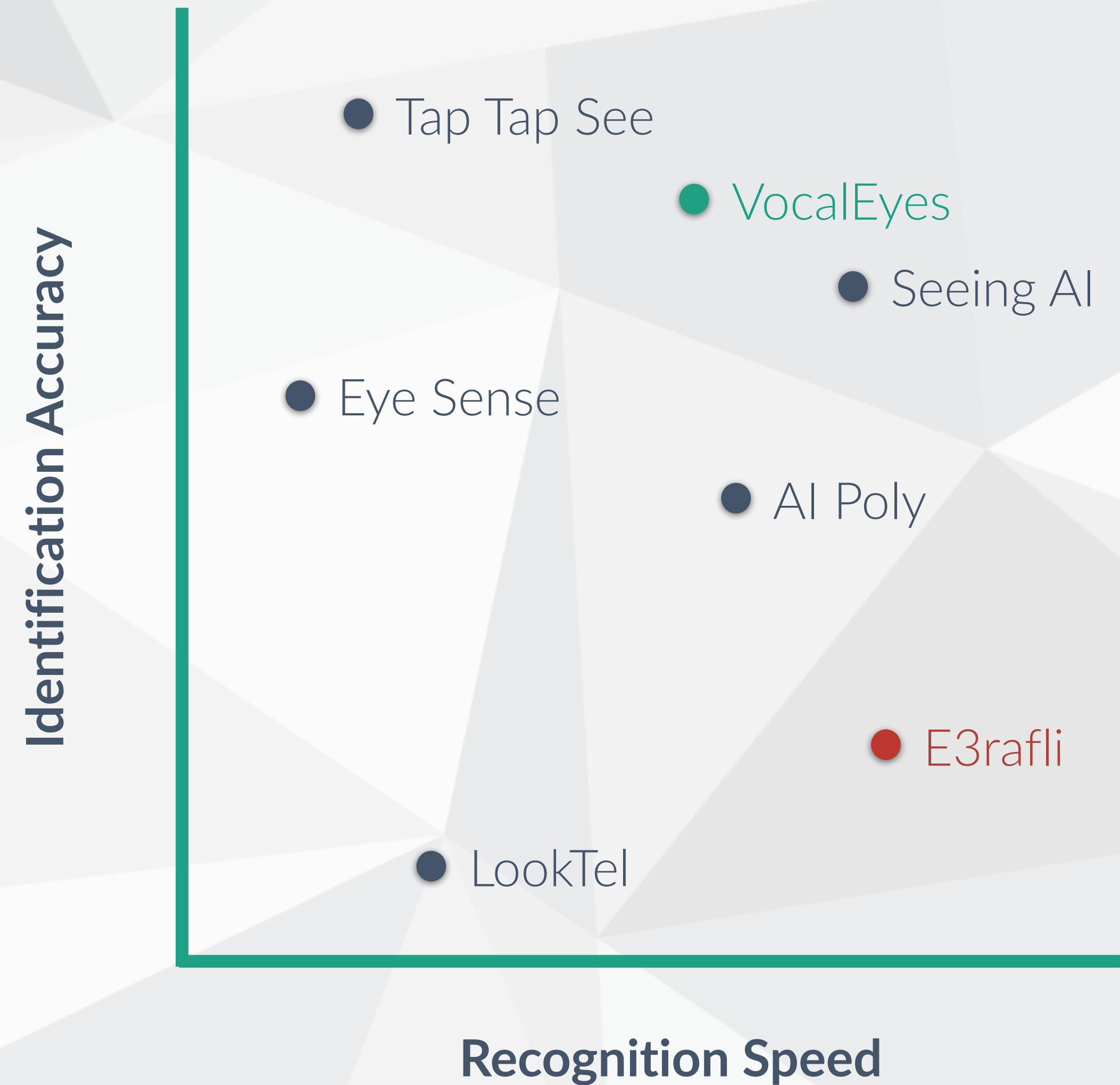
VocalEyes

- ✓ Takes about 5 seconds per response
- ✓ Identifies objects accurately
- ✓ Recognizes the presence of multiple objects at a time and identifies them
- ✓ Can read text and recognize people

VocalEyes.ai



Charting Competition



VocalEyes.ai

The Timeline

Roadmap for Future



June 2017

COMPANY FOUNDATION



July 2017

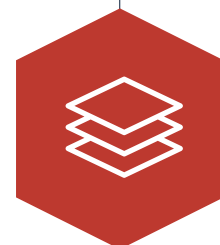
PROTOTYPE



August 2017
ALPHA TESTING



September 2017
HARDWARE DEVELOPMENT



December 2017
COMMERCIALIZATION



April 2019
MANUFACTURING FACILITY



July 2020
MASS MARKETTING



2021-
SCALING



NEW HORIZONS

VocalEyes.ai