

“YOU MATTeR”

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PuRpose

Our project focuses on helping autistic, dyslexic, depressed and verbally challenged children by providing a unified platform which allows ease of learning and communication using augmented reality, image processing and artificial intelligence.

PROBLEM STATEMENT (customer value proposition)

People suffering from Dyslexia, Autism, Depression and Vocal challenges face a lot of challenges in their daily life.

- Autistic children find it difficult to express what they think or feel
- Children with depression often find it difficult to interact with someone, because they feel left out.
- Dyslexic children cannot read textual matter easily
- Vocally challenged people lack the ability to express themselves with speech

Because of several other problems, they always have an insecurity within themselves. There have been several cases where people, especially teenagers commit suicide because of low self-esteem.



Autism

Depression

Dyslexia

Verbally challenged

SOLuTION (customeR vALue pROposition)

- We aim to develop a mobile app to help specially abled kids in their education and communication.
- The app will contain a functionality which will help autistic kids choose a series of pictures to express what they feel in the form of text or speech.
- The facility of a fun chatbot will help in providing a virtual friend for depressed children to whom they can talk to.
- An augmented reality based facility will convert textual matter to 3D figures to help dyslexic kids in learning.
- For verbally challenged people this app will feature hand gesture recognition technology to convert sign language to text and vice versa.

WHY NOW?

Although there are a lot of applications available in the market that help people come out of depression, there is no application in the market that brings them all together so that they don't feel left out or different.

Coming up with a common place where all the differently abled (mentally and physically) people can be brought together is a positive step in removing the barrier between them and the people with no illnesses.

CompeTiTion

Our application is unique and thus, we are our own competition.

But apart from that, a lot of different applications and researches are going on, which creates a huge competition in the market.

Researchers at the MIT Media Lab have now developed a type of personalized machine learning application that helps robots estimate the engagement and interest of each child during these interactions, using data that are unique to that child.

Companies like Google are working extensively on language technologies, powered by artificial intelligence and machine learning which could aid people with verbal disorders. However, Google products need to pull in information from the cloud at a real-time basis.

You Matter's approach is different.

It has been designed with an effort to make it **available online**. Our application takes a lot of data and converts it into a small set of rules which can capture the pattern in this large amount of data. We focus on capturing linguistic patterns from this enormity of data and using those patterns to express language, and implement a chatbot using the same.

CUSTOMER segment

- Our project aims to deliver this application to people suffering from Dyslexia, Autism, Depression and Verbal challenges.
- The application will also be available for the family members and friends of those people in order to know what kind of stress they are going through and if somehow they can help them.
- A lot of time, people fail to express themselves directly, so they can have an indirect conversation with this application to their caring ones.
- Apart from these people, this application will also be available for NGOs which focus on helping specially abled kids.
- According to 2001 census conducted by ministry of home affairs, government of India, over 21 million people (2% of indian population) in india are suffering from some disability.

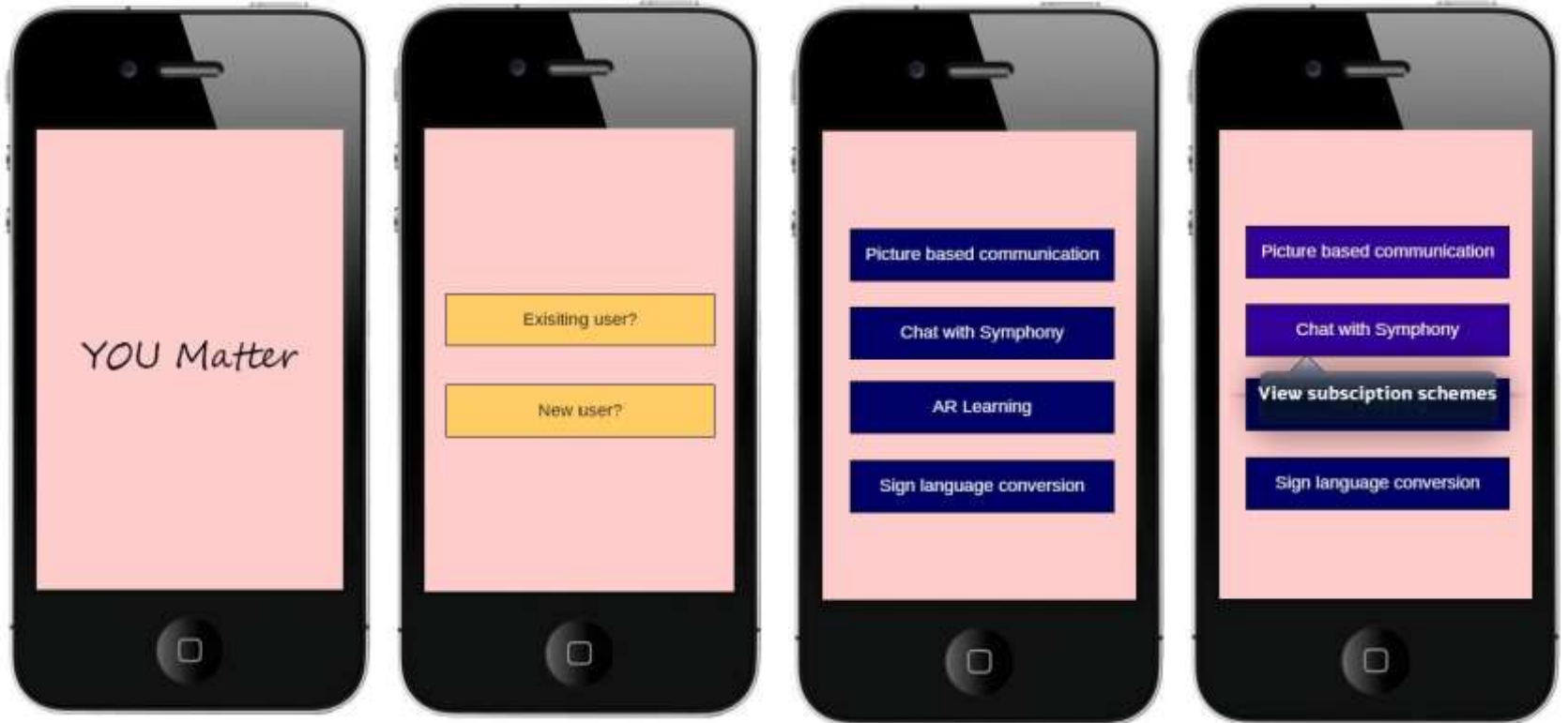


PRoduct OuTLine

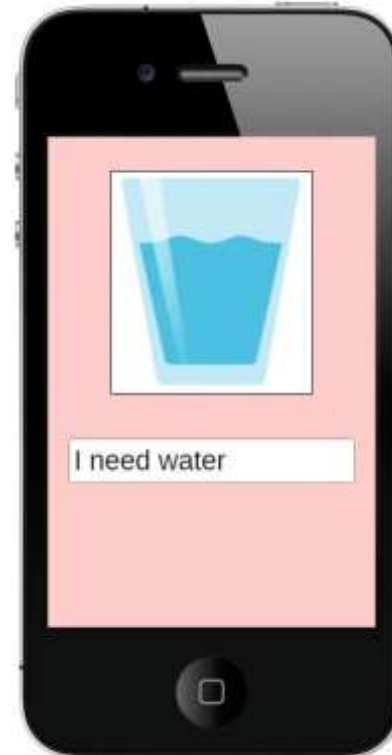
Workflow process:

- Download the app from app store
- User can avail any one of the four functionalities for free
- If the user wishes to avail more than one service they will be prompted to take a monthly subscription depending on their requirements

PRoduct OutLine (LAYout/ Design)



PRoduct OutLine (LAYOUT/ Design) - PicTuRe Based Communication



PRoduct OutLine (LAYout/ Design) - CHAT with SymphOny



PRoduct OutLine (LAYout/ Design) - AR LeARning



PRoduct OutLine (LAYOUT/ Design) - Sign LANGUAGE ReCOgnITION



Use Case

Specially Challenged

Target: People suffering from autism/depression/dyslexia/vocal disability

Driving factors:

1. Discomfort caused in day-to-day life
2. Difficulty in learning/communication

Solution:

1. Convenient tools that help ease communication/learning.
2. Tools that can be easily carried around in pockets in the form of an app.

Family Members

Target: Friends and family of specially challenged people.

Driving factors:

1. Need to care for loved ones
2. Difficulty in communication with loved ones

Solution:

1. Provide a mechanism to easily communicate with loved ones when communication is a difficulty.
2. Help encourage learning

NGOs

Target: NGOs aimed at helping kids with disabilities

Driving factors:

1. Economic development of developing countries

Solution:

1. NGOs can help specially challenged kids and their family members by spreading awareness about the app.
2. Can be used in non-profit schools for teaching

CuSTomeR Feedback

Started learning from customers right away!!

Our target audience were basically people with special needs and the personnel interacting with people with special needs.

Since most of the VIT-student-based NGO clubs/chapters are affiliated with the actual NGOs, we were able to connect with people working in the NGOs.

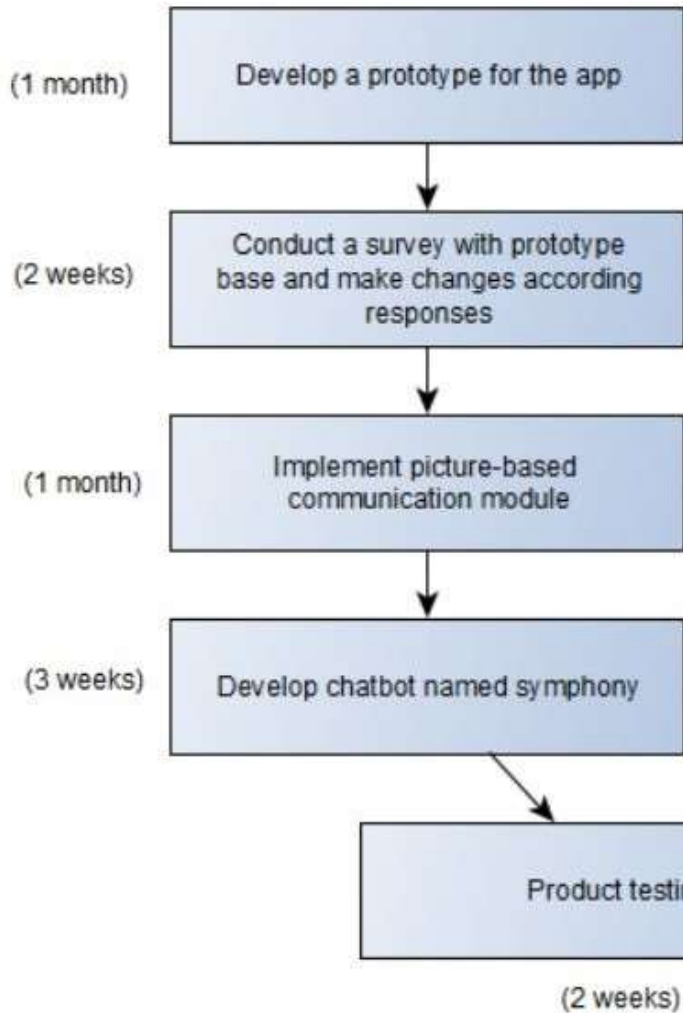
We started with open-ended questions.

Then we wrote down all of our hypotheses and assumptions about the problem, our solution, and our hoped-for economics.

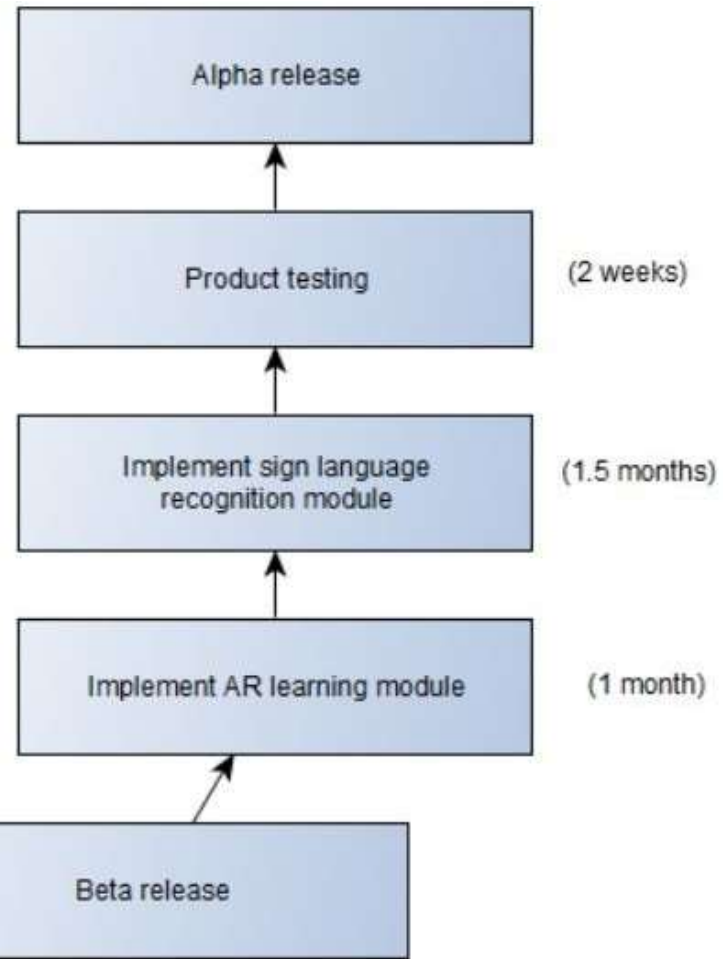
Affiliated with the NGOs in VIT, we went to an orphanage and local school visits like:

1. Bethel School
2. Sacred Heart
3. Nambikai Illam
4. Don Bosco

There, we took the opportunity to explain our product to the administration and take a basic survey from them about our product.



PRoduct Roadmap



OpeRATions

Manufacturing and Production plans

The app will be deployed on mobile phones/tablets which would be manufactured by hardware companies with which we collaborate. The phones/tablets manufactured wouldn't be complex and would be compatible with YOU Matter to maintain the simplicity of use of the device.

Labor requirements

A technical team consisting of app developers, machine learning experts, UI/UX developers etc would be required to develop and design the app. A team of doctors and therapists would be required to advice the team regarding medical aspects. A team of trainers for NGOs and parents for training purposes would be required.

Quality control

We'll ensure that our collaborations are with hardware companies that manufacture good quality of smartphones. Phones would first be tested before being distributed. They'll be manufactured with big screens to ensure the child's ease of use with technologies to prevent damage to eyesight on extensive use. Our app would also undergo extensive to remove any possibility of bugs.

Supply and distribution

The app will be available on Android's PlayStore and iOS's app store. Those who wish to use the app on better quality devices like iPad can download from the above mentioned. The devices that would be inherently deployed with YOU Matter will be available on our official website.

Order fulfillment and customer service

All the services which the customers need are to be served on a priority and a first-come first-serve basis. The people with more severe problems will be provided as soon as possible. Else it will be given in the order in which they apply.

Research and Development

We will always keep on searching on the various services which can help the person alleviate his problem and ease any kind of distress the child is in. This will give us the fastest and the best way with which we can help the person in question and keep them happy and healthy.

TECHNOLOGY PLAN

Technology Goals and Positions

We aim to use the GOOGLE CLOUD PLATFORMS smart services to make our app highly efficient and include smart features like Google smart keyboard for correcting the wrong spellings and also help the text be converted to speech using text to speech api. We also aim to detect images and classify them to help people communicate.

Internet Goals and Plans

We aim to increase the user base of YOU MATTER through proper advertisements and online campaigns. Pop-up ads, YouTube video ads are an integral part of promotion for our product. We also provide lucrative subscription plans which help to increase the popularity of our product.

Software Needs

For object detection, we are using MATLAB software. Other alternatives are doing it with Python APIs. We can build our app using the configured Linux environment on a Raspberry pi module. OpenCV are needed to be pre-installed on the system to perform the object detection and recognition. We will also be using our model trained on Tensorflow for object detection and the google cloud platform for all the service api's we will be using.

Hardware Needs

Our hardware requirements need a mobile phone with basic configurations which will be enough for running our app. In future we will also be using our own hardware which can include a small micro computer like raspberry pi and a small camera. All the software will be run on the computer and processing will be done on servers. We only need a computer as a medium of gathering and sending data.

Telecommunication Needs

Call centers and direct customer interaction processes are required. This is primarily so that customers can report their grievances and concerns to us which we can improve upon. YOU MATTER will provide the benefit of the customer getting in direct touch with the operatives so that their questions can be answered.

Technology Personnel Needs

We will require efficient programmers to implement our plans. Individuals proficient in coding complex image, object recognition codes are required and in the languages mentioned above such as Python and MATLAB. We need experts in app development. For present and future requirements, personnel with experience in machine learning are required. For maintenance of the servers, we need technicians. We also require a workforce dedicated to call centers and other customer interaction systems like chats and email responses.

Business Model (DeLiveRy)

Our marketing strategy is as simple as it gets. When the product goes out and gains popularity initially via the help of various NGOs, we make a lot of advertisement and try to reach out to schools to help students.

Webinars and seminars in schools will help us reach out to the parents who may use **YOU MATTER** at home for better convenience and interaction with their children.

- **Offline Marketing Tactics**

Advertising our application through various pamphlets, banners, hoardings, etc. Having rallies and petitions promoting social awareness and advertising our application. We will also be reaching out to NGOs to help market our product.

- **Online Marketing Tactics**

Advertising our application through various social networking sites like Facebook, Twitter, Instagram, Snapchat. Having Search Engine Optimization on our web page.

- **Strategic Partnership**

We can tie up with companies providing application solutions or working with ML or AI, to have 'win-win' benefits.

Business Model (STRAteGY)

Our strategy is re-segmentation of an existing market by employing a niche strategy.

The idea of Niche Strategy is that a more focused solution will provide higher value to a particular market niche than any of the existing alternatives. The challenge is to demonstrate enough value to motivate a sufficient amount of customers to abandon existing market relationships.

Business Model (PRicing)

Making this application is not an easy job as it requires specialization in application development, web development, machine learning, artificial intelligence and a lot of managerial skills and potential manpower.

So, the application will not be free. Although, there will be a free trial version for the application that will be available in various mobile application stores.

We initially keep the product free with advertisements as a method of revenue. Apart from that people can opt for paid version without advertisements. We will also have a trial version for the users using it for free. No doubt all of the features will be provided, but, after the trial period gets

over, people will have to buy the product to keep using.

Advertising and Promotion

A new company or start up business will never succeed without promoting itself. However, promoting a business is much more than placing ads in a local newspaper or magazine

Borrowing Costs

There are two ways to acquire capital for a business: equity financing and debt financing. Usually, equity financing entails the issuance of stocks, but this does not apply to most small businesses, which are proprietorship. For our start-up YOU MATTER, the most likely source of financing is debt that comes in the form of a business loan. Alternatively we could look for incubators and accelerators.

Employee Expenses

We plan to hire employees must plan for wages, salaries and benefits, also known as cost of labor. Failure to compensate employees adequately can end in low morale, mutiny and bad publicity, all of which can be disastrous to a company.

Insurance, License and Permit Fees

Many businesses are expected to submit to health inspections and authorizations and obtain certain business licenses and permits. Some businesses might require basic licenses while others need industry-specific permits. Carrying insurance to cover your employees, customers, business assets and yourself can help protect your personal assets from any liabilities that may arise.

Equipment and Supplies

Our business requires basic equipment and supplies of tablets to initiate the process of distributing them to various NGOs and making them available in the market.

Research Expenses

Careful research of the industry and consumer makeup must be conducted before starting a business. We aim to hire market research firms to aid them in the assessment process. For business owners who choose to follow this route, the expense of hiring these experts must be included in the business plan.

Technological Expenses

Technological expenses include the cost of a website, information systems, hardware and software (including accounting and payroll software) for a business. Some small business owners choose to outsource these functions to other companies to save on payroll and benefits.

Additional Considerations on Start up Costs

It is always a good idea to have some extra money set aside for any overlooked or unexpected expenses. It is important to note that the start up costs for a sole proprietorship will differ from the start up costs for a partnership or corporation. Some additional costs that will be incurred by a partnership include the legal cost of drafting a partnership agreement and state registration fees

Business Model (License)

The app transacted through the service will be licensed, and not sold. The app will be for use only under the terms of this license. This license granted to the customer will be for the licensed application by the application provider would be limited to a non-transferable license to use the application on any particular tablet/mobile phone.

KEY PARTNERS		KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENT
TIE UPS Technical companies often look for start-ups that are working on something new and innovative to fund and partner with, which leads to a tremendous increase in opportunities for both the start-up and the investor company	CROSS-MARKETING PARTNERSHIP A great way to have companies offer a product that complements our product offering and doesn't compete with it	APPLICATION DEVELOPER The person has knowledge of Android and iOS application development and integrates it with the main server. Also included web application development and backend	MAIN FOCUS We aim to develop a mobile app to help specially-abled kids in their education and communication.	CATER EXISTING USER This can be done by keeping the lines of communication with already existing customers open and providing customer support and feedbacks	PRIMARY CUSTOMERS People suffering from Dyslexia, Autism, Depression and Vocal challenges face a lot of challenges in their daily life.
		ML AND AI DEVELOPERS The persons that are directly involved in dealing with ML and AI codes and algorithms of our app	FOR AUTISTIC KIDS It will contain features to help kids choose a series of pictures to express their feelings in the form of text or speech	USING SOCIAL MEDIA Using Facebook and Instagram ads to publicise our app and reach a larger audience	SECONDARY CUSTOMERS Friends and family, and various NGOs that help the specially-abled people.
		KEY RESOURCES HARDWARE RESOURCES Computer System, Server, Router, and Modem	FOR DYSLEXIC KIDS An augmented reality based facility will convert textual matter to 3D figures to help in learning	CHANNELS RELEASING THE APP We are going to provide this service to everyone by launching the app on Google Play Store and Apple App Store. It would be free to download and install. The costs would be for the services provided by us via in-app purchases.	
		SOFTWARE AND INFRASTRUCTURE Cloud Services, various Other Software, Hosting Server, AC / Power supply, and Furniture	FOR DEPRESSED KIDS The facility of a fun chatbot will help in providing a virtual friend to whom they can talk to.		
COST STRUCTURE Hardware Cost: Rs. 9,70,000 Software Cost: Rs. 10,05,000 Other Expenses: <ul style="list-style-type: none">Advertising and PromotionBorrowing CostsEmployee ExpensesInsurance, License and Permit FeesEquipment and SuppliesTechnological Expenses			REVENUE STREAM Offline Revenue Tactics: We will be reaching out to NGOs to help market our product and invest a certain capital amount. Strategic Partnership: Most of the revenue is expected to be generated from these companies that are willing to sponsor us. Ad-based revenue model Since we have an app, various ads of companies can be featured in it and that would be a great way to generate revenue. Affiliating revenue model and allowing promotions of links and products and collecting commissions on its sales is another way.		

MANAGEMENT AND TECHNICAL TEAMS

- **Product manager**

The product manager is able to grasp and demonstrate why the product matters to customers, how it's manufactured, how it's sold and how it could be tuned to be successful.

- **Customer support representative**

This person handles all product related questions and ensures that customers don't get lost in the fold. They also help in retaining customers and would build up the customer care function in the organization.

- **Financial analyst**

This person has a background in data analysis and can pore through data to see how the business can lessen its expenses and target customers.

- **Technical personnel**

This category includes persons who are directly involved in planning, developing and effective maintenance of the app. These form the backbone of the organisation.

- **Consultants**

The consultants provide independent and objective advice to organizations to define and achieve their goals through improved utilization of resources to identify opportunities for improvement, these consultants take an objective look at the organization.

- **Application Developer**

This person has knowledge of Android and iOS application development and integrates it with the main server. This will also include web application development and people working on the backend of the application.

- **Machine Learning and Artificial Intelligence Developer**

This category includes the persons that are directly involved in dealing with ML and AI codes and algorithms.

- **QA and Testing Team**

Responsible to handle all Quality Assurance tasks and test all the applications that have been developed.

MY DISABILITY DOES NOT HINDER
MY ABILITY TO BE CONSIDERED EQUAL.



Thank You