

INVESTOR PRESENTATION



InsideONE & InsideSTORE

## Online App Store & software development kit

Touchscreen braille PC tablet softwares for blind and visually impaired people

Insidevision September, 2016



## INTRODUCTION

We are living today in a connected tactile and mobile world. Visually impaired people cannot be kept away from this technological change. This is why after working for 20 years in disability, we decided to create the "Inside**vision**" company (in June 2014) in charge of developing the first braille tactile tablet in the world, mainly for visually impaired and blind people, and above all to make it easier for both Sight / Blind worlds, to communicate through the use of this new tactile tablet named "Inside**ONE**".

Our first major challenge has been to develop this innovative tactile tablet while patenting it worldwide, which is today all done. The first production batch has been launched in March 2016 and commercialization began only a few weeks ago.

But the project doesn't only consist in simply manufacturing a tablet; for just as the "Apple" model with its iPhones or iPads, we now wish to create an "AppStore" dedicated to softwares for blind and visually impaired people, called "Inside**STORE**". Our priorities are now as follows:

- DEVELOPMENT OF SOFTWARES AND DEDICATED APPLICATIONS.
- SETTING UP A COLLABORATIVE PLATFORM AS AN ONLINE STORE.
- ONGOING IMPROVEMENT OF OUR INSIDEONE TABLET.

Our project consists in developing a Software offer (ecosystem) fostering blind people integration into the 3 basic fields of activities, "Individuals", "Schools and Universities" and "Business".

We strive to provide blind people with a maximum level of independence and opportunity for integration, by giving them access to most of digital existing resources. A basic dimension of the project consists in bringing to blind and sight people a collaborative working interface for the first time in the world (the Inside**ONE** tablet) **without the need for the sight person to know braille.**

## THE INSIDEVISION COMPANY

Inside**vision** is a French company founded in 2014 by Denis Le Rouzo and Damien Mauduit, specializing in developing tactile tablets dedicated to visually impaired people with braille included. Both company's founders have more than 20 years of experience in designing, manufacturing and marketing innovative products for blind and visually impaired people.

Today the company relies on the following expertises:

- A MANAGEMENT TEAM WORKING TOGETHER OVER 20 YEARS IN DESIGN, PRODUCT MANUFACTURING, FOR VISUALLY IMPAIRED PEOPLE.
- A SALES TEAM WELL KNOWN ON THE MARKET WITH OVER 20 YEARS OF EXPERIENCE, AND A NETWORK OF RELIABLE PARTNERS.
- A YOUNG AND DYNAMIC ENGINEERING TEAM.
- MULTIDISCIPLINARY SKILLS, MOTIVATED AND 100% INVESTED IN THE PROJECT.

## THE BLIND AND VISUALLY IMPAIRED MARKET

According to the World Health Organization, **285 million people are estimated to be visually impaired worldwide**. 39 million are blind and 246 have low vision. As ageing is responsible of many visual impairment cases, the number of blind people is growing as the average of the population is increasing.

Communication difficulties between a disabled person and an ordinary one are unfortunately especially true through access to education, and therefore in terms of employment.

The core target for insidevision is schooling, because of the wish of all governments to promote inclusion of visually impaired students in the conventional educational environment. Encouraging this inclusion has a direct impact when entering the civilian and professional life.

## PRODUCTS DISTRIBUTED ON THE MARKET

The current manufacturers offer marketed through distribution networks mostly consists in two types of products:

### NON BRAILLE PRODUCTS

Magnifiers, Screen-magnifiers, magnification and screen-reading programs, text-to-speech programs, mainly for visually impaired people and partially to blind people. Old products, no technological added value.

### BRAILLE PRODUCTS

Some devices with more or less computer and communication capacity. Ergonomics based on mechanical input keyboards, and a braille display for reading. The best ones work under Windows CE-6 (released in 2006), similar to a PDA's performance. Their users have therefore no access to the applications commonly used at work or in education, and even less to consumer softwares.

Today, the global market of the Braille computer equipment is about 20 000 units per year with an annual turnover of 75 M€. It is therefore a niche market with high profit margins, but with little innovation, and in strong expectation for innovative products to fill the technological gap between sight and non-sight. These expectations are confirmed by numerous actors and partners of Insidevision such as associations of blind people, schools, public services, and distributors.

# inside one

THE INNOVATION SHAKING-UP  
EXISTING PRODUCTS



- THE INSIDE**ONE** TABLET PROVIDES THE BRAILLE WORLD WITH A NEW TACTILE LANGUAGE.
- EVERYTHING BECOMES INTUITIVE, FASTER AND MORE FLUID.
- AT LAST, SIGHT AND BLIND PEOPLE CAN CLEARLY COMMUNICATE AND INTERACT TOGETHER.
- NO NEED TO BE A BRAILLE SPECIALIST, THE INSIDE**ONE** TABLET IS OF UNSEEN ACCESSIBILITY.
- SWITCHING FROM ONE ENVIRONMENT TO ANOTHER, WORKING, EXCHANGING ON THE SAME AND SINGLE DEVICE.

## AN OBVIOUS DEVICE

The tablet is a generational tool; just look at the sales curves showing an exponential growth of nearly 40% each year. Laptop computer is changing into a tablet, a device naturally becoming a leader. The future will be tactile and nomadic to everyone, whatever his motivations.

## ADAPTÉD ERGONOMICS

Intuition enables evident, easy management. Inside**ONE** reconsidered ergonomics, all applications can be acceded through only 6 basic moves. You are encouraged to share your experience thanks to combining multi keyboards, joining visual follow-up to voice synthesis both in the listening and reading modes

## SOFTWARES MEETING OUR REQUIREMENTS

Inside**ONE** runs under Windows10. We made this choice to let people using every application available in " Windows " as well as a specific ecosystem called "**Home**", a suite of highly performing dedicated applications, specifically designed for visual impairment. Both environments can be shifted or combined without restraint, by sight and non-sight.

## GETTING OFF DISABILITY

Should you wish to get in touch with your bank or an administration, or yet answer your mails Inside**ONE** increases further your independence. A product for everyone, imagined for blind people and that sight people can use. Parents, teachers find it easier to monitor homework. At work, use Word, Excel, webmail... with Inside**ONE** A tool to do as you like or simply the basic tasks, to learn, understand and share.

## A DESIGN CONNECTED TO OUR WORLD

We wanted that Inside**ONE** doesn't look like any other product for blind people. Its look helps with accepting the others, a device designed as a mass market product similar to the best hi-tech tablets of the moment. Built of the best materials its self-coloured case made of aluminum alloy with a smooth finish for a better feeling. To need it does not forbid longing for it.

## ADEQUATE PERFORMANCES

Speaking of speed or power, Inside**ONE** is not only competing with the most performing tablets on the market. The quad-core Intel processor delivers the very latest performances and this with optimal consumption. The 10.1 inch full HD screen plus the 12.3-inch matrix, never seen before on a tablet, enlarges sensing all the way to the product edge.

## IN SHORT



Inside**ONE** allows access to all kinds of digital content available on Windows, while allowing the use of dedicated and adapted applications without any choice constraint (Home). The combinatory virtual keyboards allow visually impaired, blind and sight people to get started, exchanging together without any discrimination. It is a new management protocol, unique in the world. This is the only product for blind people, allowing to work in any kind of braille writings, on a single device, without any geographical or language constraint. The real-time transcription between braille and ordinary writings, its patented ergonomics by using engraved marks on the tactile zone, distortion-free, make it a production device fostering the integration of visually impaired people in a sighted world.

Inside**ONE**

A MAJOR BREAKTHROUGH IN BLINDNESS

The InsideONE tablet is available since May 2016. So far 15 units have been already worldwide sold, and quotations have been done for a global amount of 750.000€. The technological breakthrough gives an idea of a strong potential in Software development, and most important sustainable over time, bounded to the current computing trends.

All the distributors and market players gave a warm welcome to our product. They not only see a strong potential of use for their customers, **but mostly an unprecedented business opportunity to refresh the range of too old existing products**, ageing and without any major development.

The key success factor of Insidevision seems to be related to our ability to reassure the market by reinforcing our knowledge, carrying on with our tablet development program. The fact that people like the product is taken for granted, now we have to bring it all to fruition. We have shown our ability to deliver an innovative tablet on time; the setting-up of the ecosystem now needs to be finalized, by developing InsideSTORE.



## INSIDESTORE: SUCCESSFUL PROJECT OUTCOME

Inside**vision's** ambition is to give a global answer to its clients and distributors. At this stage we have proven that the inside**ONE** tablet meets customers' expectation. However, for a complete process and fully operational and effective device, an online store for dedicated applications must be added to it (Inside**Store**), whose development justifies the next fund raising.

### THE FUTURE DIGITAL STANDARD ADAPTED TO THE BLIND AND THE VISUALLY IMPAIRED.

With "Inside**STORE**", Inside**vision** wants to develop an ecosystem letting visual impaired people have useful applications, and especially fill the digital gap between sight and blind people. This ecosystem can be used by anybody, knowing braille or not, **letting sight and blind persons share the same environment.**

The program of this ecosystem will be based on the setting-up of a **SOFTWARE DEVELOPMENT KIT. (SDK)**

This software development kit will allow any software developer to design and release applications dedicated to visual impairment without Braille knowledge.

The objective is to enhance our software offer by expanding unused software resources yet there available. Simplify the access to braille technical management due to an easier implementation. Every in-house or externally designed application, coming from networks related to disability or from independent resources, will be available on a dedicated Inside**STORE**, and can be launched on Inside**vision** tablets.

## OUR INSIDESTORE DEVELOPMENT PROGRAM WILL INVOLVE THREE MAIN AXES

### Axis 1 - CREATION OF A DEVELOPMENT AND PRODUCTION TOOL. (SDK)

Setting-up a software development kit (SDK).

A tool allowing the integration of the Inside**ONE** tablet ergonomics, by providing source codes for navigation interactivity and the Inside**vision** proprietary gestures.

### Axis 2 - DEVELOPMENT OF A SOFTWARE SUITE AND DEDICATED APPLICATIONS.

Creation of a proprietary application suite for inside**ONE**.

This range of specific softwares for blindness, is designed to fulfil clients' needs and expectations. The accessibility targets are divided among scholarship, professional activity and individuals.

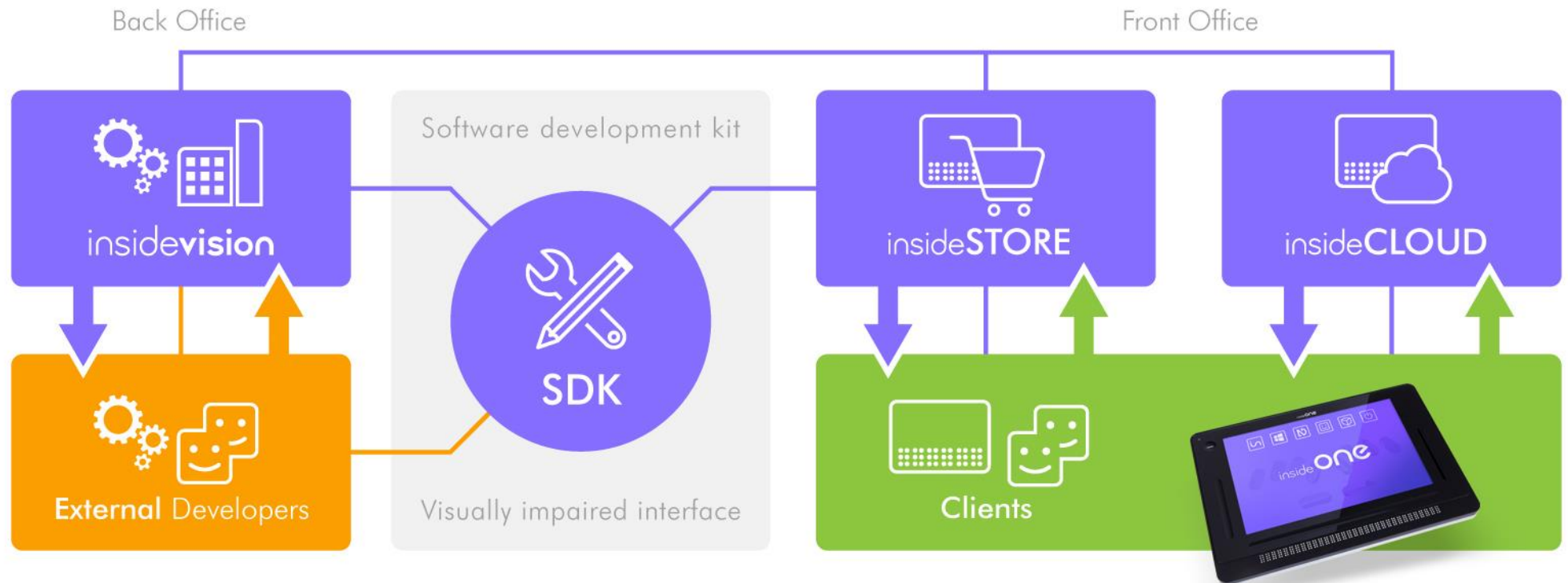
### Axis 3 – SETTING-UP A DEMATERIALIZED PLATFORM.

Online service dedicated to the inside**ONE** tablet, providing access to two specific and complementary areas.

in**STORE** : Distribution area for applications and the sale of insidevision softwares.

in**CLOUD** : Storage space, online support and maintenance of insidevision services.

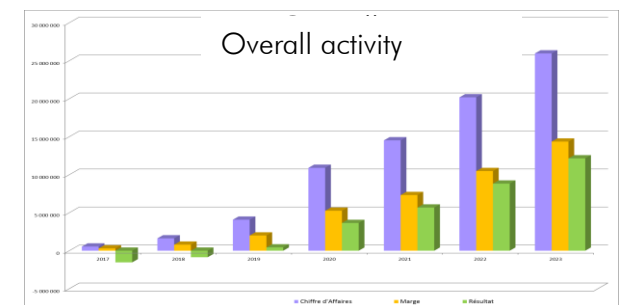
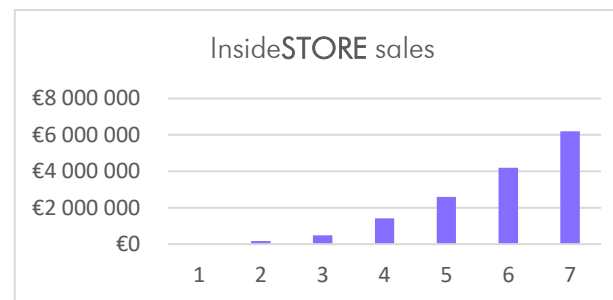
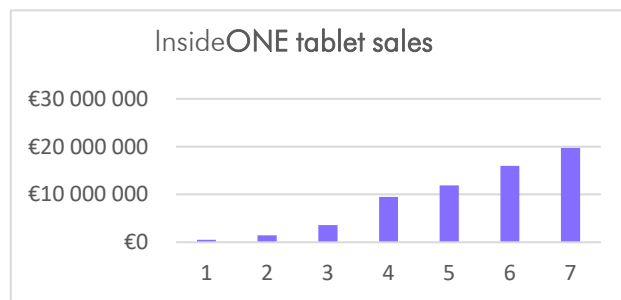
## InsideSTORE ecosystem



## BUSINESS MODEL

Inside**vision** will benefit from three income sources:

- **insideONE TABLET SALES**  
In France (B to C and B to B) and worldwide (B to B) = **19,7 M€** in 2023.
- **APPLICATION SALES DEVELOPED BY INSIDEVISION**  
On the Inside**STORE** (B to C) = **6,2 M€** in 2023.
- **APPLICATION SALES DESIGNED BY FREELANCE SOFTWARE DEVELOPERS**  
Available on the Inside**STORE**.  
We estimate that at the end of 2023, there will be around = **150 external applications**.



ESTIMATED FUNDING REQUIREMENTS **3M€**

It is also important to note that since Insidevision was founded, we are financed and getting advice by and from an investor / serial entrepreneur who is confident with our project and is involved at our request, in every strategic decision of the company.

OTHERS

## AGREEMENTS / QUALIFICATIONS

- JEI (Young innovating company or Jeune Entreprise Innovante) CIR.
- Innovating company (High-tech mutual funds or FCPI).
- Free zone (Insidevision location).
- Research and development tax credit (CIR)

## INSIDEVISION IN THE MEDIA

Newspapers	<ul style="list-style-type: none"> <li>- L'usine nouvelle: <a href="http://www.insidevision.fr/actualites_01.html#prettyPhoto[gallery1]/3/">http://www.insidevision.fr/actualites_01.html#prettyPhoto[gallery1]/3/</a></li> <li>- Sud-Ouest: <a href="http://www.insidevision.fr/actualites_01.html#prettyPhoto[gallery1]/8/">http://www.insidevision.fr/actualites_01.html#prettyPhoto[gallery1]/8/</a></li> <li>- En Essonne réussir: <a href="http://www.insidevision.fr/actualites_01.html#prettyPhoto[gallery1]/1/">http://www.insidevision.fr/actualites_01.html#prettyPhoto[gallery1]/1/</a></li> <li>- Le parisien: <a href="http://www.insidevision.fr/actualites_01.html#prettyPhoto[gallery1]/2/">http://www.insidevision.fr/actualites_01.html#prettyPhoto[gallery1]/2/</a></li> </ul>
Radio	<ul style="list-style-type: none"> <li>- Vivre FM: <a href="http://www.vivrefm.com/podcasts/fiche/8324/damien-mauduit">http://www.vivrefm.com/podcasts/fiche/8324/damien-mauduit</a></li> <li>- Europe 1: <a href="https://www.youtube.com/watch?v=H3mHcEhaPTA">https://www.youtube.com/watch?v=H3mHcEhaPTA</a></li> <li>- At Guy (USA): <a href="https://www.blindbargains.com/ableplayer/player/index.php?m=15067">https://www.blindbargains.com/ableplayer/player/index.php?m=15067</a></li> </ul>
Television	<ul style="list-style-type: none"> <li>- France 3: <a href="https://www.youtube.com/watch?v=4cSxumYczY8">https://www.youtube.com/watch?v=4cSxumYczY8</a></li> <li>- France 2: Télématin broadcast scheduled in September 2016</li> </ul>



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