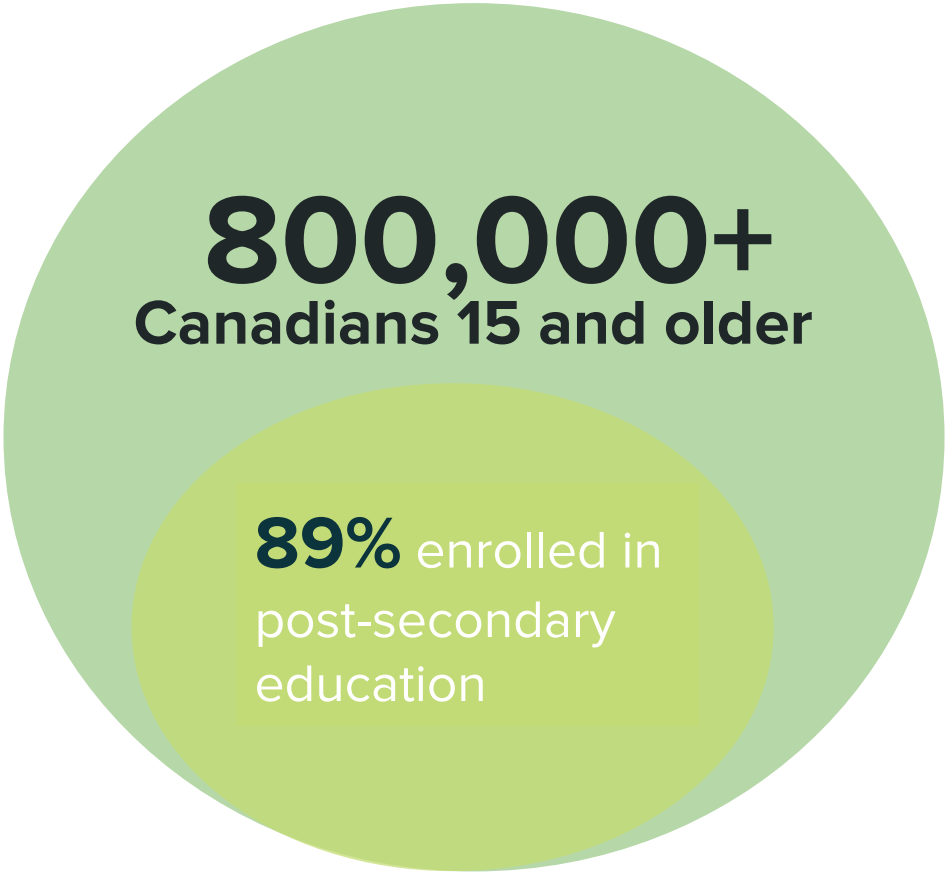
Aurora

A new way to see



VISUAL LIMITATIONS

Market Potential

22%

Visually impaired *college* students

350M

BY 2028

Only 33% Identify English as first language

$30B

Current Solutions

HARDWARE

Screen readers

Wearable Devices

USEFUL SOLUTIONS FOR STUDENTS

0

ASSISTIVE APPS

Customers

Students

Succeed in the classroom

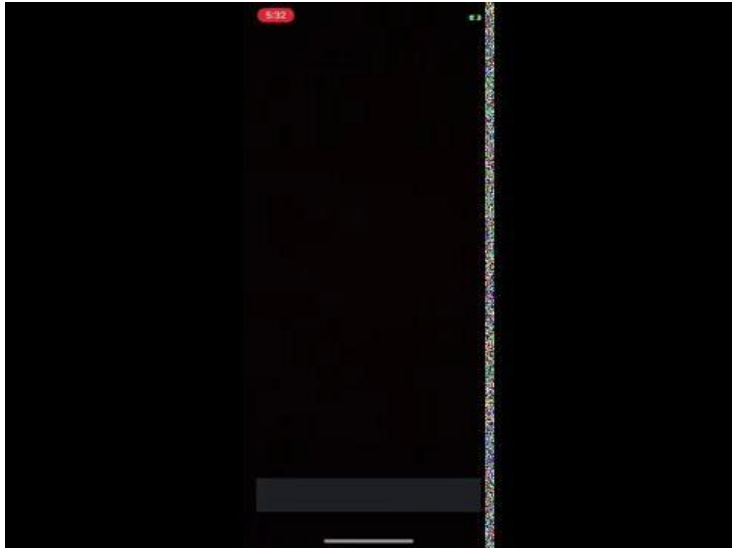
Professors

Help students realize their potential

Deans

Retain, and serve students equitably

Demo



User Interaction

Students

Audio to Audio Commands

Audio to Text Transcriptions

Playback Services

Professors

Real-time Alerts of Understanding

Audio to Text Transcription

Suggestions for Diction Improvements

Deans

Aggregate View of Satisfaction

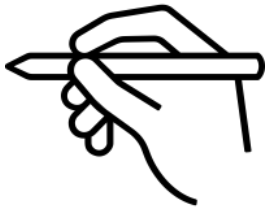
Historical Data of Understanding

Tips Better Diction Practices

Future User Interaction

Using machine learning, Aurora will be able to synthesize and utilize its data to understand the common paint points that students serve and will enable better learning practices by allowing visually impaired students to interact with their examinations and assignments, the same way full-sight students do. Together we'll create a future in which ALL students have the opportunity to learn without Biomechanical engineering or French.

Interactive writing/drawing



Scrolling through assignments

Target Market/Population

We plan to initially target college and high school students in low-middle income households.

Middle class

High school student

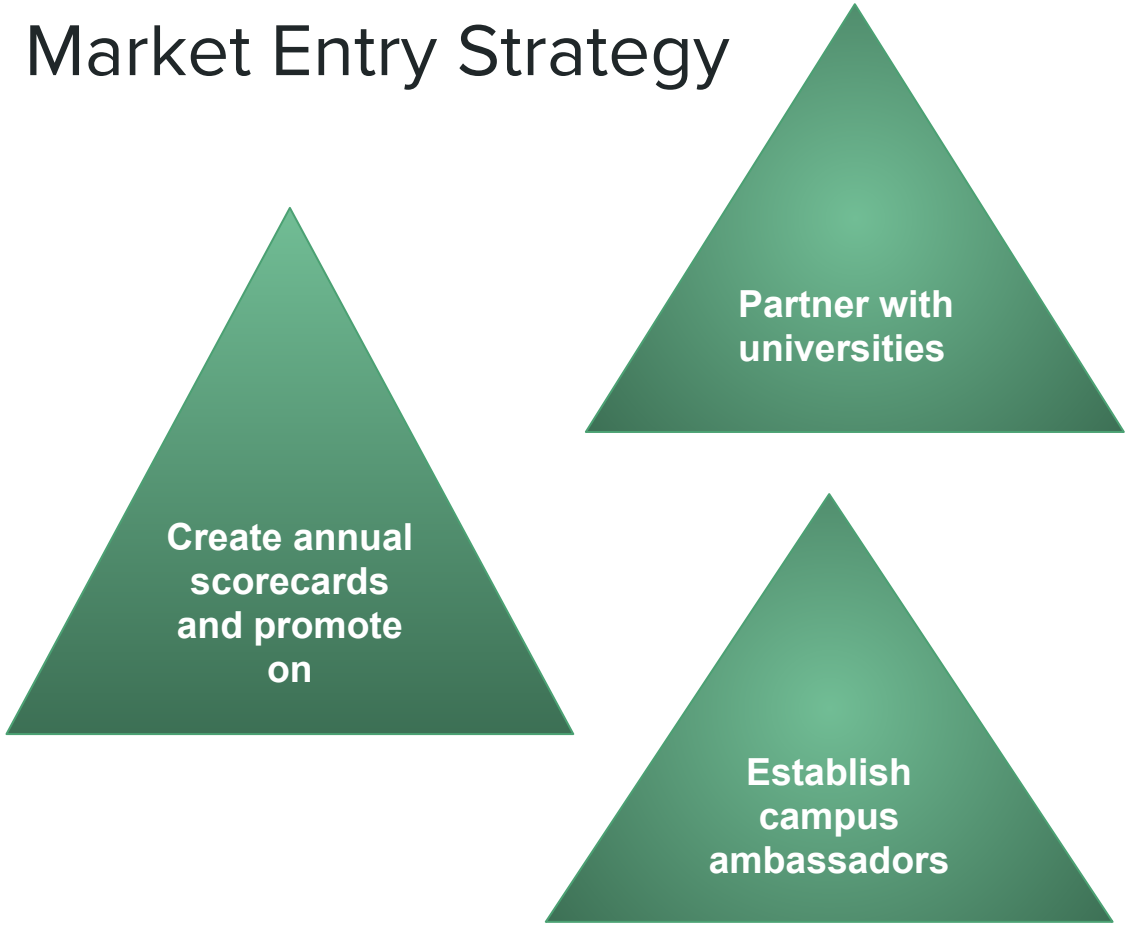
University student

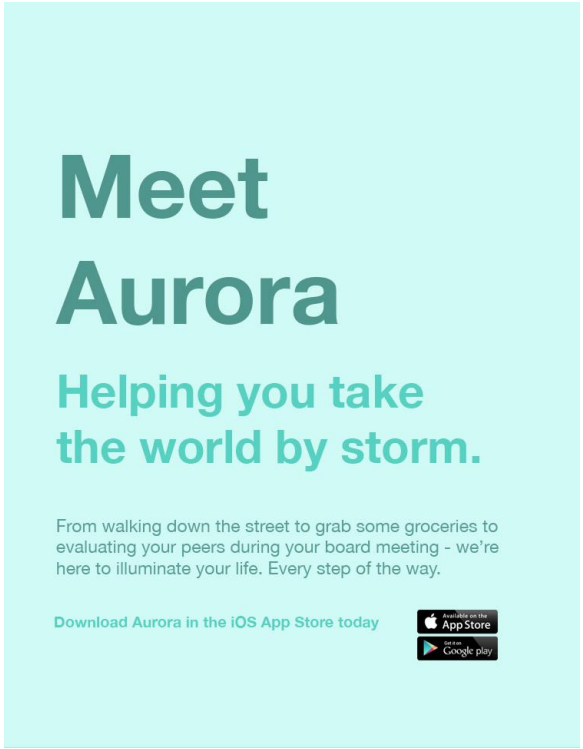
Academically active

In the past 45 years, the population of visually impaired college students in the U.S. has increased by **22%.** Of these students, **only 33% identify English** as its official language or come from a household income of 80,000+.

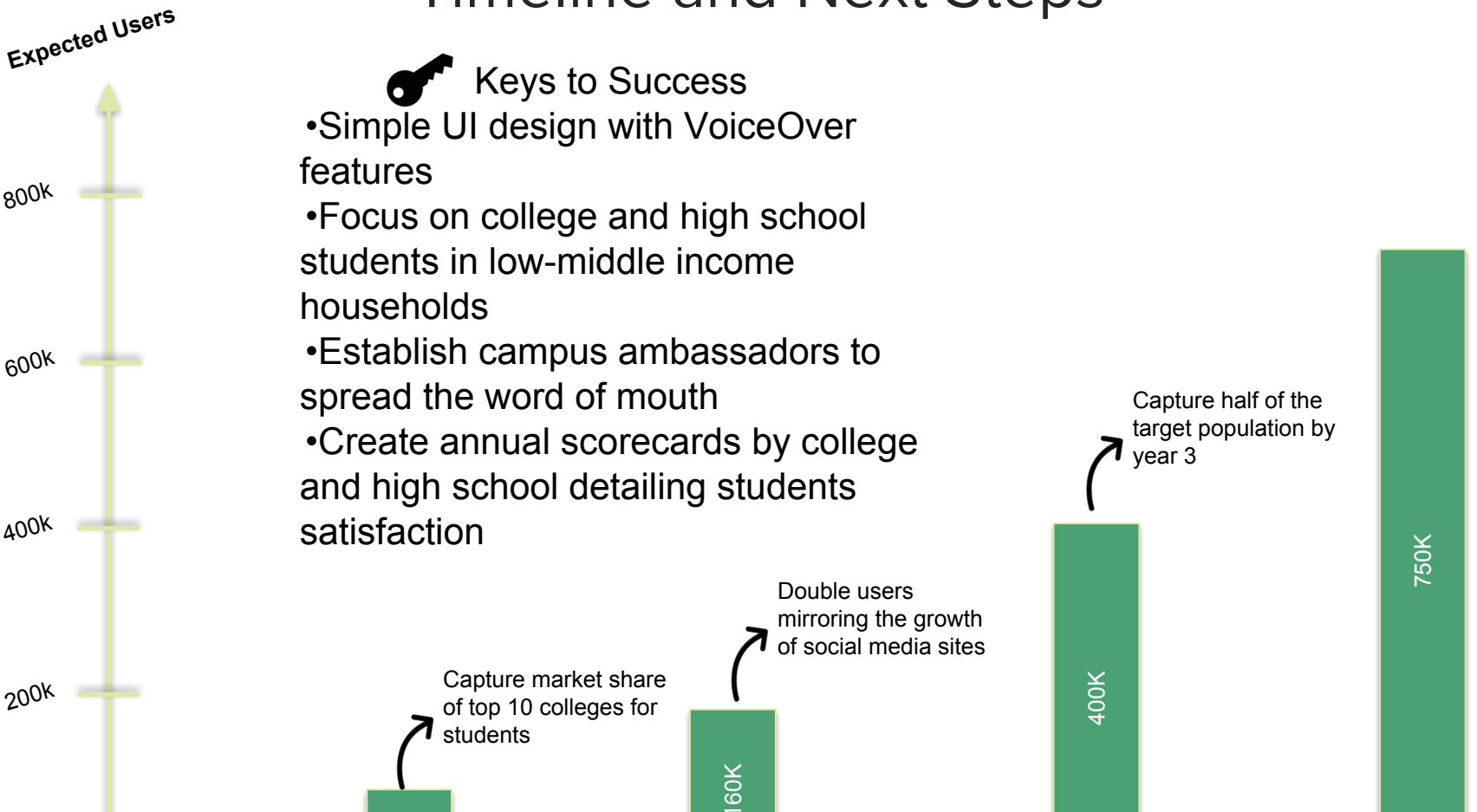
These students contributed more than $30B to the economy in the 2014 – 2015 academic year.

Market Entry Strategy





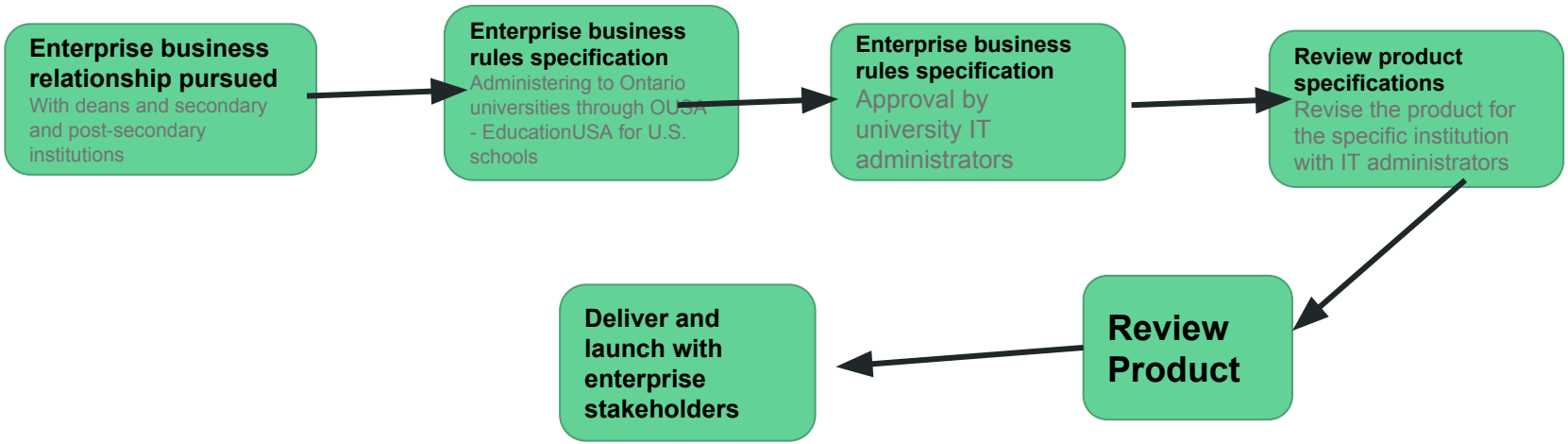
Timeline and Next Steps



Revenue Sources

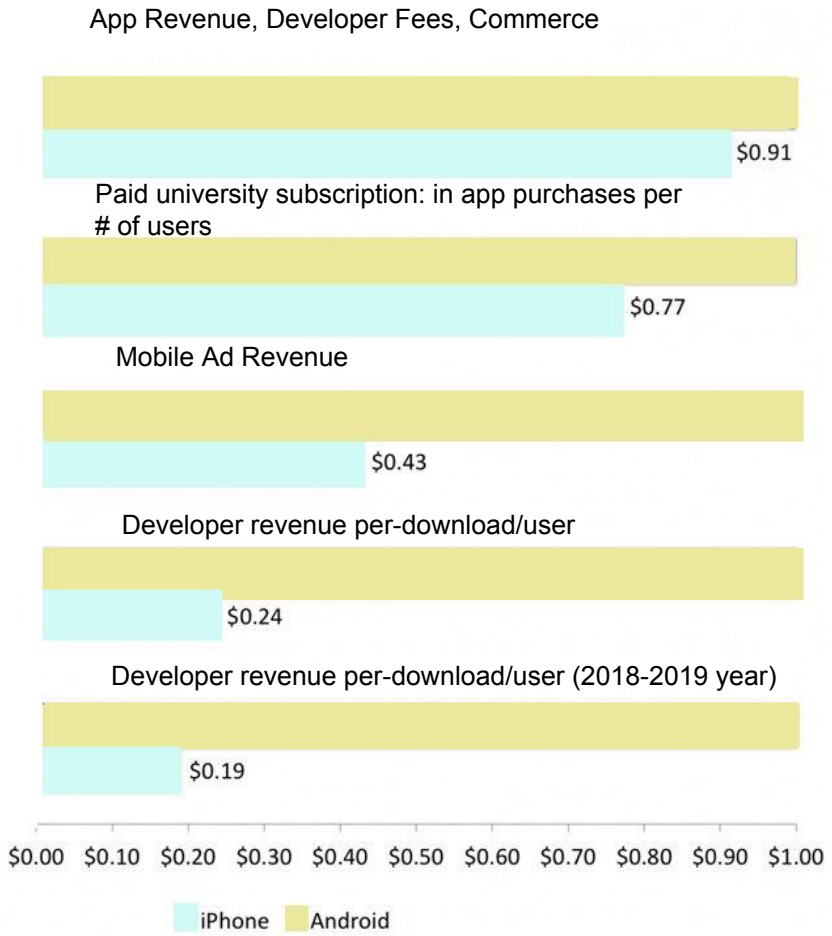
Enterprise stakeholders → Evaluation of # of student users → Subscription based rate per institution based on # of users

Processes

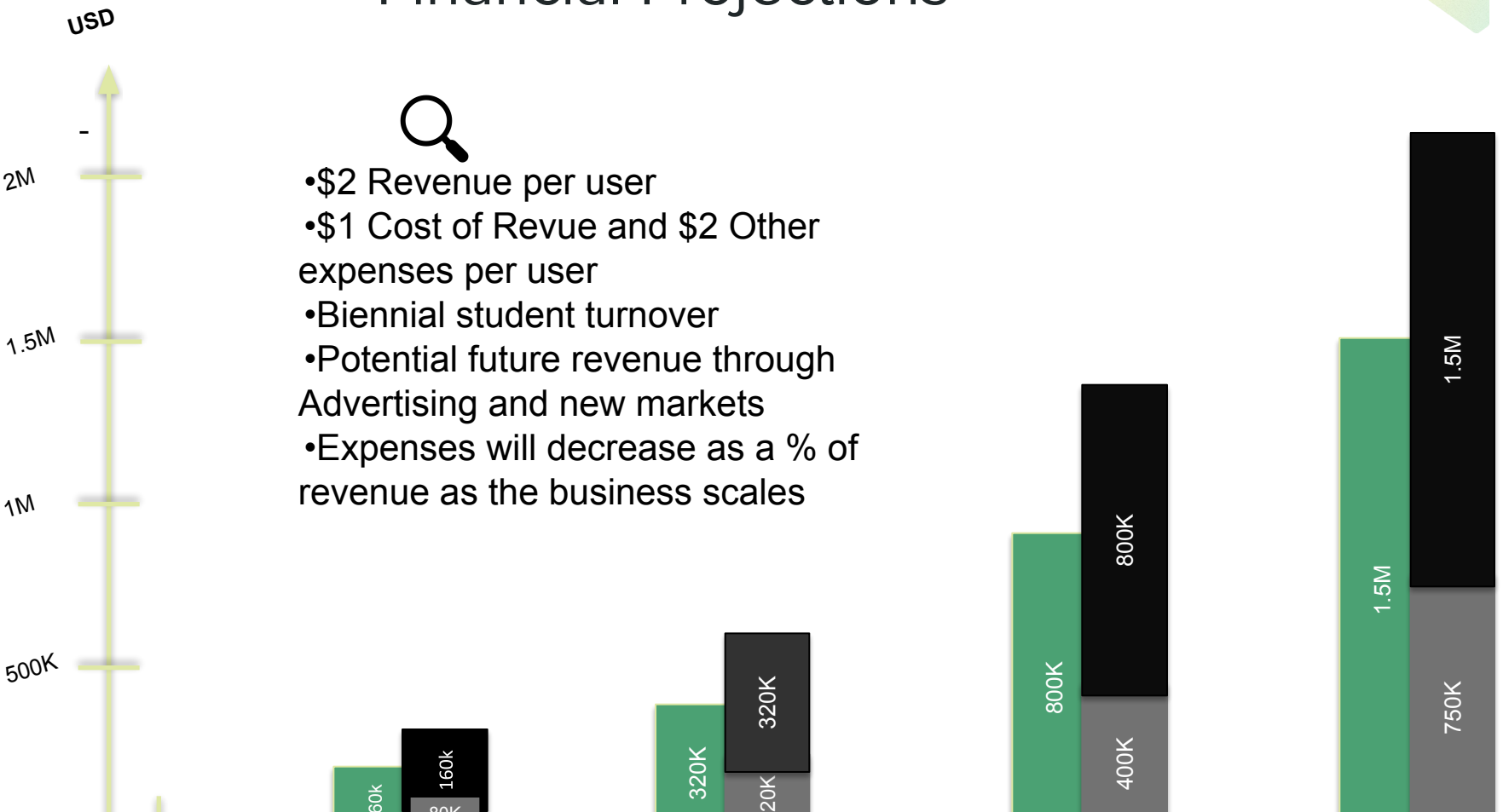


Cost Breakdown

Designing a sustainable product.



Financial Projections



- $2 Revenue per user
- $1 Cost of Revue and $2 Other expenses per user
- Biennial student turnover
- Potential future revenue through Advertising and new markets
- Expenses will decrease as a % of revenue as the business scales

User Personas

Meet Aleksandra

- 21 year old University of British Columbia Student
- Single and female *(partially visually impaired)*

Skills: Currently taking 3 Human Computer Interaction and Art courses. Loves to draw on computer screen reader at home.

User frustration: Isn't able to view drawings or in-class assignments that don't permit computers.

User solution: Using the AuroraAI feature that reads off her assignment and describes her drawing to her through speech request.

Meet Tino

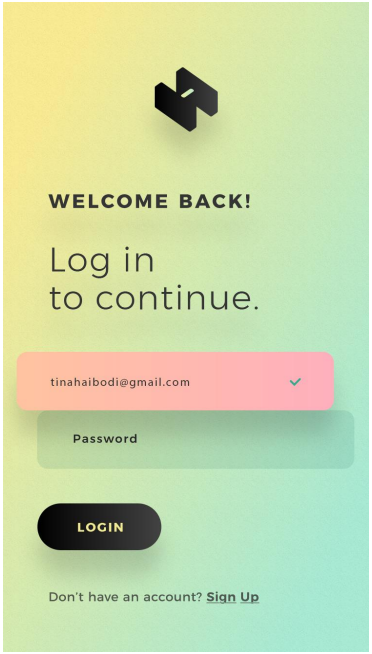
- 18 year old Lorne Park Secondary Student
- Single and male *(fully blind)*

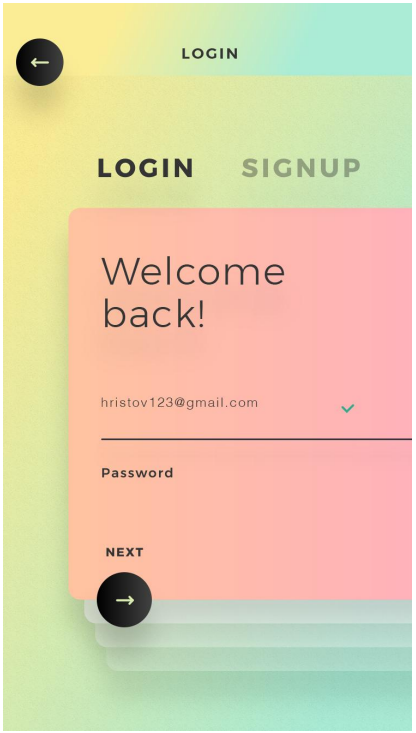
Skills: Loves to work in the Robotic lab and currently Woodshop is his favourite course.

User frustration: Not having the ability to use the lab without a teacher assistant.

User solution: Using the AuroraAI feature that describes the tools in front of him through speech request.

User Interface





Visual Identity Standards

Logo Text

Helvetica Neue, weight, 120px, line height 120px

Smaller section headings, links, buttons, other emphasized text

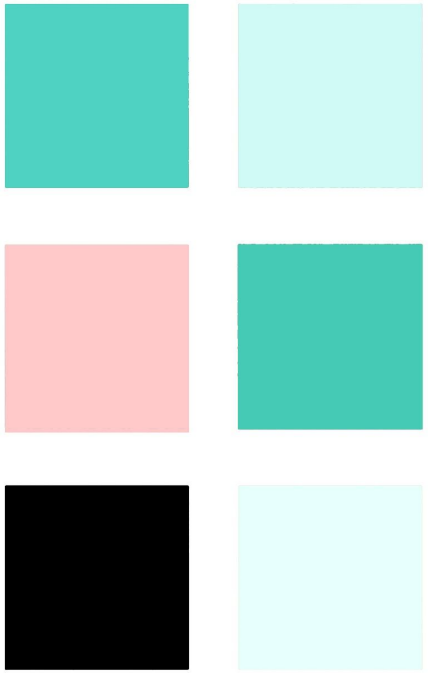
Helvetica Neue, italic weight, 28px, line height, 40px

Body text for social media posts

Helvetica Neue, italic oblique, 28px, line height 40px

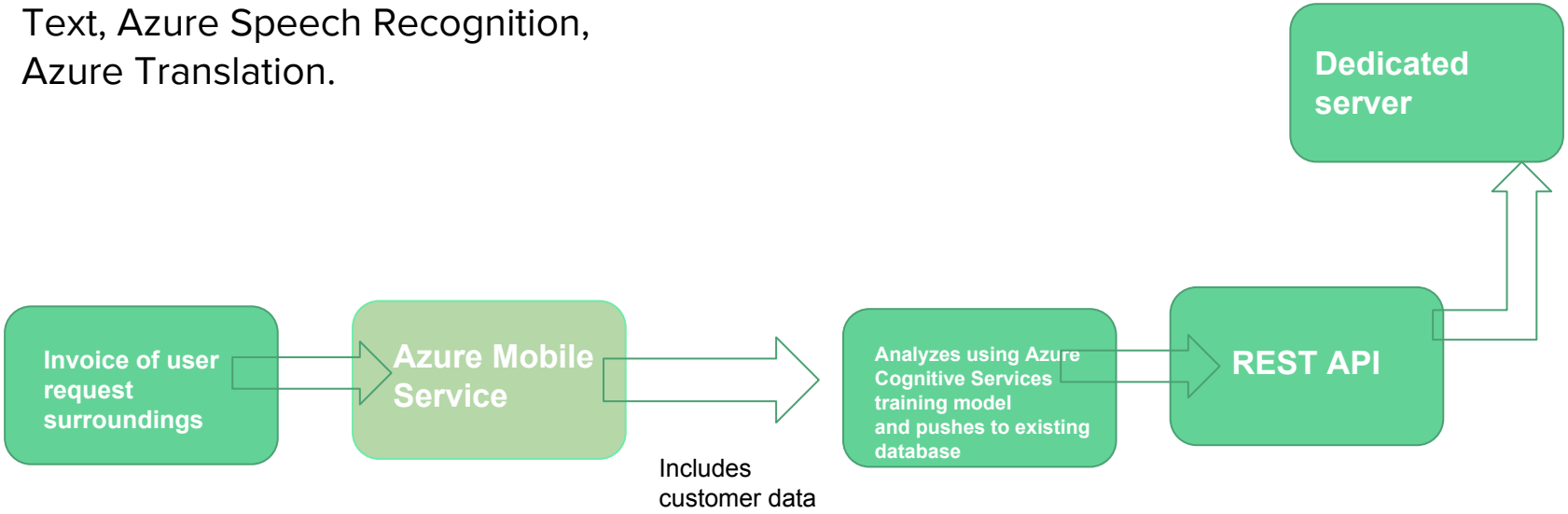
General body text

Emphasized body text



Software/Technology Used

Technology used: OpenCV, xCode, Azure Computer Vision, Azure Cloud, Azure Speech to Text, Azure Speech Recognition, Azure Translation.

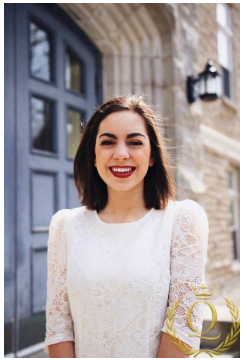


Team

Amir Sharifzad
Junior at University of Waterloo

Darcy Simmons
Junior at University of Waterloo

Tina Hai
Junior at Queens University



"After Amir saw a visually impaired student struggling to get to class, we knew that we wanted to do something that would help students that are often neglected by technology. We wanted to make a product that would help empower students that don't always find academics or technology accessible."

Promotional video

https://www.youtube.com/watch?v=Y6De6pzl0Uc