Business Plan

Intro

Verbalizer is an app that helps the mute communicate by converting sign language into text (English). Currently, our app is under development, with American sign language working whilst the AI is local.
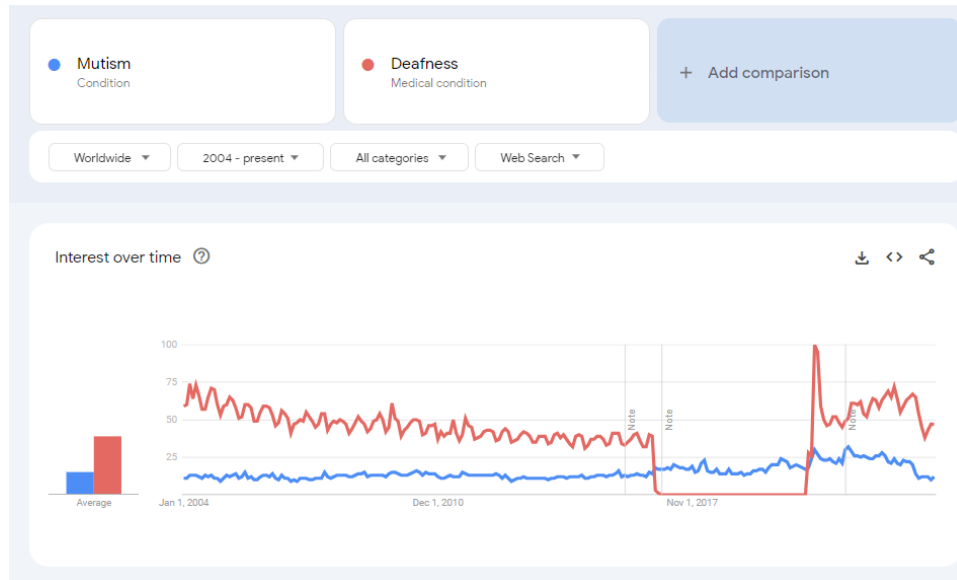
Market

Needs

- Today, over **64 million** suffer from muteness and **1.4 billion** suffer from DHH.

- This market is growing and is untapped because alternatives focus on teaching sign language.

- Though this is one our future aspects we want to focus on, it is already available in the market.

Growth

- With studies underway, there has been a rise in muteness over time.

  - Increase in muteness (google trends)

Purchasing Power + Reach

- Our research is at the level of a global market.

- This gives it a broad vision which, in some cases, may not be ideal.

- However, in our context, this is a good thing because we want to help bring change at a global level.

Our Solution

Q) Is your solution feasible? If yes, how?

- Our solution is an app that will be used by the speakers to understand what the mute are saying.

- We aim to do this by creating an that uses AI Vision to detect what the other person is saying.

- All we have to do is point a camera at the sign language being used by the mute person.

- It is an easy and convenient solution to a problem many face.

Pricing And Revenue Plans

- Online communities.

  - A place where they can ask questions and get help from coaches and the fellow mute.

  - There will also be an integrated classroom section to learn sign language and regular calls for counselling and support for the mute.

- Our platform of choice will be skool.com.

- Skool offers all of this (and more) in one single community.

  - *Note: to make a community, there is a $99 fee per month.*

- We can leverage this to help the mute by keeping the communities paid (at affordable rates but just enough to make profits).

- If our ads reach, say 2000 people and our conversion rate is 2%, we have got 40 people in our community (MRR).

  - Therefore, a price of $10 (or ₹830) will yield $400 (or ₹32,000).

  - Say outsourcing is $100, our net profit will be $300.

Q) If Scrypt Hackathon were to support and fund your innovation, what support would it require and what would you do with it?

- If we were to receive any degree of funding by Scrypt Hackathon, we would heavily invest it in:

  - A patent for our app as it is a unique idea for an untapped market.

  - Out going advertisements (paid) and testing for a better functioning of the app.

  - Better datasets and improved AI models + training the AI on web servers to save computational power and time.

- Funding will boost our app's development and reach and will really help us make a large and positive impact.

- We would also like training on marketing and sales along with mentorship in AI development as they are the major parts of our app.

Future Plans

- We plan on creating an add on for Google Lens to make search more convenient. This will be similar to voice note typing but instead of that we are using sign language to give search queries.

- Same can be done for ChatGPT (post funding).

Citations

- https://www.voicesofyouth.org/blog/sign-language-schools#:~:text=1.5 billion people on this,part of the school curriculum - 8 of every 100,000 people are mute.

- https://www.who.int/health-topics/hearing-loss#tab=tab_2 - **More than 1.5 billion people worldwide are currently affected by hearing loss in at least one ear**. Around 430 million people worldwide require rehabilitation for disabling hearing loss. Approximately 13% of adults ages 18 and older experience some difficulty hearing even when using a hearing aid