# BRAILLIANT

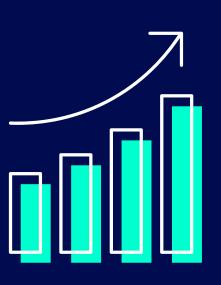
VISUALISING TECH FOR THE VISUALLY-IMPAIRED



Although imensly improved over the years, the accessibility for the visually impaired showed little improvement.



# **MARKET ANALYSIS**



100%

175,000 Total Addressable Market

Visually impaired population in Hong Kong: 175K

- 48%
- 84,000 Service Addressable Market
- 80% of the TAM can be reached 80% of the reachable market will switch

- 12%
- 21,000 Service Obtainable Market
- Assume Brailliant dominates 25% of the SAM after 3 years

and 75% of their devices are supported

#### **TECHNOLOGY**



Refreshable Braille Screen



Video Display Chip



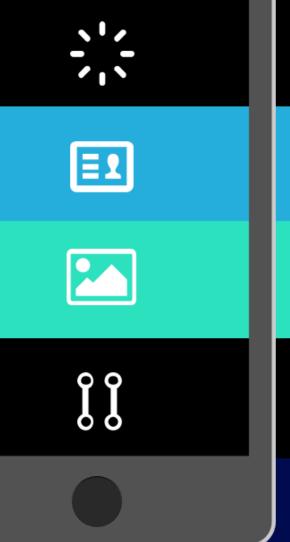
Connectivity



**Protecive Screen** Shell

## **BENEFITS**





Completely

**Pneumatic** 

**Multiple Braille** Lines

**Image Visualization** 

**Unified Control** System

Reduces the price of our screen to 100x cheaper than competition, which are electronic

Braille screens currently display single line of text. Greater efficiency.

Braille screens cannot display any image. With multiple lines of braille, we can achieve that

Utilize technology by interacting with apps. Missing in text-to-speech or braille displays.

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#### **BUSINESS MODEL**

## 1. Cost Breakdown (HKD)

Cost of display - 350 Other tech - 12 Other expensive (transport, advertising) - 35 Profit - 100

### 2. Potential Players

Home usage by the visually-impaired AND Commercial usage by hospitals, elderly homes and schools for the blind

#### 3. Projeced Revenue Stream (HKD)

17.5K X 75% = 13K

Visually impaired are economically active

Target group

\$7000

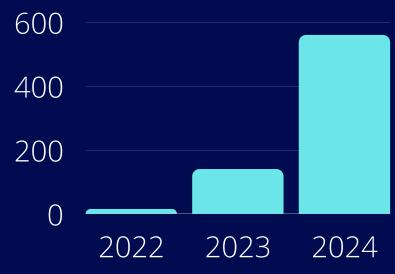
Monthly income > Target group that can afford our product

13K -->

\$500 **Brailliant price** 

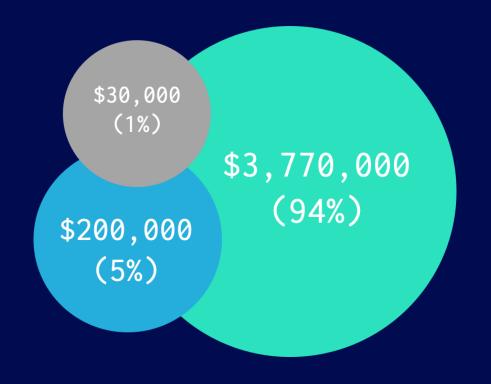
**Expected Revenue** 

## **NET PROFIT MARGIN Projected Growth Rates:**





# **TOTAL FUNDING REQUIRED: HKD 4 Million**



**Marketing & Sales Research & Development Product Procurement** 

Jun 2022

TIMELINE

Begin product manufacturing

**Sept 2022** 

1st round of manufacturing completed. Jan 2023

Changes are made and

Mar 2023

final testing is

Jun 2023