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

**MARKET ANALYSIS**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Value</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Addressable Market</td>
<td>175,000</td>
<td>Visually impaired population in Hong Kong: 175K</td>
</tr>
<tr>
<td>Service Addressable</td>
<td>84,000</td>
<td>80% of the TAM can be reached</td>
</tr>
<tr>
<td>Market</td>
<td></td>
<td>80% of the reachable market will switch and 75% of their devices are supported</td>
</tr>
<tr>
<td>Service Obtainable Market</td>
<td>21,000</td>
<td>Assume Brailliant dominates 25% of the SAM after 3 years</td>
</tr>
</tbody>
</table>

**TECHNOLOGY**

- Refreshable Braille Screen
- Video Display Chip
- Connectivity
- Protective Screen Shell

**BENEFITS**

1. **Completely Pneumatic**
   - Reduces the price of our screen to 100x cheaper than competition, which are electronic

2. **Multiple Braille Lines**
   - Braille screens currently display single line of text. Greater efficiency.

3. **Image Visualization**
   - Braille screens cannot display any image. With multiple lines of braille, we can achieve that

4. **Unified Control System**
   - Utilize technology by interacting with apps. Missing in text-to-speech or braille displays.
Although immensely improved over the years, the accessibility for the visually impaired showed little improvement.

**BUSINESS MODEL**

1. **Cost Breakdown (HKD)**
   - Cost of display: 350 HKD
   - Other tech: 12 HKD
   - Other expensive (transport, advertising): 35 HKD
   - Profit: 100 HKD

2. **Potential Players**
   - Home usage by the visually-impaired AND Commercial usage by hospitals, elderly homes and schools for the blind

3. **Projected Revenue Stream (HKD)**
   - Visually impaired are economically active: 17.5K
   - Monthly income > $7000: 75%
   - Target group that can afford our product: 13K
   - Brailliant price: $500
   - Expected Revenue: $6.6M

**NET PROFIT MARGIN**

- Projected Growth Rates:
  - 2022: 60%
  - 2023: 192%

**TOTAL FUNDING REQUIRED:**

- HKD 4 Million
  - $30,000 (1%)
  - $200,000 (5%)
  - $3,770,000 (94%)

**TIMELINE**

- Jun 2022: Begin product manufacturing
- Sept 2022: 1st round of manufacturing completed. Do test run
- Jan 2023: 1st round is completed. Do test run
- Mar 2023: Changes are made and final testing is conducted
- Jun 2023: Final product launched to market on mass scale