DYSLEXIAPP

START-UP LYCÉE 2022

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PROBLEM

20% of the population suffers from dyslexia

2x the cost of the special education for dyslexic children in order to perform as well as neurotypical students (on average)

29% of kids with dyslexia suffer from anxiety (7% for students without dyslexia)

URGENCY

According to the National Library of Medicine:

➔ Dyslexic learners in public schools were exposed, ridiculed, bullied, and undermined by their peers.

➔ Teachers are not patient with dyslexic learners, do not give them extra attention, and purposely embarrassed them

The Solution

Facts:

- open source font proven to be easier to read for dyslexic people
- bilingualism increases the reading capacity of individuals with a reading disorder
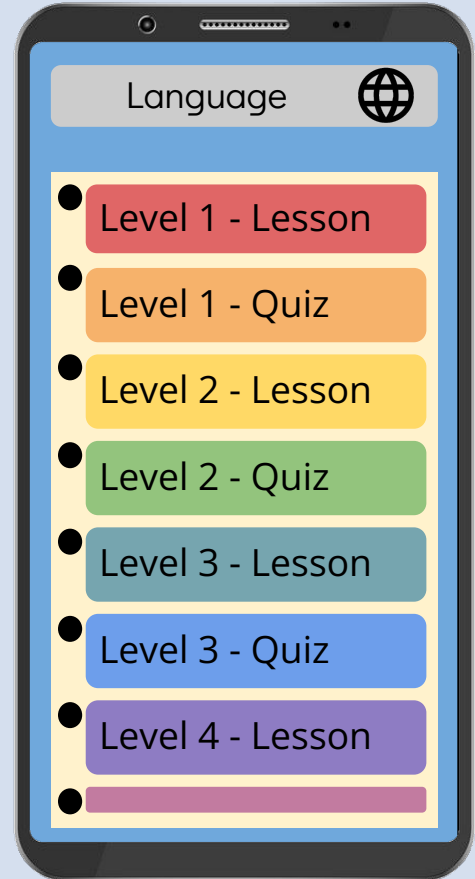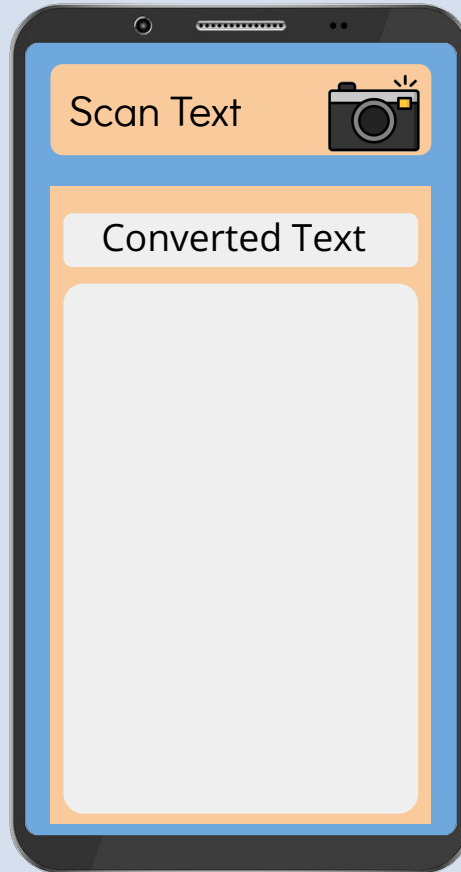
Proposal:

- translate text into Open Dyslexic with a scanner
- help language learning for dyslexic students

Impact:

This way, students could focus on academics without the struggle of reading, and also actively try to minimize the symptoms of their dyslexia.

DyslexiApp

Text Scanner & Translator

Language Learning

Service - +1 (800)-933-9692
business@email.com
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Scan Text

Converted Text

Language

- Level 1 - Lesson
- Level 1 - Quiz
- Level 2 - Lesson
- Level 2 - Quiz
- Level 3 - Lesson
- Level 3 - Quiz
- Level 4 - Lesson
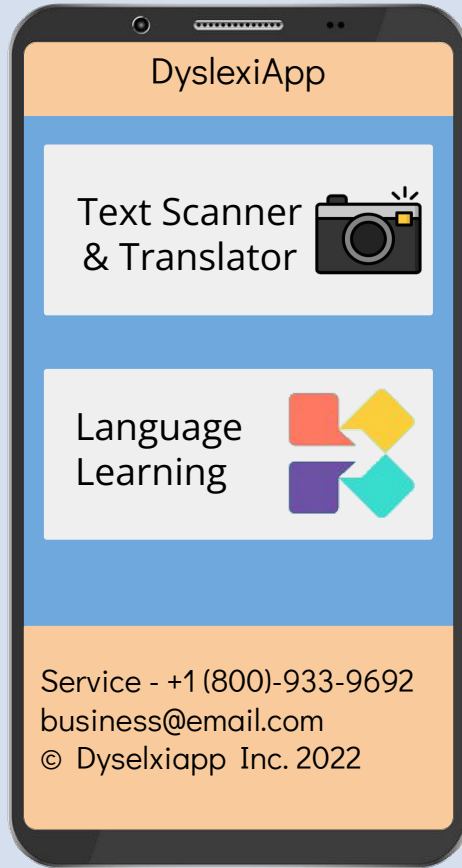
FUNCTIONING & PARTNERS

Image Scanner:
- Supervised machine learning
- YoloV5 model
- Python EMNIST Dataset
- Translate an image's text to onscreen text
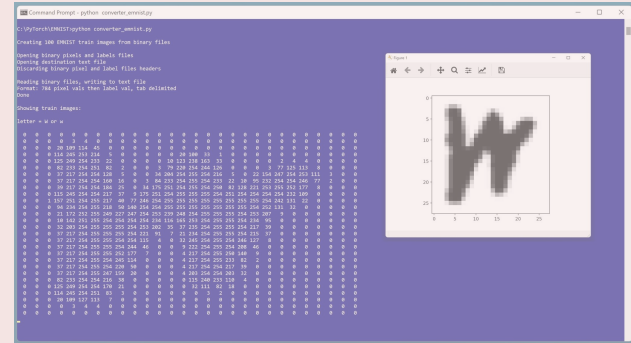
Language Course:
- Partnership with schools to create a comprehensible language learning course suited for dyslexic students

The Novelty

Innovation

- **immediate tool** for day-to-day and in-school reading
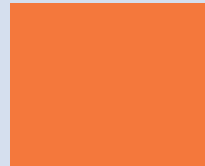- individuals learn a new language and **lessen the impact of dyslexia symptoms**
- dyslexic individuals **no longer rely on peers**

Competition

Scanner Apps (like Speechify):
-scan and read outloud
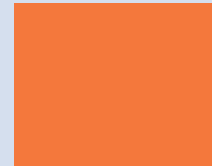Language Learning Apps (like Duolingo):
-typical language teaching
Dyslexic Learning Apps (like MDA Avaz Reader):
-increased font size and images to go with words

What's Better

Only app or interface that provides **immediate and long term solutions** to dyslexic students, increasing **reading skills** by:
-changing the font
-teaching with an approach suited to dyslexic students

Projected Market Size

$8B

$1.75B

$17.5M
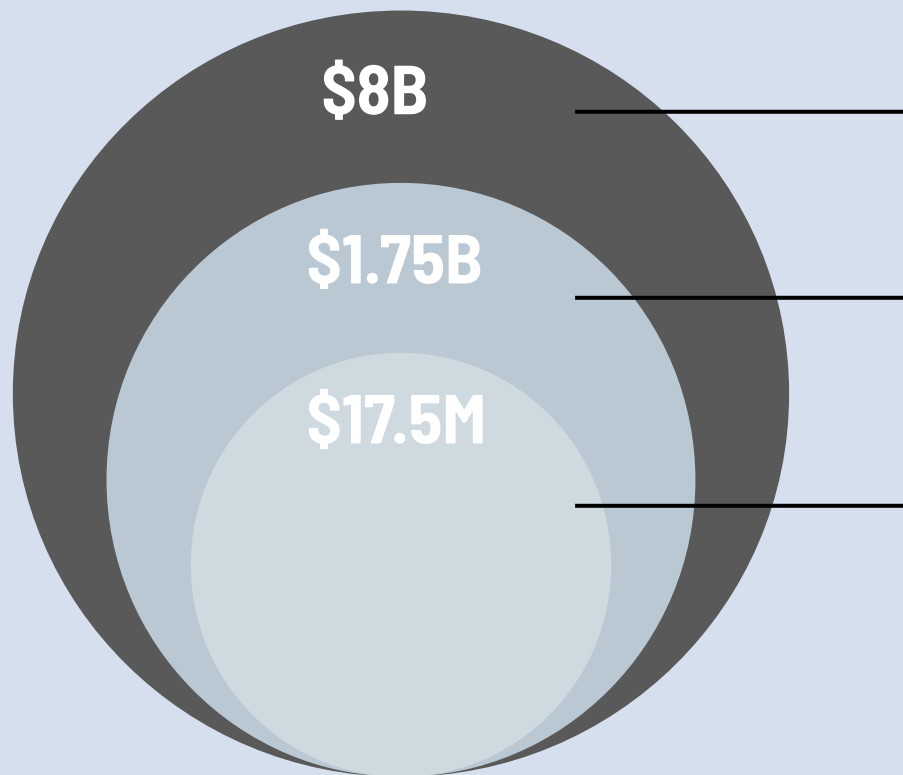
TAM : Everyone with dyslexia in America

SAM : American children with dyslexia

SOM : 1% of American children with dyslexia

6.5% growth/y
estimated from 2021 to 2025

Financial Model

1. Income by subscription
   a. 10 dollars a month subscription for individuals or 100 dollars a year
   b. 7 dollars a month per student in a school (bulk order by schools)
2. Expenses
   a. App store & Google Play Store
      i. $99/year
      ii. 22% of digital payments
   b. Research and Development
      i. 15% of income
   c. Taxes
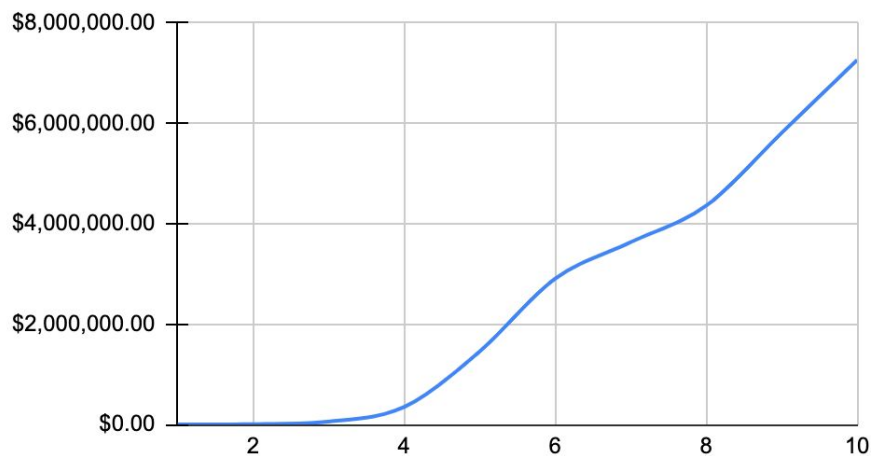   i. 21% of income

BASIC

$10/m
$100/y

SCHOOLS

$7/m

per dys. student

ESTIMATED GROWTH

Profit per Years in USD

Number of user	Revenue	Profit	Years
175	$1,750.00	$602.25	1
1750	$17,500.00	$7,163.50	2
14000	$140,000.00	$58,001.00	3
84000	$840,000.00	$348,501.00	4
350000	$3,500,000.00	$1,452,401.00	5
700000	$7,000,000.00	$2,904,901.00	6
875000	$8,750,000.00	$3,631,151.00	7
1050000	$10,500,000.00	$4,357,401.00	8
1400000	$14,000,000.00	$5,809,901.00	9
1750000	$17,500,000.00	$7,262,401.00	10

Customers

Individuals (B2C):
- parents looking for tools to help their dyslexic child
- older students looking for day-to-day improvements

Schools (B2B2C):
- looking for a way to support students with dyslexia, with only a fraction of the cost
- allow dyslexia students to be more independent

We would plan to incorporate as a B Corp, as we meet all of their requirements (industry practices, complaints, impact).

TEAM MEMBERS

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 AMICIE KOSLOW

 CHARLES DE BELLOY

Thank you to our coaches!
- Sebastien DEGUY
- Mareike DELLEY
- Charles PELLETIER-GAGNÉ
- François GALILÉE

Sources

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Thank You!