SilentVoice Inc

UNIVERSITI TEKNOLOGI MARA

SIGNTASTIC

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TABLE OF CONTENTS

1.0   EXECUTIVE SUMMARY
2.0   PRODUCT OR SERVICE DESCRIPTION
        2.1 Details of the Product
        2.2 Application of The Product
        2.3 Unique Features of Product
        2.4 The Present State of Development
        2.5 Design/Features of the Product
        2.6 Patent Feature of the Product
3.0   TECHNOLOGY DESCRIPTION
4.0   MARKET ANALYSIS AND STRATEGIES
        4.1 Target Market
        4.2 Market Size and Trends
            4.2.1 Size of Current Total Market
        4.3 Major Factors Affecting the Market Growth
        4.4 Competition and Competitive Edges
        4.5 Estimated Market Share
        4.6 Marketing Strategy
5.0   MANAGEMENT TEAM
        5.1 Organisation Chart
        5.2 Key Personnel
        5.3 Management and Compensation Ownership
            5.3.1 The salary, share of ownership and the amount of equity invested at SilentVoice Inc
            5.3.2 The Schedule Remuneration for All Managers and Workers at SilentVoice Inc
6.0   FINANCIAL
        6.1 Financial Estimation
            6.1.1 Income Statement
            6.1.2 Balance Sheet
7.0   PROJECT MILESTONE
8.0   CONCLUSIONS
9.0   APPENDICES
10.0   REFERENCES

1.0 <u>EXECUTIVE SUMMARY</u>

Due to a lack of awareness on how to communicate with a deaf person and a lack of knowledge of sign language, the number of people experiencing difficulty speaking with a deaf person has increased day by day. According to a new estimate from the World Health organisation (WHO), one in every four people, or roughly 2.5 billion people, will have mild-to-profound hearing loss by 2050. At least 700 million individuals are expected to suffer from debilitating hearing loss and require ear and hearing care. Damage to the inner ear is one of the most common causes of hearing loss, and some people are born deaf.

Thus, in New Product Development (NPD), we came out with a solution to produce a sign language app called Signtastic. We think that knowing sign language assists you to communicate with those who are deaf, hard of hearing, or deaf individuals. People in the community will find it simpler to communicate with a deaf person using Signtastic. This application also enables users to learn the whole range of sign language, including alphabets, facial emotions, and body postures. We may use this software to handle issues like miscommunication and misunderstanding that might arise between hearing and deaf persons. There is so much uniqueness in this software that it even includes a scanning capability that allows it to precisely recognise images and deliver sign language translation. Signtastic is a programme that translates English texts into sign language. This software includes a variety of sign languages, such as British Sign Language (BSL), American Sign Language (ASL), Malaysian Sign Language (MSL), and others. As a result, users may utilise Signtastic to learn sign language specific to their respective nations or areas.

As we increase the volume of the production, the cost will be reduced. Signtastic is available at a reasonable price of premium subscription which is RM 13.90 per unit. With effective marketing and efficient nationwide distribution, Signtastic is predicted to bring RM 8,822,311 profit in the second year of the business and our target market for Signtastic is hard of hearing and deaf individuals in Selangor. A systematic and efficient business management is constructed by having few departments such as administrative, financial, operation and marketing departments. Each department is led by professional and competent managers to ensure high productivity of this Signtastic app.

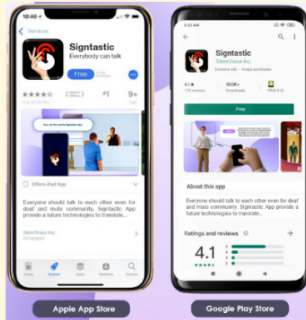## 2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Details of the Product

We introduced Signtastic, a sign language app that helps sign language learners, whether amateurs or experts, to sharpen the skill in no time. Our creation believes that being proficient in sign language allows users to communicate with hearing and speaking disabilities individuals. Not only it makes communicating a whole lot easier, but Signtastic also helps to promote better awareness and sensitivity to the deaf community. Miscommunication is a core problem as to why this app is developed in the first place, as roughly 90 to 95 of deaf children are born to hearing parents who in many cases do not have any basic knowledge of sign language and thus encounter problems before sending them to school. Moreover, cochlear implants are very costly, and most families cannot afford the surgery.

What makes our app different from other sign language apps is a scanning feature that allows it to identify text accurately and provide a real-time sign language translation, thanks to the Optical Character Recognition Software (OCR). Sign language can also be translated by using augmented reality (AR) technology to scan and recognize the gestures made, then translate it to the preferred language. Besides this application consists of various sign languages including British Sign Language (BSL), American Sign Language (ASL), Malaysian Sign Language (MSL), which is a trademark of Signtastic. Apart from that, Signtastic allows the users to learn the full extent of sign language, including the alphabets, facial expressions as well as hand gestures

2.2 Application of the Product

APPLICATION OF SIGN LANGUAGE

01 Download the Signtastic app from App Store of Google PlayStore

02 Click Start! if you want to translate the movement of sign language into words or even voice

03 Click Hey! if you want to type your words or conversations and it will be displayed in large font

04 Click Teach Me if you want to learn sign language. Search for a word and it will illustrated by animation on how the word is practiced in sign language