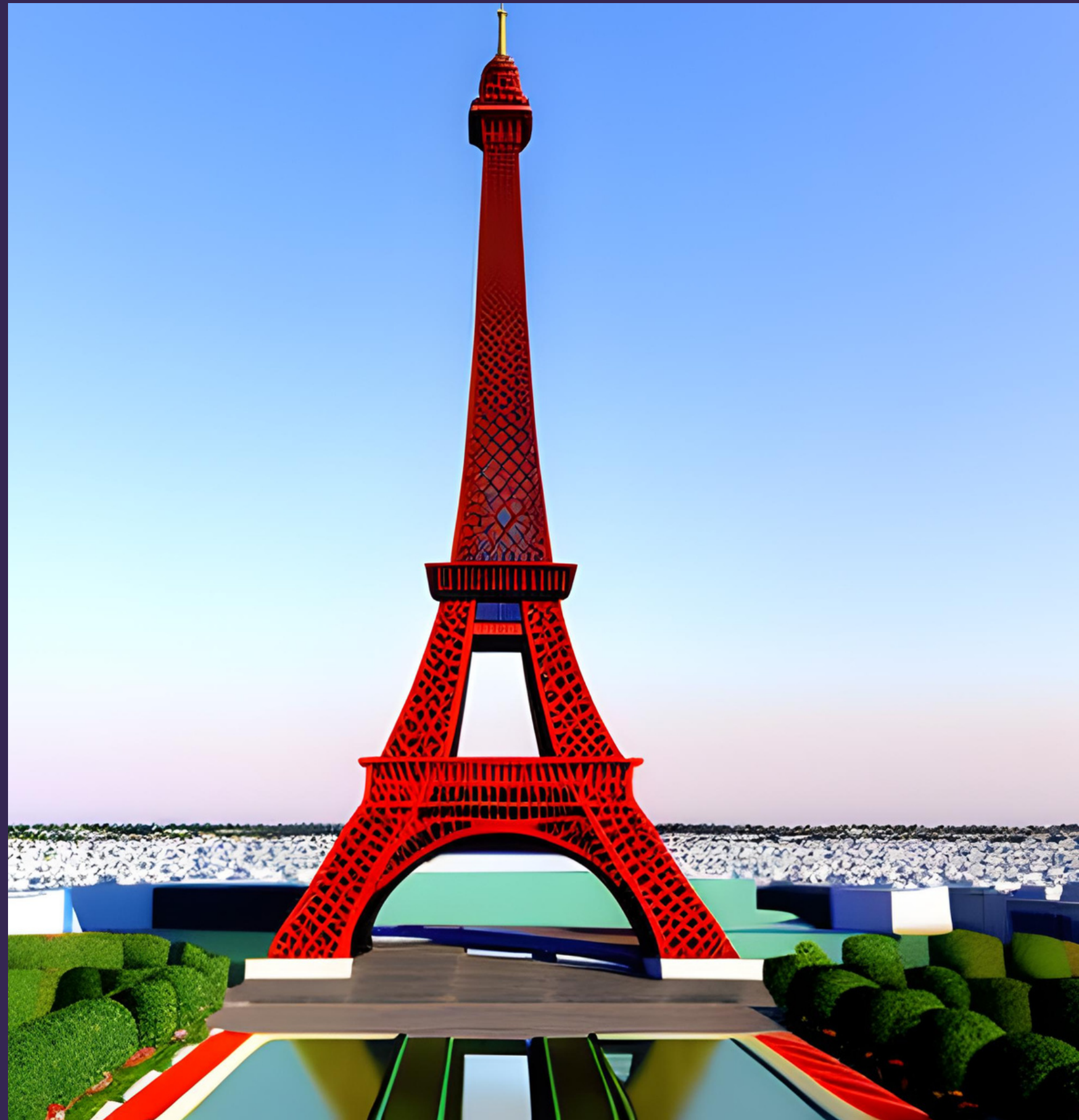




# Guide Me

TimeWarp Explorer





# Problem ?

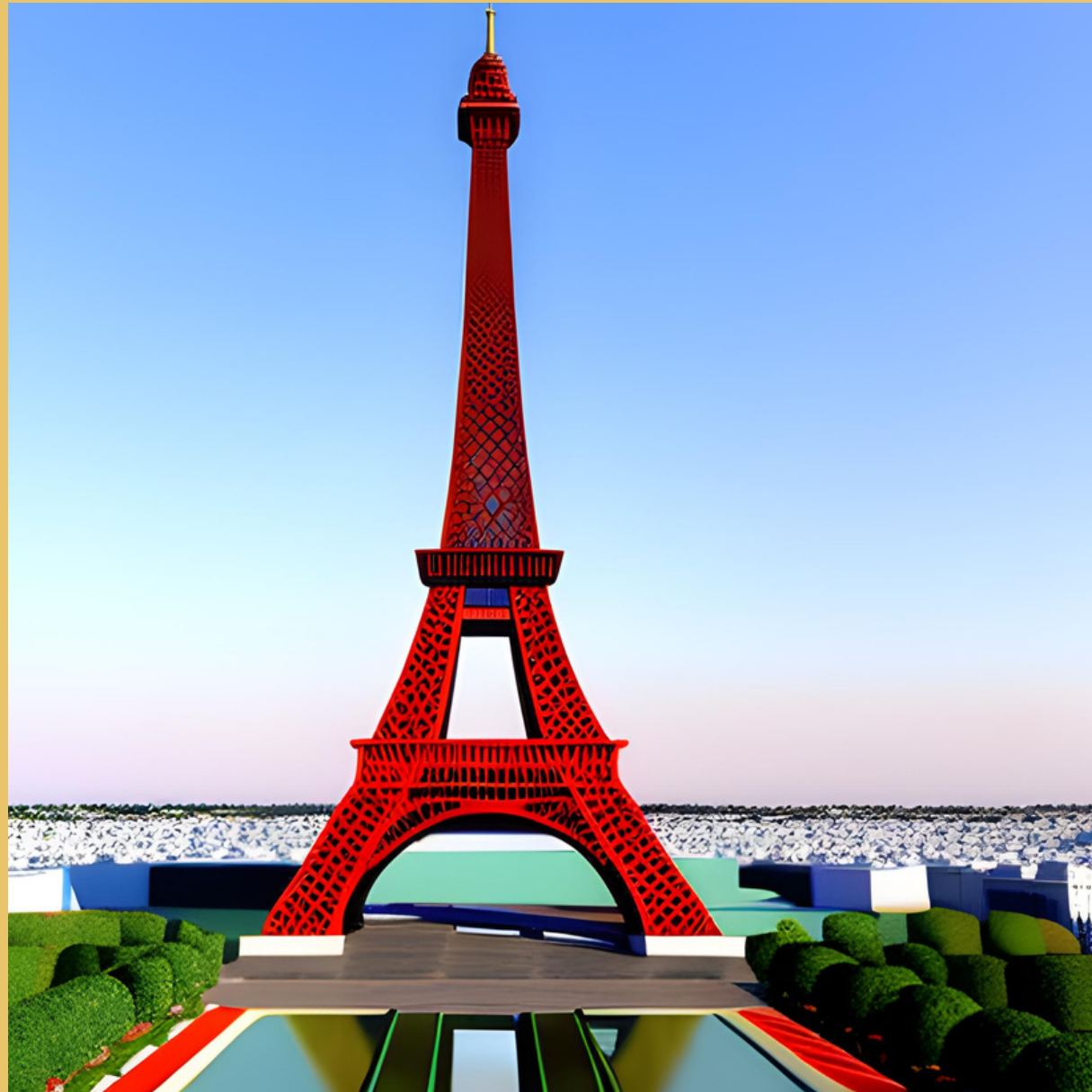




# Solution



LET ME BE  
YOUR LIGHT



# Business Model & Marketing Plan

## Target Market -Segment



**7.8B**

Population - Sri Lanka

**2.2B**

Visually Impaired People

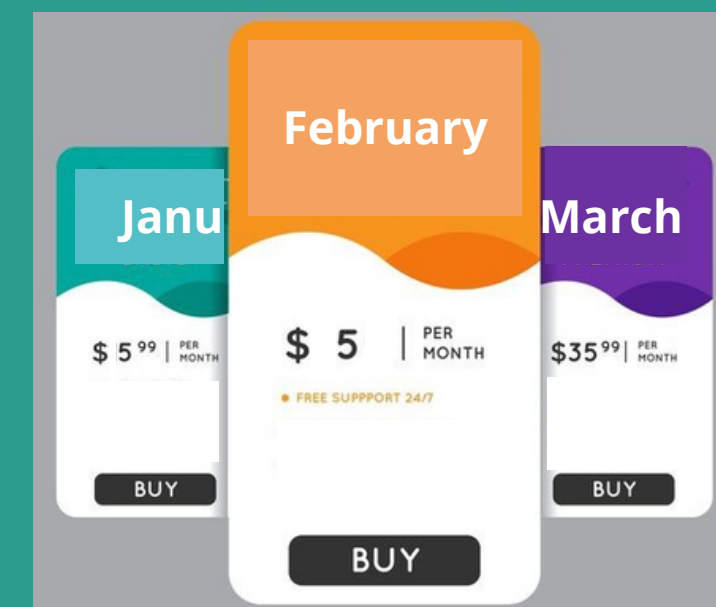
### REFERENCE

<https://datatopics.worldbank.org>

<https://www.iapb.org/news/sri-lanka-releases-latest-blindness-survey-data/>

# Revenue Stream

- Premium Subscription
- Advertising and Sponsorships
- Partnerships





# Pricing Strategy

## Estimated Material Cost (BOM)

Raspberry PI	\$ 186.66
Camera ESP 32	\$ 32.00
Equipment	\$ 88.00
Other	\$ 26.67
<b>Sub Total</b>	<b>\$ 333.33</b>

## Estimated Production Cost at 29.01.2022

### Manufacturing cost

Raw Material Cost	\$ 333.33
Labour Cost	\$ 50.66
Estimated overhead cost	\$ 83.33

**Total Cost** **\$ 467.32**

### Market Price

Eyewear	\$495.45
Monthly Subscription	\$5+

# Marketing Strategy



# Distribution Strategy



**Thank You !**



# Q & A



## Team Blink



Yasara



Chamodya



Mawli



Nirasha



Shani

# COMPETITIVE ANALYSIS



IrisVision

Price: \$ 2,950/Unit



Myeye2

Price: \$3,500/Unit



Jordy

Price: \$2,500/Unit



NuEyes

Price: \$5995-\$6195/Unit

Pros

- Offers a magnified view of the objects

- Include barcode identification & face recognition

- Design for low vision people

- Contemporary Electronic glass

Cons

- High cost

- High cost

- Not applicable for a completely blind person