



# The Odisee

Seeing the Future More Clearly





NATIONAL FEDERATION  
OF THE BLIND

Live the life you want.

“...their sight is bad enough—even with corrective lenses—that they must use alternative methods to engage in any activity...”



# The Problem

Blind and visually impaired people  
being unable to read their own  
mail/documents and pay their own  
bills



## The Solution

# The Odisee

A First of its Kind Assistive Scan-to-Speech Device for the Blind and Visually Impaired

A portable internet connected stand-alone document reading tool utilizing OCR software coupled with text-to-speech technology and a proprietary document organizer

# The Odisee



Initial CAD of the finished product



# Product Benefits

## Restores

Dignity  
Independence  
Privacy  
Relationships  
Employment  
Quality of Life

## Helps Avoid

Billing Mistakes  
Missed Events and Responsibilities  
Cost of Hired Support

# Product Features

Sleek

Compact

Light weight

Portable

WiFi enabled

Scans in various formats

Recognizes various orientations

Reads aloud through Scan-to-Speech technology

Multi-Language possibilities

Stores information in various formats

Competitive low price

Backwards  
Forwards  
Upside down  
Right-side up  
Horizontal  
Vertical





# Market Size

# US Market

## 7,297,100

Alabama	148,600	Montana	19,400
Alaska	13,400	Nebraska	39,500
Arizona	161,400	Nevada	108,400
Arkansas	102,000	New Hampshire	25,700
California	763,800	New Jersey	162,800
Colorado	101,700	New Mexico	64,400
Connecticut	61,100	New York	387,900
Delaware	17,600	North Carolina	269,600
District of Columbia	16,900	North Dakota	12,800
Florida	486,400	Ohio	275,600
Georgia	262,800	Oklahoma	124,100
Hawaii	22,700	Oregon	99,400
Idaho	38,100	Pennsylvania	300,000
Illinois	236,100	Rhode Island	19,600
Indiana	156,300	South Carolina	147,000
Iowa	59,400	South Dakota	15,500
Kansas	59,300	Tennessee	203,800
Kentucky	138,800	Texas	655,500
Louisiana	134,400	Utah	51,000
Maine	27,400	Vermont	13,400
Maryland	108,700	Virginia	168,100
Massachusetts	124,100	Washington	162,800
Michigan	221,400	West Virginia	71,100
Minnesota	85,000	Wisconsin	97,300
Mississippi	93,600	Wyoming	14,200
Missouri	147,400	Puerto Rico	207,100





Market Size

Worldwide Market  
217,000,000

The number of people in the world with a moderate to severe vision impairment – those not corrected by glasses, contact lenses or an operation – will nearly triple by 2050, from about 217 million to 588 million.



# Potential Revenue

## **\$1 Billion Revenue**

0.5% of worldwide market @ \$1,000/Odisee

## **\$10 Billion Revenue**

5% of worldwide market @ \$1,000/Odisee



# Competitive Differences

## **1. Scanner vs Camera**

- Definitively captures image
- Eliminates difficulty of positioning camera or document
- More tactile process is better for people that are blind
- Duplex scanner - one action captures both sides of document
- Cost advantage

## **2. Internet Connection and Processing in the Cloud vs On-board Computing Power**

- Takes advantage of robust capabilities of Google and the like
- More easily upgradable through connection
- Less bulky and portable
- Cost advantage

## **3. Price**

## **4. Language translations**

## **5. Parsing of document**



# Competition

- **Davinci** - \$2,295-\$3,995, tethered, bulky
- **OrCam MyEye** - \$2,500-\$3,500, vertigo, headache, glasses aiming difficulty
- **Enhanced Vision Smart Reader** - \$1,895, awkward to carry around, use of a camera not a scanner
- **Esight Eyewear** - \$5,950, big bulky glasses, vertigo, only enhances existing vision
- **NuEyes** - \$1,595, only an electronic magnifier for low vision, clunky to wear
- **Magnilink Voice II** - \$2,495, clunky, odd design and awkward to carry around, use of a camera not a scanner
- **Blaze** - \$695, size of a cell phone with no screen, good for small text, can't capture full document well, need dexterity to use
- **Iris Pen Air** - \$99, requires coordination and dexterity, not an integrated turnkey solution
- **Seeing AI** - Free, good for small text, can't capture full document well, need dexterity to use, use of a camera not a scanner



# Prototype

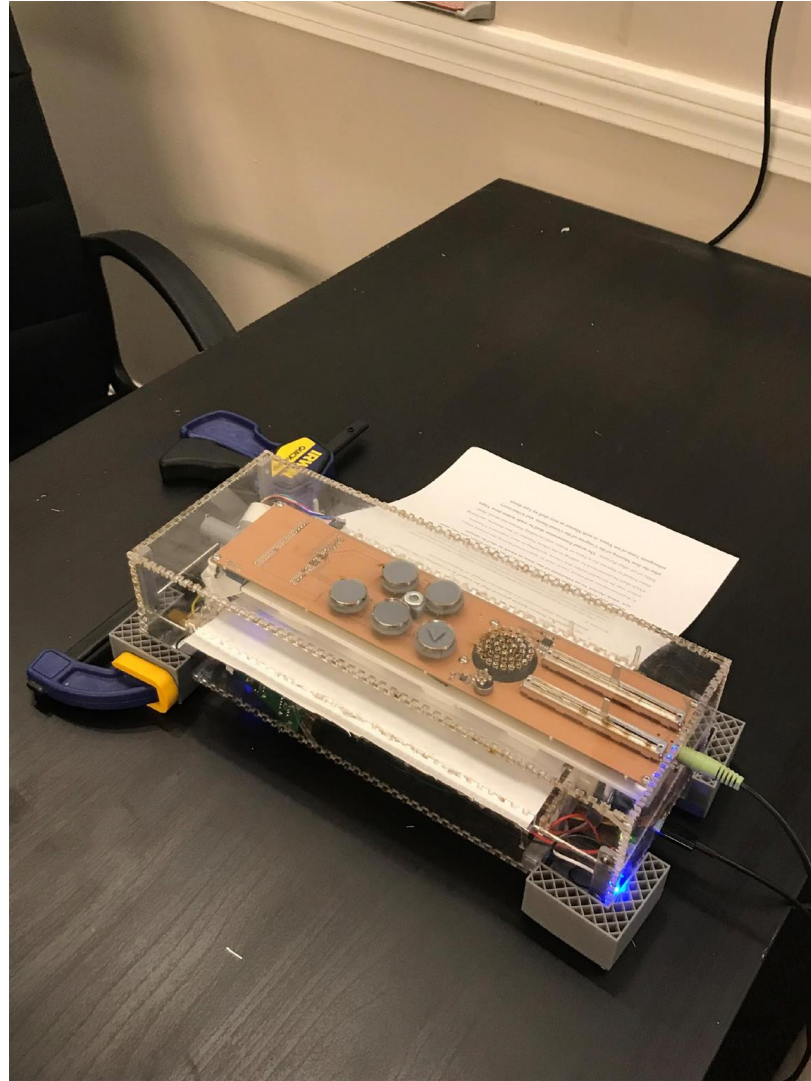
## **Develop prototype**

- Identify COGS, Pricing, Profit Margin
- Contract production and assembly
- File Patent Applications

## **Raise Working Capital - SAFE filing**

- Grants
- Angels
- Blind Organization Members
- Small Business Administration loans
- Line of credit off The Buddy System
- Early stage VC
- Self-Funding
- Crowd Funding
  - Indiegogo
  - Kickstarter
  - Gofundme
  - FUNDLY

- \$150,000 personal investment
- 4 team members:
  - Bob Sotile
    - Proven Entrepreneur, Blind, Founder
  - Dave Henn
    - Patent Attorney, Technologist
  - Michael Sotile
    - Hospitality Industry
  - Glenn Caldicott
    - Entrepreneur, Investment Industry
- 2 Provisional Patents filed
- GenOne Technologies – Product development, Prototype, R&D
- Surmotech – Contract Manufacturer, Victor, NY



# Importance of the Blind Organizations

[2020 Vision Quest](#)

## A

[American Action Fund for Blind Children and Adults](#)  
[American Council of the Blind](#)  
[American Foundation for the Blind](#)  
[American Printing House for the Blind](#)  
[Associated Services for the Blind](#)

## B

[Blinded Veterans Association](#)  
[Books for the Blind](#)  
[Braille Challenge](#)  
[Braille Institute of America](#)

## C

[Camp Bloomfield](#)  
[Center for the Partially Sighted](#)  
[Chicago Lighthouse](#)  
[Christian Record Services for the Blind](#)  
[Columbia Lighthouse for the Blind](#)

## F

[Fight for Sight \(U.S.\)](#)  
[Foundation Fighting Blindness](#)  
[Friedman Place](#)

## G

[Guiding Eyes for the Blind](#)

## H

[Helen Keller National Center](#)  
[Helen Keller Services for the Blind](#)

## J

[JBI International](#)  
[Junior Blind of America](#)

1. Validation of markets
2. Distribution company contacts
3. Market research with members
4. Seed investors
5. Endorsements of The Odisee
6. Marketing to members
7. Support with insurance industry and VA

## L

[Learning Ally](#)  
[LightHouse for the Blind and Visually Impaired](#)  
[Lighthouse Guild](#)  
[The Lighthouse of Houston](#)

## M

[Massachusetts Association for the Blind and Visually Impaired](#)  
[Matilda Ziegler Magazine for the Blind](#)  
[Montgomery County Association for the Blind](#)

## N

[National Braille Association](#)  
[National Federation of the Blind](#)  
[National Library for the Blind \(United States\)](#)  
[National Library Service for the Blind and Physically Handicapped](#)

## O

[Orbis International](#)

## P

[Perkins Braille and Talking Book Library](#)

## R

[Research to Prevent Blindness](#)

## S

[Sankara Eye Foundation](#)  
[Seedlings Braille Books for Children](#)  
[Seva Foundation](#)  
[South Carolina Commission for the Blind](#)

## T

[Travis Association for the Blind](#)

## U

[United States Association of Blind Athletes](#)

## W

[Washington Talking Book & Braille Library](#)  
[World Access for the Blind](#)



**Financing**

**Seed Round**

SAFE





**Seeking**

**\$500,000 investment for approximately 10% equity  
in The Odisee LLC structured in a SAFE agreement.**

**Funds to be used for:**

- Completion of product from prototype to first market version
- To market and sell a 100 unit run to test the viability of the product
- To assess product features
- To hire the initial slate of employees
- To determine pricing
- To determine marketing channels and develop relationships



# Validate

## **1. Key Employee hires**

- CEO
- CFO
- CTO
- Business Development Director
- Advisory Board
- Board of Directors

## **2. Completion of product design and market ready product**

## **3. First run production and sales**



**Working Capital**

**Series A Round**



# Seeking

**\$2,000,000 investment for approximately 20% equity  
in The Odisee LLC to be used for:**

- 2<sup>nd</sup> production run of 1,000 to 10,000 units
- Secondary hires
- Inventory
- Marketing budget
- Service budget
- Customer service budget
- Supply chain management budget
- Sales budget
- Advertising budget



# Prep

- **Develop Target Market Plan**
  - Blind
  - Family of Blind
  - Caregivers to Blind
  - Insurance Companies
  - Ophthalmologists and Optometrists
  - Philanthropists community (tax deduction)
- **Develop Marketing Pathways**
  - Blind products distribution partners
  - Blind Organizations (their members)
  - Ophthalmologists and Optometrists
  - Conventions
- **Refine quality control action plan**
- **Refine technical support action plan**
- **Manufacture 2nd run inventory**
- **Social Media Campaign**
  - Press release
  - LinkedIn
  - Instagram
  - Facebook
- **Identify and Contract Blind Spokesperson**
  - Stevie Wonder
  - Doc Watson
  - Dave Paterson
  - Andrea Bocelli



**... and more Prep**

- 1. Manufacture 2nd run inventory**
- 2. Refine quality control action plan**
- 3. Refine technical support action plan**
- 4. Prepare plan for growth acceleration**



**Launch**

**Go-to-Market**



# Innovation

## Periodic Odisee updates delivered via the internet connection

### *Sample:*

Audio controlled bill paying service	Improved hookup to the internet
Currency and credit card reading	Multiple voice options
Additional language readouts	Bluetooth enabling
Odd shape document recognition	Improved storage to devices via Bluetooth, WIFI, or tethering to other device
Additional language translations	Improved multi-format storage to devices in additional platforms - Word, Excel, etc...
Periodic improved machine learning document parsing	Connection to cell phone to: <ul style="list-style-type: none"><li>- use keyboard of phone</li><li>- use phone as Hotspot</li></ul>
Audio controlled commands	
Blind organization discounts	
Insurance coverages	
Philanthropic opportunities for user	
Philanthropic opportunities for Philanthropist	
Veterans Administration discounts or coverage	Multi-page scanning
Gift opportunities for family and friends	Autistic focused solution
Increased speed innovations	Language conversion solutions
	Coupon organizer and storage