FFEEL - MUSIC APP FOR DEAF PEOPLE

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Adrienn Fuscsics

CONCEPT

music deaf app help

- App helping deaf people and people with very little hearing to listen to music

- The app transposes frequencies and helps feeling the rhythms of songs through vibration

- User can personalize settings

- Future development: added lyrics

CUSTOMERS

- Target customers are deaf and hard of hearing people

- 466,000 deaf or hard of hearing people in the UK and the number is growing

- around 6% of deaf community are children

- 575,500 in Wales

- music is important for deaf people too, but they feel it, rather than hear it

- our product is unique to the market, no such assistive software exist yet

TIMMY TUNE

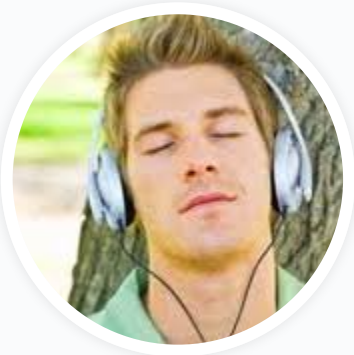
STUDENT

9 years old

TAMMIE TIMBRE

SIGN LANGUAGE TEACHER

25 years old



TOM TONE

ONLINE MARKETING DIRECTOR

28 years old

he loves music and dancing, interested in any new software or devices that help him listen to music

he can only hear lower frequencies, likes music with a lot of bass

interested in becoming a dj

she was born profoundly deaf and discovered her interest for music at a young age, when her older hearing brother listened to metal and heavy rock

teaches sign language and often volunteers for charities for deaf children

interested to make music more available for deaf children from a young age, works with several organizations to put on music events for deaf children and young people

only lost his hearing at the age of 10 through a disease

working for an online advertising company wanting to make a difference advertising deaf musicians for a lower fee

he wants to help advertising more music events for the deaf community, working on finding funding for music events and writes articles for a paper about new technologies for deaf

Strategy

- Music festivals for deaf and hard of hearing:

https://goodvibrationsmusicfest.com/Festival/

1. all profits made go to aid the silent, a non-profit organization for children and young people to help them get hearing aids, assistive devices, speech therapy and sign language lessons

2. american idea inspiration to introduce in the UK

- Organizations for deaf and hard of hearing:

https://www.actiononhearingloss.org.uk/?gclid=EAIaIQobChMI_Ku9n_fK3gIV2uFRCh29OQwPEAAYASAAEgJaM_D_BwE

1. the largest deafness and hearing loss charity in the UK

2. campaign for equal access to employment, health, entertainment and other services

3. funding research to find a cure

https://www.avuk.org

1. auditory verbal therapy for babies and children, supporting their families

2. training professionals through internationally accredited training programme

3. conducting research to strengthen evidence base of their work

4. increasing awareness and expectations of what deaf children can achieve

https://www.hearingdogs.org.uk

1. hearing dogs alert deaf people to sounds they otherwise would miss

2. these dogs help with their independence and confidence and nevertheless they are great companions

http://wfdeaf.org/

1. world federation of the deaf, working with several national and international organizations

2. advancing human rights and sign languages worldwide

3. work on an accessible society with no communication barriers

4. help the deaf community to take leadership in questions regarding their rights

- Posters and websites

- Schools and teachers

COMPETITORS

SOUNDHOUND

www.soundhound.com

What they're missing

BBC IPLAYER

www.bbc.co.uk/iplayer

What they're missing

VIBEAT

What they're missing

They are missing the possibility to personalise and save settings.

They are missing visualization and vibration, lyrics are not shown in time when it is sang

Subtitles are not in time with lyrics, no vibration or other added features

Strategy

- product has option to personalize settings, save new settings, does not require any extra hardware

- very competitive on price (first tier is free, second tier is competitively priced)

- makes music more available for deaf people, only need to be downloaded on mobile device, improves mental health

- helps on a more complex level (several settings available, continuous development)

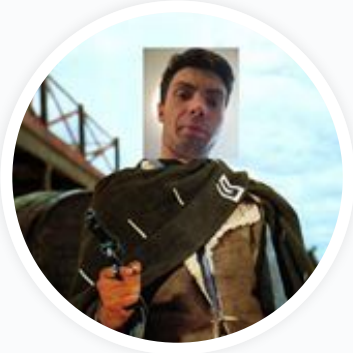
- promoted through several channels, helps with getting product more well-known

COMPATIBILITY

PETER REES

TECHNICAL DIRECTOR

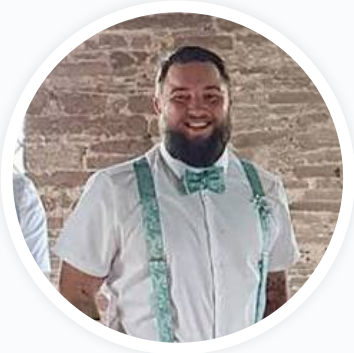
Working on developing product, new ideas and opportunities



JAMES MARSHALL DAVIES

MARKET RESEARCH DIRECTOR

Researching market, finding best possibilities to stay ahead of competitors



STEPHEN THOMAS

FINANCIAL DIRECTOR

Dealing with costs, financial forecast

ADRIENN FUSCSICS

MARKETING DIRECTOR

Dealing with marketing and advertising

8	8	6	7	9
Passion	**Resilience**	**Communication**	**Planning**	**Network**

WE'RE 76% COMPATIBLE WITH THIS IDEA

CONTENTS

Teaching

Teachers can bring idea to attention of deaf people, learning basic sign language

app developer/maintanance

create app, keep app up to date smoothly running

ongoing advertising/ marketing

start with a strong marketing strategy, looking for new market ideas, keep existing ones up to date

facebook, twitter

company profile for advertising and Q&A

website

own website for full description of product, video of its use, sponsorship advertisement, advertising

videos and photos

have an introduction video on website about our product,adding pictures to website of events where product has been used already

accountant

sorting out books of payments for second tier of app, salaries, wages for staff, advertising and marketing costs, funds for events

Who

- training to learn basic sign language for more direct communication with customers

- hiring staff for continuous update and maintenance of software

- research of idea within deaf community as well as audiologists for advice and expert advice

What

- create a website for the product, video introduction, ongoing advertising

- produce promotional items, badges, pens, bracelets, t-shirts

- marketing and advertisement, through events in schools, festivals, posters, brochures

Where

- main advertising platform is website

- furthermore advertise through flyers

- medical channels - audiologists

Additional information

- finding expert app developers - management member's relative

- looking for possible free materials for advertising through hobby shops and recycling places

- videos and photos will be done by ourselves - minimal costs

CASH

Making money

- we are selling a music app to help deaf and hard of hearing listen to music, money made after every download

- second tier will be for a small fee, micro payments

- the app will be available through app stores, could be bought by market leading android and ios companies as in-built feature

Spending money

- app developer and maintenance

- marketing and advertising

- creating and updating website

- salaries

-accountancy

Funding

- Through charities

- Fundraising events

- Sponsorship

- Loan

SIMPLY DO IDEAS

This idea was created using Simply Do