



NAME: Lucia Moapare

POSITION: Founder

PROBLEM STATEMENT



Communication barrier between the Deaf and the Hearing



more than **20 000**
people in Botswana
have hearing
difficulties.



50% are children. Due to
insufficient resources,
only 5% have access to
formal education.

SOLUTION



SignCoach : Assistive technology for bridging the gap between **the hearing** and **Deaf members** of the Society.



SOLUTION CONT...



The ease of communication will enable the Deaf to:



Empowered



Access to good
quality education



Employment in
large numbers



Communicate with
service providers
on their needs



Being part of the
communication
circle

MARKET ANALYSIS & OPPORTUNITY

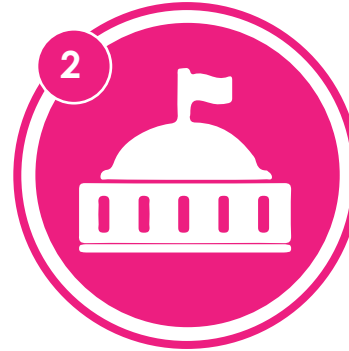
Level 1 Topics



Individuals
or Public



Government ;
28 Ministries



Education Sector 812
Private and Public schools



Postal Services: 127 Post
Offices country wide.



General
Hospitals



The Banking Sector has
10 registered Commercial
Banks with a total of 110
Branches country wide



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GROWTH AMBITION



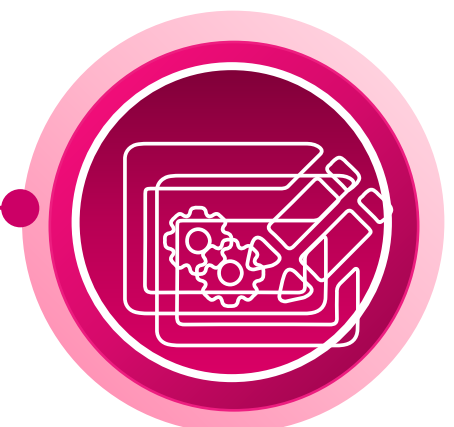
Eliminating Isolation

promote inclusion, by providing e-content for learners with special educational needs.



SignCoach clubs

activities, competitions for all students to inspire pupils to learn sign language and learn to live lives inclusive of those with disabilities.



Customize

expand from Botswana sign language and customize sign languages of African countries to improve and bring inclusion in the education system



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REVENUE MODEL

SignCoach will mostly be based on the sale of tablets devices to large organizations.



individuals will be able to **purchase the tutoring SignCoach** app online



The business is also expected to **develop new product versions and content to match** the demands or expectations.

TRACTION AND VALIDATION



Google Play Store
downloads: 2.30K



Pilot : Independent
Electoral Commission
Botswana

AWARDS AND RECOGNITIONS



-**2019**, SignCoach was one of the projects selected in 3 African Countries to take part in the knowledge exchange program at the University of Cambridge, UK.

-**2020**, SignCoach took the 3rd place in the Battlefield awards of Virtual Global Expo Botswana.

THANK YOU

EMAIL ADDRESS: lucia@atrd.co.bw
72713259