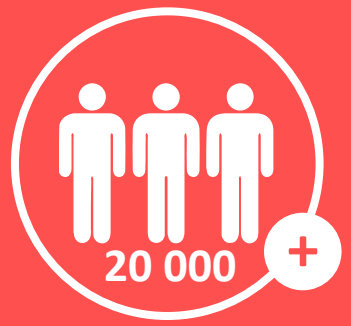
NAME: Lucia Moapare

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.

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SOLUTION

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

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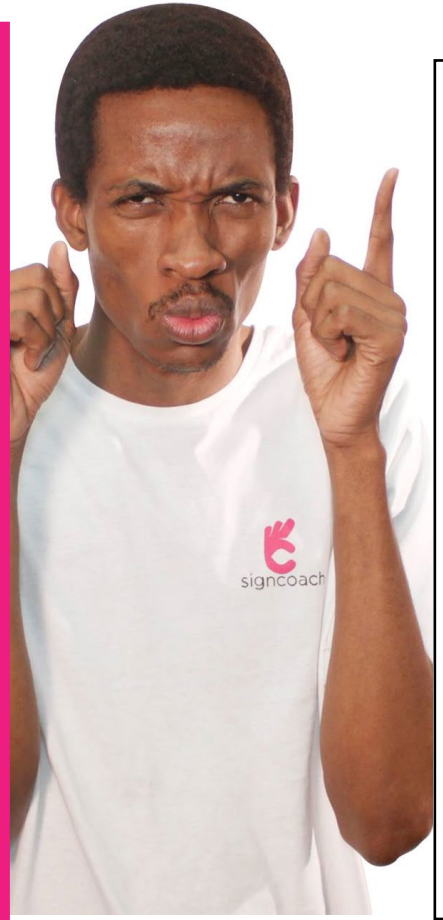

SOLUTION CONT…

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

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MARKET ANALYSIS & OPPORTUNITY

1. Individuals or Public
2. Government ; 28 Ministries
3. Education Sector 812 Private and Public schools
4. Postal Services: 127 Post Offices country wide.
5. General Hospitals
6. The Banking Sector has 10 registered Commercial Banks with a total of 110 Branches country wide

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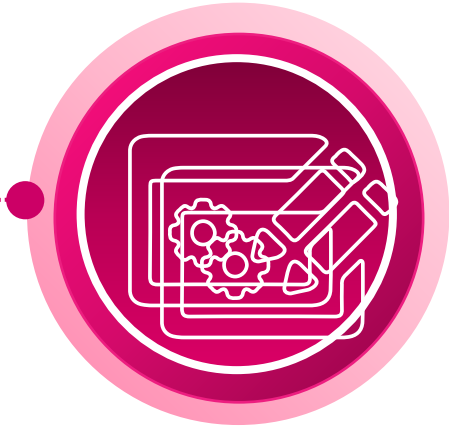
GROWTH AMBITION

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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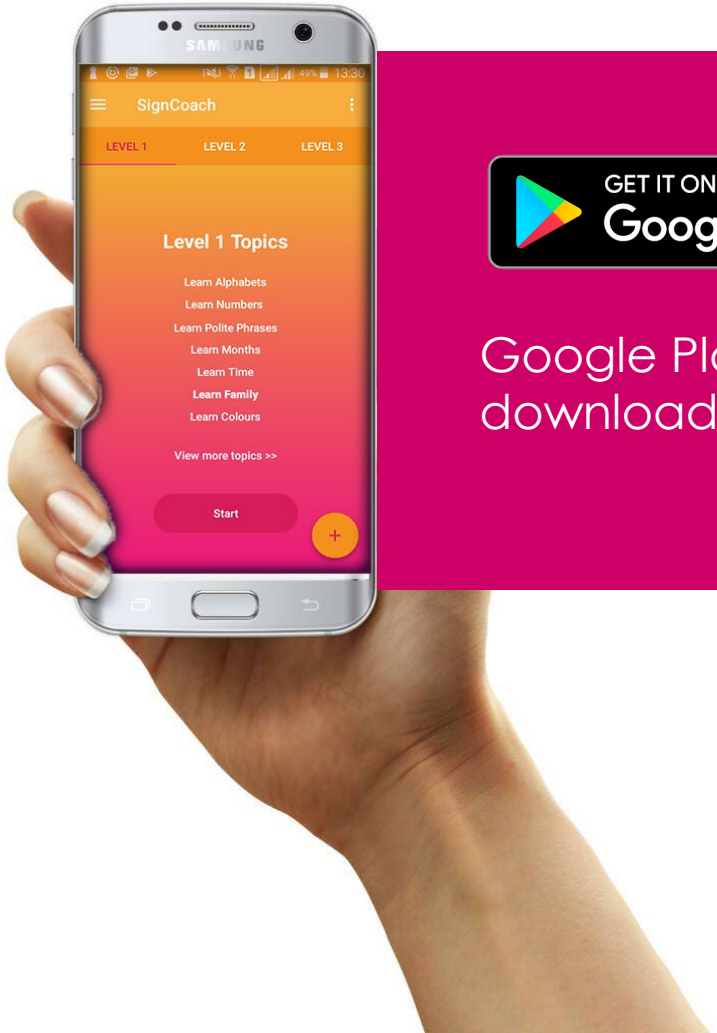
REVENUE MODEL

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



GET IT ON Google Play

Google Play Store downloads: 2.30K

Pilot : Independent Electoral Commission Botswana

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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.

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THANK YOU

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