Soundefy

- Project Leader: Raoua Trimech
- Project members: Hadil Helali, Fatma Laribi
- Institution(s): INSAT
- Niveau SNEE: Initiateur

IMAGINE THIS

Your dream is to become a university professor.

How will you do it?

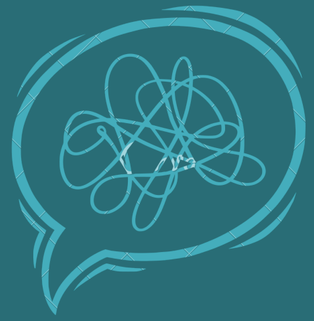
Will you be able to communicate with your students?

Are you most likely to be hired?

YOU'RE SOMEONE WITH

Aphasia

- A common speech disorder that robs you of the ability to communicate.



Autism

- A broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication.

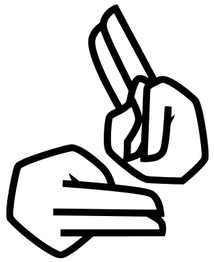
Down Syndrome

- A condition in which a child is born with an extra copy of their 21st chromosome — hence its other name, trisomy 21. This causes physical and mental developmental delays and disabilities.

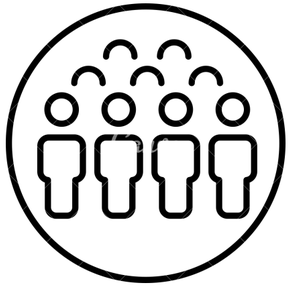
Cerebral Palsy

- A group of disorders that affect a person's ability to move and maintain balance and posture. CP is the most common motor disability in childhood.

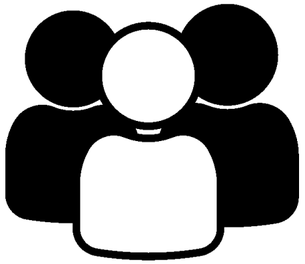
COMMON PAIN POINTS



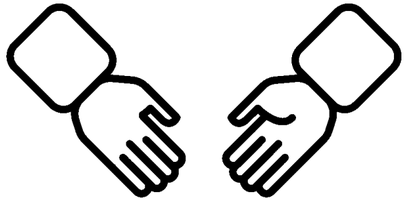
They have to use sign language



Might not be able to integrate themselves into society



They might not be able to communicate freely since most people don't speak sign language (+there are many variants)



They might not have the same chances at landing their dream jobs due to their disabilities affecting their communication skills ...

THE SOLUTION:

Soundefy

Value Proposition

Soundefy

A comfortable and convenient tool translating sign language in speech and/or texts

OUR OFFERINGS

translate sign language into speech (or written form).

All the user needs to do is configure the sign language variant (or it can be detected automatically) and the output language.

Ability to adjust voice according to age, gender, tone,

Market Discovery

Our market is UNLIMITED,
no language barrier,
religion, gender, age,
nationality...
Our application is intended
to support all 300 variants
of sign language

Such as:

- Indo-Pakistani Sign Language
- American Sign Language (ASL)
- British Sign Language (BSL),
- Auslan and New Zealand Sign Language
- French Sign Language
- Irish Sign Language (ISL)
- Chinese Sign Language (CSL or ZGS)
- Brazilian Sign Language (Libras)

MORE THAN

70 MILLION

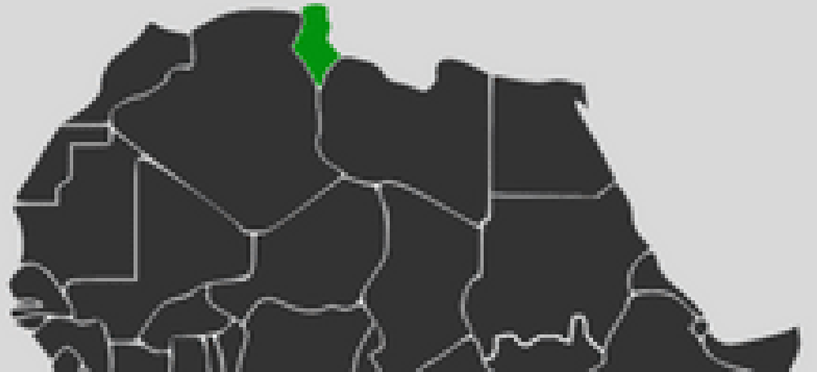
people around the world use sign languages to communicate

Total Population
11 million

Deaf Population
53,000

Number of Sign Language Users

National Language
Arabic



Tunisia
The number of established languages listed in

Customer Ecosystem

Clientele segment:

- Literate people,
"tech-savvy" (ages 15-64)
living in an urban
sign language and who
have
have difficulties with
verbal communication.

Pionner client:

people with a speech deficiency
materially well off who
use sign language
and whose age range is
between 15 and 30 (students or
employees whose field
requires communication).

Business Model

Buying our product

In-app paid advertisements

In-app purchases for premium users (voice adaptability)

Possible collaborations with certain brands/organizations

Many organizations related to the Deaf

ADA
ACADEMY of DOCTORS of AUDIOLOGY®

AMERICAN SOCIETY for DEAF CHILDREN

American Speech-Language Hearing Association

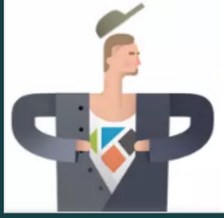
Targeted ads on Facebook, Instagram, Meta, Tik toks...

Partnerships with influencers that use sign language (for example Youtubers)

Maintaining active social media accounts

Partnership with activists

Sponsoring Humanitarian events/actions/organizations



Find Top 10 Deaf Influencers

View Deaf Influencers on Klear, the leading Influencers Search Engine that allows you to filter by 60k topics anywhere in the world.

Influencer Marketing Software

TOP 5 MOST INFLUENCER DEAF WOMEN IN 2021

UNUSUALVERSE

Instagram

JESSICA KELLGREN-FOZARD (UK)
306,010 followers

KATIE LECLERC (USA)
259,050 followers

FANNI WEISZ (HUNGARY)
241,011 followers

LAUREN RIDLOFF (USA)
241,011 followers

MARLEE MATLIN (USA)
216,199 followers

Twitter

MARLEE MATLIN (USA)
409,684 followers

KATIE LECLERC (USA)
107,620 followers

JESSICA KELLGREN-FOZARD (UK)
50,694 followers

ASHLEY FIOLEK (USA)
46,299 followers

CÄSAR JACOBSON (CANADA)
45,790 followers

Facebook

MARLEE MATLIN (USA)
203,395 followers

FANNI WEISZ (HUNGARY)
116k followers

IMANE LACHIRI (SPAIN)
111,889 followers

STACEY MARLENE (USA)
73,337 followers

SHEENA LYLES (USA)
67,079 followers

YouTube

JESSICA KELLGREN-FOZARD (UK)
837k followers

CHEYENNA CLEARBROOK (USA)
125k followers

RIKKI POYNTER (USA)
91,600 followers

CHRISSY MARSHALL (USA)
42,200 followers

STACEY MARLENE (USA)
14,200 followers

TikTok

SCARLET MAY (USA)
4 M. followers

CHRISSY MARSHALL (USA)
1.2 M. followers

AMANDA SPITALIERI (USA)
405,400 followers

NAKIA SMITH (USA)
390,700 followers

JESSICA KELLGREN-FOZARD (UK)
141,100 followers

All Media

SCARLET MAY (USA)
4,092,973 followers

JESSICA KELLGREN-FOZARD (UK)
1,336,838 followers

CHRISSY MARSHALL (USA)
1,297,427 followers

MARLEE MATLIN (USA)
831,298 followers

NAKIA SMITH (USA)
437,768 followers

Data from February 28, 2021

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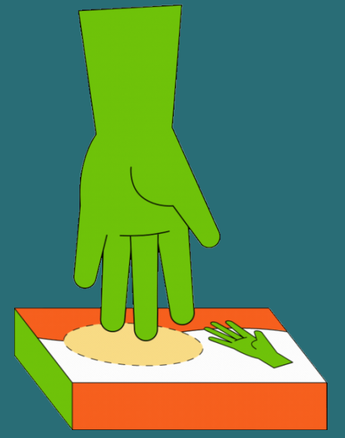
Marketing



WHAT SETS US APART

Soundefy is dedicated to making life easier for our clientele. Whatever they need, we're two steps ahead in ensuring that they're met.

- [x] a precise and well formed algorithm
- [x] fashionable and comfortable materiel
- [x] easy to use product

Competitors

For this particular idea, there's lots of research but almost no similar projects
Our main competition is interpreters (which would be more expensive, less convenient, and less autonomous)

-Textual communication
-Limit the social circle to users of sign language users
-Integrate into sign language organizations specific to sign language users
-Learn another variants of sign language
-isolation

THE PEOPLE BEHIND SOUNDEFY

Raoua Trimech
Team Leader

Hadil Helali
Team Member

Fatma Laribi
Team Member

ALL 4th year software engineering Students at INSAT

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thank you

INSAT
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1996

Soundefy