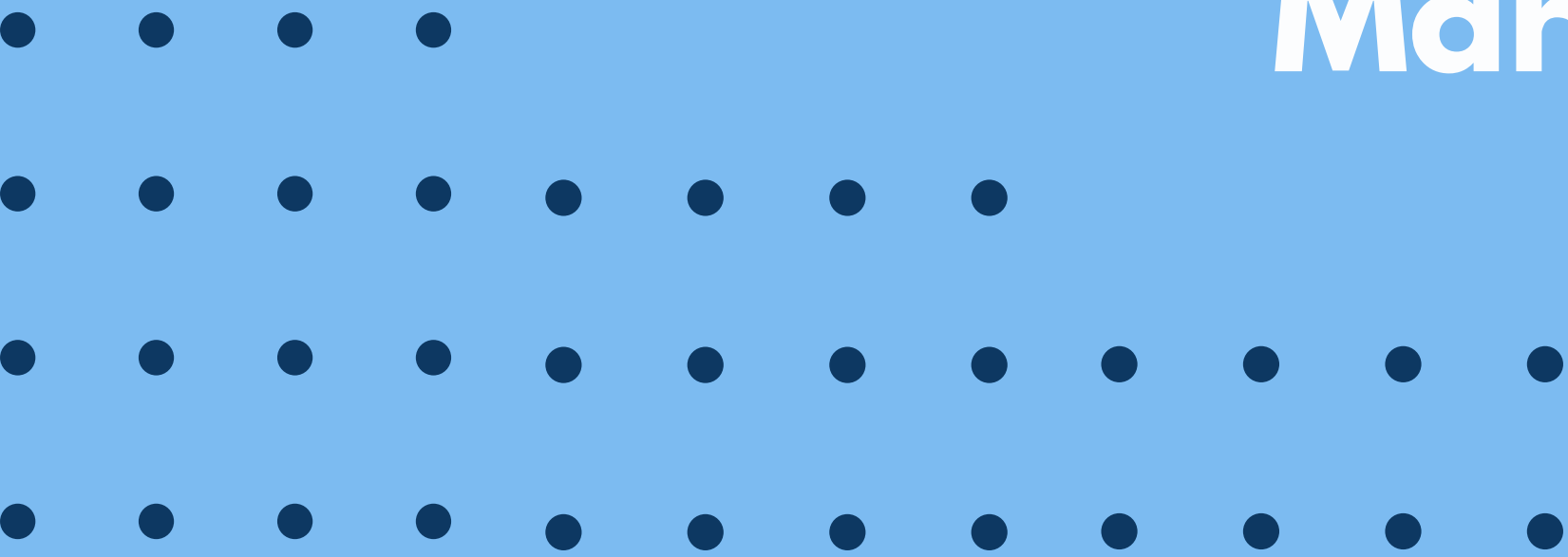




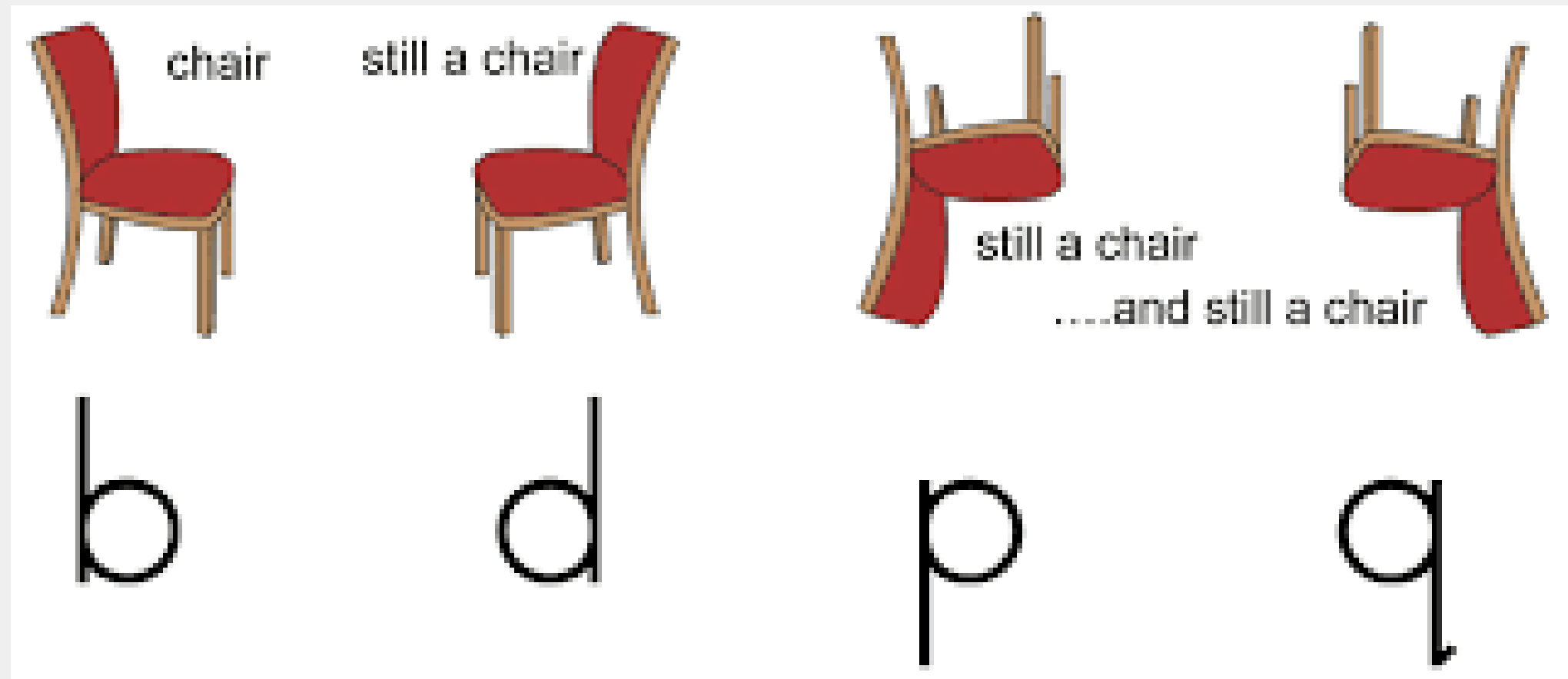
VerbalEyez



Marketing Plan



A & B Dyslexia



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no cow was

saw woc on

PROBLEM STATEMENT



Whether the struggle is due to reading issues or from slowly losing sight, 20-30% of students suffer from reading issues including dyslexia. 2.2 billion people globally struggle with vision problems and 1 in 5 people struggle with reading difficulties. Students all around are suffering from the stigma of being excluded and even older people struggle with reading obstacles.



SOLUTION STATEMENT



The mission at VerbalEyez is to allow everyone who has issues reading the freedom to live a more independent life. VerbalEyez works with Eye tracking technology that scans text seen by the user and relays that information through a built-in speaker.





Target Market



Expansive market addressing conditions such as Dyslexia, Macular Degeneration, Blindness, Lazy Eye, Glaucoma, and Crosse-eyed to name a few of the conditions we are helping.



GRAPHICS



DEMOGRAPHICS

Any Age

Male and Female

2.2 billion people struggle with vision problems

1 in 5 people struggle with reading difficulties.

20–30% of students suffer from reading issues including dyslexia.

GEOGRAPHICS

Students and Patients worldwide

PSYCHOGRAPHICS

**People of influence: teachers and doctors
Students who have reading obstacles**

**Elderly who have vision issues
Macular Degeneration, Dyslexia and Auditory Processing issues**

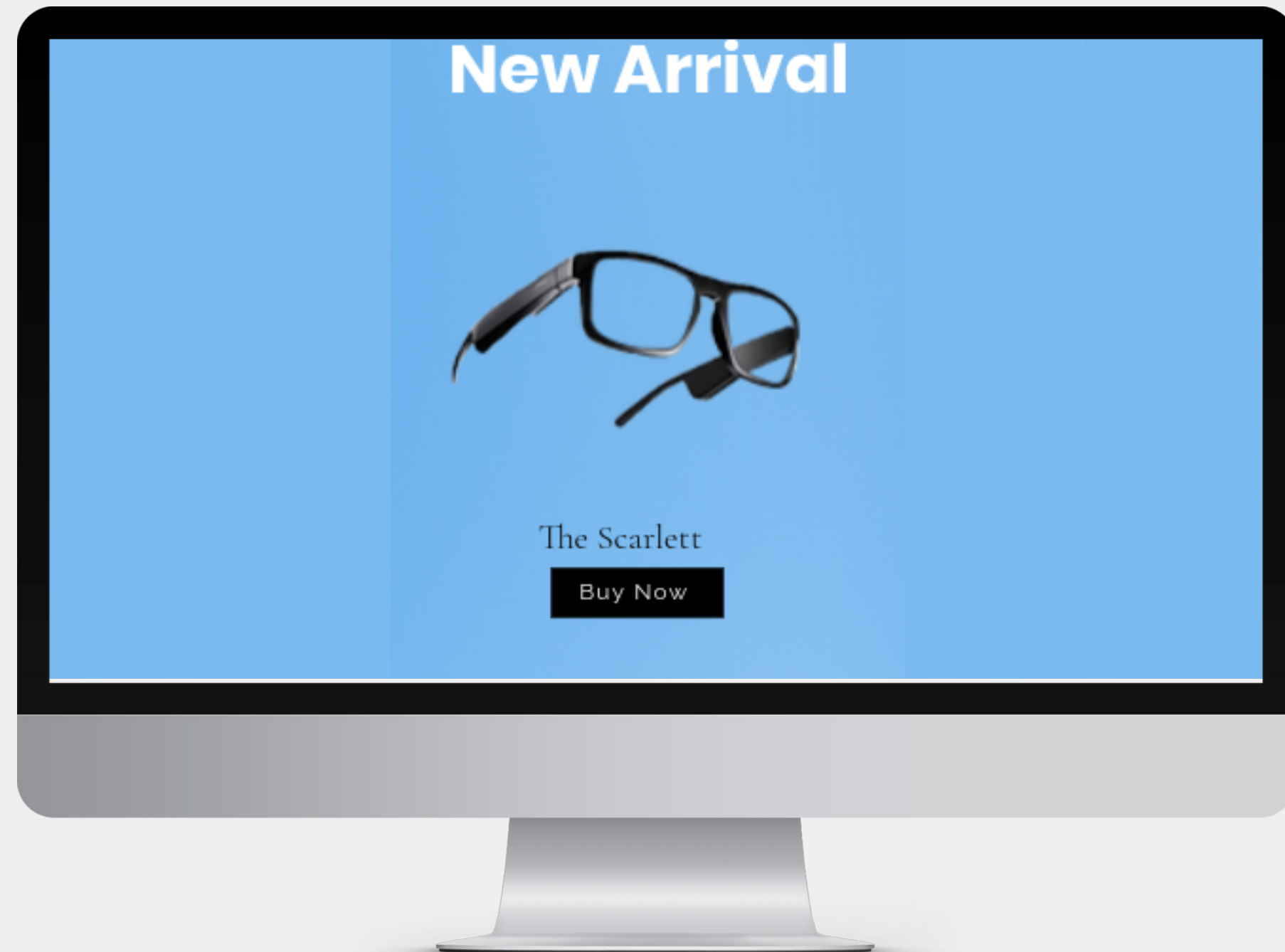
The school drop-out rate of dyslexics can be as high as 35%, twice as the national average school drop-out rate of many countries.

1 in 5 people struggle with reading difficulties.

4,5,13 in the United States, 27% of the high school drop-outs have learning disabilities.



Market Segmentation





Product & Pricing



- The retail cost of The Scarlett is \$700.
- The app is \$15 per month for the first three months.
- After three months, it costs \$20 per month.





Positioning



VerbalEyez, HUNTINGTON STATION, NY, USA

Email: verbaleyez.ny@veinternational.org Skype: - Phone: -

Address: 301 West Hills Road

City: HUNTINGTON STATION

State: NY, ZIP code: 11746

Mon: - Tue: - Wed: - Thu: - Fri: -

School name: Walt Whitman HS

PF code: US014760

**We are in the VE and real world as
an innovative eyewear company.**



Promotions



HAPPY
Valentine's
DAY

USE CODE **LOVE** FOR
14% OFF
UNTIL 2/17/23

Valentine's Day

FEELING LUCKY?

**Happy
St. Patrick's
Day!**

USE CODE **LUCKY** FOR 15% OFF

St. Patrick's Day

**VERBALEYEZ
EGG HUNT**

MARCH 27-31

LOOK FOR COLORFUL EGGS AROUND THE
SCHOOL!

FOLLOW THE INSTRUCTIONS INSIDE THE
EGG TO CLAIM YOUR PRIZE!

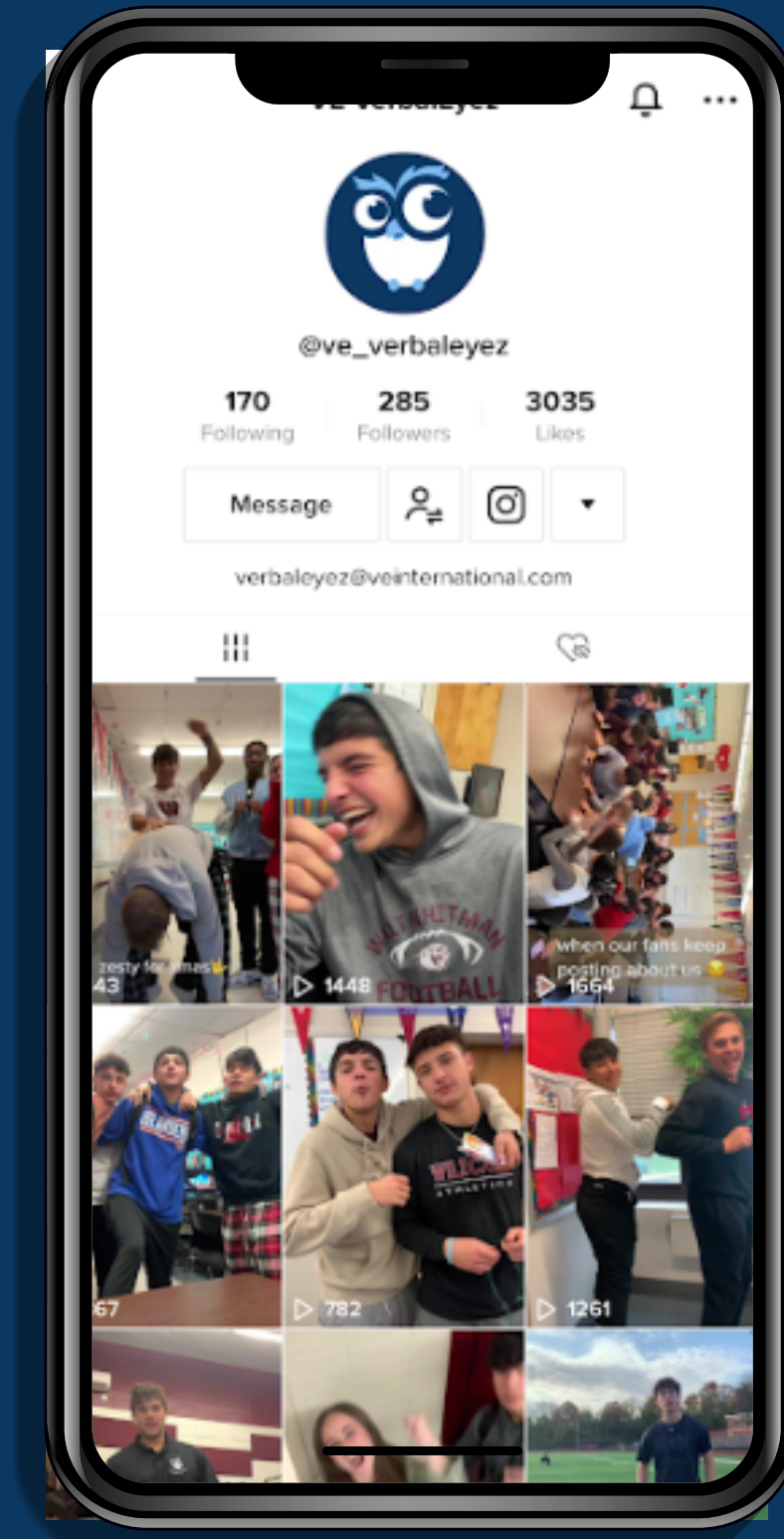
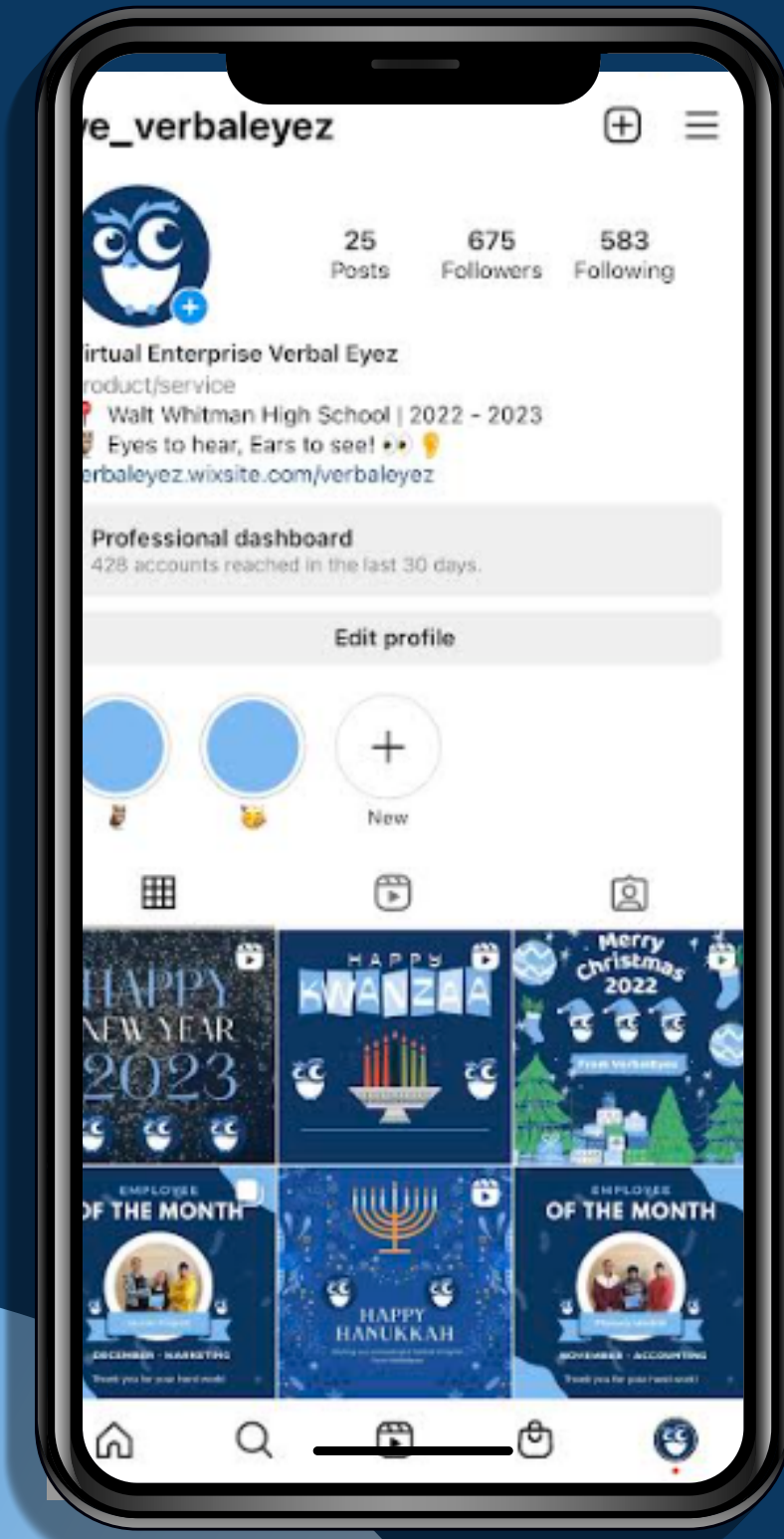
FIND THE GOLD EGG FOR THE ULTIMATE PRIZE!

@Ve_Verbaleyez

Egg Hunt



SOCIAL MEDIA



@Ve_VerbalEyez



Risks and Solutions



RISK

A shortage of Bluetooth chips.

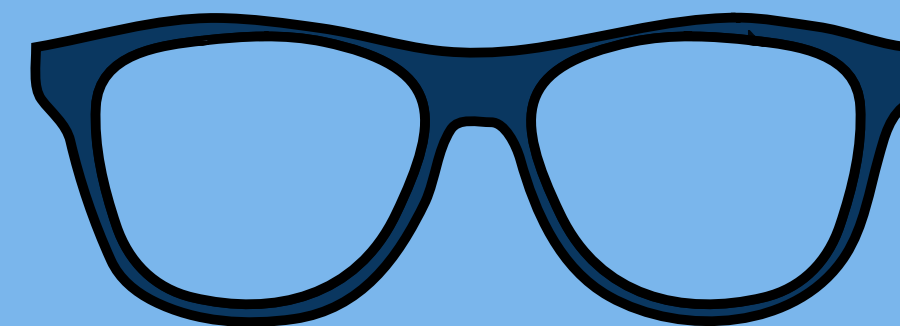


SOLUTION

The Bluetooth chip will stay with the customer.

RISK

If the customer grows out of their pair of Scarlett's.



SOLUTION

The customer will get new glasses and will be able to insert that chip into their new pair.



Real World Competition

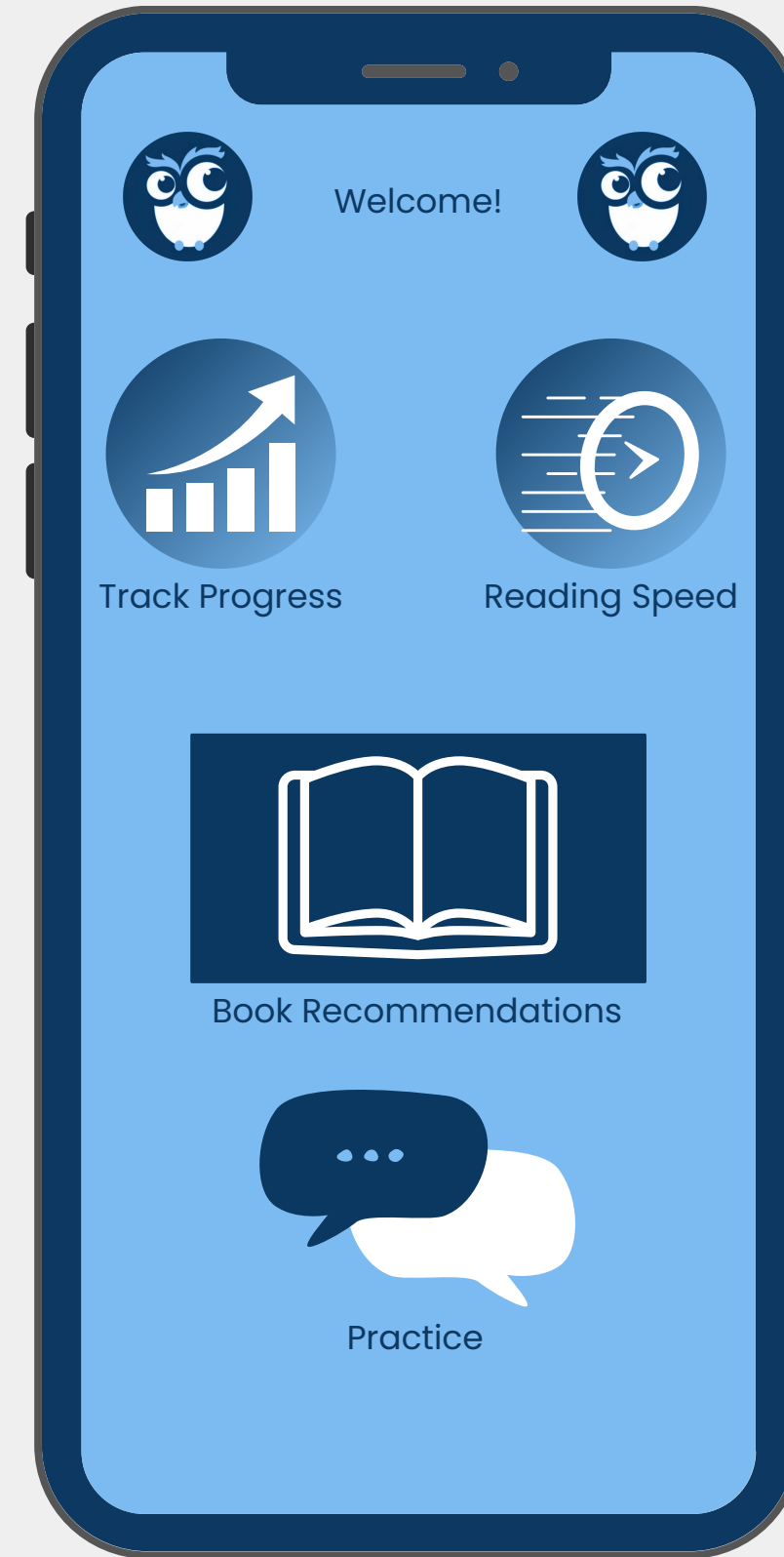
Here Is How VerbalEyez Beats The Competition

| | VerbalEyez | Audible | Tobii | Google |
|----------------------------|------------|---------|-------|--------|
| Assistive Technology | | | | |
| Tracks the user's progress | | | | |
| Has an app | | | | |
| Niche target market | | | | |

Our App



App Icon



App Screen



Market Growth



Eye tracking market

\$368 million in 2020



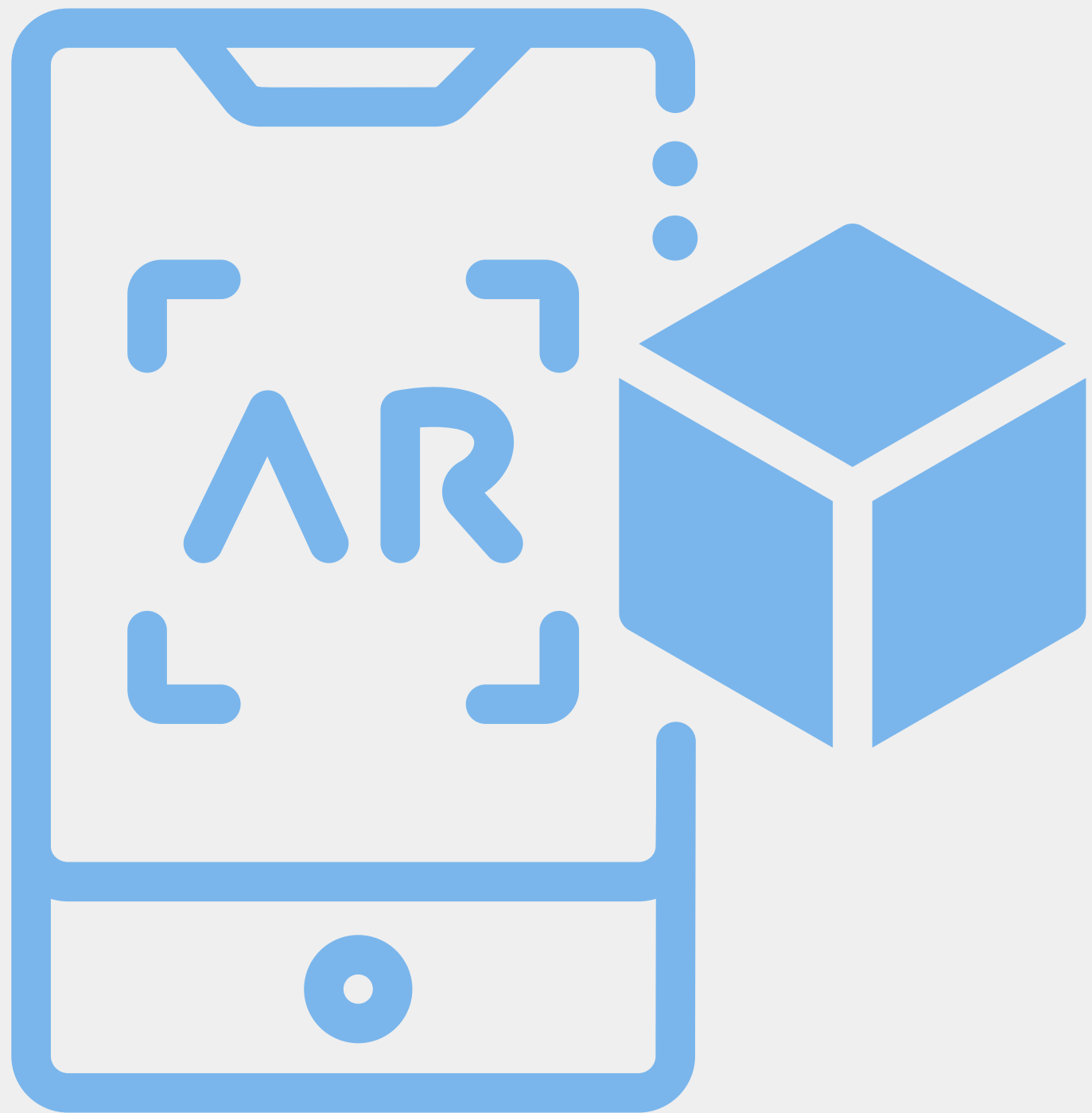
to



\$1.75 billion by 2025



AR & VR

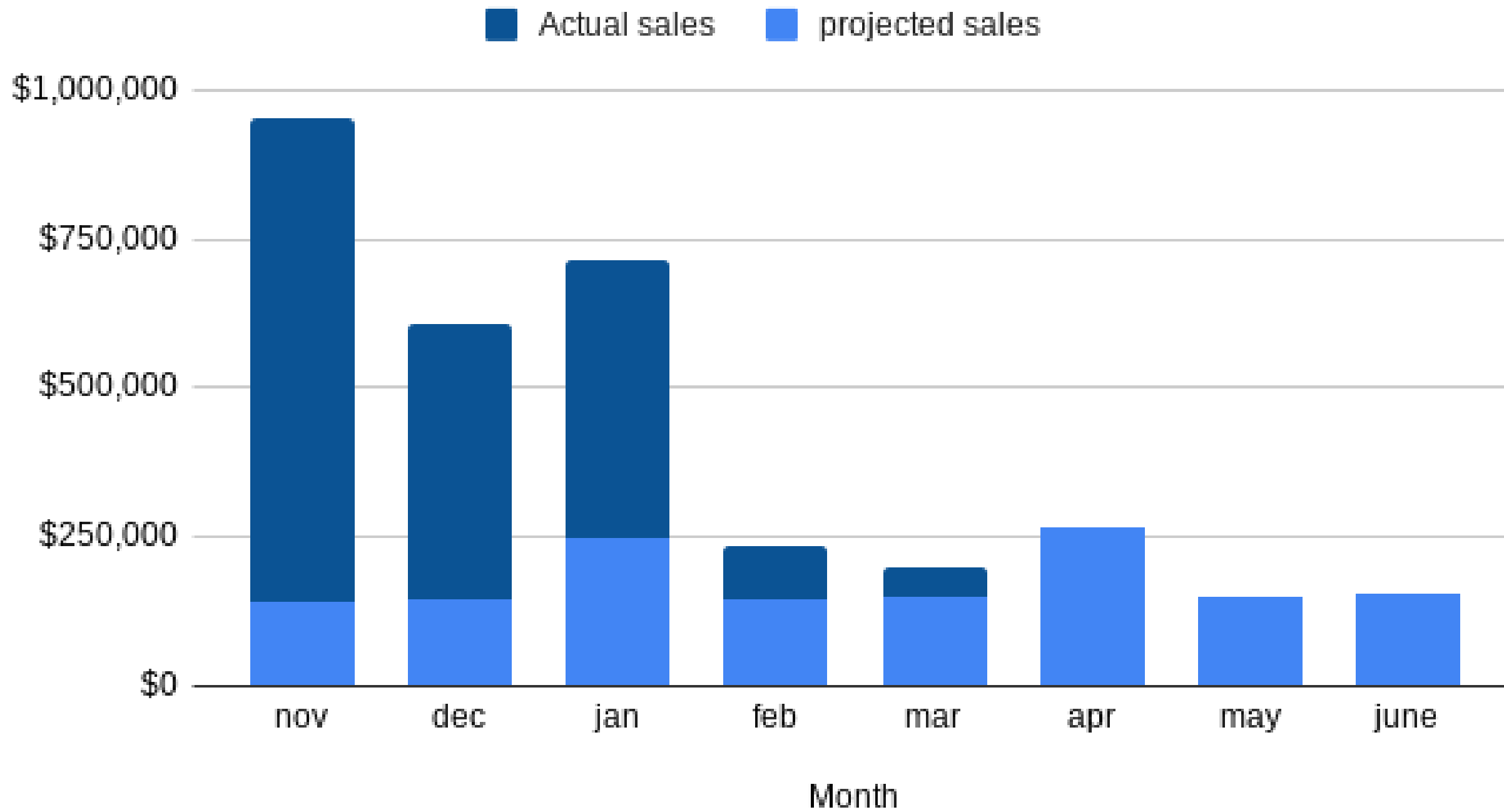




Projected Sales



projected sales and Actual sales



Insights

13 Accounts engaged

-74.6% vs Feb 10 - Mar 11



Content interactions ⓘ

[See all](#)

13

Content Interactions
-84% vs Feb 10 - Mar 11

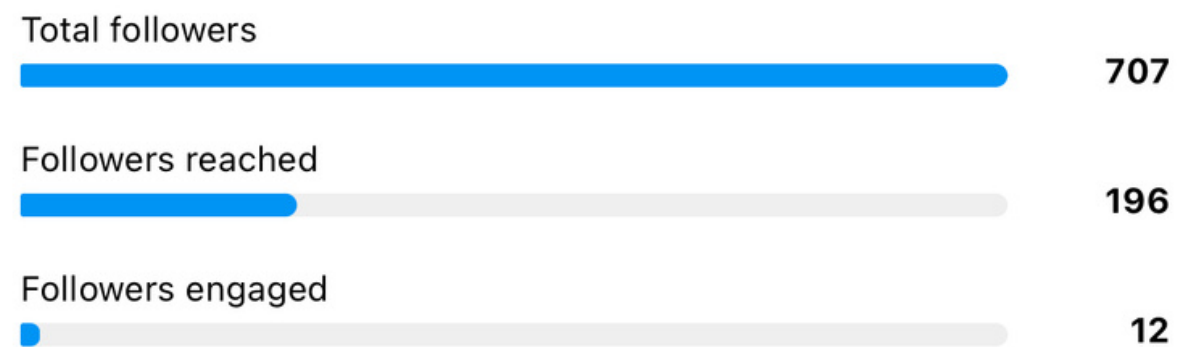
Reels Interactions
vs Feb 10 - Mar 11

13
-53.6%

707 Followers

+0.5% vs Mar 11

Follower audience



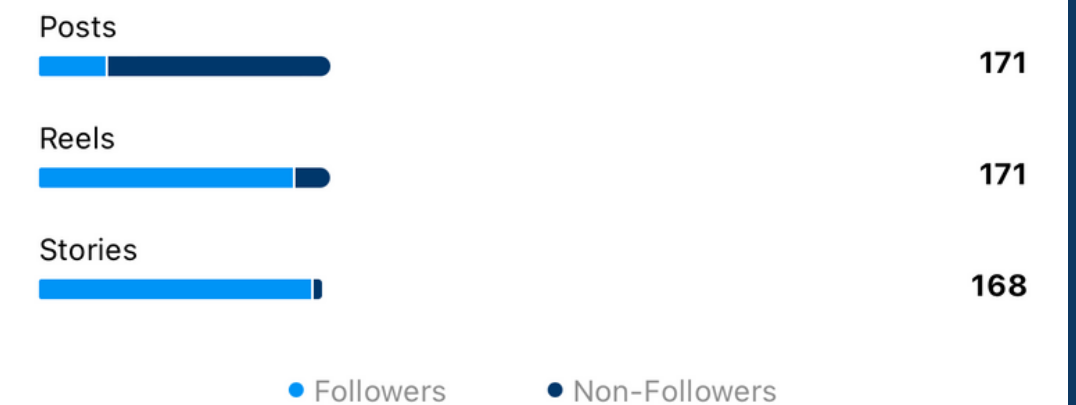
314 Accounts reached

-28.8% vs Feb 10 - Mar 11



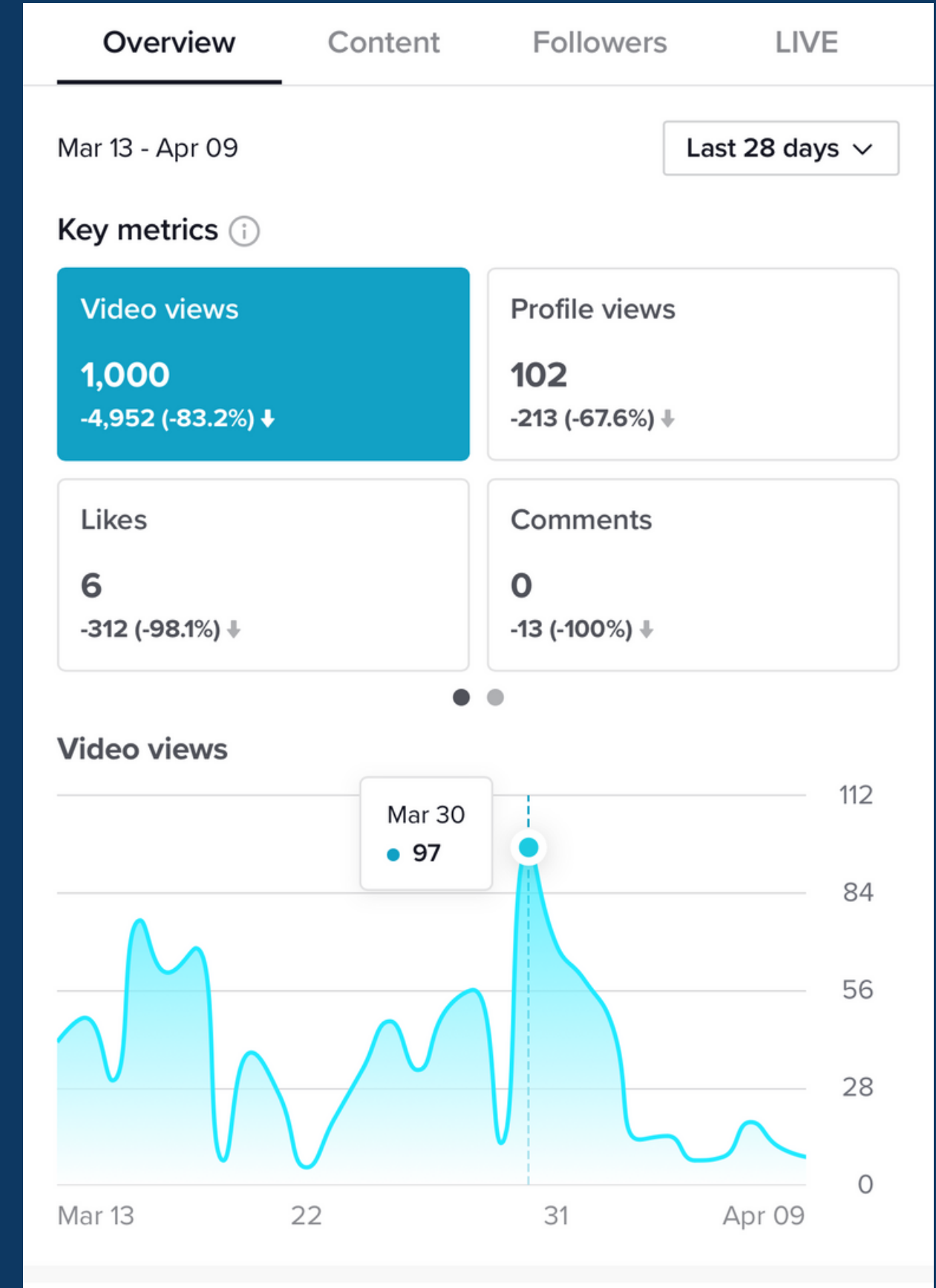
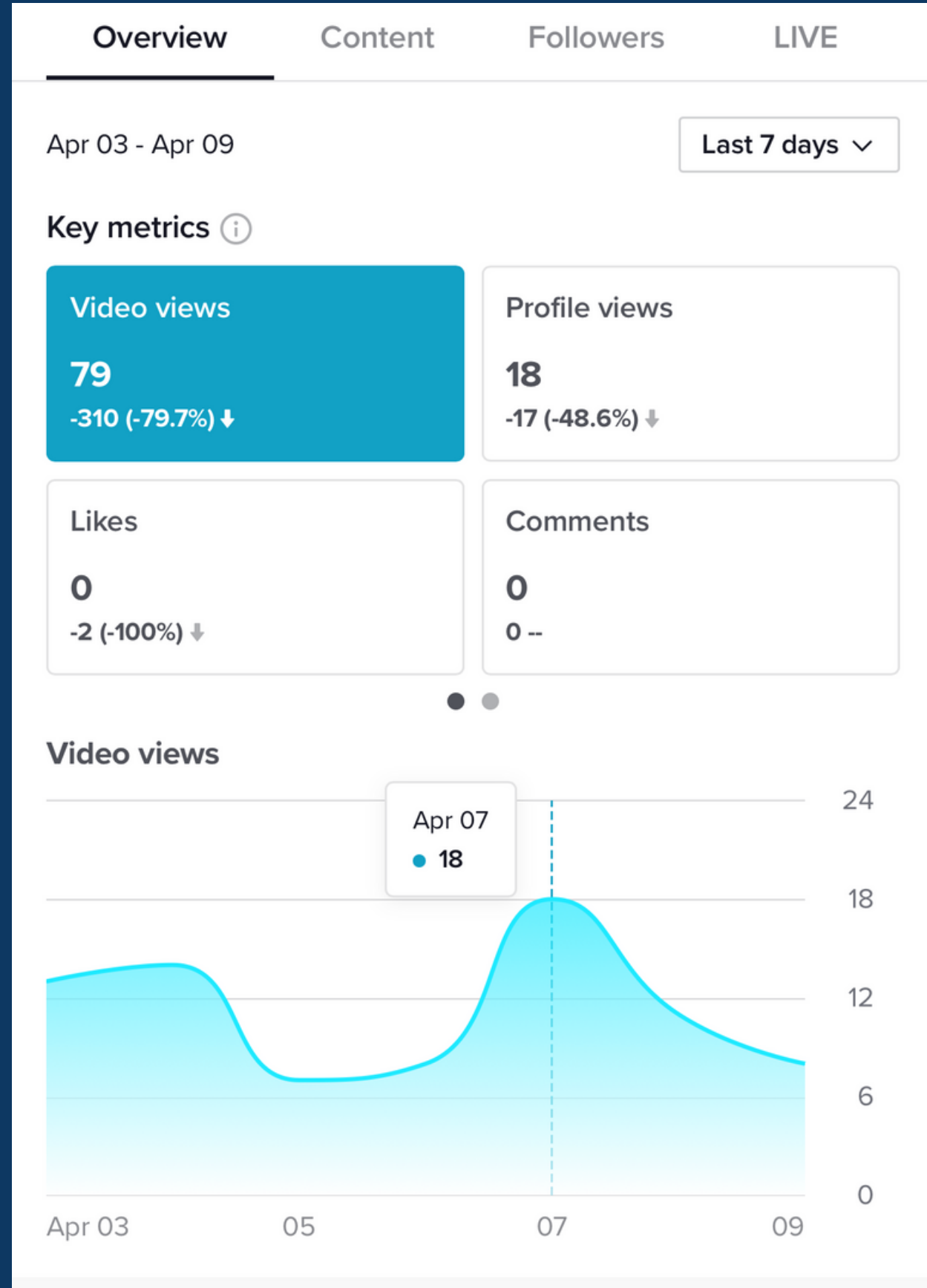
Content reach ⓘ

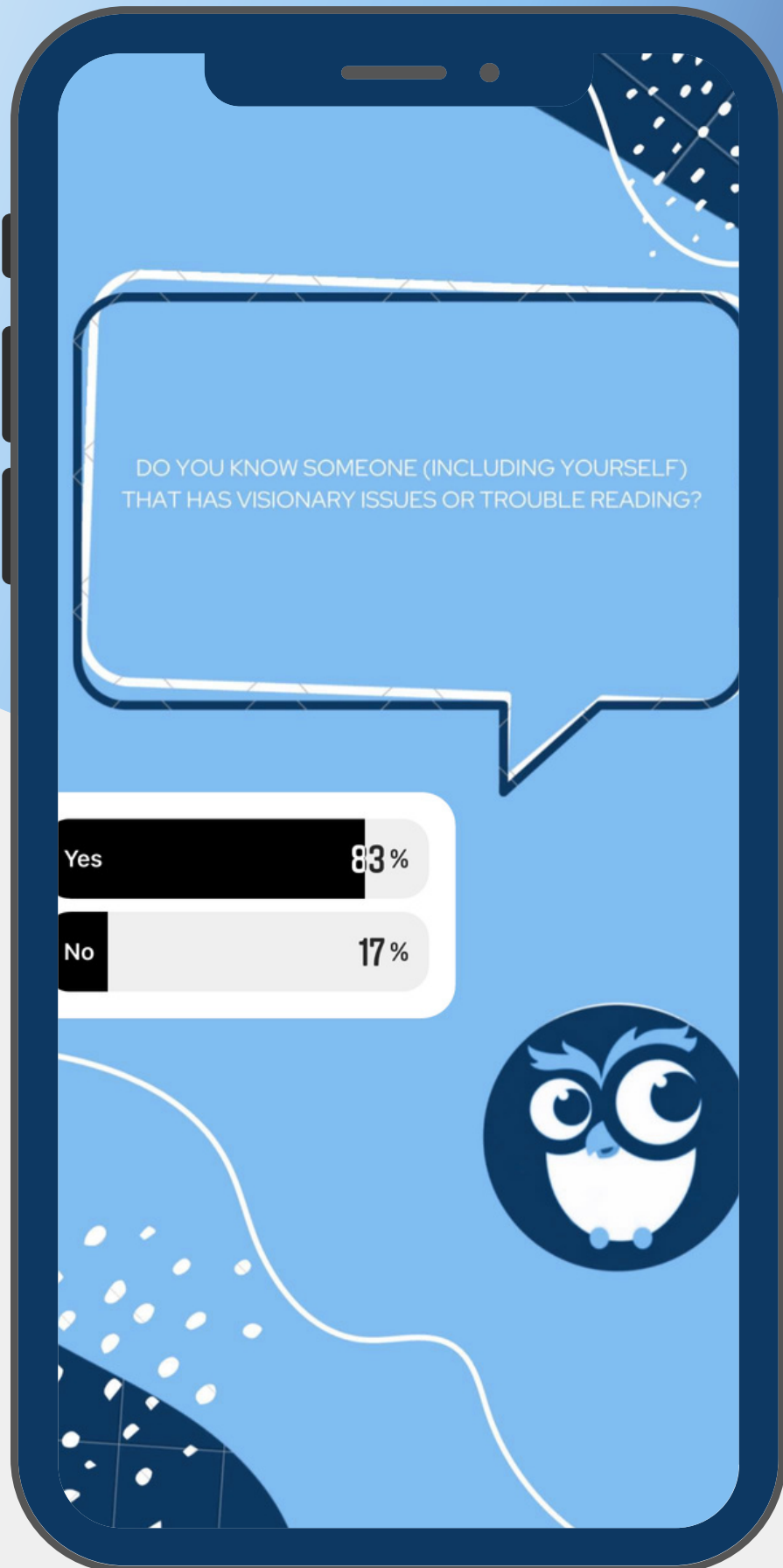
[See all](#)



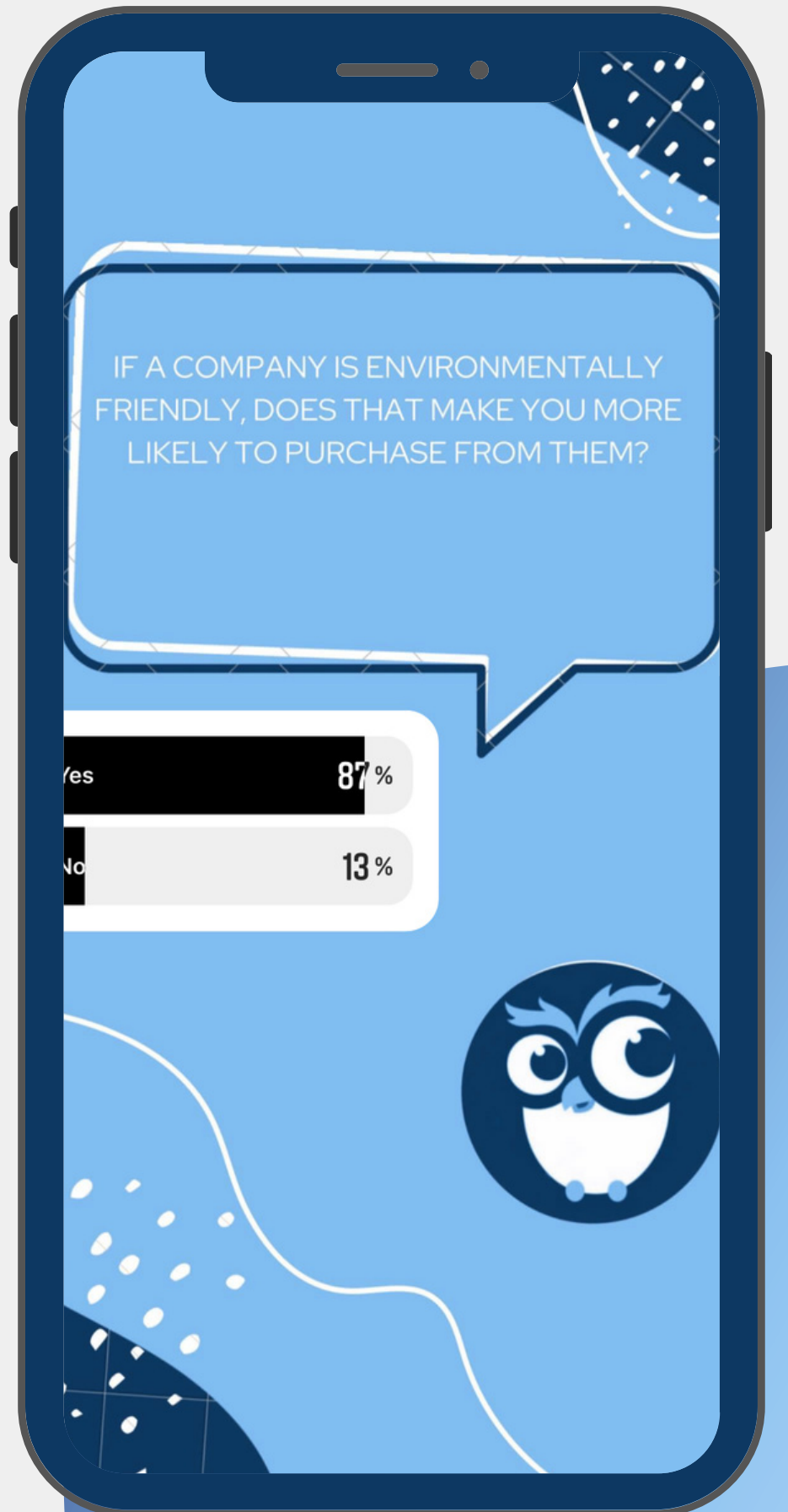
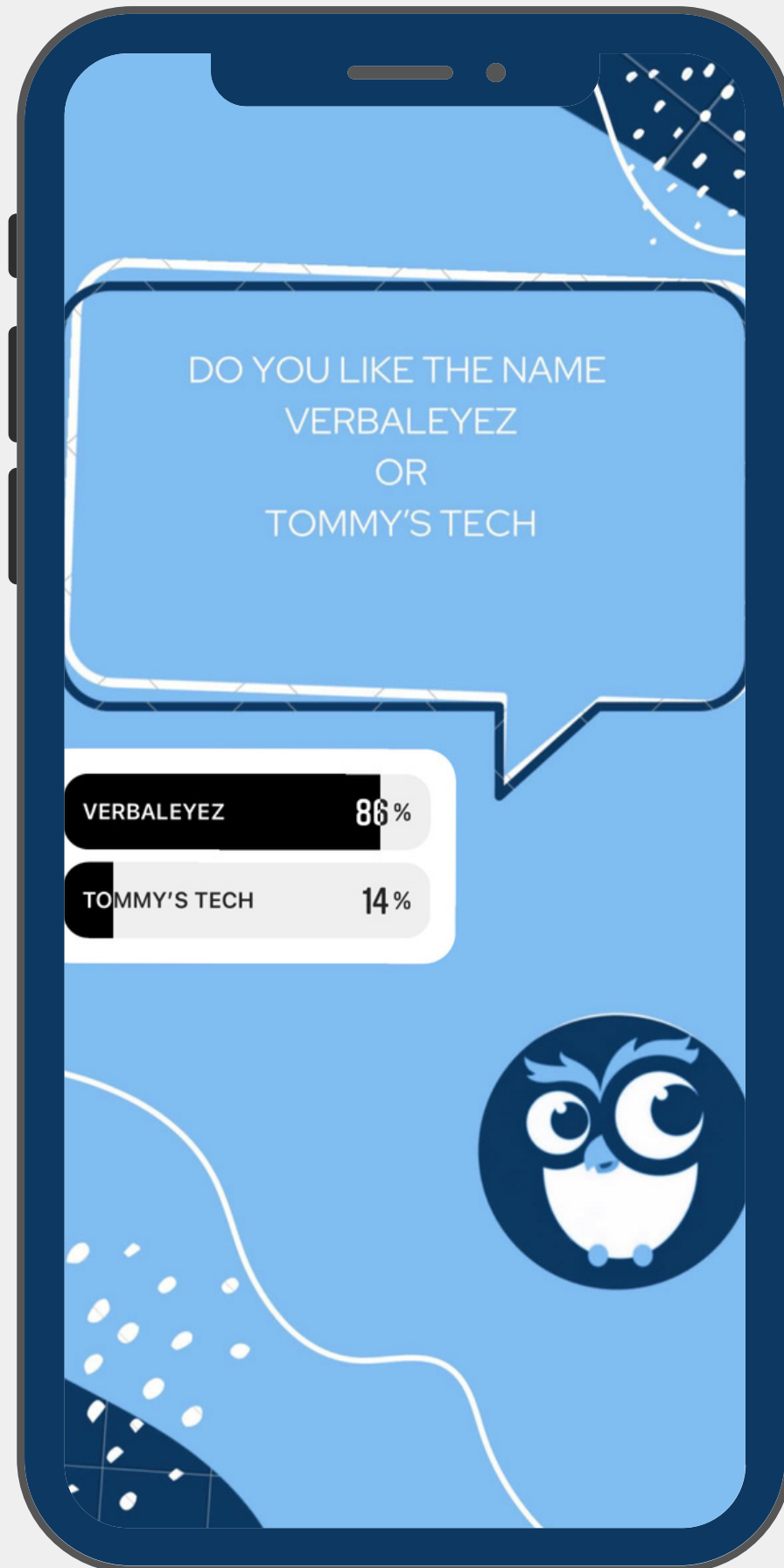
Impressions
1,844
-42.7%

Analytics





Polls





Why Invest?



Better than all competitors



Simple & Effective



Changing people's lives



Socially Responsible

Thank You!



Lauren Kispert
Gabriel Beickert
Sienna Guerrero

