



**FMI**

FACULTATEA  
DE MATEMATICĂ  
ȘI INFORMATICĂ



**ShoesEye**

The visually impaired assistant



**Universitatea de Vest**  
din Timișoara

100  
ROMANIA

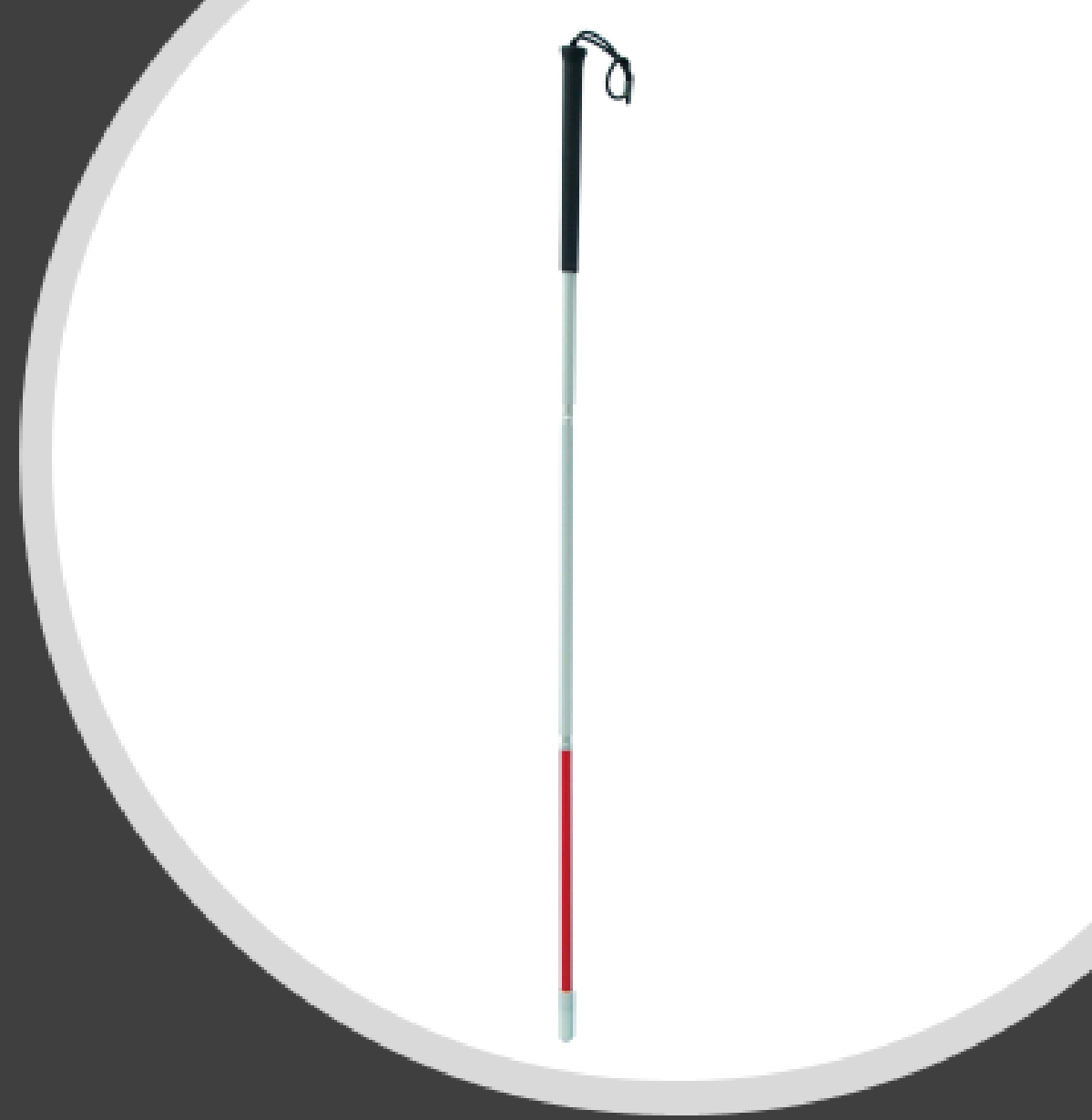
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# Introduction

- In 2015 there were 940 million people with some degree of vision loss.  
246 million had low vision;  
39 million were blind.

# Today's solutions are not enough

- *The special white walking stick*
  - requires a horizontal and vertical movement to detect any obstacles and avoid them;
  - increases the duration of the movement;
  - small objects will not be detected.



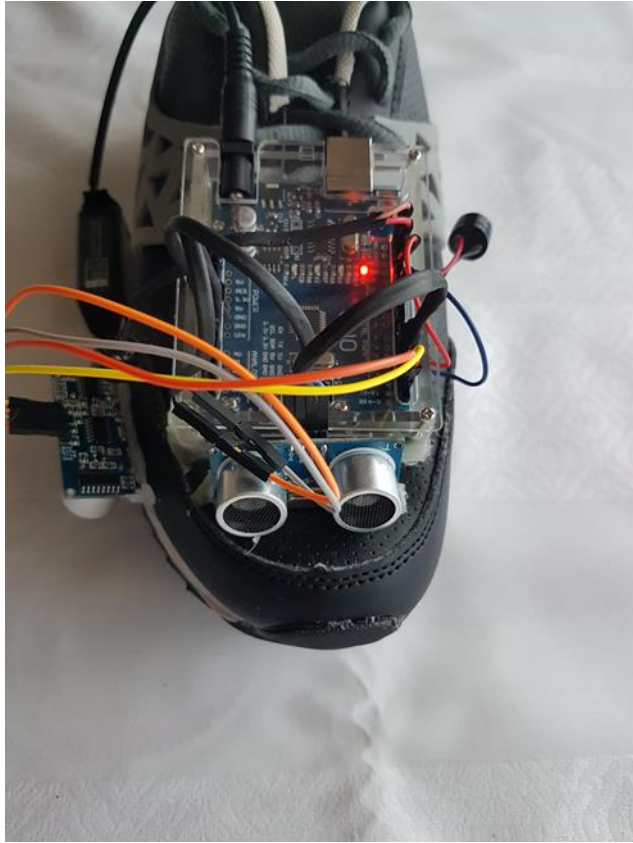


# What is ShoesEye?

- It is a device that wants to help blind people
- To reduce the travel time;
- To walk safer.

# Shoeseye Version1

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# Customers



- Visually impaired people
- Blind people



Bussines  
costumers



```
graph LR; MC[Medical Clinics] --> NH[national health care]; NH --> MC;
```

Medical  
Clinics

National  
health care



# Why these customers?

We want to help  
them to have a  
better life

to be more safe

People not put a  
mark on them



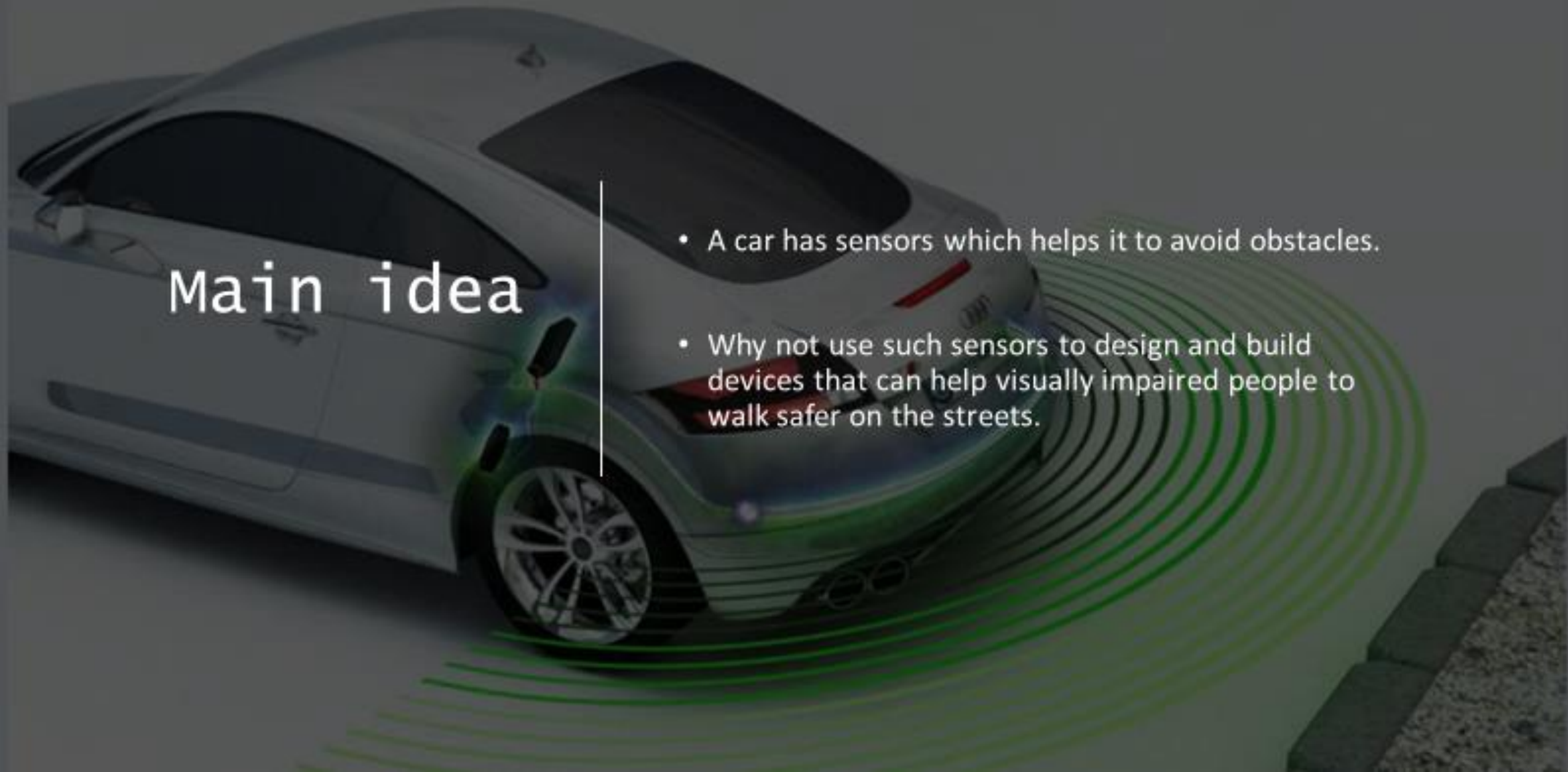
# What is new?

- Very simple technology used
  - sensors
  - speakers

## PD1 Rear or PD1 Vision Rear Option

### Main idea

- A car has sensors which helps it to avoid obstacles.
- Why not use such sensors to design and build devices that can help visually impaired people to walk safer on the streets.



# Advantages

Easy to use;

Low production cost;

Reduces travel time;

Increased efficiency in detecting objects and preventing accidents.

Customer  
relationships

We need personal assistance for  
blind people



Training



Product to be tested by the  
communities of blinds

# Channels

Companies already in the sector

Website for the social assistance people

Radio stations

Blind people associations

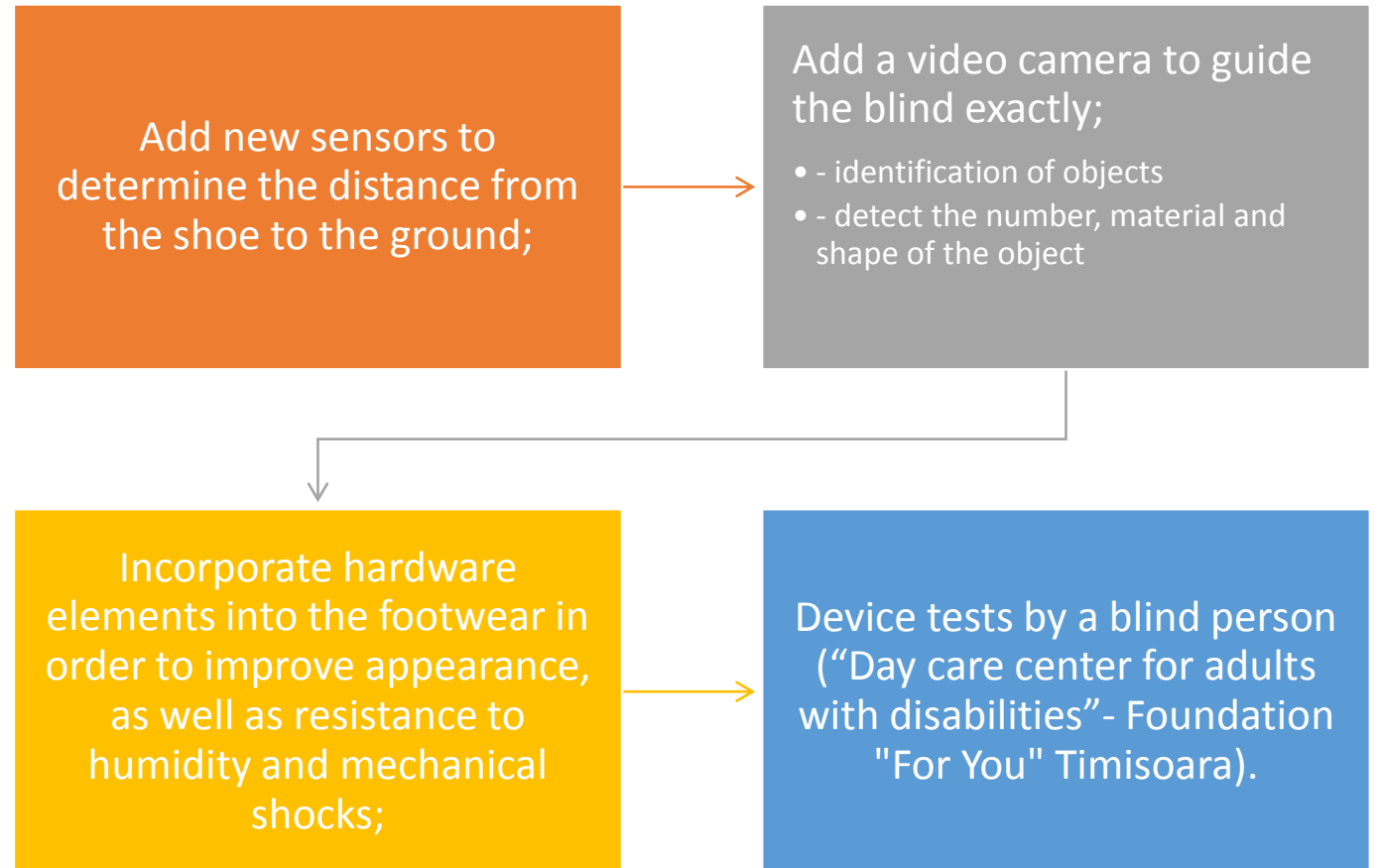
# Revenue streams

One time  
payment for the  
product

Maintenance for  
the hardware  
and software

Private clinics  
courses

# Key activities





# Key resources

Relation with key  
partners

Intellectual  
property(patent)

Laboratory where to  
work

Early users: help the  
communities of blinds



# Key partners

- Companies that are already in the field
- Hardware suppliers
- Shoe producers
- National health care
- Deliver the product to medical clinics
- Early users

Cost structure

Hardware

Partners

Designers

Workers



# The real thing demo

- How it works











Thank  
you

