



Launch Strategy

Table of contents

01 Introduction

02 App Store

03 Social Media

04 Promotional Website

05 Marketing

06 Merchandise

07 Further Development

08 Thank you



Introduction

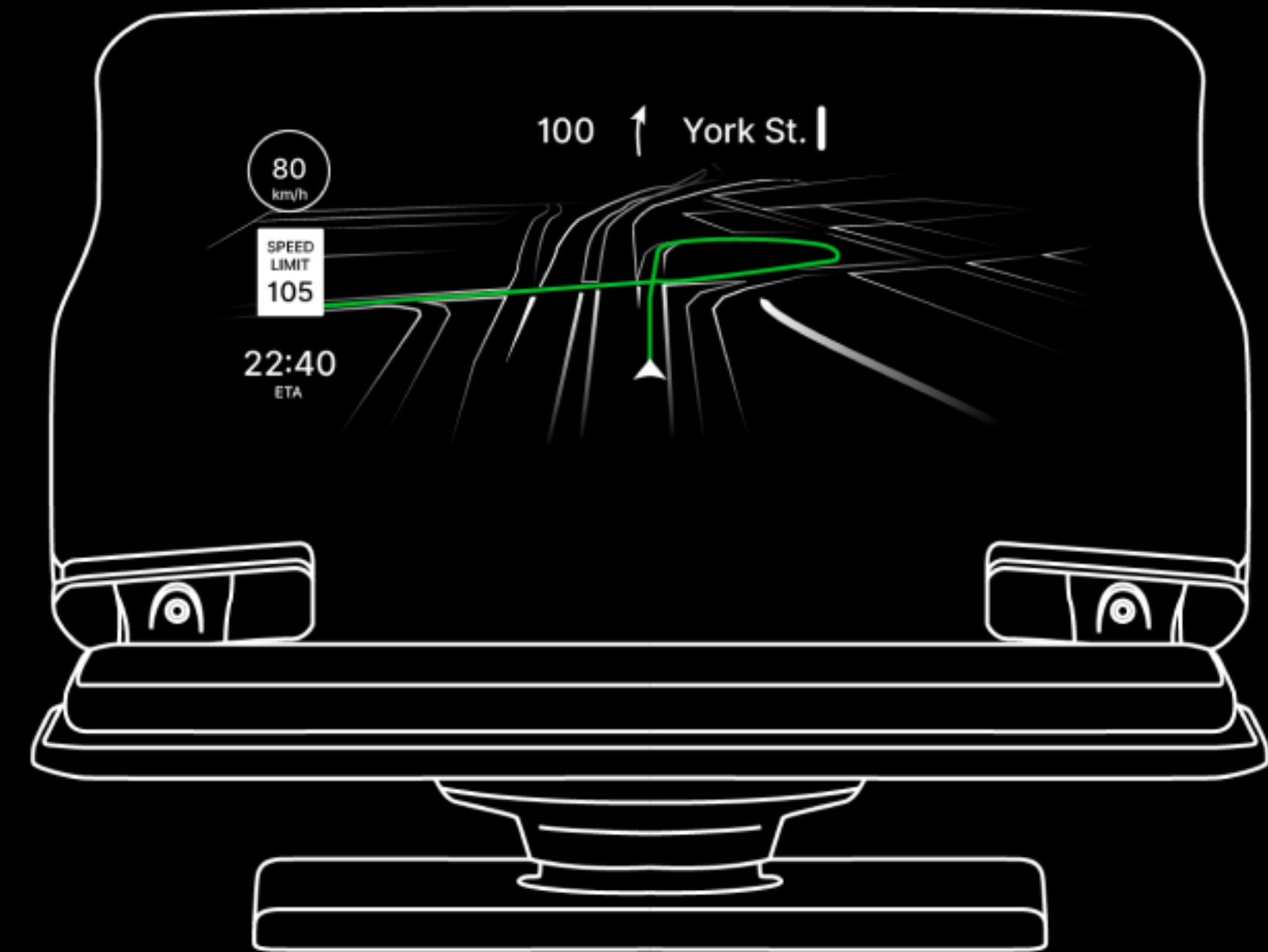


01 Introduction

In 2019, statistics show that there has been 2563 accidents caused by distractions in the vehicle and 63 of these accidents were deemed fatal. Distraction is a serious road safety problem. Every 16 minutes someone is killed or seriously injured on UK roads.

Orbit will be a reliable application for neurodivergent and deficient individuals that will allow users advanced accessibility options and features which coincide with their needs and wants to create the most optimal user interface and experience possible.

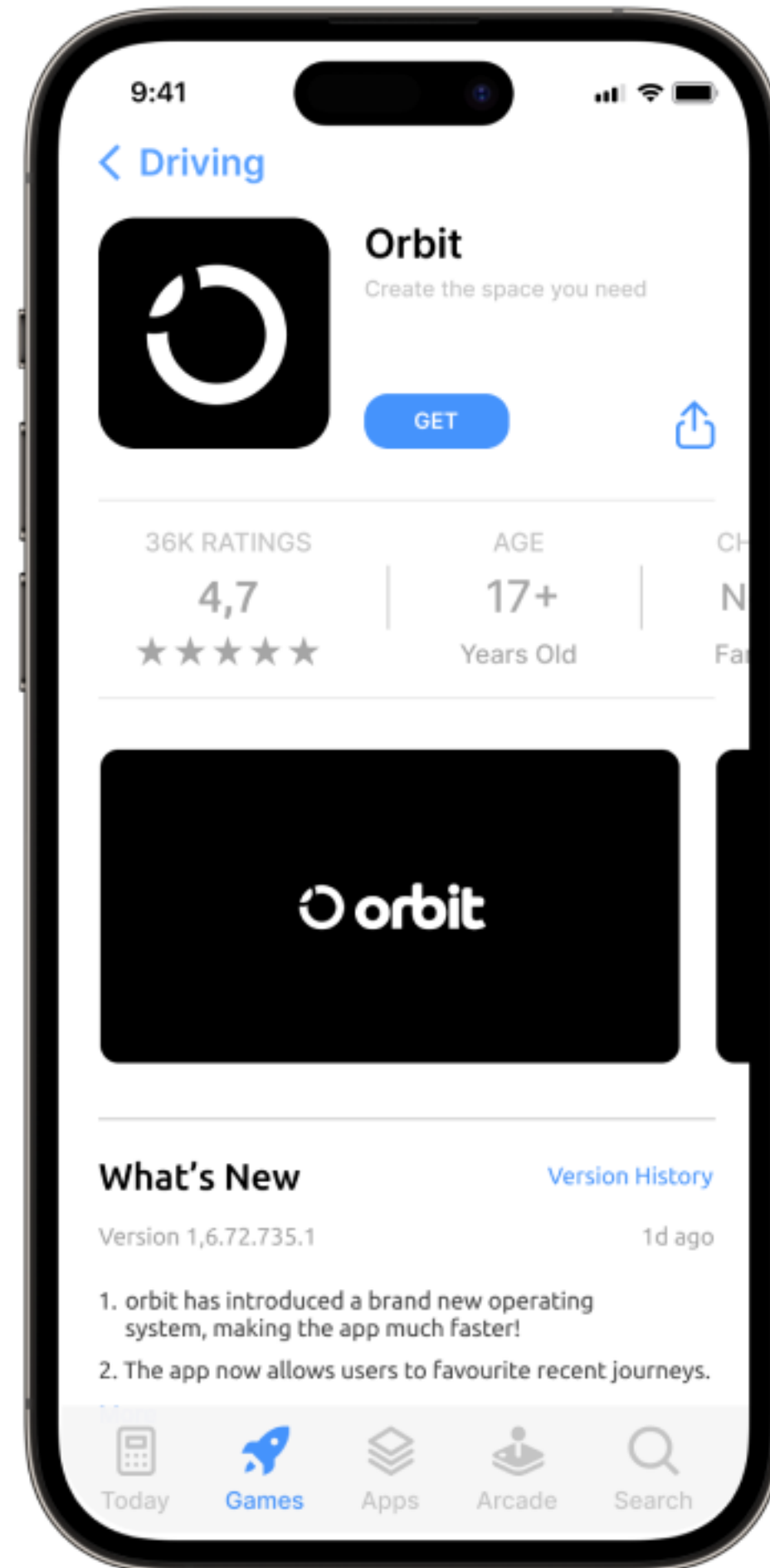
To launch Orbit, there will be a range of marketing considerations such as a social media presence, a promotional website, merchandise and various other points of interest which can be seen both online & offline to promote the overall application.



App Store



02 App Store



Orbit into the App Store

Orbit will be available to download through the Apple App Store for iOS users and also Google Play Store for Android users. The app will also be free to all users and if they so choose to, they can purchase the head's up display to use the app from a different perspective from the website.



Social Media

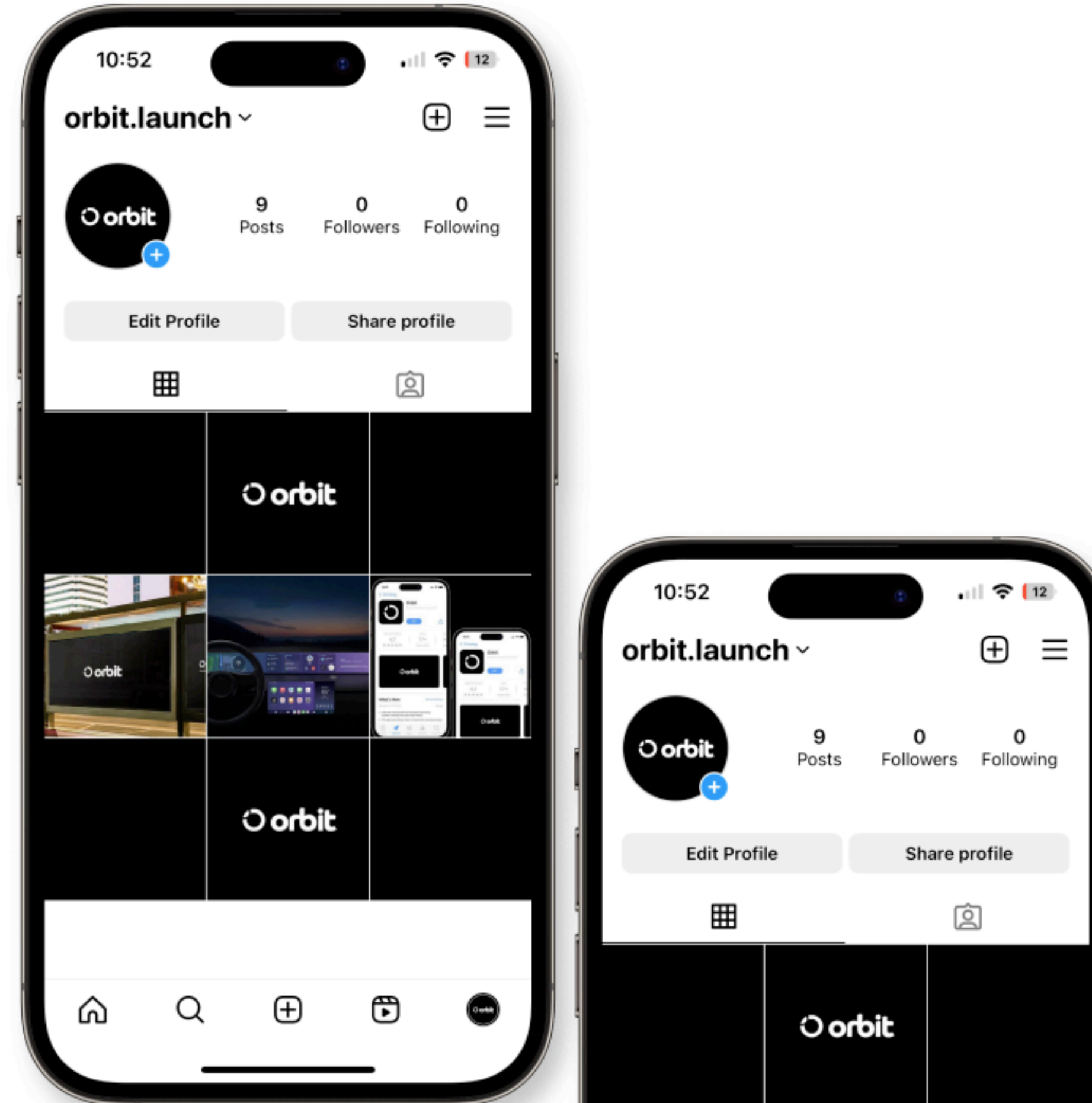


03 Social Media

Instagram

Orbit will be available for users via Instagram on the account @orbit.launch. This account will primarily be used to promote the brand as well as implementation features of the device and polls of what accessibility features neurodiverse users might want to see.

For the future of the Instagram page, we hope to achieve a large fanbase that can sympathise with the idea and expand for potential integration purposes into the likes of Apple CarPlay and collaborate with car manufacturers and brands to integrate this particular concept as a third party device.



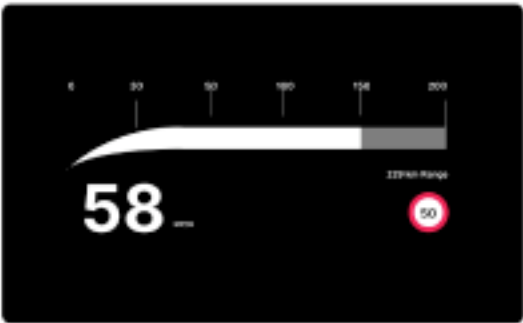
Promotional Website



04 Promotional Website



Empower Your Driving Experience with a Heads Up Display App for Neurodiverse Individuals.



Speedometer
Displays your current speed on the screen at all times so you don't need to look down at the dashboard to check your speed.

Navigation
Provides turn-by-turn directions on the screen at all times so you can keep your eyes on the road.



Night Mode
Switches the display to a darker, less distracting colourscheme to reduce eye strain and improve visibility during night driving.

Quick & easy installation

 Place behind wheel

Accessible for users who have difficulty with multi-step instructions. Place the device behind the steering wheel for the best performance.

 Connecting Device

Connect your device through the 12v socket in your vehicle or via usb port for the most optimal experience.

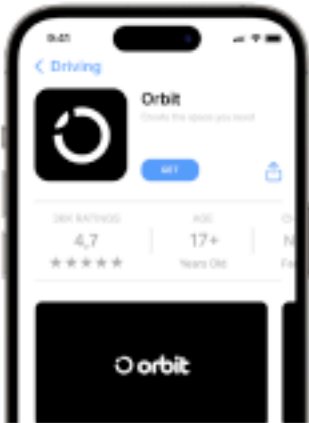
 Bluetooth Pairing

Pair your device with your mobile device which will allow you to use all your settings from the app.

 You're all set

Your heads up display will not be paired and ready to be used for all your driving and navigational needs.

Expand your experience through iOS and Android devices



Orbit will be available to download through the Apple App Store for iOS users and also Google Play Store for Android users. The app will also be free to all users and if they so choose to, they can purchase the head's up display to use the app from a different perspective from the website.



The promotional website will be one key area users can access to purchase the heads up display. The main idea with the website will be to showcase both the heads up display as well as the app itself, highlighting key features that they both have to offer.



Marketing



05 Marketing



05 Marketing



Merchandise



06 Merchandise

To help increase brand awareness, orbit will offer a range of merchandise for our customers including water bottles, keychains and an immersive unboxing.

Availability of the heads-up display can be found on the promotional website, the user will be provided with the HUD, alongside instructions and stickers.



Further Development



07 Further Development

Going forward, orbit could become an extremely intelligent and useful form of integration within Apple CarPlay to allow users to seamlessly use this app on their whole dashboard and help neurodiverse users navigate more easily and effectively.



Thank you

