



SafeSightTM

Enabling Safety, Empowering Independence

Independent Business Plan

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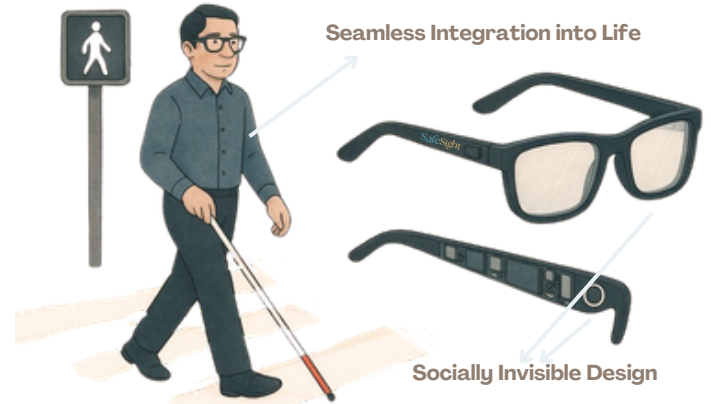
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Executive Summary

Company Overview

SafeSight is a revolutionary AI powered **smart glasses** and **companion app** designed to assist visually-impaired individuals in **navigating the world** safely, and independently. The glasses provide **real time guidance** by converting visual information like obstacles, food labels and more into **discreet audio cues**. Developed in collaboration with the blind community, SafeSight is grounded in real experience rather than assumptions. This community driven approach ensures a level of **trust and adoption potential** unmatched by competitors.



SafeSight's mission is to make the world safer and more independent for the 200 million people living worldwide with visual impairment.

Business Model

Glasses Sales



App Subscription



SafeSight will primarily adopt a **business-to-business (B2B)** approach, selling its glasses to blind institutions. These institutions allocate annual budgets for assistive technology, and each contract serves 1,000 to 2,000 individuals, ensuring **predictable adoption and reorders**. Additionally, a monthly app subscription is paired with every device sold, **maximizing SafeSight's profitability**.

Problems

Dangerous Navigation

Visually impaired pedestrians are 3x more likely to be **killed by vehicles**. Current intersections lack accessible audio signals, tactile guidance, or any infrastructure to help blind users cross.

High Health Risk

Visually-impaired are twice as **prone to diet-related illnesses**, such as **diabetes** and **obesity**. **Food labels aren't in Braille**, and users can't judge freshness or nutritional values. Leading many to rely on unhealthy, packaged foods.

Family Safety Concerns

Families **track** their blind loved ones to ensure their safety. However, most accessibility tools depend on continuous monitoring, leaving blind users **feeling intruded** rather than truly safe

Solutions

Safer Street Crossings

SafeSight's depth-sensing AI cameras **detects obstacles** in real time, providing simple bone conduction **audio cues** for safe, discreet and independent **navigation**.

Independent Healthy Living

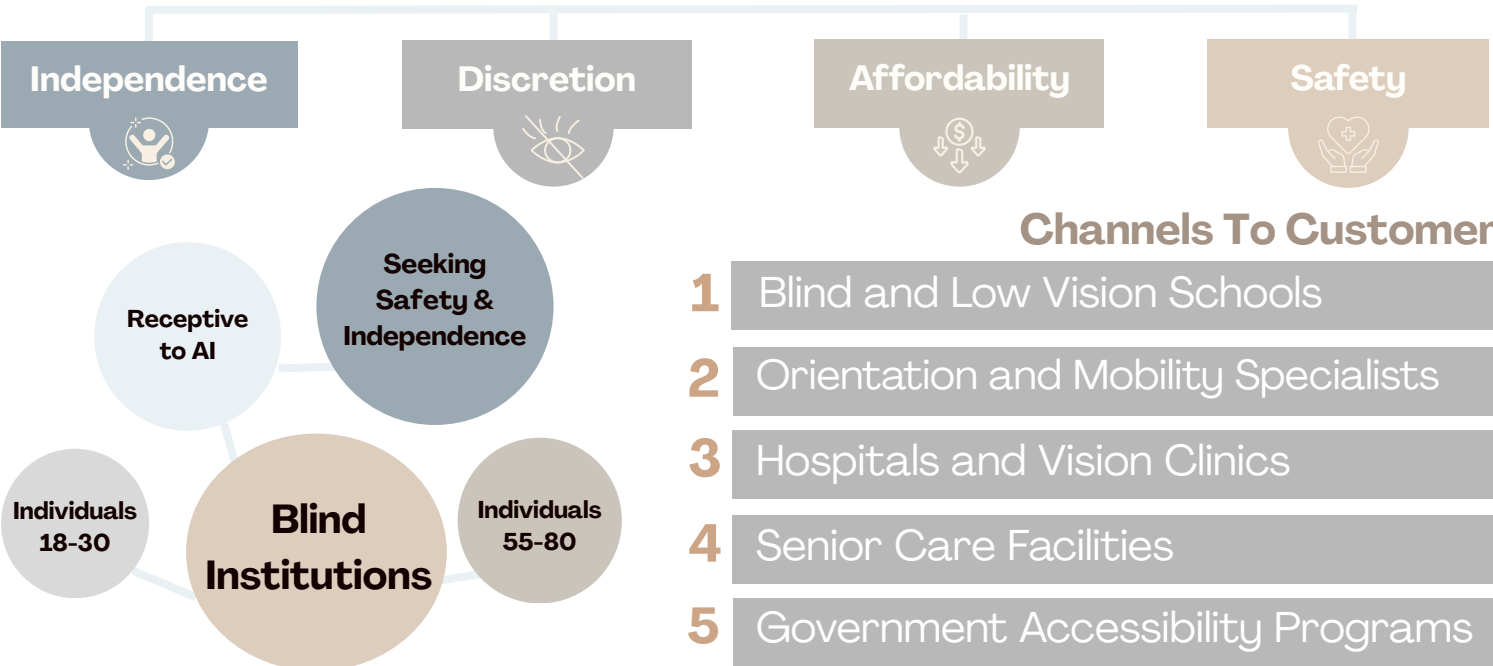
SafeSight uses **fast Optical Character Recognition (OCR)** to instantly read labels, identify food, and provide **real-time guidance**. Enabling users to make informed nutrition, ingredient, and freshness decisions independently.

Independence with Safety

SafeSight's companion app shares location and fall alerts **only during emergencies**, allowing users to maintain privacy while ensuring families can respond when help is **truly needed**.

Unique Value Proposition

SafeSight is the first AI powered smart glasses to combine navigation, object detection, and label reading into one **socially undetectable device**. Built in direct collaboration with the blind community, SafeSight is the only assistive technology **built for true, everyday needs, not stigmatizing assumptions**. At a fraction of competitors' \$1,500+ price point, SafeSight makes **independence accessible to everyone**, not just those who can afford it.



Customer Segments

SafeSight primarily targets visually impaired individuals aged **55 and above** through institutions. This population is growing rapidly since 1 in 4 adults over 55 in the U.S. experience vision loss. With an estimated **2 million Floridians** living with low vision and the **highest concentration** of blind institutions and senior care facilities in the country. Florida is the ideal entry market for SafeSight to **establish early institutional partnerships** and **drive adoption**

Competitive Analysis	SafeSight	Envision	Meta
Street Crossing Safety Alerts	✓	✗	✗
Real Time Obstacle Detection	✓	✗	✗
Caregiver Connection & Alerts	✓	✗	✗
Discreet Design and Audio	✓	✗	✗
Text to Speech Narration	✓	✓	✓

Competitive Advantage

SafeSight's combination of intuitive features, affordability, and non-stigmatizing design gives it a clear advantage over competitors.

Revenue Streams

Business to Business	Direct to Consumer	App Revenue
\$599	\$999	\$9.99 mo
Gross margin is 65.20%	Gross margin is 79.20%	Gross margin is 80%

SafeSight generates revenue from selling our glasses, and app subscription. We expect **50% of customers** to subscribe to the app

Cost Structure

Customer Acquisition	\$66,550 year
Hardware	\$231.88 unit
Human Resources	\$375,000 year
Software	\$120 unit
Start-up	\$1,252,380 initial

Key Metrics

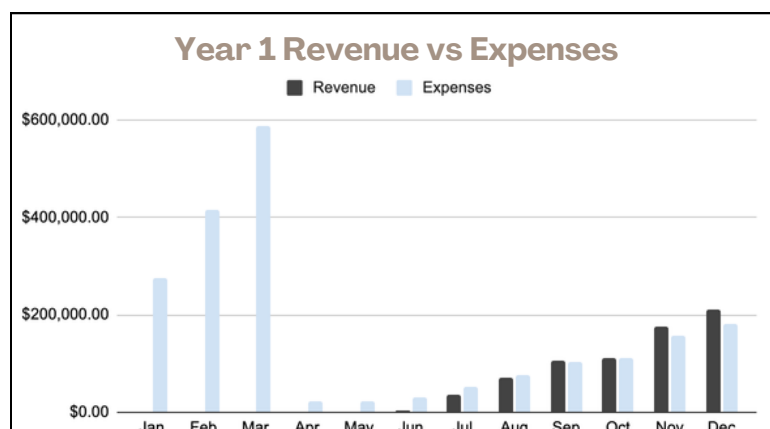
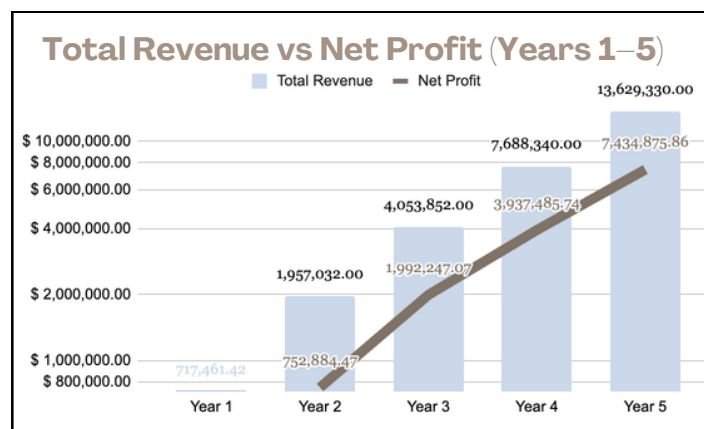
SafeSight will **evaluate its success** through several key performance indicators (KPIs), such as pilot-to-contract conversion rate, cost per acquisition, and customer retention rates. These metrics **offer valuable insights** into SafeSight's financial growth and operational efficiency, ultimately contributing to its **efficiency** and **profitability**.

Five Year Summary: Costs and Profitability

(\$)	Year 1	Year 2	Year 3	Year 4	Year 5
Total COGS	\$449,006.46	\$553,156.00	\$965,466.00	\$1,712,448.00	\$2,948,381.00
Operating Expenses	\$784,356.46	\$1,204,147.53	\$2,061,604.93	\$3,750,854.26	\$6,194,454.14
Gross Profit	\$268,454.96	\$1,403,876.00	\$3,088,386.00	\$5,975,892.00	\$10,680,949.00
Net Income	-\$66,895.04	\$752,884.47	\$1,992,247.07	\$3,937,485.74	\$7,434,875.86

Five Year Summary: Units and Revenue

(\$)	Year 1	Year 2	Year 3	Year 4	Year 5
Retail Units (D2C)	113	280	580	1,100	1,950
Wholesale Units (B2B)	1,000	2,520	5,220	9,900	17,550
App Subscriptions	558	1,400	2,900	5,500	9,750
Total Revenue	\$717,461.42	\$1,957,032.00	\$4,053,852.00	\$7,688,340.00	\$13,629,330.00



Manufacturing Cost



By Year 3, our unit costs fall sharply due to scale, allowing margins to expand, even as sales accelerate. With 5,800 units projected in Year 3, these efficiencies translate directly into stronger gross profit and significantly higher net income, enabling SafeSight to scale revenue rapidly while maintaining strong margins.

SafeSight's Investment Ask

SafeSight is seeking a **\$1,000,000 investment** at a \$7.83M pre-money valuation for an **11.3% equity stake**. This funding enables scaled manufacturing, national partnerships, and FDA Class I exemption for insurance reimbursement. Allowing SafeSight to reach 19,500 units sold, and an expected \$37.17M valuation by Year 5. This investment makes an 11.3% equity stake worth \$4.20M, a \$3.20M gain, and a 320% return on a \$1M investment in just 5 years.

High Street Crossing Risk

Safe, independent mobility isn't just a challenge for blind individuals, it's a matter of life and death. According to the National Highway Traffic Safety Administration (2022), visually impaired pedestrians are **three times more likely to be killed at intersections** than sighted individuals.

A major reason is the lack of Accessible Pedestrian Signals (APS), which are meant to clearly indicate when it's safe to cross. Without them, blind pedestrians are forced to rely on sound alone, an unreliable system easily distorted by traffic noise, unpredictable driving, and complex patterns like right turn on red and multi-lane crossings. **One misjudgment is fatal.**

Although accessibility is required under the Americans with Disabilities Act, real-world implementation is inconsistent. Where someone lives can determine whether they cross safely, or risk being killed.

This isn't just an infrastructure gap. It strips away independence, creates constant fear, and turns everyday actions like crossing the street into a dangerous gamble.

High Health & Nutrition Risk

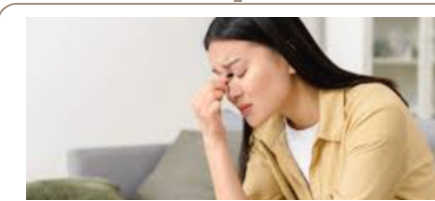
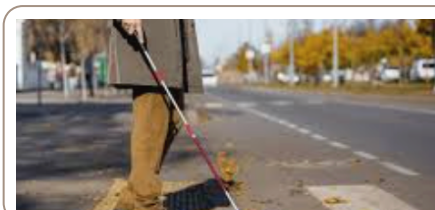
Accessibility barriers don't stop at mobility, they follow blind individuals into everyday survival tasks like eating. According to the Centers for Disease Control and Prevention (2022), **nearly one in two adults with visual impairment is obese**, far above the national average.

A major driver is simple but dangerous: most food packaging is inaccessible. No braille. No tactile markers. No readable labels. This means blind individuals often can't independently identify ingredients, allergens, expiration dates, or portion sizes. That gap isn't minor, it directly increases the risk of **chronic illness, foodborne disease**, and long-term health damage.

Without clear information, healthy choices become harder. Comparing products, tracking dietary needs, or avoiding harmful ingredients turns into guesswork. The result is a higher reliance on processed, convenience foods loaded with sugar and unhealthy fats.

And the cost isn't just physical. It strips independence. It forces reliance on others for something as basic as eating. For seniors already dealing with vision loss and smaller print, the risk compounds even further.

This isn't just an inconvenience. It's a systemic failure that worsens health, increases dependency, and drives up healthcare costs: one inaccessible label at a time.



Safety Concerns

These accessibility failures don't just impact blind individuals, they exhaust the people around them. Caregivers live with constant stress, knowing a single moment of confusion or misjudgment could put someone they love in danger. Families often track their blind loved ones to keep them safe, but most accessibility tools rely on constant monitoring, **leaving users feeling watched instead of truly independent.** According to the American Psychological Association (2023), spatial disorientation is common among people with visual impairments, forcing caregivers to step in for navigation and everyday decisions. That dependence doesn't stay manageable, it builds into **burnout, emotional fatigue, and declining quality of life** for both people. Caregivers are forced to cut back work, cancel plans, and reshape their lives just to stay available. Leading to lost opportunities, and constant pressure. The lack of accessible solutions traps families in a cycle of dependence, where independence is limited and responsibility keeps shifting onto already stretched caregivers. Without solutions that restore independence, this pressure doesn't ease, it worsens.

Customer Segments

SafeSight targets visually impaired individuals across two key segments: **ages 18–30**, who are tech-forward and value independence, and **ages 55–80**, a rapidly growing population as **1 in 4 adults** over 55 experience vision loss. With the U.S. population aging and conditions such as glaucoma and macular degeneration on the rise, the demand for affordable, independent living solutions continues to grow.

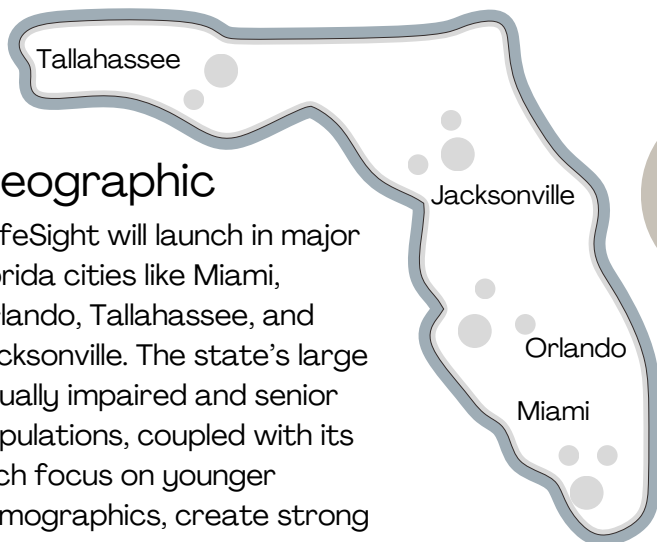
Florida is SafeSight's ideal entry market, with over **2 million residents living with low vision** and **21% of its population over 55**. The state's high concentration of blind institutions and senior care facilities makes it a strategic location to establish partnerships and drive early adoption.

● Blind institutions / senior care facilities

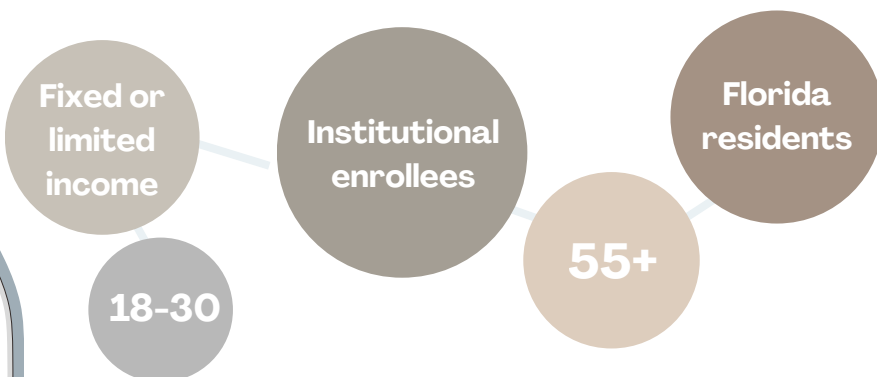
Geographic

SafeSight will launch in major Florida cities like Miami, Orlando, Tallahassee, and Jacksonville. The state's large visually impaired and senior populations, coupled with its tech focus on younger demographics, create strong demand for independence-supporting tools.

These urban areas offer dense real-world environments, ideal for product testing and immediate impact.



Demographic



Psychographic



Customer - who buys

Blind institutions

Dedicated annual accessibility budget with predictable reorder cycle

Seniors care facilities

High rates of vision loss among residents, bulk purchasing power

Families

Purchasing on behalf of visually impaired loved ones for safety and peace of mind

User - who uses

Visually impaired 55+

Seeking independence and dignity without constant monitoring or surveillance

Seniors with low vision

Age-related vision loss affecting daily navigation and independent living

Rehab patients

Newly blind individuals rebuilding confidence and independence

Total Addressable Market

TAM 200M

Visually impaired individuals worldwide

Service Available Market

SAM 8.29M

Blind or low vision in the U.S. - AFB, 2023

Service Obtainable Market

SOM 2M

Floridians living with low vision - initial target market

Now

While SafeSight is initially focused on visually impaired users, the platform has future applications in high-risk environments such as industrial worksites

Future

Enhanced Personal Safety

SafeSight delivers real-time environmental awareness for visually impaired users, increasing independence and reducing risk. Through subtle audio and haptic alerts, users are warned of obstacles, traffic conditions, and safe crossing times. Integrated navigation provides step-by-step guidance, ensuring safer, more confident travel from start to destination.

Health & Living Support

SafeSight goes beyond navigation by supporting everyday health decisions. With built-in food recognition and label reading, users can instantly access ingredient and nutrition information hands-free. Allergy alerts and smart scanning empower users to make safer choices while shopping or cooking, without relying on external assistance.

Smart Activity & Environment Tracking

SafeSight continuously monitors movement, obstacles, and daily activity patterns. Users can securely store these insights into a connected app and choose to share key updates with caregivers and healthcare providers. Instead of constant surveillance, SafeSight enables proactive support, giving caregivers peace of mind while preserving the user's independence and dignity. This transforms SafeSight from a simple device into a comprehensive, long-term mobility and well-being platform.

All Day Reliability

Designed for daily use, SafeSight offers over 12 hours of battery life with a balanced, lightweight build. A secure charging dock ensures safe and efficient recharging. The system is engineered for consistent, dependable performance: supporting users from morning to night without interruption.

Seamless Social Confidence

SafeSight is designed to blend effortlessly into everyday life, empowering users to navigate social environments with confidence and independence. Unlike traditional assistive devices that may draw attention, SafeSight's discreet design allows users to engage naturally in conversations, public spaces, and professional settings. Real-time cues, such as identifying familiar faces, reading room dynamics, or detecting when someone is addressing them, is embedded in the software. This helps users feel more present and socially connected without relying on others.

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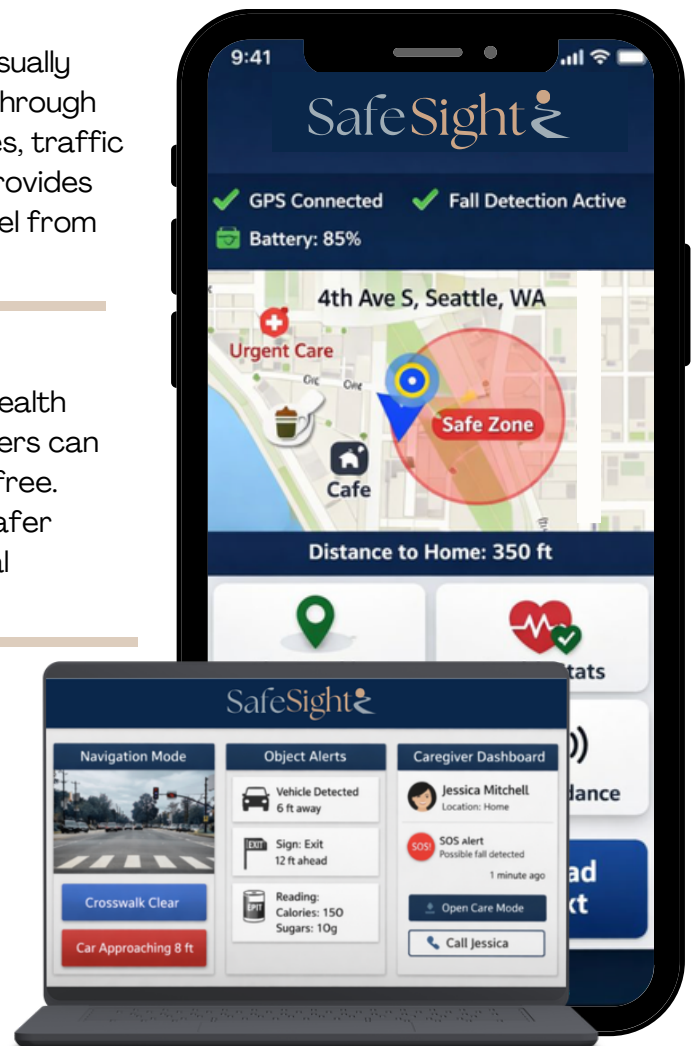


Figure 1: SafeSight App Homescreen

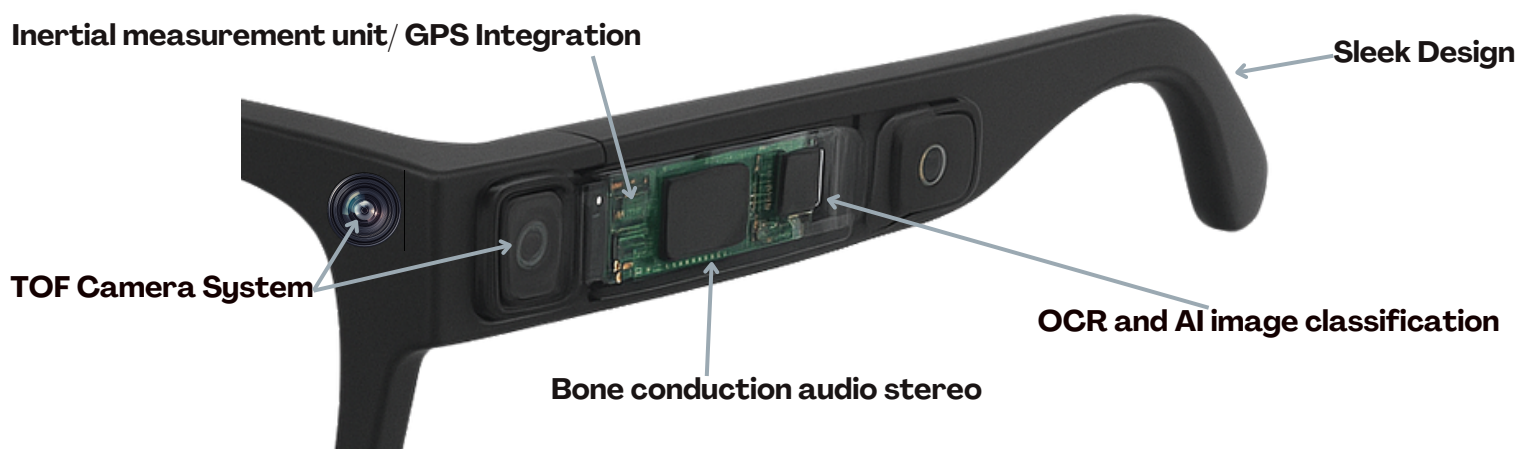
Time Of Flight Camera System

SafeSight glasses are equipped with advanced Time-of-Flight (ToF) camera systems that provide real-time visual assistance. By mapping the surrounding environment in three ways, the glasses can help guide the user safely around obstacles, detect and identify crosswalks, and signal when it is safe to cross the street. The system also tracks moving vehicles and nearby pedestrians, giving the user timely awareness of potential hazards. All of this information is delivered through intuitive bone conduction audio guidance, allowing the user to remain aware of their surroundings, while receiving step-by-step support. Together, these features enhance both safety and independence for users navigating daily environments.

Optical Character Recognition & AI Image Classification

SafeSight glasses feature advanced real-time text-to-speech technology, designed to give users immediate access to the information around them. This system can read nutrition labels aloud, allowing users to understand exactly what they are putting into their bodies. It also identifies everyday objects and obstacles in the room, providing clear verbal descriptions of their location for easier navigation. When shopping, the glasses can read prices, brand names, and product details, so the user always knows how much an item costs and who makes it. Beyond that, the system can even evaluate food freshness by checking expiration dates and recognizing visual quality cues, helping users shop smarter, eat healthier, and avoid spoiled items. By combining convenience, safety, and independence, these glasses empower users to make informed decisions both at home and on-the-go.

Inertial measurement unit/ GPS Integration



GPS + Inertial Measurement Unit's with Voice assistant

SafeSight integrates high-precision GPS with on-device inertial measurement units (IMUs) to deliver continuous, accurate location and motion tracking. Integrated IMU technology detects falls, sudden stops, unusual motion patterns, and off-route wandering, with far greater accuracy than GPS alone. When an incident occurs, SafeSight automatically logs the event and alerts the user's trusted circle through the SafeSight app. The companion app includes:

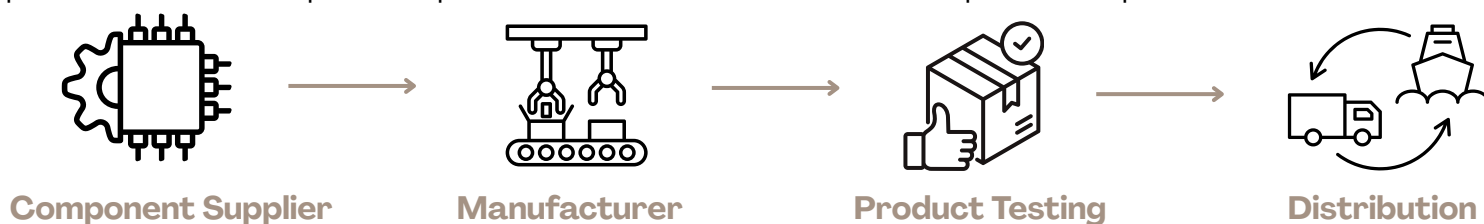
- Live location tracking for reassurance during travel
- Incident history and motion patterns that help identify risks early
- A caregiver dashboard for secure monitoring and quick response
- A voice assistant for hands-free help, status checks, and emergency calling

By combining advanced sensors with a smart communication loop, SafeSight solves the biggest concern families have: not knowing if their loved one is safe.

SafeSight will primarily utilize Business to Business (B2B) sales targeting schools for the blind, senior assistive care facilities, and medical and vision care centers. Beyond year 4, SafeSight will leverage a Direct-to-consumer strategy, once institutional partnerships are set and recurring.

Supply Acquisition & Distributions

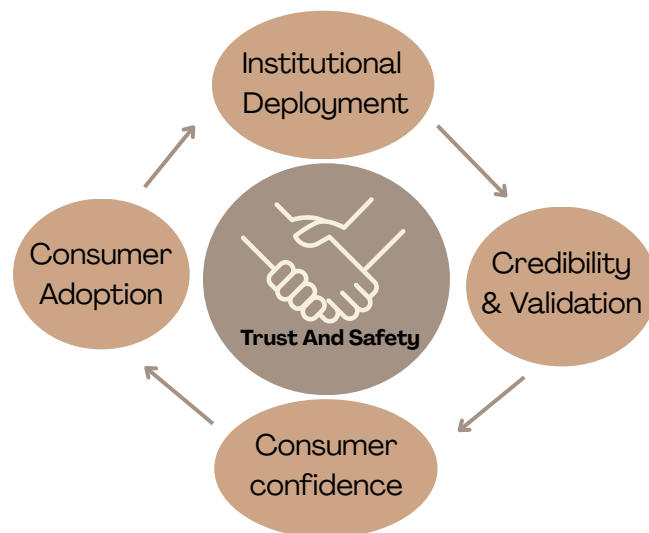
We will source electronic components from reputable suppliers, and partner with an offshore manufacturer **Shenzhen Domi Information Technology Co**, which specializes in wearable electronics, for the assembly of SafeSight. Each unit will undergo quality assurance testing post-assembly before being shipped. The finished products will be transported by sea from the Port of Shenzhen to the Port of Tacoma, where they will then be delivered to our U.S. distribution center. This will allow us to efficiently manage inventory storage and order fulfillment. We will utilize a third party logistics provider such as ShipBob to provide distribution to institutional partnerships.



Go-To-Market Channel Strategy

SafeSight **will prioritize institutional partnerships** as the primary entry channel, beginning with schools for the blind and rehabilitation centers. These organizations provide **direct access to concentrated user groups**, enabling efficient onboarding, product testing, and trust-building. The secondary channel targets visually impaired individuals aged 18–80, combining younger, tech-forward users (18–30) with adults (31–80) who value independence, safety, and practical daily support. This segment will be reached through digital marketing, accessibility communities, and partnerships with advocacy organizations. Finally, caregivers and families serve as a supporting purchase channel, influencing adoption through safety needs and quality-of-life improvements.

Everything in our strategy revolves around trust, our consumers won't buy unless it's trusted.



Institutional deployment builds trust, and consumer adoption follows it.

Why Institutional Partnerships?

SafeSight's institutional approach reduces customer acquisition costs by replacing consumer marketing with bulk purchasing and long-term contracts. It also enables faster and more responsible scaling, as a **single institution can reach thousands of users** while ensuring effective support. SafeSight's pre-existing relationship with Washington state schools for the blind provides an easily accessible platform for **early validation, piloting, and feedback-driven improvement**. Entering the market through institutions first builds credibility and trust, enabling users and institutions to trust, recommend, and purchase Safesight glasses again.

Primary Channel: Institutional Partnerships (B2B)

SafeSight chooses to have institutional partnerships in order to generate long term partners, recurring bulk orders, and establish credibility within the blind community.

B2B Channels to Customer

Blind and Low Vision Institutions

Blind institutions will buy SafeSight because they regularly purchase assistive technology in batches for student programs, mobility classes, and rehabilitation training. SafeSight fits naturally into their existing buying cycles, making bulk purchasing efficient and repeatable. Partnering with these institutions also strengthens SafeSight's credibility, as **families trust the tools recommended by their schools** and training centers.

Orientation and Mobility Rehabilitation Centers

Orientation and Mobility Rehabilitation (O&M) centers buy SafeSight because they recommend tools clients use after rehabilitation training, influencing long-term purchasing decisions. O&M specialists' endorsements increase client and family purchases, creating a **strong referral-driven partnership**. This makes O&M centers SafeSight's most valuable bulk-order and influence-based channel.

Hospitals and Low-Vision Clinics

Hospitals and clinics buy SafeSight because it offers practical solutions for recommending after diagnosing vision loss and often stock assistive devices for patient trials and rehabilitation. Clinics purchase in small batches, allowing multiple patients to test the device during appointments, increasing the likelihood of individual follow-up purchases. **When clinicians trust and recommend SafeSight, it becomes the default option for newly diagnosed patients**, strengthening its reach and credibility across medical networks.

Government and Nonprofit Accessibility Programs

Government agencies and nonprofits like the American Federation of the Blind (AFB) will buy SafeSight because they distribute assistive technology to large groups of visually impaired individuals through grant-funded or state-funded programs. **These organizations purchase in bulk for vocational rehabilitation and community accessibility initiatives**. SafeSight's affordability and scalability make it an attractive option for agencies seeking high-impact tools for widespread deployment. Partnering with these programs expands SafeSight's reach rapidly, positioning it as a standard device in statewide accessibility efforts.

Senior Living Care Facilities

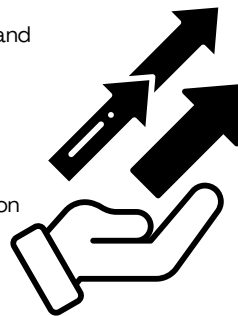
Senior living care facilities will buy SafeSight because they need reliable tools that reduce fall risk, improve resident safety, and lower staff workload. **Facilities often purchase technology in groups** so multiple residents can benefit, especially in memory care or mobility-focused programs. SafeSight helps facilities differentiate themselves to families by offering modern safety solutions, making it a valuable investment for both marketing and risk reduction. These partnerships create recurring orders as new residents join and facilities expand their safety programs.

SafeSight's Expansion Plan

- Complete 1-2 institutional partnerships
- Run 6-10 pilot programs with blind institutions and O&M centers
- Establish clinical validation with low-vision specialists
- Launch SafeSight's caregiver dashboard and app



- Operate in 15-20 states through medical networks and nonprofits
- Establish national partnerships with organizations like AFB, NFB, and ACB
- Launch wholesale distribution to senior-care chains
- Expand D2C presence through caregiver-focused marketing



- Achieve nationwide availability through clinics, rehab centers, and Assistive Tech programs
- Release next-generation SafeSight hardware and expanded AI features
- Build a national referral network of clinicians and O&M specialists
- Reach recurring annual reorders from 80%+ of institutional partners



How We Establish Our B2B Partnerships

1. Product Awareness

SafeSight attends **key industry events** to showcase its product. SafeSight will showcase at the California State University Northridge (**CSUN**) Assistive Technology Conference, the largest U.S. event for accessibility innovation, and the Assistive Technology Industry Association (**ATIA**) conference. At these events, decision-makers can experience SafeSight through **live demonstrations**, connect with others in the field, and participate in discussions led by educators, raising awareness among users and institutions.

2. Product Demonstration and Engagement

We will invite interested institutions to join our **“Try It Yourself” workshop**, which can be attended either on-site or virtually. During these sessions, staff members have the opportunity to test SafeSight in real-world situations, ask any questions they might have, and discover how it can be integrated into their training or care programs. These engaging, hands-on experiences help **build confidence** and get institutions ready to **start piloting SafeSight**.

3. SafeSight Pilot program

Institutions can try out SafeSight with a **30-day trial**, during which they’ll receive the glasses. SafeSight takes care of the setup, offers training, and checks in weekly to **gather feedback and mobility data**. This low-risk pilot gives institutions the chance to see how the product can make a difference before deciding to buy it, allowing them to enjoy its benefits firsthand and sway their purchasing decision. We will employ a **pilot-to-contract (conversion rate)** key metric to measure the efficacy of our pilots.

4. Long Term Support

SafeSight maintains its partnerships through quarterly check-ins. This enables institutions to provide feedback, allowing us to make necessary changes and establish a scalable, recurring purchase model.

Post Year 4 D2C plan

Once SafeSight has established its Institutional partnerships, we will redirect the marketing funds towards a direct to consumer approach, specifically targeting younger blind individuals and their families.

Twitter

Twitter or (X) is the second most used form of social media among our target market. Twitter is simply text and easily accessible through screen readers. We will craft word based ads.



Figure 3: SafeSight’s Accessible Storefront

Spotify

Spotify is **commonly used among our demographic**. Spotify allows SafeSight to **craft ads solely aurally**. We will leverage Spotify’s ad manager to target to our desired consumer and monitor the effectiveness of the ads.

Facebook

The number one app blind individuals typically use is Facebook, **due to its built in accessibility features** like VoiceOver and TalkBack, which make scrolling, reading, and navigating posts easy. To reach blind consumers effectively, we will create highly accessible Facebook ads. **Each post will feature descriptive captions** that clearly explain visual content, and all images will include manual, transcribed alternative text optimized for screen readers. We will avoid emojis and special characters that may interfere with accessibility tools, and use CamelCase hashtags. CamelCase is the act of capitalizing the first letter of each word in hashtags, like #CamelCaseAccessible. This makes it **easier for screen readers** to read the hashtag as separate words, rather than one continuous string of text, improving clarity and understanding for users,

How SafeSight Makes Money

SafeSight sells its smart glasses to institutions at a wholesale price. SafeSight will also sell its smart glasses directly to consumers at a premium retail price on its online storefront.

Business To Business

Institutions, Care Facilities

\$599

Gross margin 65.20%

Direct-To Consumer

Families, Visually Impaired

\$999

Gross margin 79.20%

B2B Partnerships - 90%

SafeSight expects 90% of sales to come from institutional B2B partnerships, as assistive technology is predominantly purchased through organizations. Direct-to-consumer sales represent the remaining 10%, who seek SafeSight independently through our online storefront.

App Subscription Model

SafeSight's companion app generates recurring revenue alongside every device sold. The app unlocks key features, empowering users to enhance their safety and independence. This revenue stream ensures long-term, recurring revenue from every device sold.

Standard Subscription

\$9.99/mo

Real-time caregiver connectivity, live location tracking, and live vision through the glasses camera. Includes a dashboard to monitor and manage multiple individuals simultaneously.

Basic Subscription

\$0/mo

Full device features included. Caregiver tracking and real-time camera access are limited. Designed for independent users who do not require active monitoring.

50%

of all SafeSight device owners are expected to convert to a paid monthly subscription. Since most of our customers are institutions, they will utilize our app subscription, for our caregiver dashboard to manage multiple individuals simultaneously.

Customer Lifetime Values

Business to Business

4 device purchases x \$599.	\$2,396
Manufacturing cost x 4.	-\$827
App revenue (240 months).	\$2398
App maintenance cost.	-\$478
Total CLV	\$3,489

Direct To Consumer

4 device purchases x \$999.	\$3,996
Manufacturing cost x 4.	-\$827
App revenue (240 months).	\$2398
App maintenance cost.	-\$478
Total CLV	\$5,089

Assumptions: Customer lifespan 55–75 years. Device is repurchased every 5 years. Glasses Manufacturing cost @ \$206.83 per unit. App maintenance cost @ \$1.99/month

Cost Structure

Hardware cost- Unit Cost by Year

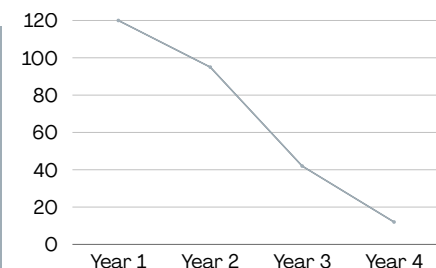
Hardware cost structure	Year 1 cost	Year 3 cost
lithium ion battery (rechargeable)	\$6.50	\$4.20
Raspberry Pi 5 (year 1)	\$75	\$45
Time of flight camera system	\$109	\$85
IMU sensor	\$6	\$1.97
GPS module	\$6.71	\$1.13
Microphone (ECM)	\$0.50	\$0.10
Memory (1GB ram)	\$4.00	\$0.75
Charging module (magnet usb)	\$0.90	\$0.90
Plastic frames	\$8	\$3.99
Connectors/flex cables	\$1.20	\$0.80
Bone conduction audio	\$5	\$2.70
Printed circuit board	\$8	\$8
Total hardware cost	\$231.88	\$154.54
Distribution via 3PL	\$20.77	\$6.50
Labor cost	\$5	\$3.79
Total cost	\$257.65	\$164.83

The cost to manufacture the hardware of our SafeSight assistive eyewear is shown on the left. By Year 3, we plan to significantly reduce the unit cost as increased sales provide the necessary funds. We will transition to a custom system on chip (SoC) board, which integrates the processor, memory, and electronics into a single compact board. This lowers both cost and power consumption. Additionally, we will incorporate the Time of Flight depth sensor and RGB camera directly onto this custom circuit board. This eliminates several stand alone modules and reduces bulk. **By Year 3, we aim to sell over 5,000 units, which will decrease our shipping and storage costs per unit.** The total hardware cost will be drastically reduced due to lower production costs and bulk purchasing.

Software cost- Software unit cost (\$); 1k units vs 100k

Software (variable) units produced	1000	2000	10,000	100,000
Cloud cost	\$40,000	\$60,000	\$120,000	\$300,000
AI processing cost	\$35,000	\$60,000	\$150,000	\$400,000
Maintainance	\$45,000	\$70,000	\$150,000	\$300,000
Total cost	\$120,000	\$190,000	\$420,000	\$1,000,000
Per unit cost in (\$)	\$120	\$95	\$42	\$12

Software unit cost by year



The software cost breakdown is shown above. We are committed to maintaining high standards for AI processing. Our users rely on this system for label scanning, assessing food freshness, detecting objects, and assisting with road crossings. We will utilize an efficient and scalable cloud infrastructure (Amazon Web Services), where costs decrease with greater usage. **Cloud expenses are influenced by real-time caregiver synchronization,** secure data storage, and responsive app performance, this is supported by a system designed to manage millions of daily requests without disruption. As we scale, the cost per unit of our software drops drastically, **from \$120 per unit at 1,000 units to just \$12 per unit at 100,000 units.** This equates to a 90% reduction in cost, driven by economies of scale.

Final product cost- Final Product Cost (\$) Year 1 vs 3

Final glasses cost	Year 1 cost per unit	Year 3 cost per unit
Hardware	\$231.88	\$154.54
Software	\$120	\$42
Labor	\$5	\$3.79
Distribution	\$20.77	\$6.50
Total cost (\$)	\$377.65	\$206.83

Customer acquisition -

\$66,550 (Marketing Spend)

1130 (Customers Acquired)

\$59.80 CAC PER PERSON

Customer acquisition cost is low because we cannot use traditional digital marketing methods

We plan to spend \$66,550 on marketing in the first year, focusing primarily on content marketing. We estimate acquiring approximately 1,130 customers in Year 1, primarily through B2B partners.

Human resource cost-

Human Resources cost	Quantity	Salary per year	Total HR cost per year	Average monthly HR cost
Ai and Machine Learning Engineer	3	\$50,000	\$150,000	\$12,500
App Developer (Desktop+Mobile)	2	\$30,000	\$60,000	\$5,000
Backend Developer	2	\$40,000	\$80,000	\$6,666
User Experience Designer	1	\$25,000	\$25,000	\$2,803
Operations Manager	1	\$20,000	\$20,000	\$1,666
Marketing Manager	1	\$25,000	\$25,000	\$2,083
Customer Support Representative	1	\$12,000	\$12,000	\$1,000
Total	11	\$202,000	\$372,000	\$33,818

SafeSight will build its core technical team offshore in India, leveraging the region’s strong English-speaking talent, AI expertise, and lower labor costs. Key hires include AI and Machine Learning engineers, mobile app developers, and backend developers. We need them to focus on our **safety critical AI software**, crossplatform app, and cloud infrastructure. Since we are outsourcing manufacturing to our Shenzhen OEM, we will not include this cost in HR, keeping HR focused on tech innovation and customer experience. This approach delivers top talent at **40-60% lower costs** than domestic hiring, maximizing quality and cost efficiency.

Start up cost-

Business startup cost	Cost	Estimates based on following sources
Business registration (WA)	\$380	Washington Secretary of State
Legal contracts (OEM, NFB, etc)	\$6,000	NWBizLaw
Product liability insurance	\$4,000	Easy Insurance LLC
Accessibility & compliance consulting	\$7,000	American with Disabilities Act
Software development	Cost	Estimates based on following sources
Mobile app (cross platform)	\$190,000	React Native
Operating system/firmware	\$200,000	Keli uVision
AI model training, labeling, etc	\$575,000	Microsoft Phi-3
Voice assistant (TTS & commands)	\$40,000	Microsoft AZURE AI
Cloud infrastructure & architecture	\$230,000	Amazon Web Services
Total	\$1,252,380	

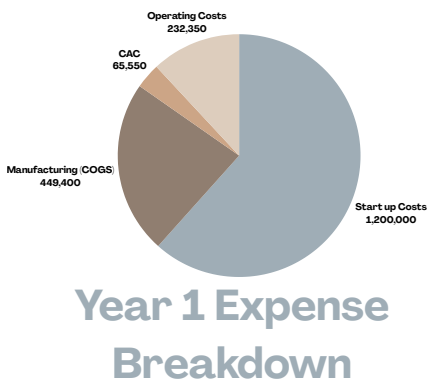
Our total startup costs are detailed above, covering all essential assets and expenses required to launch SafeSight. Of the total \$1,252,380, \$375,000 will be contributed by co founders Mallory Mitchell and Disha Santosh, sourced through personal savings. To fund the remaining \$877,380, we pursued **a non-dilutive funding strategy** primarily through grants. We received the **SBIR (Small Business Innovation Research) Phase I grant**, which supports socially impactful technology developments. Additionally, we secured the **Microsoft Accessibility Innovation Grant**, which covers the Azure AI module, and AI training (\$615,000). The remaining \$277,380 is financed through non dilutive impact-focused angel investors (Enable Ventures). **With SafeSight’s start-up costs fully covered, your investment will represent SafeSight’s only equity stake**, providing no dilution and the potential for significant returns as we grow.

Projected First Year Income Statement by Month

SafeSight is projected to generate **\$716,624.63 in revenue** during its first year of operation through the sale of **1,113 units** of our glasses. Each pair will retail for \$999 to consumers and \$599 to partnered institutions such as senior living facilities, hospitals, and rehabilitation centers. Total Year 1 expenses are estimated at \$2,036,736, primarily driven by initial AI development required for user safety and reliability. **Peak sales are expected to occur during the holiday season**, when consumer technology purchases typically rise, sales also increase during accessibility technology conferences such as CSUN and ATIA, where the product will be demonstrated to potential customers and accessibility institutions. These events are key drivers for profitability and B2B partnerships leading into Year 2.

	January	February	March	April	May	June	July	August	September	October	November	December	Year-1 totals
Unit Drivers													
Unit Price per SafeSight Glasses - DTC	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	
Unit Price per SafeSight Glasses B2B	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	\$599	
App Subscription Price	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	
DTC Quantity Sold	0	0	0	1	2	4	6	10	15	20	25	30	113 units
B2B Quantity Sold	0	0	0	0	0	0	50	100	150	150	250	300	1000 units
# of App Subscriptions acquired	0	0	0	1	1	2	28	55	83	85	138	165	558 subscriptions
Revenue Streams													
Revenue from Retail Sales	\$0.00	\$0.00	\$0.00	\$999.00	\$1,998.00	\$3,996.00	\$5,994.00	\$9,990.00	\$14,985.00	\$19,980.00	\$24,975.00	\$29,970.00	\$112,887.00
Revenue from B2B (Wholesale) Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$29,950.00	\$59,900.00	\$89,850.00	\$89,850.00	\$149,750.00	\$179,700.00	\$599,000.00
Revenue from App Subscriptions	\$0.00	\$0.00	\$0.00	\$9.99	\$9.99	\$19.98	\$279.72	\$549.45	\$829.17	\$849.15	\$1,378.62	\$1,648.35	\$5,574.42
Others													
Total Revenue	\$0.00	\$0.00	\$0.00	\$1,008.99	\$2,007.99	\$4,015.98	\$36,223.72	\$70,439.45	\$105,664.17	\$110,679.15	\$176,103.62	\$211,318.35	\$717,461.42
Expenses													
Cost Of Goods Sold													
Hardware Costs	\$0.00	\$0.00	\$0.00	\$257.65	\$515.30	\$1,030.60	\$14,428.40	\$28,341.50	\$42,512.25	\$43,800.50	\$70,853.75	\$85,024.50	\$286,764.45
Software Cost	\$0.00	\$0.00	\$0.00	\$120.00	\$240.00	\$480.00	\$6,720.00	\$13,200.00	\$19,800.00	\$20,400.00	\$33,000.00	\$39,600.00	\$133,560.00
Distribution	\$0.00	\$0.00	\$0.00	\$20.77	\$41.54	\$83.08	\$1,163.12	\$2,284.70	\$3,427.05	\$3,530.90	\$5,711.75	\$6,854.10	\$23,117.01
Labor	\$0.00	\$0.00	\$0.00	\$5.00	\$10.00	\$20.00	\$280.00	\$550.00	\$825.00	\$850.00	\$1,375.00	\$1,650.00	\$5,565.00
Total COGS	\$0.00	\$0.00	\$0.00	\$403.42	\$806.84	\$1,613.68	\$22,591.52	\$44,376.20	\$66,564.30	\$68,581.40	\$110,940.50	\$133,128.60	\$449,006.46
Customer Acquisition Costs													
Advertising Spend	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,500.00	\$1,750.00	\$2,000.00	\$3,000.00	\$3,500.00	\$3,500.00	\$4,000.00	\$4,500.00	\$25,750.00
Influencer Outreach	\$0.00	\$0.00	\$0.00	\$300.00	\$300.00	\$400.00	\$500.00	\$500.00	\$500.00	\$500.00	\$600.00	\$700.00	\$4,300.00
Events/ Conferences (CSUN, ATIA)	\$0.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$18,000.00
Salesperson Salaries (Hourly Pay)	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$3,000.00	\$18,500.00
Total Customer Acquisition Costs	\$0.00	\$0.00	\$1,000.00	\$4,300.00	\$4,800.00	\$5,150.00	\$7,000.00	\$8,000.00	\$8,500.00	\$8,500.00	\$9,100.00	\$10,200.00	\$66,550.00
Start Up Costs													\$0.00
Product R&D (Initial production setup)	\$10,000.00	\$20,000.00	\$20,000.00										\$50,000.00
Prototyping	\$10,000.00	\$5,000.00	\$0.00										\$15,000.00
Initial App Development	\$60,000.00	\$100,000.00	\$30,000.00										\$190,000.00
Operating Systems/firmware	\$100,000.00	\$50,000.00	\$50,000.00										\$200,000.00
AI Model Training/labeling etc	\$50,000.00	\$150,000.00	\$375,000.00										\$575,000.00
Voice Assistant/TTS	\$10,000.00	\$10,000.00	\$20,000.00										\$40,000.00
Cloud Infrastructure and Architecture	\$10,000.00	\$50,000.00	\$50,000.00										\$110,000.00
Legal fees (Business registration etc)	\$1,000.00	\$8,000.00	\$8,380.00										\$17,380.00
User Testing	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,000.00	\$3,000.00	\$15,000.00
Real time Sync Database	\$10,000.00	\$10,000.00	\$20,000.00										\$40,000.00
Total Start Up Costs	\$262,000.00	\$404,000.00	\$574,380.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,000.00	\$3,000.00	\$1,252,380.00
Business Operating Costs													\$0.00
Lease Expenses	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
HR Costs	10,000	\$10,000	\$10,000	\$15,000	\$15,000	\$20,000	\$20,000	\$22,000	\$25,000	\$32,000	\$32,000	\$32,000	\$243,000
Insurance	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Others	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Total Business Operating Costs	\$12,150	\$12,150	\$12,150	\$17,150	\$17,150	\$22,150	\$22,150	\$24,150	\$27,150	\$34,150	\$34,150	\$34,150	\$268,800
Total Expenses	\$274,150	\$416,150	\$587,530	\$22,853	\$23,757	\$29,914	\$52,742	\$77,526	\$103,214	\$112,231	\$156,191	\$180,479	\$2,036,736
Total Net Cash From Operating Activities	-\$274,150	-\$416,150	-\$587,530	-\$21,844	-\$21,749	-\$25,898	-\$16,518	-\$7,087	\$2,450	-\$1,552	\$19,913	\$30,840	-\$1,319,275

Income Statement includes one-time startup expenditures of \$1,252,380 (total cash spent). Financing for this is shown in the Cash Flow



Accounting Notes: Income Statement



Revenue starts low in April, then grows steadily each month, reflecting ramp up in operations and customer acquisition.



Expenses front loaded in the first three months due to pre-launch, operational, and startup costs, then stabilizes mid year as operations normalize.



January to March: High expenses, zero revenue + negative cash flow.



April to August: Revenue growth starts offsetting expenses, net loss reduces.

September to December: Positive net cash from operations, showing breakeven and profitability trends.

Projected 1st Year Cashflow Statement By Month

	January	February	March	April	May	June	July	August	September	October	November	December	TOTALS
Operating Activities													
Cash Inflows													
Units Sold- Retail	0	0	0	1	2	4	6	10	15	20	25	30	113
Units Sold- Wholesale	0	0	0	0	0	0	50	100	150	150	250	300	1000
App Subscriptions Acquired	0	0	0	1	1	2	28	55	83	85	138	165	558
Revenue	\$0.00	\$0.00	\$0.00	\$1,008.99	\$2,007.99	\$4,015.98	\$36,223.72	\$70,439.45	\$105,664.17	\$110,679.15	\$176,103.62	\$211,318.35	\$717,461.42
Cash Outflows													
Expenses	\$274,150.00	\$416,150.00	\$587,530.00	\$22,853.42	\$23,756.84	\$29,913.68	\$52,741.52	\$77,526.20	\$103,214.30	\$112,231.40	\$156,190.50	\$180,478.60	\$2,036,736.46
Net Cash from Operating Activities	-\$274,150.00	-\$416,150.00	-\$587,530.00	-\$21,844.43	-\$21,748.85	-\$25,897.70	-\$16,517.80	-\$7,086.75	\$2,449.87	-\$1,552.25	\$19,913.12	\$30,839.75	-\$1,319,275.04
Financing Activities													
Cash Inflows													
Angel Investment (Enable Ventures	\$277,380.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Grant Funding (SBIR + Microsoft)	\$600,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Owner Investments	\$375,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Cash Outflows													
Startup Costs	\$1,252,380.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Loan Principal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Loan Interest	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Net Cash from Financing Activities	\$1,252,380.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,252,380.00
Net Cash Flow	\$978,230.00	-\$416,150.00	-\$587,530.00	-\$21,844.43	-\$21,748.85	-\$25,897.70	-\$16,517.80	-\$7,086.75	\$2,449.87	-\$1,552.25	\$19,913.12	\$30,839.75	
Begginning Cash Balance	\$0.00	\$978,230.00	\$562,080.00	-\$25,450.00	-\$47,294.43	-\$69,043.28	-\$94,940.98	-\$111,458.78	-\$118,545.53	-\$116,095.66	-\$117,647.91	-\$97,734.79	
Ending Cash Balance	\$978,230.00	\$562,080.00	-\$25,450.00	-\$47,294.43	-\$69,043.28	-\$94,940.98	-\$111,458.78	-\$118,545.53	-\$116,095.66	-\$117,647.91	-\$97,734.79	-\$66,895.04	

SafeSight projects a negative Year 1 net cash outflow of \$66,895 due to significant initial startup investments in AI development and manufacturing setup. With projected **revenue of \$717,461** and startup funding of \$1,252,380, the company **nearly reaches break-even** in its first year, and positions itself for positive cash flow as sales scale in Year 2.

Projected 5 year Income Statement

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue Streams					
Units Sold- Retail	113	280	580	1,100	1,950
Units Sold- Wholesale	1000	2,520	5,220	9,900	17,550
App Subscriptions Acquired	558	1,400	2,900	5,500	9,750
Total Units Sold	1,113.00	2,800	5,800	11,000	19,500
Revenue from Retail Sales	\$112,887.00	\$279,720.00	\$579,420.00	\$1,098,900.00	\$1,948,050.00
Revenue from Wholesale	\$599,000.00	\$1,509,480.00	\$3,126,780.00	\$5,930,100.00	\$10,512,450.00
App Subscription Revenue	\$5,574.42	\$167,832.00	\$347,652.00	\$659,340.00	\$1,168,830.00
Total Revenue	\$717,461.42	\$1,957,032.00	\$4,053,852.00	\$7,688,340.00	\$13,629,330.00
Expenses					
Cost of Goods Sold (total)	\$449,006.46	\$553,156.00	\$965,466.00	\$1,712,448.00	\$2,948,381.00
Hardware	\$286,764.45	\$336,000.00	\$696,000.00	\$1,320,000.00	\$2,340,000.00
Software	\$133,560.00	\$145,000.00	\$120,000.00	\$108,978.00	\$105,866.00
Distribution	\$23,117.01	\$58,156.00	\$120,466.00	\$228,470.00	\$405,015.00
Labor	\$5,565.00	\$14,000.00	\$29,000.00	\$55,000.00	\$97,500.00
Customer Acquisition Costs (total)	\$66,550.00	\$96,015.00	\$163,343.00	\$241,959.00	\$329,545.00
Advertising Spend	\$25,750.00	\$40,000.00	\$85,000.00	\$150,000.00	\$225,000.00
Influencer Outreach	\$4,300.00	\$6,787.00	\$9,898.00	\$13,454.00	\$16,545.00
Events/ Conferences (CSUN, ATIA)	\$18,000.00	\$26,878.00	\$42,895.00	\$45,955.00	\$50,000.00
Sales Person Salaries (Hourly Pay)	\$18,500.00	\$22,350.00	\$25,550.00	\$32,550.00	\$38,000.00
Business Operating Costs (total)	\$268,800.00	\$354,868.00	\$382,942.00	\$511,141.00	\$619,693.00
Lease Expenses	\$24,000.00	\$18,900.00	\$22,550.00	\$24,550.00	\$25,550.00
HR Costs	\$243,000.00	\$334,550.00	\$357,900.00	\$483,550.00	\$590,000.00
Others	\$600.00	\$473.00	\$1,500.00	\$2,000.00	\$3,000.00
Insurance	\$1,200.00	\$945.00	\$992.00	\$1,041.00	\$1,143.00
Taxes after donation deductible (21%)	\$0.00	\$200,108.53	\$529,584.67	\$1,246,864.56	\$2,228,688.49
Donation to Federation of Blind (NFB)	\$0.00	\$0.00	\$20,269.26	\$38,441.70	\$68,146.65
Total Expenses	\$784,356.46	\$1,204,147.53	\$2,061,604.93	\$3,750,854.26	\$6,194,454.14
Gross Profit	\$268,454.96	\$1,403,876.00	\$3,088,386.00	\$5,975,892.00	\$10,680,949.00
Net Profit	-\$66,895.04	\$752,884.47	\$1,992,247.07	\$3,937,485.74	\$7,434,875.86

Financing for Start Up Expenditures Included

By Year 5, we expect **12 institutional partners** averaging 1,460 users each, producing 17,550 wholesale units. As SafeSight scales, total glasses cost decreases from \$377 to \$206 due to economies of scale. These savings are **reinvested in growth** through increased advertising and expanded conference presence to reach more institutional buyers. Institutional partnerships, **each serving 1,000 to 2,000 users**, drive growth with a 3–5 year repurchase cycle for assistive technology, creating predictable demand. This model propels SafeSight from 1,113 units sold in Year 1 to over **19,500 total units sold by Year 5**, making it profitable in Year 2 as startup costs are mitigated.

Year 3 is SafeSight’s inflection point, when every revenue stream expands by more than **100% year-over-year**. SafeSight’s growth is a sign of a broader market shift. Rapid adoption follows naturally as the visually impaired become more comfortable with AI powered assistive technology. As more and more people purchase SafeSight, the app subscription revenue rises with the sales of devices, which provides long term profitability. As a result, SafeSight achieves **over \$12.5M in revenue**, and nearly **\$7.4M in net profit** by Year 5.

Revenue vs Expenses



Proposed Plan to Meet Capital Needs

We will use a forward revenue multiple to calculate SafeSight’s valuation. SafeSight operates in the AI-enabled consumer hardware and software industry. According to [Equidam.com](https://www.equidam.com), comparable companies that combine smart hardware with recurring software revenue typically use a revenue multiple of 2-6. Because SafeSight has recurring software revenue, expanding gross margins, and institutional B2B partnerships, SafeSight adopts a conservative multiple of 4 . To determine SafeSight’s valuation, we multiply our projected Year 2 revenue of \$1,957,032 by this multiple, resulting in an implied pre-money valuation of approximately \$7.83 million.

\$1,957,032

Year 2 Revenue

×

4

Revenue Multiple

=

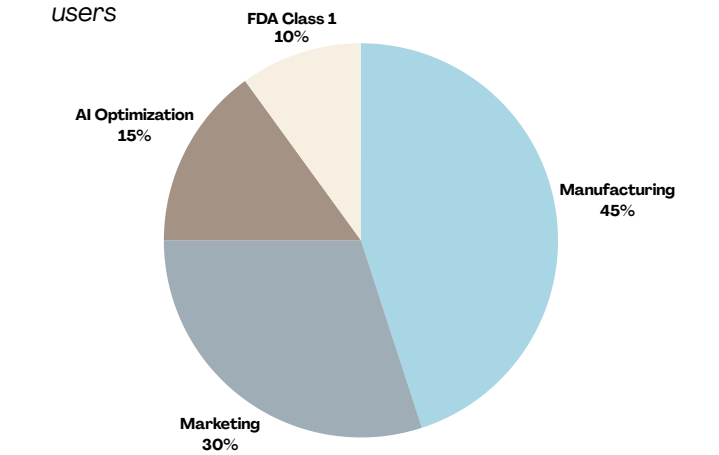
\$7,828,128

Pre Money Valuation

SafeSight is seeking **\$1,000,000 in investment**, at a pre-money valuation of \$7.83 million. in exchange for an 11.3% equity stake in our company. This investment funds SafeSight through Year 3, enabling us to scale manufacturing, secure key clinical and institutional partnerships, and pursue FDA Class I exemption to unlock insurance reimbursement. By Year 5 SafeSight projects \$7.43M in net profit. Using a conservative 5x profit multiple, which is consistent with comparable companies in the AI assistive-technology market. SafeSight’s enterprise value would be nearly \$37.17M. Therefore, An 11.3% equity stake at that valuation would be worth approximately **\$4.20M**. Representing a \$3.20M gain on a \$1M investment. **This equates to substantial 320% return** in just 5 years.

Uses for Capital Investment

- \$450,000 - Manufacturing Scale**
 - Advance component purchasing to avoid backorders
 - Increase production capacity with partner
 - Risk mitigation (Buffer Money)
 - Ability to shift assembly to the U.S. if needed
- \$300,000- Institutional Marketing**
 - Dedicated sales agents across key regions to secure partnerships
 - Running pilot programs across the nation
 - Hosting “try it yourself” workshops at schools for the blind, rehab centers, and state agencies
 - Digital campaigns focused on agencies, institutions, and accessibility organizations
 - Exhibiting at major conferences (CSUN, ATIA, AER, NFB, etc)
 - Travel and demos for institutional buyers
- \$150,000- AI Optimization**
 - Evaluating and optimizing AI models to ensure safety and reliability
- \$100,000- FDA Class 1 Exemption**
 - Filing, compliance, and legal documentation
 - Regulatory support to reduce out-of-pocket costs for users



SafeSight’s Growth Plan

Year 1

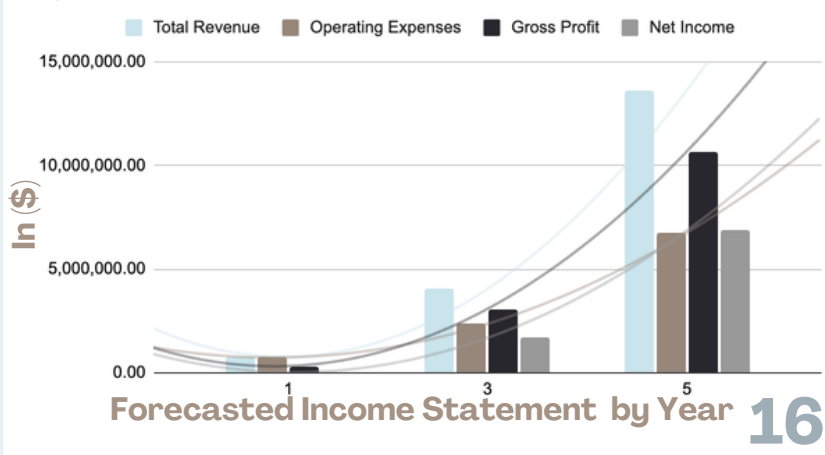
We will focus on wholesale, by attending key expos such as CSUN and ATIA, and building relationships with early adopters and partner organizations. The goal is to provide a reliable, product while generating early revenue and learning from user feedback.

Year 3

We will scale manufacturing to reduce unit costs and continue improving our AI navigation features. Our main goal is to establish institutional partnerships across the nation. We expect significant revenue growth driven by institutional adoption and lower production costs.

Year 5

We will begin expanding into a direct-to-consumer market. We plan to launch nationwide to individuals, partner with insurers and nonprofits, and introduce new consumer-focused features. Our biggest goal is to make SafeSight widely accessible.



Key Metrics

Key metrics play an important role in SafeSight's success by helping the business tracking performances across different areas of the business. They measure how well employees are working, how effective marketing efforts are, and how strong the company's financial health is. By analyzing these results, Safe Sight can identify what is working and what needs improvement. This helps the company. Increase efficiency attract more customers, and continue to develop smart glasses that improve life for the blind.

SafeSight's Key Metrics			
Metric	Purpose	Calculation	Improvement
Marketing metrics			
Conversion Rate	Measure how many visitors buy	$(\text{Conversions} \div \text{Visitors}) \times 100$	Improve website & trust signals
Cost Per Acquisition	Shows cost to gain new customers	$\text{Marketing spend} \div \text{New customers}$	Target ads & optimize campaigns
Customer Retention Rate	Tracks loyalty and repeat users	$(\text{End customers} - \text{New customers}) \div \text{Start customers} \times 100$	Improve support & offer perks
Social Media Engagement	Tracks audience interest	$(\text{Interactions} \div \text{Followers}) \times 100$	Post user stories & visuals
Financial metrics			
Gross Profit Margin	Measure profit after production costs	$(\text{Revenue} - \text{COGS}) \div \text{Revenue} \times 100$	Lowers cost, raise efficiency
Net Profit Margin	Shows total profit after all expenses	$\text{Net profit} \div \text{Revenue} \times 100$	Reduce expenses, boost sales
Break Even Point	Finds how many units needed to cover costs	$\text{Fixed cost} \div (\text{Price} - \text{Variable cost})$	Lowers costs, raises profit
Cash Flow	Tracks money in vs. out	$\text{Cash inflows} - \text{Cash outflows}$	Speeds up payments, manages expenses
ROI (return on investment)	Measure returns on investments	$(\text{Profit} - \text{Cost}) \div \text{Cost} \times 100$	Foccus on high - return activities
Employee metrics			
Employee Productivity	To find how much work employees get done	$\text{Total output} \div \text{Total hours worked}$	Foccus on working faster and more efficiently
Employee Satisfaction	Measures how satisfied employees are	$(\text{Survey score} \div \text{Total possible score}) \times 100$	Create a positive & supportive work space

Technology

Our competitors focus on single capability eyewear, such as text-to-speech (Envision) or premium camera hardware. SafeSight, on the other hand integrates discreet bone conduction audio, obstacle detection, food label scanning, and text-to-speech.

Competitors would need to redesign their entire hardware and software to match this level of integration.

SafeSight's advantage lies not in any single feature, but in the seamless collaboration of these technologies to support daily mobility and independence.

Affordability

Competitor's assistive smart glasses range from \$2,000 to \$4,000, making them unaffordable for many in the visually impaired community. SafeSight uses offshore engineering teams, efficient manufacturing, and SoC board integration to reduce costs by Year 3. This allows us to price our glasses at \$599, making them 40–60% more affordable than competitors. Large tech companies struggle to achieve this pricing due to higher labor costs, higher margin requirements, and more complex hardware pipelines. Our target market is primarily mid-to-low income customers. **SafeSight can quickly scale in price-sensitive segments that competitors cannot economically serve.**

Design

SafeSight discovered that blind users reject bulky or attention-drawing devices. SafeSight uses slim, neutral frame designs, integrated side controls with braille identifiers, nearly invisible camera placement, and discreet bone conduction audio. This “**socially invisible**” design provides unobtrusive independence, offering a significant advantage **over bulky headsets and prominent camera systems used by our competitors.**

Trust

SafeSight's mobile app and caregiver dashboard empower families to monitor their loved ones' live locations, receive fall and incident alerts, track route deviations, and access activity data. Our competitors only offer in-the-moment assistance. Our institutional partnerships embed SafeSight directly into rehabilitation and training programs, **making SafeSight the default solution before competitors can even enter the market.**

Key competitor analysis

Envision

Envision Glasses, a company specializing in smart eyewear, assist the blind and visually-impaired in reading and understanding their environment. Equipped with an app that informs users about their surroundings and uses text-to-speech technology, Envision Glasses prioritize text-to-speech functionality over innovation, putting them at risk. At \$2,500+, **the glasses are unaffordable** to those in need, hindering their growth and market penetration.

Competitive Analysis	SafeSight	Envision	Meta
Street Crossing Safety Alerts	✓	✗	✗
Real Time Obstacle Detection	✓	✗	✗
Caregiver Connection and Alerts	✓	✗	✗
Discreet Design and Audio	✓	✗	✓
Text to Speech Narration	✓	✓	✓

Meta

Meta AI currently offers a “Be My Eyes” feature, which only reads out labels. This limited function is not considered true assistive technology by the blind community and provides minimal real-world utility. While Meta may eventually add assistive features for blind users, their focus on premium hardware makes affordability and long-term reliability difficult to achieve. **Meta would require years of real-world testing with blind users to achieve SafeSight's level of reliability and usability.** SafeSight, in contrast, delivers a solution that balances both affordability and reliability, directly meeting the needs of our target users.

SafeSight represents something rare in a technology company; a solution that isn't a luxury or a passing trend, but a lifelong necessity for millions of people who deserve safety, dignity, and independence. This problem exists today, it will exist next year, and it will exist a decade from now. And SafeSight is one of the few solutions capable of meeting that need at scale. Our growth model is intentionally efficient: A handful of high-leverage institutional partnerships each year allows us to reach thousands of users at once, keeping acquisition costs low while every device generates recurring subscription revenue. As our hardware and software costs drop with scale, our margins widen dramatically, meaning your investment doesn't just create impact, it creates meaningful profit.

SafeSight is seeking a \$1,000,000 investment to secure an 11.3% equity stake. This funding will be crucial in achieving the critical milestones that will propel us through Year 3. These milestones include scaling manufacturing, securing clinical and institutional partnerships, and completing the FDA Class I exemption pathway to unlock insurance reimbursement. By Year 5, SafeSight projects a remarkable \$7.43M in net profit, which will support a valuation of \$37.17M. Consequently, an 11.3% stake in SafeSight will be worth \$4.20M, representing a substantial 320% return on a \$1M investment.

SafeSight is more than a business; it is a chance to transform everyday life for people the visually impaired while building a scalable, profitable company grounded in real demand and real impact. SafeSight proves that technology can change lives and create value at the same time. **SafeSight: advancing safety, and enabling independence for all visually-impaired.**

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COST STRUCTURE : Estimates based on Amazon Web Services public pricing, OpenAI API usage, and standard developer maintenance rates from Upwork.

Figure 1,2,3, and executive summary images (Product/App Models) are crafted with Microsoft Copilot, and DallE image generators

SafeSight SWOT analysis

Strengths

- Innovative assistive technology
- ‘Unique safety features
- Companion mobile app
- Accessible design

Weaknesses

- High development & production costs
- Dependence on accurate AI performance
- Target market has limited income
- Requires ongoing software updates

Opportunities

- Growing demand for assistive technology
- Partnership with healthcare providers, vision specialists & nonprofits
- International expansion
- Future upgrades

Threats

- Competition from tech companies
- Rapid technological change
- Privacy concerns
- ‘Economic downturn

Hi Disha,

Nice to meet you. I am Jimmy from domi.
I think the power consumption is the main issue for AI/AR glass in front of eyes.

The ToF cost is not the main issue: QVGA iToF sensor: less than 20usd, power consumption at 10fps: >500mW.

So you can see no iToF sensor using for AR glass.

Will you consider the 1dToF like VL53L4cd ?

Best Wishes.

Jimmy Jan

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Appendix A: OEM Communication Detailing Camera Sensor Specifications

Appendix B: Primary Communication with Washington State School for the Blind

Disha:

Thank you for reaching out. I would be glad to get on a call to chat with you and your team regarding your project. I am a blind person myself so would be able to answer questions regarding the feasibility and need for a product as you describe. One thing I would like to chat about when we meet is how your product differs from products such as meta glasses. I work Monday-Thursday, is there a good time to chat?

Corey Grandstaff, he/him

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SafeSight is currently being piloted with visually impaired users in schools for the blind and specialized institutions. Beyond 2030, as we transition to a direct-to-consumer model, SafeSight will expand beyond the blind community. This includes partnerships with industrial worksites, construction companies, and mining operations, settings where obstacle detection, hazard awareness, and real-time guidance can prevent serious injury or loss of life. By scaling into these sectors, SafeSight maximizes its outreach and overall market penetration