o r i e n s e

Supported by: HIGH TECH XL   Sk Skolkovo   TMT Investments

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Motivation (Why?)

There are **300M** of blind and visually impaired people in the world – **1 out of every 40 people**.
Only **2% of them can obtain a guide dog**.
It means that **98%** can not be independent. And they also make friends and relatives non-independent.

There are three main challenges for blind people:
geo-navigation, obstacle avoidance, object recognition.
We believe that modern technologies can tackle these challenges.

Challenge (How?)

The combination of computer vision and geo-navigation technologies together with our relevant experience allowed us to create the solution.
Our **patented technology** collects and processes an enormous amount of visual and location data to select and tell the most important.
We make our product together with the blind community to produce **useful and desired devices** for our customers.

The solution (What?)

Our product is a talking device, which helps to navigate from point A to point B, to bypass obstacles and to know what's around.
Our **breakthrough technology** allows us to combine all that existing solutions do, in one device, but at a **lower cost**.

We provide independence, social adaptation and new abilities.
And our goal is to give any blind person a chance for a new life.

"Everyone wants to be independent.
Oriense can return this feeling for millions of blind and visually impaired people"

Traction

Last year we **sold a 100 test devices** in Eastern Europe, without insurance coverage, proving customers are **willing to pay** for our device. We've already changed some lives and our customers send us highly inspiring feedback, including stories and audio-podcasts.
Now we're scaling worldwide and we have already signed a reseller agreement with Eurotek for at least **1000 units** after our mass-release. The agreement covers the markets of Poland, Germany and US and secures us a turnover up to **$0.9M**.

Market

$1.5 Billion* is spent annually on devices for blind, in the US alone. And $6 **Billion is spent** on guide dogs approximately.
Our SOM is **100k** people and we can have a turnover of over **$100M** in the next 5 years.

*Transparency Market Research

Moving forward

We're seeking for **$0.5M of investments** to finance our steps in 2017:
$250k for the **mass-production** and $250k for **sales rollout.**
Our key goals after investment are to get our product certified in EU and US and have the mass-production launched.
And to have a min. **1000 devices** shipped and a min. **3000 orders booked** for 2018.

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CEO & Founder
Social entrepreneurship enthusiast. 3 years of experience in sales & fundraising. Specialist, Robotics, Saint Petersburg State Polytechnical University

Konstantin Zhukov
CTO & Founder
Computer vision and navigation expert. 9 years of experience, including projects for Gazprom, LG, RosAtom. MSc, Robotics, Saint Petersburg State Polytechnical University

Vladimir Bunyakov
CTO & Founder
Hardware & image processing veteran. 20 years of experience, including projects for Hitachi, RosAtom, German Aerospace Agency. Specialist, Saint Petersburg Electrotechnical University

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