

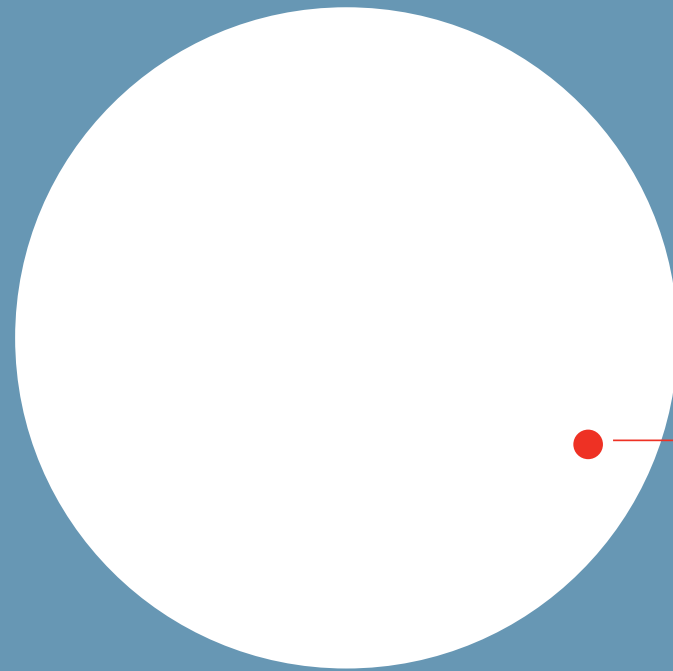
Education, Employment, Literacy and Independence for All



# Braille: The Global Standard



Why this design?



less than 1% can read braille

8.4 million Blind & Low-Vision  
population

# A Better Tactile Alphabet

A		·	E		·	O		∴	T		∴
B		∴	F		∴	P		∴	U		∴
C		∴	G		∴	Q		∴	V		∴
D		∴	H		∴	R		∴	W		∴
			I		·	S		∴	X		∴
			J		∴				Y		∴
			K		·				Z		∴
			L		·						
			M		∴						
			N		∴						

Shared by Everyone  
LEARNED IN MINUTES

ON  
○ □  
⠠ ⠨

OFF  
○ □ □  
⠠ ⠨ ⠨

IN  
□ □  
⠠ ⠨

OUT  
○ ○ □  
⠠ ⠨ ⠨

UP  
○ ⊖  
⠠ ⠨

OVER  
○ □ ⊖ ⊖  
⠠ ⠨ ⠨ ⠨

BE  
⊖ □  
⠠ ⠨

BACK  
⊖ ⊖ ⊖ □  
⠠ ⠨ ⠨ ⠨

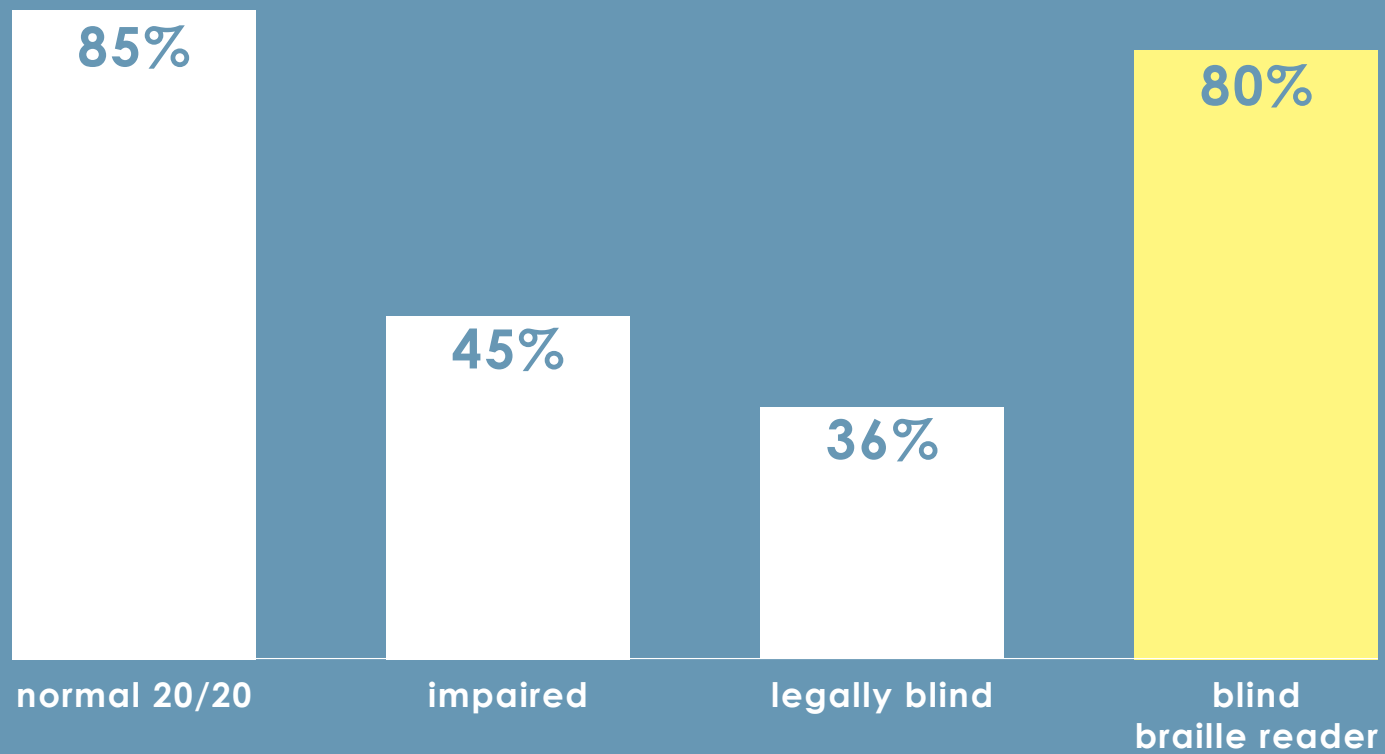
SOON  
⊖ ○ ○ □  
⠠ ⠨ ⠨ ⠨

COME  
⊖ ○ □ □  
⠠ ⠨ ⠨ ⠨

HERE  
□ □ ⊖ □  
⠠ ⠨ ⠨ ⠨

# Blind Literacy - Employment Rates

ELIA MAKES WORK POSSIBLE



# ELIA's Value to Community

A TYPICAL JOURNEY

## braille

Learns Braille  
in 1 year



1 person  
Neal



2 people  
Neal's Tutor

## ELIA



1 person  
Allison

Learns ELIA in 1 hour.



5 people  
Allison's Family

Learns ELIA by sight in 15 min.



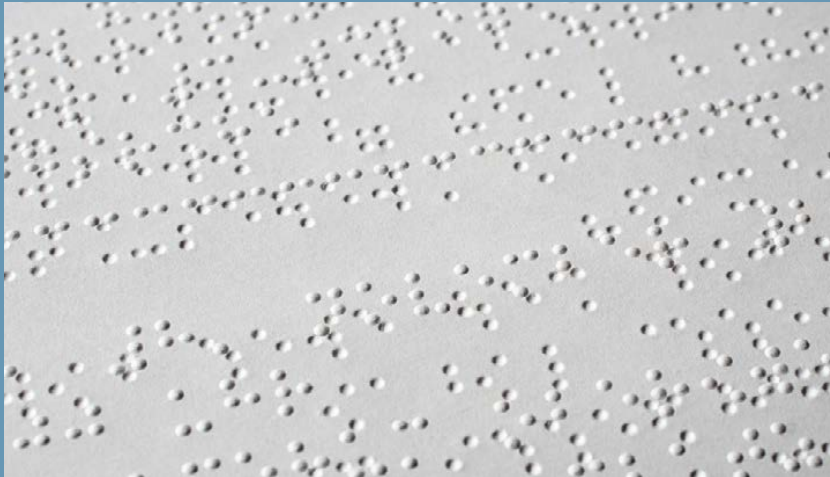
30 people  
Allison's classmates

Sharing ELIA by sight and by  
touch in 1 hour.



# The Value Proposition

A MODERN READING SYSTEM

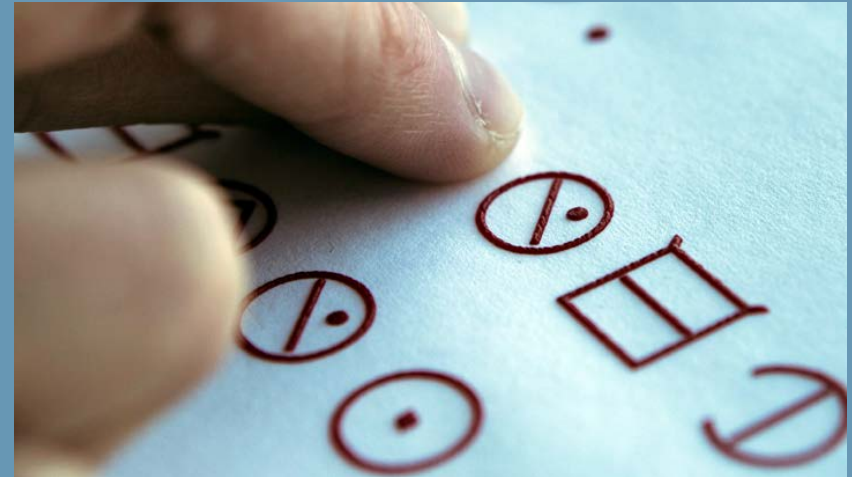


## Braille

Developed in 1824

Quill pens & covered wagons

Isolating



## ELIA





Best practices from current design

Leverage modern technology

Sharable

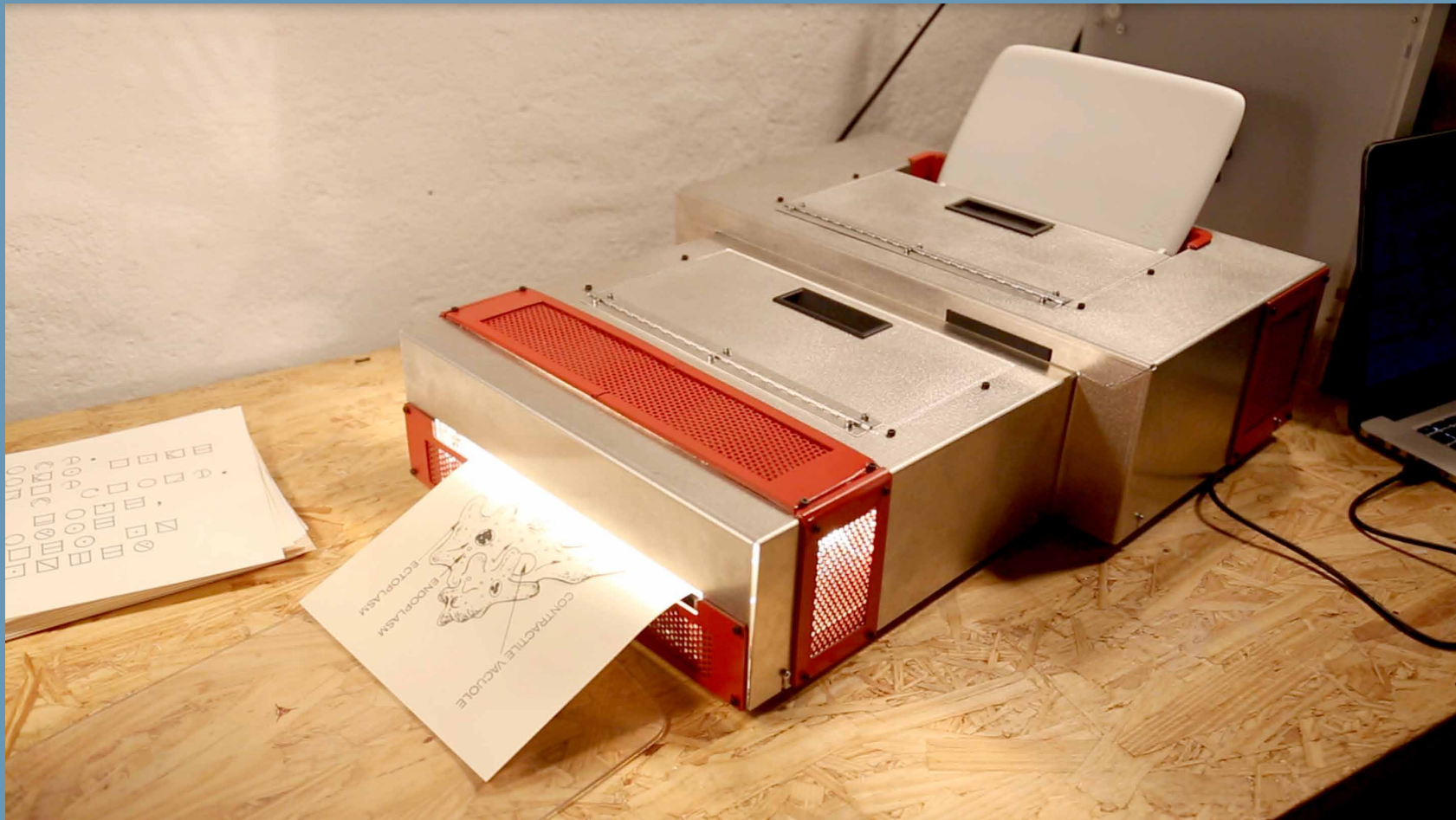
# Competition

CURRENT B/LV RESOURCES

		Pros	Cons
<b>Braille</b>		Low Cost, Manual, Digital Ubiquitous	Difficult to use/share
<b>Text to Speech</b>		Digital, Fluid Access to Information	Doesn't build literacy limited ADL/IADL use
<b>Text Enlargement</b>		Access to Visual Information	Doesn't build literacy limited ADL/IADL use
<b>Creative Modification</b>		Low cost, manual, serves ADL/IADL use	Doesn't build literacy No network effect

# How to Monetize ELIA

FIRST-TO-MARKET TACTILE PRINTER

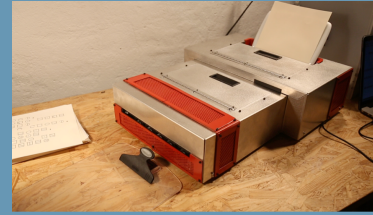




# Products and Services

## Hardware

Printers, Displays, Keyboards



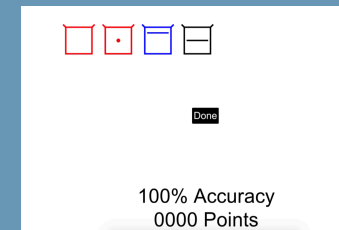
## Curriculum

Tactile Literacy and Graphics



## Software

Font Presentation, Gaming, OCR



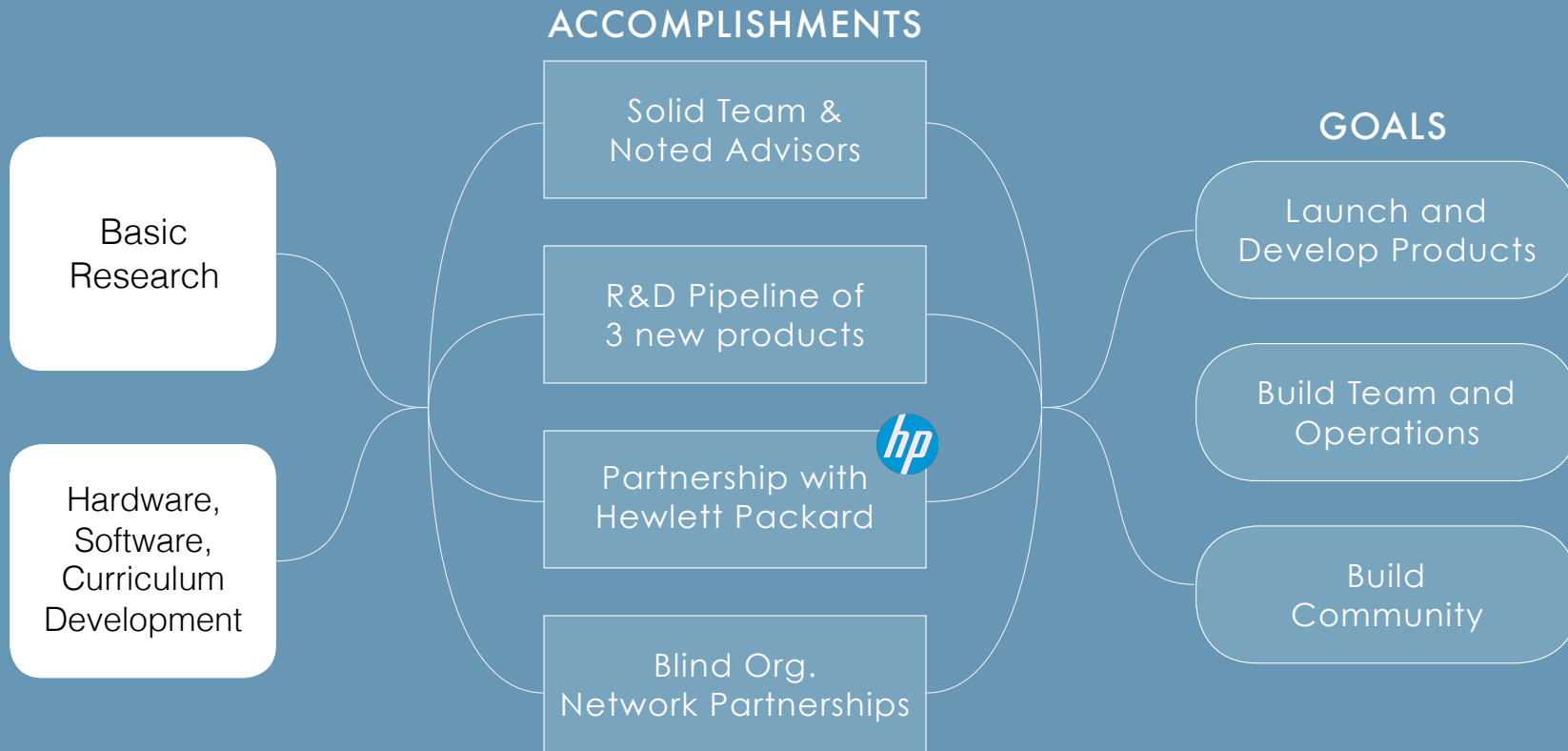
## Low Tech

Labeling and Low Vision



# Current Status & Accomplishments

FOUNDATION FOR ECOSYSTEM AND BRAND CREATED, PRINTER CLOSE TO LAUNCH



## Team

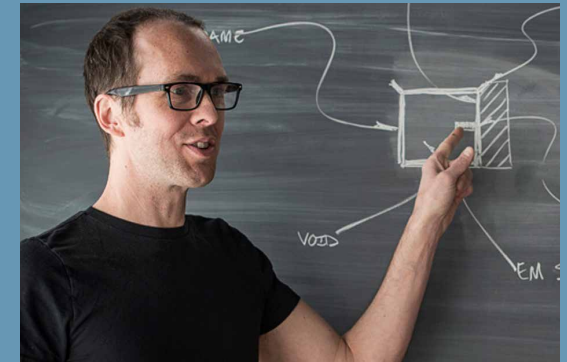
### **Andrew Chepaitis** CEO/Founder

Andrew leads the company's operations, including product development, grant writing, product support, and stakeholder outreach efforts. Under his leadership, the company has attracted and leveraged roughly \$450,000 in investor financing to win \$2.5 million in SBIR product development grants. A former equity research analyst (Credit Lyonnais USA), Andrew received an international business degree from Lehigh University, and an MBA from the University of New Haven. He holds three patents.



### **Reed DeWinter** Product Development Director

Reed co-founded Humanfactors Design Works, a creative consultancy focused on medical device and consumer products for companies including Stryker, Unilever, Philips, and LifetimeBrands. An excellent collaborator, he's adept throughout all phases of product development, from market research and concept generation to engineering and manufacturing liaison. He received a degree in industrial design from the University of Cincinnati, and holds two patents.



### **Byron Johnson** Research & Operations

Byron manages basic and applied research efforts for ELIA Life. He also helps to lead general operations. He has a comprehensive understanding of research design, data analysis, logistics, and organizational leadership. This expertise is applied to ELIA Life's pilot programs, marketing, product evaluations, and community building efforts. Byron holds a Bachelor's in Psychology from St. John's University and a Master's in Behavioral Neuroscience from Queens College (CUNY). By the time he completed his graduate studies, Byron was lead research assistant in a visual psychophysics lab and an adjunct lecturer for a statistics laboratory. Byron graduated from St. John's as a McNair Scholar.



# Team

**Walter Stoeckmann** - Sr Mech Engineer  
Walter brings over 30 years of engineering experience. Expert in materials and processes, he leads all phases of engineering, from prototype development to designing for manufacture. He has worked with companies such as 3M Corp, Zimmer Orthopaedics, Perkin Elmer, and Convatec. He is the author of nine patents and holds a degree in engineering from the University of New Hampshire.



**Steve Getz** - Engineering Director  
Steve was Director of Technology Assessment for Animas Corporation, a venture capital-funded company where he led its initial start-up phase to its current development team size of 35 employees. He has consulted for GE, PolyPharm Corp., Safegate Airport Systems, and Surgical Laser Technologies. Steve holds an electrical engineering degree from Drexel University and a Master's degree in electrical engineering from Penn State. He holds five patents.

**Dan Periard** - Systems Engineer  
While at Lockheed Martin, Dan specialized in digital video systems and handheld ballistic computers. He holds an aerospace engineering degree from Clarkson University and a Master's degree in engineering from Cornell University where, under Prof. Hod Lipson, PhD and Evan Malone, PhD, he was awarded a 2007 Breakthrough Award from Popular Mechanics for Innovation for their of 3-D printer system integration design.



**Claire Horvath** - Civil Engineer  
As a civil engineer, Claire served as procurement lead for multi-million dollar capital improvement projects, specializing in vendor relations and project management. Claire has worked on capital projects up to \$85M and personally lead \$20M in contracts. She graduated from Clarkson University where she earned a Civil Engineering degree with a concentration in Architecture.



# ELIA Wishes to Thank



## Our contact Information

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646 765 8585

# Appendix Materials

# Where ELT Adds Value

## Healthcare

- Lower LTC costs through independence,
- Greater Independence and faster ADL outcomes for OTs,
- Improved quality of life for OD's and ophthalmologists' Patients

## Education

- STEAM subjects, prose & graphics whole document literacy.
- Shared education in mainstream classrooms

## Employment / Vocational Training

- Accelerate independence, literacy, computer learning.
- They are the foundations of employment

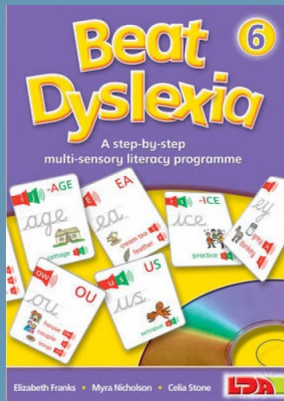
## Gaming and Productivity

- Competitive advantage with the ELIA Keyboard.
- Students, gamers & workers are faster & more accurate typists

# Expansion Opportunities

GOING BEYOND BLINDNESS & LOW VISION

## Dyslexia & Pre-literacy



## Assistive Products for Disability



## Custom Tactile & Consulting



## Tactile for the Sighted



# Grant Grading System

Grade	Status	Funding Source	Objectives
A	Commercialization	100% Internal and Investor Capital (\$500K-\$1m)	Reduce Market Risk, Generate ROI
A-	Final Research Report and IP Filing	SBIR/Foundation	Prepare for Commercialization
B+	Executing Phase II Research	SBIR/Foundation	Create a looks-like/works like prototype
B	Applied for Phase II Funding and good review	Discussion with Program Officer (if reapplication -\$5K-\$15K)	
B-	Applied for Phase II Funding	Internal and Investor Capital (\$5K-\$15K)	
C+	Completion of Phase I Research	SBIR/Foundation	Demonstrate Measurable Indication of Success
C	Executing Phase I Research	SBIR/Foundation	
C-	Applied for Phase I Research + Good Review	Discussion with Program Officer (possible reapplication (\$5K-\$15K))	
D+	Applied for Phase I Funding	Internal and Investor Capital (\$5K-\$15K)	
D	Preliminary Groundwork pointing to feasibility	Internal and Investor Capital (\$5K-\$10K)	
D-	Prototype/sketch	Internal and Investor Capital (\$100 - \$5K)	
G	A good idea	Literature search and BS about it	