

Please note - The titles used in this document provide a clear structure to your business plan. You may choose to make minor changes to suit your particular situation.

Name: AVision

Business Plan for: Auxiliary Vision for people with visual impairments

(Please use this template in conjunction with the guide [Prepare a business plan](#), where you will find information about how to use your business plan as well as [instructions on how to use this template](#))

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In connection with the rapid development of technology, in many areas of human activity a significant place is occupied by the introduction and improvement of technologies in the field of medicine to help people with disabilities. So nowadays more and more new gadgets and equipment for blind people are being introduced. Globally World Health Organization, it is estimated that approximately 1.3 billion people live with some form of distance or near vision impairment. With regards to distance vision, 188.5 million have mild vision impairment, 217 million have moderate to severe vision impairment, and 36 million people are blind. With regards to near vision, 826 million people live with a near vision impairment. Population growth and ageing will increase the risk that more people acquire vision impairment. A person's experience of vision impairment varies depending upon many different factors. This includes for example, the availability of prevention and treatment interventions, access to vision rehabilitation (including assistive products such as glasses or white canes), and whether the person experiences problems with inaccessible buildings, transport and information.

This problem aroused great interest from our group. These indicators are very well reflecting the current depressing situation that has developed around people with disabilities, namely with defects of visual abilities. People who are not able to see often find themselves in a situation where they can receive different degrees of injury and even put their lives at risk. There are many cases when blind people relying on a white cane or a guide dog were mistaken, hit the walls, trees or hanging signs. Based on these facts, would like to make people with disabilities, people with supernormal abilities.

The main idea is to create a device called AVision. This device is designed to improve the quality of life of people with visual impairments. The device is a glasses with built-in high-definition cameras, with which the environment around the blind is duplicated; a headset that alerts about what is around the blind or about the route data; GPS navigation system to determine the location; a gyroscope, to track turns of a person's head and determine its position in space.

The novelty of the devices lies in the combination of some VR and AR technologies to help people with visual defects, does not require surgery. Our idea will be based on 3 rules and on 3 «no». We are trying to create a device that will be compact, functional and affordable for the whole world, i.e. no extra wires and control units, no overall dimensions and no high prices for this device.

The main user and buyers of this product will be people who have visual defects. But based on the tendency of social assistance to people with disabilities on the part of the state and world organizations, the possibility of reaching an agreement with large corporations will be considered. At the initial stage of sales, pharmacies and opticians will be selected as a marketing platform.

2 Business details

Company name:

AVision

Address:

Kazakhstan, Almaty

Telephone number:

+7(702)0691859

Legal status:

Start-up project

The business will: (Provide a brief description of what your business will do.)

The main idea is to create a device called AVision. This device is designed to improve the quality of life of people with visual impairments. The device plays the role of an assistant for the blind to orient it in space. With this device, the blind can easily identify and circumvent obstacles, determine the shape and size of objects, fix the numbers of buses and city alarms. The device is a glasses with built-in high-definition cameras, with which the environment around the blind is duplicated; a headset that alerts about what is around the blind or about the route data; GPS navigation system to determine the location; a gyroscope, to track turns of a person's head and determine its position in space.

3 Key personnel

Details of owner(s):

Name: Aidos Sultan

Position/main responsibilities: Team manager

Previous employment: year of study in the field of optics

Key skills brought to the business: working with visually impaired people

Business experience and any training undertaken: conference project

Academic/professional qualifications: student and own study

Most recent salary \$: 330

Other key personnel (including shareholders):

Name(s): Nurtilek Sagynbayev

Position/main responsibilities: Technical developer

Previous employment: year of study in the field of optics

Key skills brought to the business: working with visually impaired people

Business experience and any training undertaken: conference project

Academic/professional qualifications: student and own study

Most recent salary \$: 330

Other key personnel (including shareholders):

Name(s): Sayat Akhmejanov

Position/main responsibilities: Programmer/coder

Previous employment: year of study in the field of optics

Key skills brought to the business: working with visually impaired people

Business experience and any training undertaken: conference project

Academic/professional qualifications: student and own study

Most recent salary \$: 330

4 The business idea

Sum up your business idea:

In connection with the rapid development of technology, in many areas of human activity a significant place is occupied by the introduction and improvement of technologies in the field of medicine to help people with disabilities. So nowadays more and more new gadgets and equipment for blind people are being introduced.

People who are not able to see often find themselves in a situation where they can receive different degrees of injury and even put their lives at risk. There are many cases when blind people relying on a white cane or a guide dog were mistaken, hit the walls, trees or hanging signs. Based on these facts, would like to make people with disabilities, people with supernormal abilities.

In an age of rapidly developing technologies and the widespread introduction of innovations, the main criteria for a technological product should be safety, accessibility and improvement of the daily aspects of people's lives. Therefore, it is precisely modern technologies that can improve the lives of the blind and people with weak eyesight and save them from dependence on others.

The main idea is to create a device called AVision. This device is designed to improve the quality of life of people with visual impairments.

AVision model development will be carried out in several stages:

- the device plays the role of an assistant for the blind to orient it in space. With this device, the blind can easily identify and circumvent obstacles, determine the shape and size of objects, fix the numbers of buses and city alarms;

- AVision will be equipped with voice, face or object recognition algorithms using neural networks, which will help identify the person or object.

The novelty of the devices lies in the combination of some VR and AR technologies to help people with visual defects, does not require surgery. Our idea will be based on 3 rules and on 3 «no». We are trying to create a device that will be compact, functional and affordable for the whole world, i.e. no extra wires and control units, no overall dimensions and no high prices for this device.

5 Business goals

What do you want to achieve in your first year of business? (Use as many fields as is applicable and add more if you need to.)

For example - business goals could include turnover of £100,000 or trading at breakeven.

- at the initial stage \$ 25000-28000 dollars a year (at least 50 products per year)
- B2C unit sales
- contracts with B2B specialized companies (pharmacy, optics)
- the possibility of renting
- subsidies from the budget or investments from specialized funds

Where do you see your business in 3-5 years' time?

Expanding the range of problems to be solved in the field of medical care, with the help of modern technological devices and instruments. One of the leading competitive research and development companies at the discoverer level. Close cooperation with other companies. Collaborates with experts in the field of neuromedicine, robotics, modern medicine. Creating a strong team of scientists and engineers.

6 What the business does

Product/service	Features	Benefits
<ul style="list-style-type: none">• smart glasses AVision	<ul style="list-style-type: none">• This device is designed to improve the quality of life of people with visual impairments. The device is a glasses with built-in high-definition cameras, with which the environment around the blind is duplicated, then processed by a microcomputer; a headset that alerts about what is around the blind or about the route data; GPS navigation system to determine the location; a gyroscope, to track turns of a person's head and determine its position in space.	<ul style="list-style-type: none">• This device is designed to improve the quality of life of people with visual impairments

7 What makes the business different

Your product/service is unique or different compared with the competition because: (Use as many fields as is applicable and add more if you need to.)

- Our product acts as a modern electronic assistant guide
- Will be similar to ordinary sunglasses
- Will be light weight and stylish design
- Will not require surgical intervention or other complex and dangerous procedures for human health
- Will be easy to use.
- Will be simple initial settings for further correct work

8 Legal requirements (including regulations and licences particular to your business)

The legal and insurance requirements that apply in your business are: (Use as many fields as is applicable and add more if you need to.)

1. for the manufacture of glasses you need to obtain a license for the right to carry out pharmaceutical activities

You will meet your legal and insurance requirements by: (Use as many fields as is applicable and add more if you need to.)

1. To obtain a license, you must have staff with the necessary medical education

9 Market research

Trends in your chosen market are: (Use as many fields as is applicable and add more if you need to.)

1. social polls

How you know this: (Use as many fields as is applicable and add more if you need to.)

1. conferences
2. mass media
3. social groups helping people with disabilities

10 Profiling customers

The customer groups you will be selling to are: (Use as many fields as is applicable and add more if you need to.)

1. People with visual defects

Your customer research has shown what your customers want is: (Use as many fields as is applicable and add more if you need to.)

1. A modern device that will act as an electronic guide

How you know this: (Use as many fields as is applicable and add more if you need to.)

1. Based on official World Health Organization data
2. On the results of an open survey

Number of customers you expect to win in each group and what they might pay: (Use as many fields as is applicable and add more rows if you need to.)

Group	Number of customers	Price they might pay per unit
People with visual defects	2000	\$517

11 Profiling competitors

Use as many fields as is applicable in the table below and add more rows if you need to.

Competitor name	Strengths	Weaknesses
<ul style="list-style-type: none">Argus 2 Retinal Prosthesis	<ul style="list-style-type: none">ease of use	<ul style="list-style-type: none">Surgical intervention
<ul style="list-style-type: none">Microsystem-based visual prosthesis (MIVP)	<ul style="list-style-type: none">Comfortable when wearing	<ul style="list-style-type: none">Surgical interventionUnavailable for everyone
<ul style="list-style-type: none">Artificial silicon retina (ASR)	<ul style="list-style-type: none">Use of available materials	<ul style="list-style-type: none">Surgical interventionExpensive price
<ul style="list-style-type: none">Oriense	<ul style="list-style-type: none">Time-porved	<ul style="list-style-type: none">Without access to see

How you can improve on their offer and/or price(s): (Use as many fields as is applicable and add more if you need to.)

1. ordering individual devices directly from the factory
2. wholesale order of individual parts
3. saving on goods logistics

12 Managing market risks

Write down the risks you have identified: (Use as many fields as is applicable and add more if you need to.)

1. Inaccurate GPS data of the navigator
2. risk of higher component prices
3. risk of competition
4. complexity in the organization of the process

How will you manage these risks so that they become less of a threat: (Use as many fields as is applicable and add more if you need to.)

1. Negotiations with companies for the management of GPS data for a specific city
2. provide for the possibility of concluding contracts for the supply of components for a long time with a fixed value or the purchase of a large batch of components
3. to develop new strategies and introduce new measures to attract customers (due to the efficiency and quality of products)
4. choose the equipment supplier who will accompany the project at the initial stage, provide for training, attendance at continuing education courses

13 Pricing

How you can calculate your prices: (Use as many fields as is applicable and add more if you need to.)

- negotiations with companies for the management of GPS data for a specific city
- manual setting of GPS data for a specific city

How your prices compare with the competition: (Use as many fields as is applicable in the table below and add more rows if you need to.)

Product/service	Your price(s)	Range of competitor prices (per unit)
AVision smart glasses	\$517	\$10000-15000

Reasons for the difference between your price(s) and your competitors' price(s):

- Use of nanotechnology
- Aspens of surgery
- No surgical intervention

14 Promotion and advertising

How and where will you promote your product/service? (Use as many fields as is applicable and add more if you need to.)

- Customer survey
- Negotiations Pharmacies
- Optical companies
- Own points of sale

Running the business

15 Staff

Use as many fields as is applicable in the table below and add more rows if you need to.

Role	Total cost	Necessary experience	Specialist skills and/or qualifications
<ul style="list-style-type: none">• director	\$330	<ul style="list-style-type: none">• not less than a year	<ul style="list-style-type: none">• negotiation skills
<ul style="list-style-type: none">• coder	\$330	<ul style="list-style-type: none">• not less than a year	<ul style="list-style-type: none">• knowledge of basic 3D design programs
<ul style="list-style-type: none">• logistic manager	\$330	<ul style="list-style-type: none">• not less than a year	<ul style="list-style-type: none">• transportation of goods

16 Premises

	Cost £
Premises required at start-up: 30 square meters	\$0
Premises required in the future (if different): 90 square meters	\$0

17 Suppliers

Your key suppliers and their credit terms: (Use as many fields as is applicable and add more rows if you need to.)

Supplier	What you'll buy from them	Number of days' credit
<ul style="list-style-type: none"> • OOO «For a Soliton» 	<ul style="list-style-type: none"> • technology and satellite navigation system providers 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • STMicroelectronics 	<ul style="list-style-type: none"> • motion sensors 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • The parallel company 	<ul style="list-style-type: none"> • VR and AR technologies 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • From China 	<ul style="list-style-type: none"> • cellulose acetate eyeglass frame 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • From China 	<ul style="list-style-type: none"> • fuel module 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • From China 	<ul style="list-style-type: none"> • ultrasonic sensors 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • From China 	<ul style="list-style-type: none"> • micro cameras 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • From China 	<ul style="list-style-type: none"> • earpieces 	<ul style="list-style-type: none"> •

18 Equipment

Use as many fields as is applicable and add more rows if you need to.

Resource	How funded	Cost £ per unit
Two mini camcorder/wearable DVR for surveillance with Wi-Fi	borrow from parents	\$87,67
BTE hearing aid Digital Microcon M34 AGC	borrow from parents	\$97,98
Women sunglasses oversized sunglasses mask for women brand designer 2019 visor large sunglasses one piece shield black sunglasses S009	borrow from parents	\$5,03
Arduino Nano	borrow from parents	\$39,97

19 Managing operational risks

Use as many fields as is applicable and add more if you need to.

Risk	Solution
<p>Staff</p> <ul style="list-style-type: none">• teamwork decline• incompetence	<ul style="list-style-type: none">• organization of meetings and team buildings• interview with exact positions and instructions
<p>Suppliers</p> <ul style="list-style-type: none">• delivery delay• cost increase for parts	<ul style="list-style-type: none">• setting clear standards and delivery dates• clearly stated contract values

Finance

The finance section of this template is intended for business planning purposes only. If financial tables are to be used for any purpose other than internal financial management, we strongly recommend you consult an accountant or tax advisor.

Click on the links below to access a range of Microsoft Excel work sheets to input your figures, Microsoft Excel will automatically update the totals for you. (If you do not have access to Microsoft Excel you can save the files on to your PC. You can then use Open Source Software such as [Google Docs](#) or [OpenOffice](#) to access the information by uploading the files into this software. We have provided Open Document Format versions of the tables in this section as well.)

Please note that all tables can be customised and additional rows and categories can be added.

If you need to print out this business plan and the associated tables (once you have completed them) eg to show your accountant or your bank, place the tables behind the next pages in this template.

You can find [information about Microsoft Excel and accessibility on the Microsoft website](#).

20 Start-up costs

Calculate how much money you need before you start trading (This helps you to calculate the costs of starting your new business.)

[Download the start up costs table in Microsoft Excel format \(XLS, 44 KB\)](#)

[Download the start up costs table in Open Document format \(ODS, 17 KB\)](#)

Personal survival budget:

Estimated annual personal expenditure (This helps you work out the minimum amount you need to earn from your business in the first year and how much money you might need to borrow to start the business.)

[Download the personal survival budget table in Microsoft Excel format \(XLS, 44 KB\)](#)

[Download the personal survival budget table in Open Document format \(ODS, 18 KB\)](#)

21 Profit and loss forecast (Use the tabs within the Microsoft Excel work sheet to view the second year and third year forecast templates. The profit and loss forecast is more detailed at the start because you should have a clearer idea of your profit and loss expectations.)

Please note:

- Where the business holds and sells stock this cost should be included in direct costs. It is calculated as: opening stock + purchases - closing stock.
- If you are VAT registered all sales and costs records should be entered excluding VAT. If you are not VAT registered then you will need to include VAT in your costs where it is charged. For information about VAT, VAT threshold, VAT schemes and turnover threshold, please visit the HMRC website: [VAT rates, thresholds, fuel scale charges, exchange rates](#).

[Download the profit and loss forecast table in Microsoft Excel format \(XLS, 61 KB\)](#)

[Download the profit and loss forecast table in Open Document format \(ODS, 32 KB\)](#)

22 Sourcing finance

Total borrowing requirement for the business (This helps you to understand how much money you will need to find in order to close the gap between your start-up costs as well as the costs of operating before your business will make a profit, and the money that you have available to put into the business yourself.)

[Download the sourcing finance table in Microsoft Excel format \(XLS, 46 KB\)](#)

[Download the sourcing finance table in Open Document format \(ODS, 15 KB\)](#)

23 Managing financial risks (such as, sales are less than forecasted or start-up finance takes three months longer to obtain)

The risks that you have identified for your financial forecast are: (Use as many fields as is applicable and add more if you need to.)

1. non-interest of target consumers

How you will minimise their impact: (Use as many fields as is applicable and add more if you need to.)

1. product quality
2. promotion campaigns
3. collaboration with popular personalities

24 Cashflow forecast (Use the tabs within the Microsoft Excel work sheet to view the second 6 months and summary)

You only need to complete the VAT line in the cashflow forecast if you are VAT registered. For information about VAT, VAT threshold, VAT schemes and turnover threshold, please visit the HMRC website: [VAT rates, thresholds, fuel scale charges, exchange rates](#)

Please note that if you are VAT registered all sales and costs records should be entered excluding VAT. If you are not VAT registered then you will need to include VAT in your costs where it is charged.

[Download the cashflow forecast table in Microsoft Excel format \(XLS, 64 KB\)](#)

[Download the cashflow forecast table in Open Document format \(ODS, 34 KB\)](#)