**Beacon Street Innovations**

**EXECUTIVE SUMMARY**

Beacon Street Innovations is a company formed to create a multi-line refreshable braille display that will create better access to digital media for the vision impaired community

**Problem – Lack of access to digital media for the vision impaired**

Current braille displays on the market are only single line displays

Single line displays are expensive and limit interaction with digital media

Voice over interaction with digital media is limiting, and creates passive learning environments

Lack of access limits employment opportunities for roughly 70% of adult braille readers

**Solution – Multi-line refreshable braille display**

Design of Braille cells provides for multiple lines of cells, allowing users to “see” the page with better context

Basic graphics and vertical math are possible

Projected sale price similar to cost of current single line displays

**Technology**

BSI’s patented Braille Cell is compact by design, allowing for multiple rows of Braille

Low cost to manufacture allows for multiple lines without increasing display cost significantly

**Market Potential**

Currently an estimated 250,000 Braille readers in USA, UK, and Western Europe

Estimated 30,000 braille displays sold annually in US, UK, and Western Europe

10% market penetration equates to sales of displays of roughly $7.5min Western Europe, UK, and USA, estimated in 5 yrs.

Conservative 20% margin yields initial $1.5m profit annually with large growth potential

**Funding Needs:**

Initial funding raised including grants of $350k

Current round seeks $500k with pre money valuation of $2m

**Team**

**Doug Cohen – CEO** - has over 20 years experience in manufacturing equipment, product design, global sourcing, and logistics. Doug is a graduate of MIT in mechanical engineering and has experience as both an owner and investor in start-ups. He owns a number of technology patents.

**Thor Hendrickson CTO-** has over 20+ years experience in design and product development. Thor is a graduate of MIT in mechanical engineering and has 10+ years experience as a consultant. He owns a number of technology patents

**Bruce Renard CIO -** Is a recently retired electrical engineer.  He has spent 35+ years in software and hardware development.

**Andy Spector Business Development-** Has over 30 years experience in engineering, technical marketing, sales, and business development. Andy is a graduate of Stanford (M.S. mechanical engineering) and University of Illinois (B.S. aeronautical engineering).

**Advisors**

**Jeff Gardner –** Owner of Irie AT assistive technology distributorship

**Dan Kelley –** Blind advocate andteacher at Ohio State School for the Blind

**Numerous other local braille readers and industry partners**

***Beacon Street Innovations continues to build our team to help our products to market***