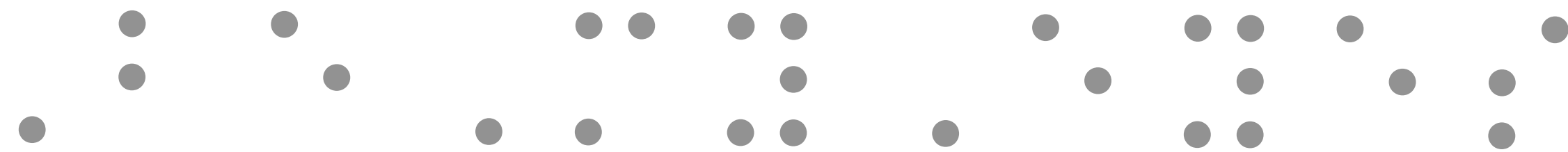


BE MY EYES



TEAM 2

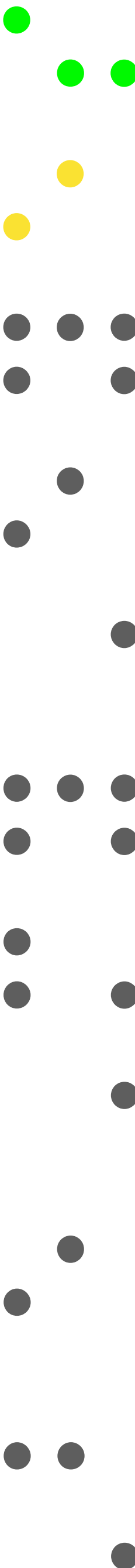


The Challenge

Be My Eyes today is a story of great intentions, but missed opportunities.

We have more volunteers than visually impaired users.

How do we get the number of VI users to increase to keep our volunteer base engaged and active?



Objective

Get 67,330 VI people to try Be My Eyes in the next 6 months.



Target: The Transitioning VI



99% of blind people are not born that way.

Vision impairment is a spectrum.

Newly blind people have trouble adjusting to their new lives; want to hold on to their independence and avoid relying on loved ones while retaining as much of their former life as possible.

"I wish people could understand how frustrating it is when you are losing your sight, but what we have to do is find ways to adapt, and this makes it easier." — Evelyn Jeanette Morton Bishop



How do they adapt to their reality?



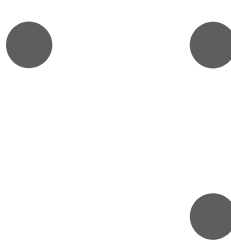
By establishing a routine -

A routine to wake up and get dressed



Walk the precise 8 steps to the toaster

Count the buttons on an elevator to hit the right one.



Know exactly how far the nearest bus stop is from their apartment - yes its 300 steps.

And so on.



A routine is a constant reminder of why you need it in the first place.

THRIVING

Doing things because you *want* to.
Freedom to pursue your passions.
The ability to live spontaneously.

Self-actualization



Esteem needs



Love & belonging



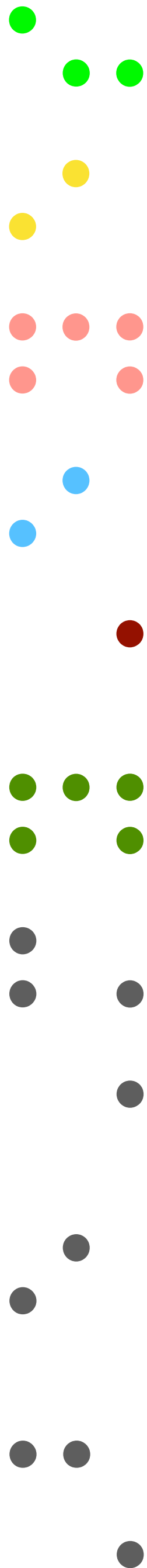
Safety & security



Physiological needs

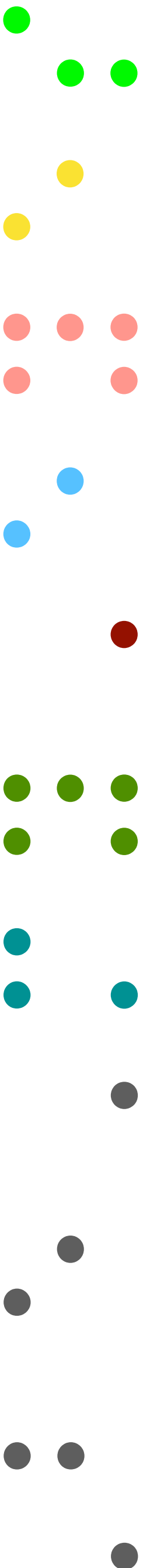
Doing things because you *need* to.
Seeking normalcy through routine.
Mitigating unexpected obstacles.

COPING



Insight

The routines that help blind people cope with daily life are what keep them from thriving.



Big Idea:

Win The Moment



How do you win the moment with **Be My Eyes?**

Convenient

On demand, we're 24/7
Easy to use, three step sign up

Accessible

Language settings
95 languages

Community

Largest blind support community
512,515 willing volunteers

Communication Opportunity

To get 67,330 people to try Be My Eyes, we need to break down the segment.

There are **10 million** VI people in the United States.

Only 1% are born blind, which leaves **9.8 million** who qualify as transitioning.

To make the most of our resources, we'll focus on the top 5 states with the highest VI populations: (CA, Texas, Florida, PA, NY), accounting for **2.5 million people**.

Our focus is on these 2.5 million to achieve 5x growth (67,330 trials) in the next 6 months.

We need roughly 2.7% of our 2.5 million target to try Be My Eyes



Communications Plan

Challenge

Objective

Media

Awareness

"I don't know it exists"

Help them realize the app can make more moments winnable

Podcasts for the blind like Blind Side, Podcaster
Audio-only pre-rolls
Social Media promoted posts & blind influencers
Announcements with MTA, public transit

Demonstration

"I don't know how it works"

Help them have more control over winnable moments in their day

Ophthalmologists
Government Case workers (5 states)
NGO for the visually impaired (like the Carrol Center)
Guide Dog School/Promotion
Onsite

Hesitation

"I don't know if I'm being a burden"

Reassure them that a win for you is also a win for them

Social Media campaign with Testimonial
Tie ups with Google Home / Alexa

Awareness

"I don't know it exists."

Blind Awareness Month (OCTOBER)

Outdoor Execution

Answers all questions

Live demo

EYE CARE



THE FACTS

285 million people are visually impaired
• 90% live in low-income settings
• 82% are >50 years old

90% of visual impairment results from chronic eye diseases

CONSEQUENCES OF VISUAL IMPAIRMENT



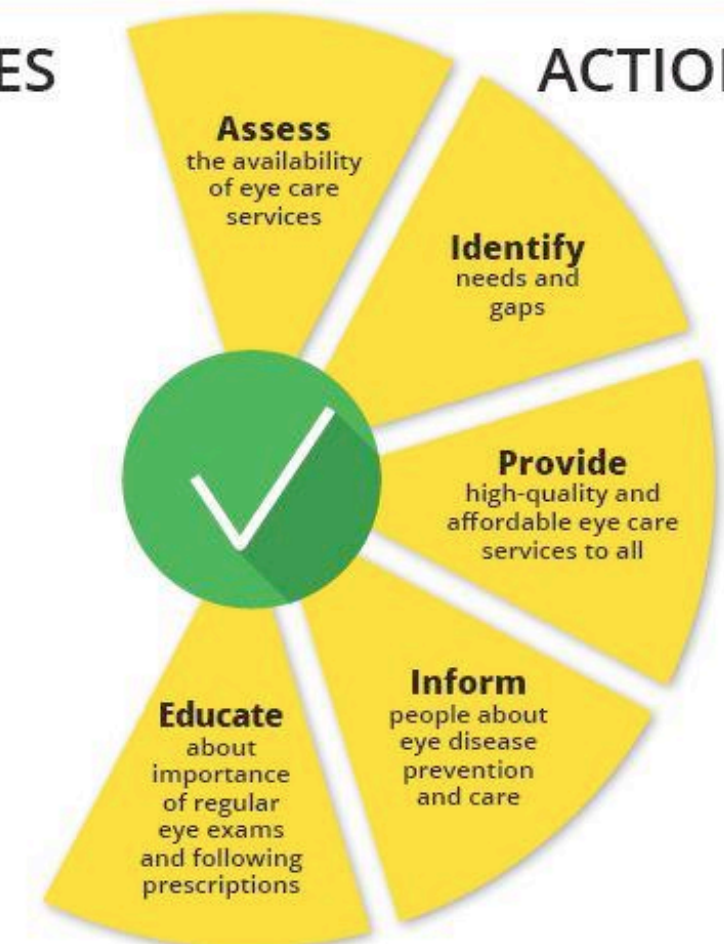
OPPORTUNITIES

80% of visual impairment could be avoided if diagnosed and treated early

1.4 million children could benefit from vision rehabilitation

US\$102 billion could be saved with appropriate eye care services

ACTION



www.who.int/blindness

Demonstration

"I don't know how it works"

Navigating small stores and new places is difficult and can be nerve wracking for people with a visual impairment. We want to show them that going to the local shoe retailer or corner flower shop is easy.

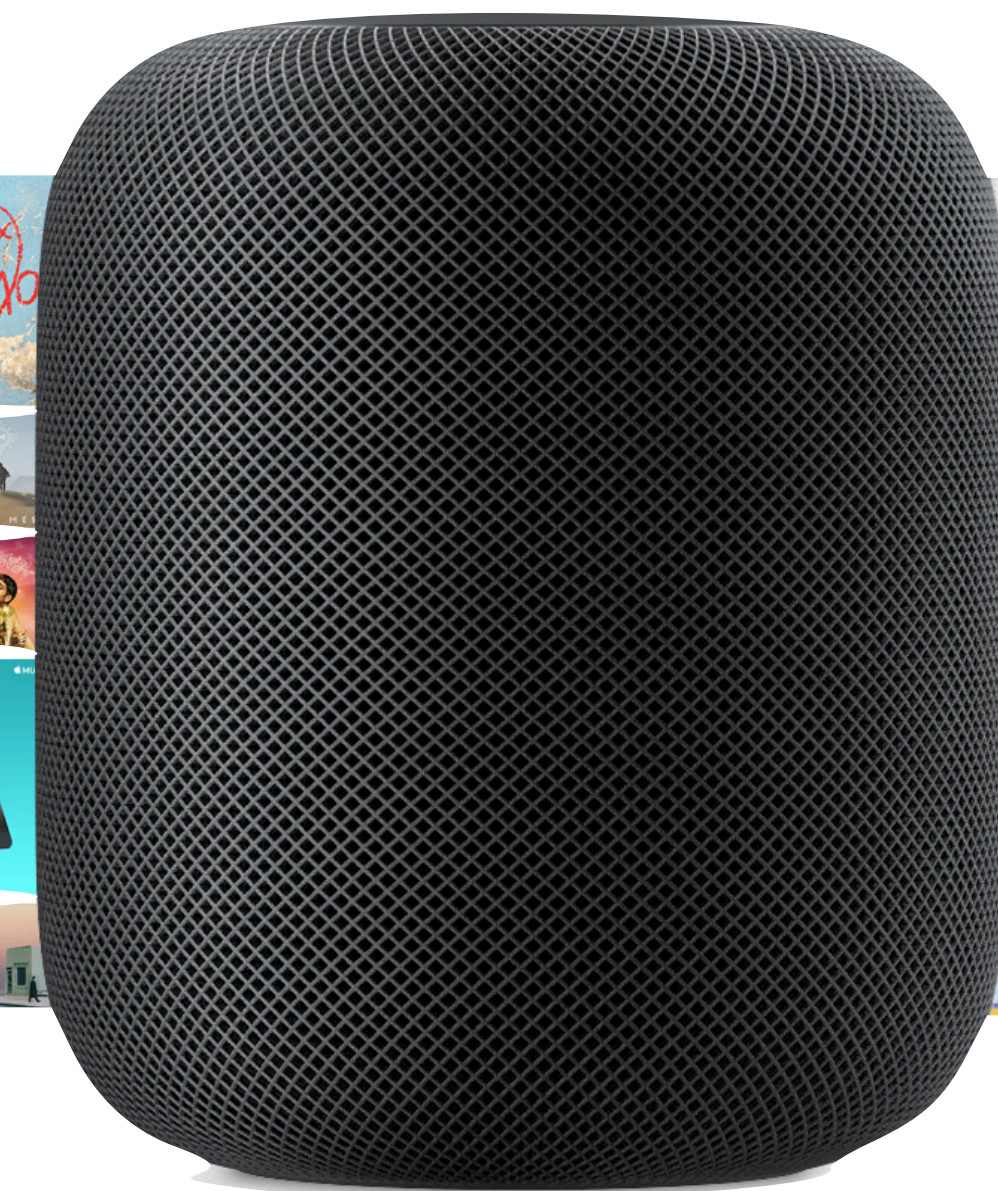
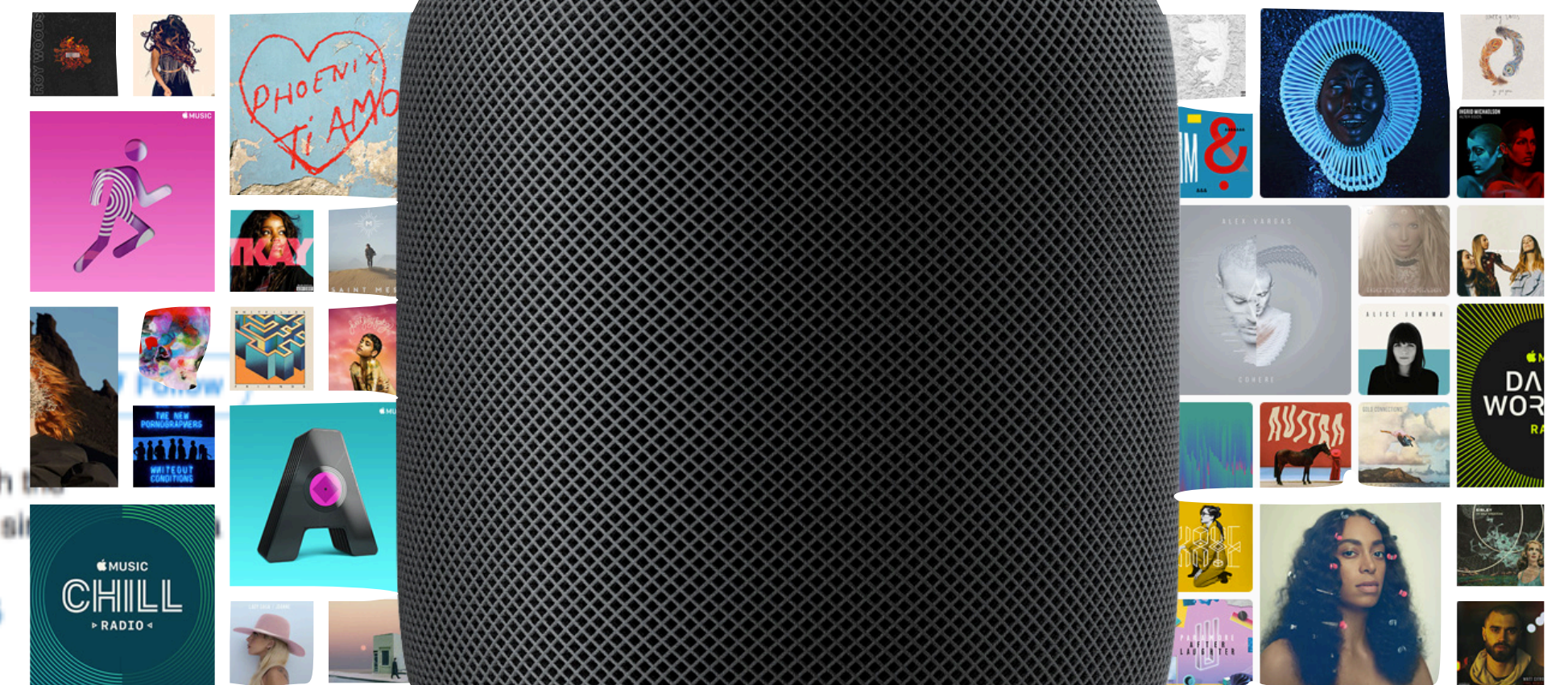
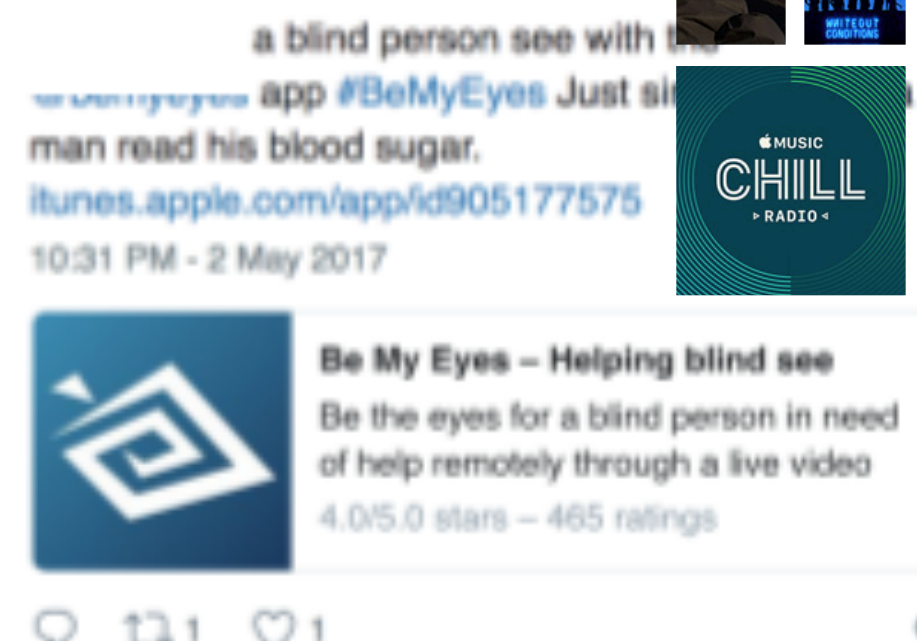
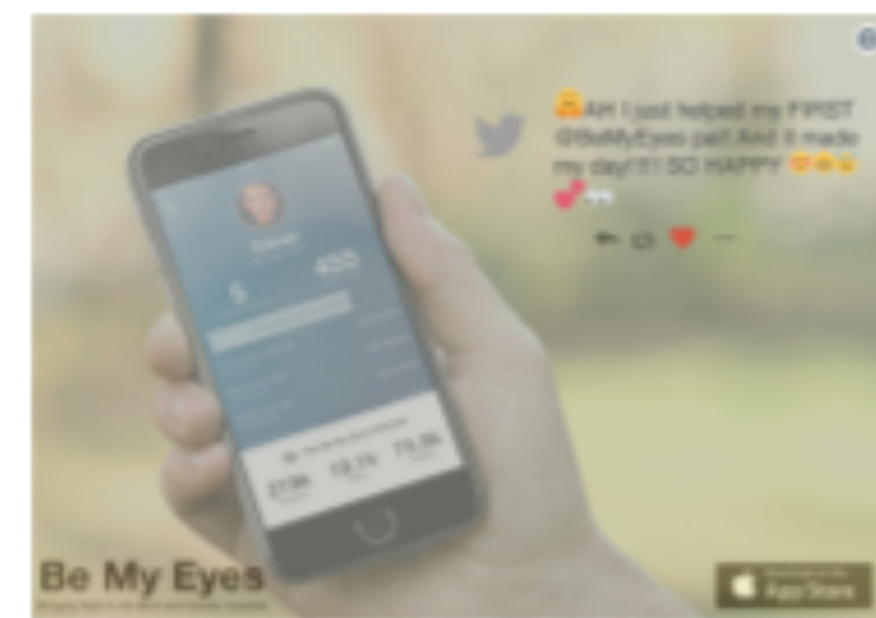
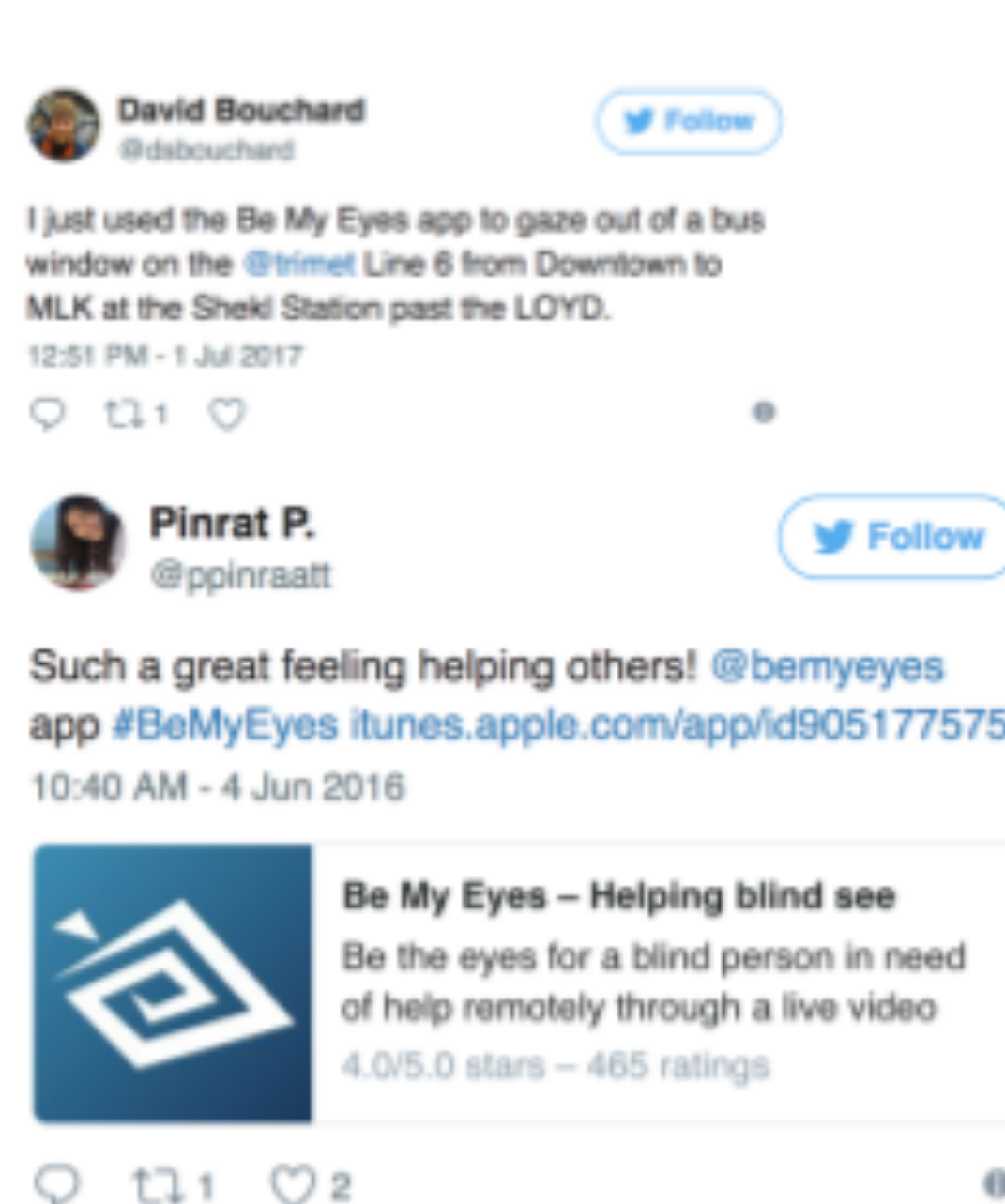
Using already existing beacon networks like InMarket, we can push messages and links to Be My Eyes in places like grocery stores and other local retailers helping people pick out the perfect fruit or the perfect pair of pumps.



Hesitation

"I don't know if I'm being a burden"

Partnership with Apple Home Pod / Alexa to read out volunteer tweets on how they want to help in homes.





Thank You!