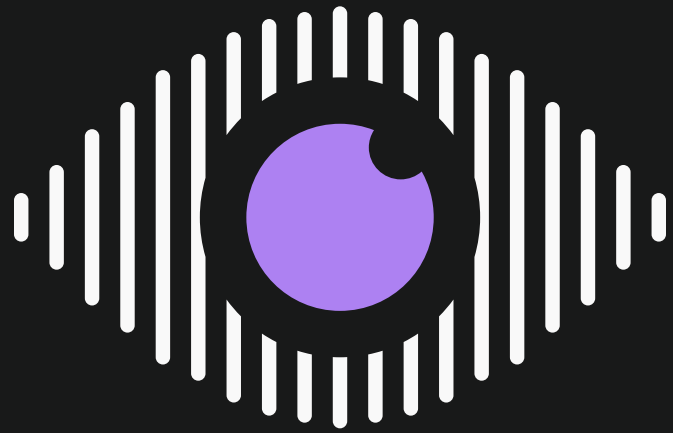




Mido

App for people with hearing disabilities

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Mission

To break down communication barriers for the hearing impaired by providing intuitive, accessible, and effective tools that foster inclusion and improve social well-being.

Vision

To empower individuals with hearing disabilities by enhancing their communication and socialization experience through innovative technology.



Company purpose

At Mido, our purpose is to create a world where people with hearing disabilities can connect, communicate, and engage effortlessly in their daily lives, regardless of their hearing challenges.



Problem

People with hearing disabilities face significant obstacles in both verbal and non-verbal communication, leading to feelings of isolation, misunderstanding, and a lack of social engagement.

Existing solutions are often expensive, complicated, or fail to address daily communication needs effectively.



Market size & Target Audience

Hearing Impairments in 16–40 Age Group:

- Around 11.25 million people in the U.S. aged 16 to 40 experience some form of hearing impairment or communication challenges.

Target Market Size:

- Mido aims to capture 0.5% of this population, translating to a potential user base of 56,250 individuals.



Target Audience

Young Adults (16–30): Focused on education, careers, and social life. Value independence and convenience.

Strategy: Partner with influencers on Instagram, TikTok, and YouTube to showcase real-life use in social and educational contexts.

Professionals (30–50): Facing workplace challenges due to hearing loss and need meeting/networking solutions.

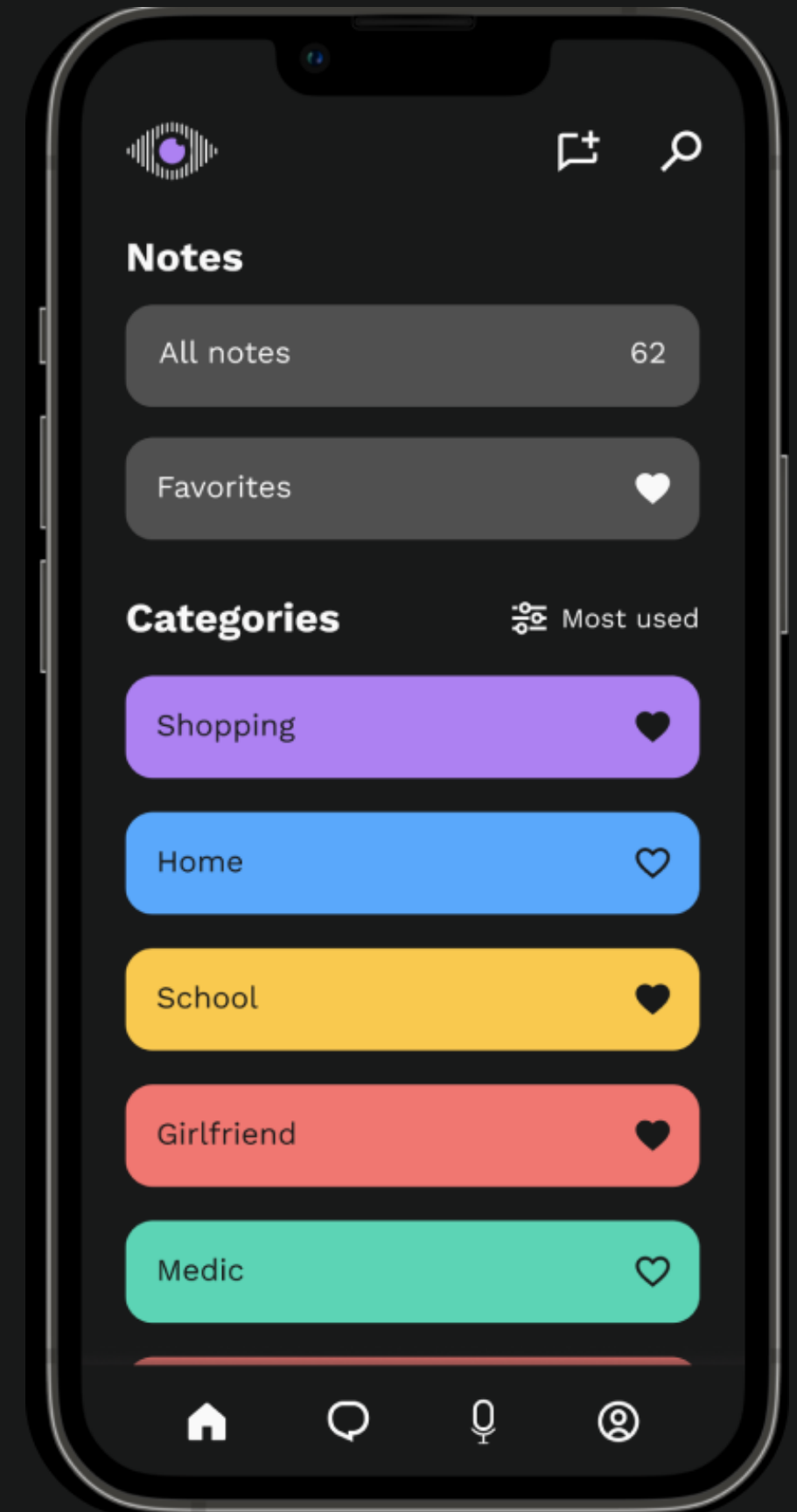
Strategy: Use LinkedIn ads, collaborate with employer networks, and run digital ads emphasizing workplace inclusion.



Solution

Mido offers an intuitive mobile application that aids in enhancing communication for individuals with hearing disabilities. Our key features include:

- Real-time transcription of conversations
- Visual alerts for sound recognition
- Customizable communication aids and social features for inclusion in conversations and social events.



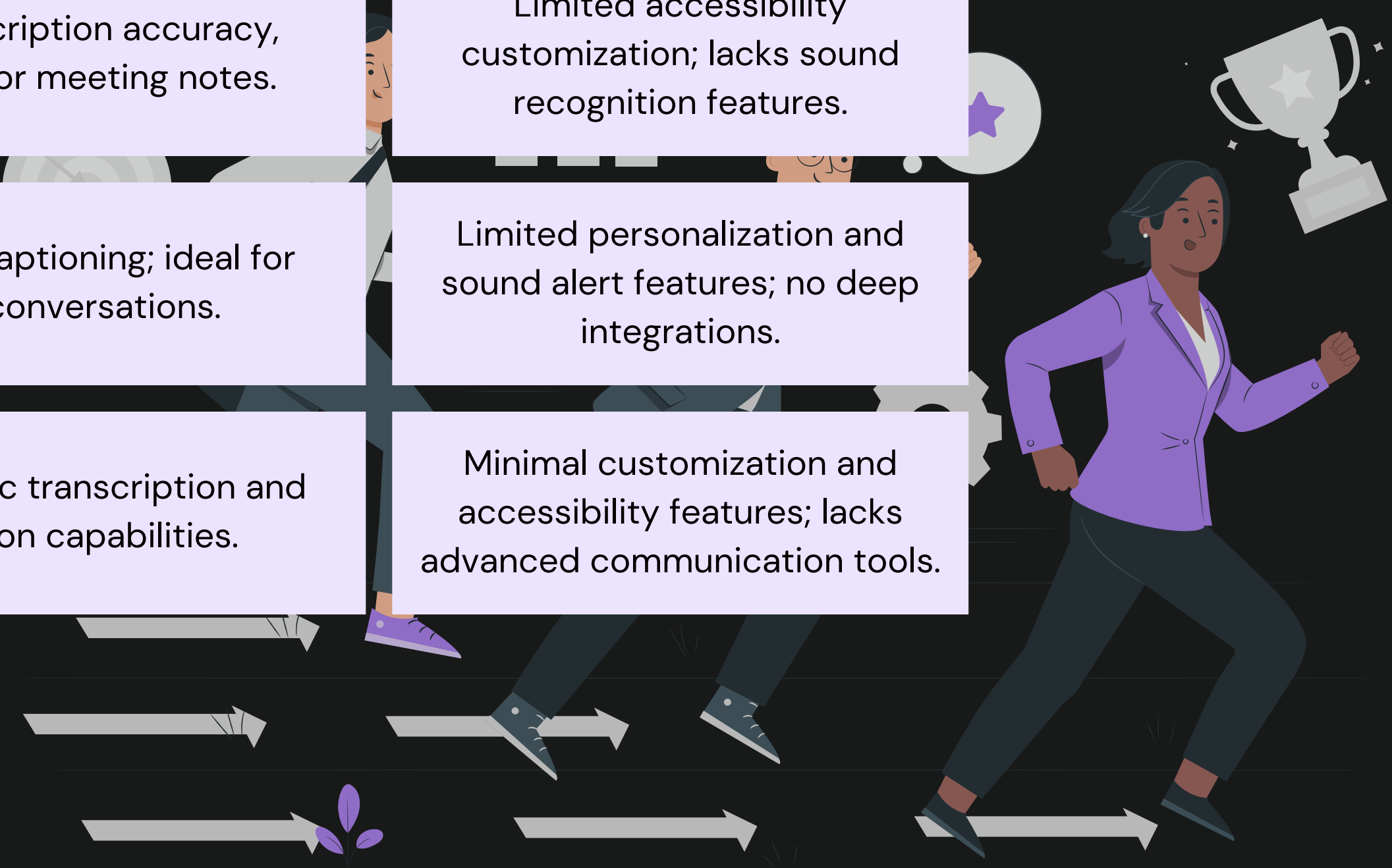
Why now?

With the rapid advancement of AI, speech-to-text, and accessibility technologies, there has never been a better time to deliver a solution that can make real-time communication accessible for people with hearing disabilities. The market is also increasingly prioritizing inclusion, making Mido a timely and relevant product.



Competitors

Competitor	Strengths	Weaknesses
Otter.ai	High transcription accuracy, excellent for meeting notes.	Limited accessibility customization; lacks sound recognition features.
Ava.me	Real-time captioning; ideal for group conversations.	Limited personalization and sound alert features; no deep integrations.
Google Live Transcribe	Reliable basic transcription and translation capabilities.	Minimal customization and accessibility features; lacks advanced communication tools.



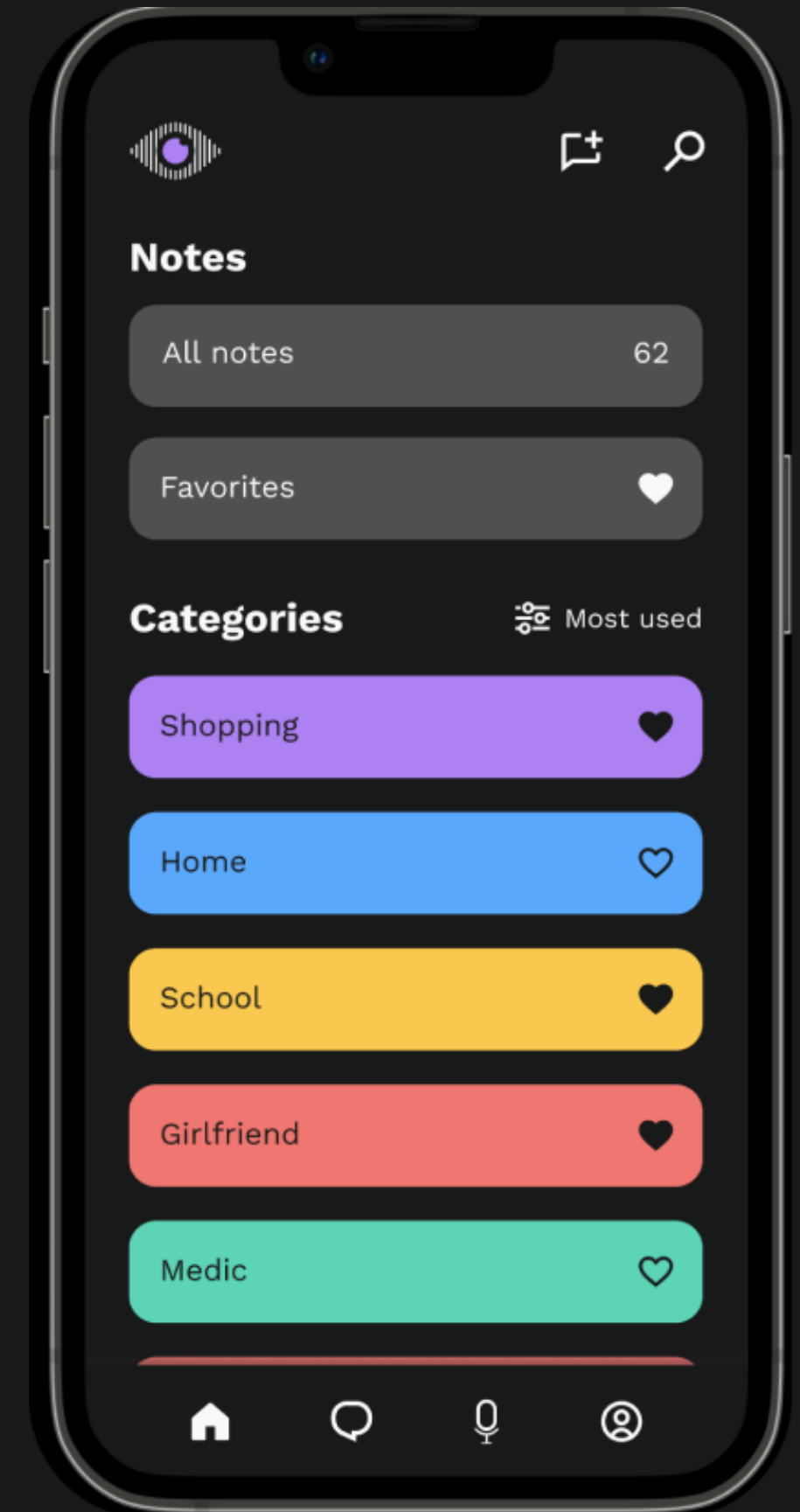
Product

Key Features:

- Real-time speech-to-text
- Visual sound alerts (e.g., detecting doorbells, alarms)
- Customizable conversation modes (1-on-1, group)
- Inclusive social features like chat, events, and user profiles
- Easy-to-use interface designed with accessibility in mind

Watch the live prototype following this link:

<https://bit.ly/4haUiHI>



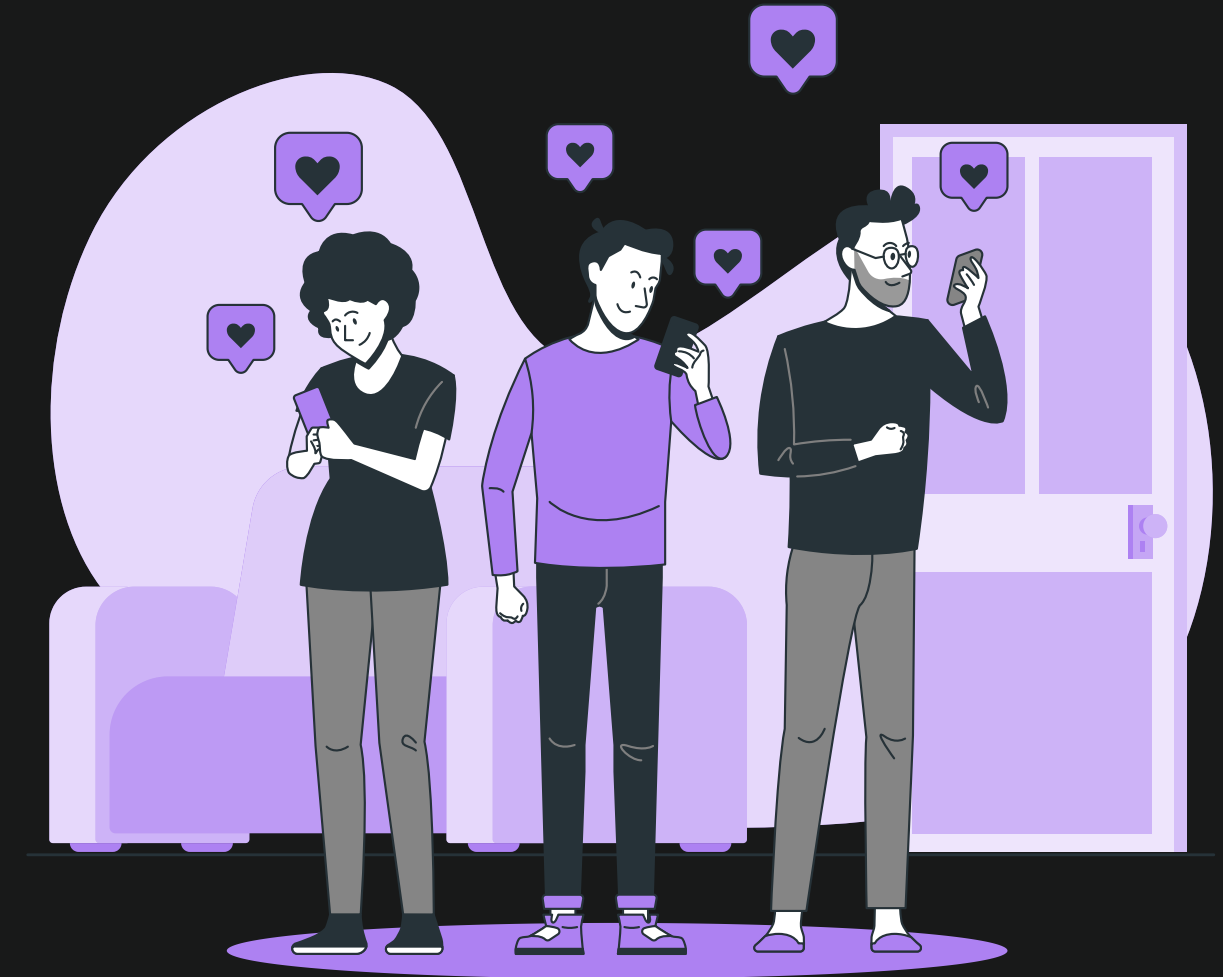
Business model

Free Version:

- Access to core features such as real-time speech-to-text and sound recognition.

Subscription Model:

- For premium features such as advanced transcription (for longer conversations or complex events), unlimited social connections, and personalized sound notifications.



Free & Premium features

Feature	Free version	Premium version
Speech-to-Text	✔ Real-time, basic use	✔ Advanced transcription for long/complex conversations
Sound recognition	✘ Not available	✔ Personalized sound notifications
Accessibility Settings & Custom Themes	✔ Basic customization	✔ Full personalization options
Ad Experience	✘ Ads included	✔ Ad-free experience
Support & Assistance	✔ Standard support	✔ Priority 24/7 customer service
Offline Mode	✘	✔ Offline access to certain features
Backup & Sync Across Devices	✘	✔ Sync data and settings across multiple devices



Feature	Mido	Otter.ai	Ava.me	Google Transcribe
Speech-to-Text	✔ Advanced transcription for long/complex conversations	✔ High-quality, AI-powered	✔ Real-time captioning	✔ Reliable, simple transcription
Sound recognition	✔ Personalized sound notifications	✘ Not available	✘ Basic or not available	✘ Not available
Customization	✔ Full personalization options	✘ Limited customization	✘ Limited customization	✘ Minimal customization
Ad Experience	✔ Ad-free experience	✘ Ads in free tier	✘ May contain ads	✘ May contain ads
Support & Assistance	✔ Priority 24/7 customer service	✘ Standard support	✔ Good support, not 24/7	✘ Basic, automated support
Offline Mode	✔ Offline access to certain features	✘ Not available	✔ Available mobile only	✘ Limited
Backup & Sync Across Devices	✔ Sync data and settings across multiple devices	✔ Syncing available	✘ Limited syncing	✔ Syncing available

Targeted Channels & Messaging

Partner with Organizations: Collaborate with hearing and accessibility-focused nonprofits to establish credibility and reach the community.

Product Demonstrations & Accessibility Fairs: Host demos at events like Deaf Expo or disability and tech conferences.

Content Marketing: Publish blog posts and guides addressing common hearing impairment issues and how Mido solves them. SEO-optimized content can reach users searching for solutions.



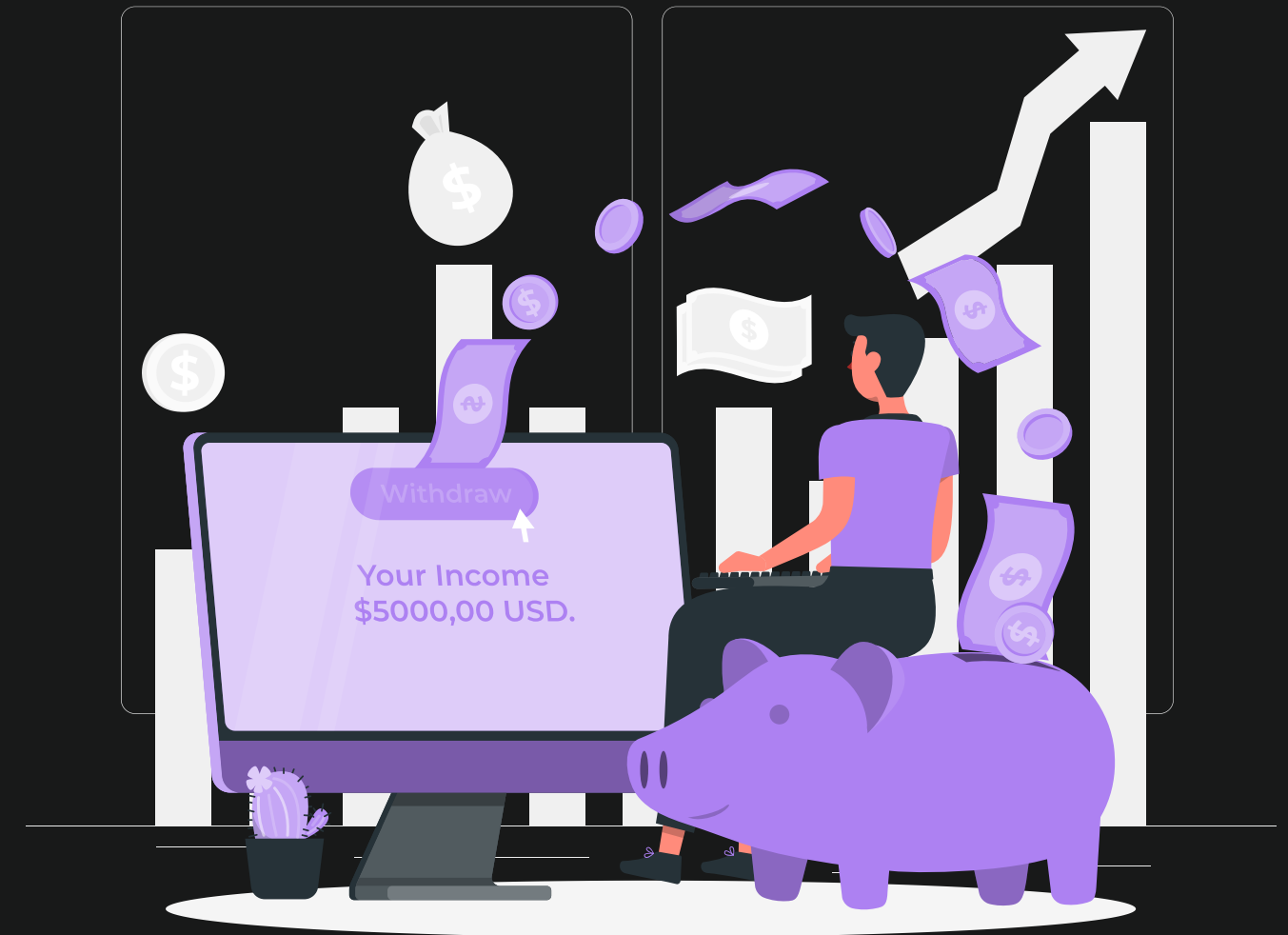
Financials

Revenue Streams:

- Subscriptions: \$8.99/month premium features
- Partnerships: Tech and lifestyle brands
- Grants: Accessibility funding

Revenue Projections:

- Year 1: \$500K
 - \$162K from subscriptions (1,688 users)
 - \$100K partnerships
 - \$200K grants
- Year 3: \$2.5M
 - \$480K from subscriptions (5,000 users)
 - Increased partnerships and grants
- Year 5: \$10M
 - \$1.92M from subscriptions (20,000 users)
 - Global growth and partnerships



Wrap-Up!

Q & A

