

The background is a solid red color. It is decorated with white, stylized circuit board traces. These traces are most prominent on the left side, where they form a dense, vertical structure resembling a bus or a complex network of connections. There are also several smaller, more isolated traces on the right side of the image. The traces consist of straight lines that turn at right angles, ending in small circles that represent solder pads or vias.

# PATHFINDER

RAISING THE BAR ON NAVIGATION FOR  
THE VISUALLY IMPAIRED



Visually impaired people struggle everyday to navigate the world around them, in a safe and efficient manner.



# OUR SOLUTION



# THE CLIENT



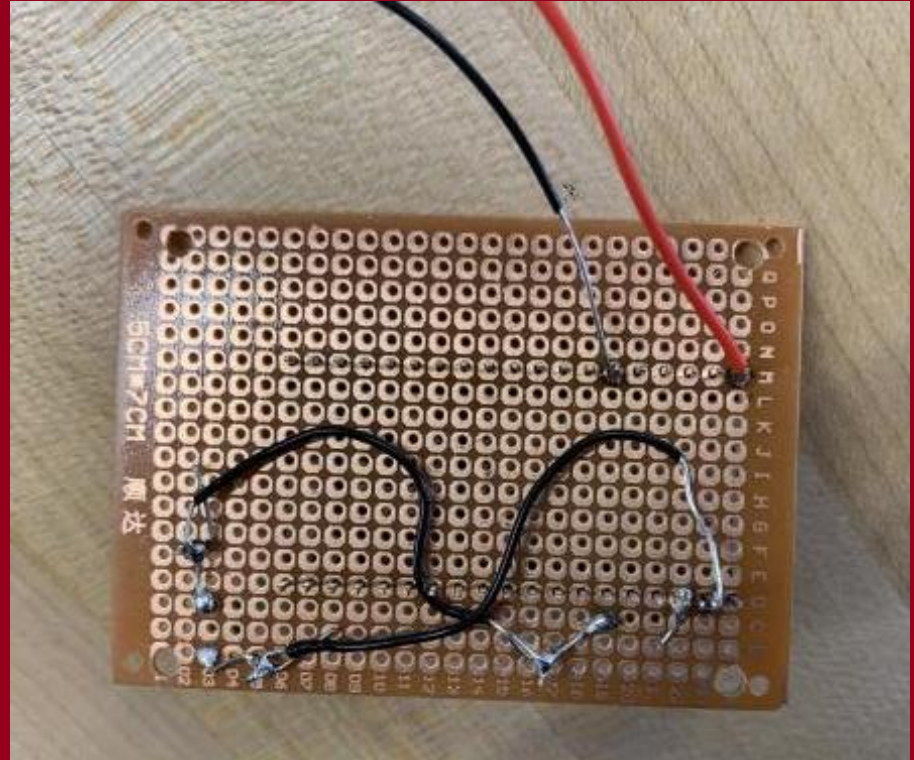
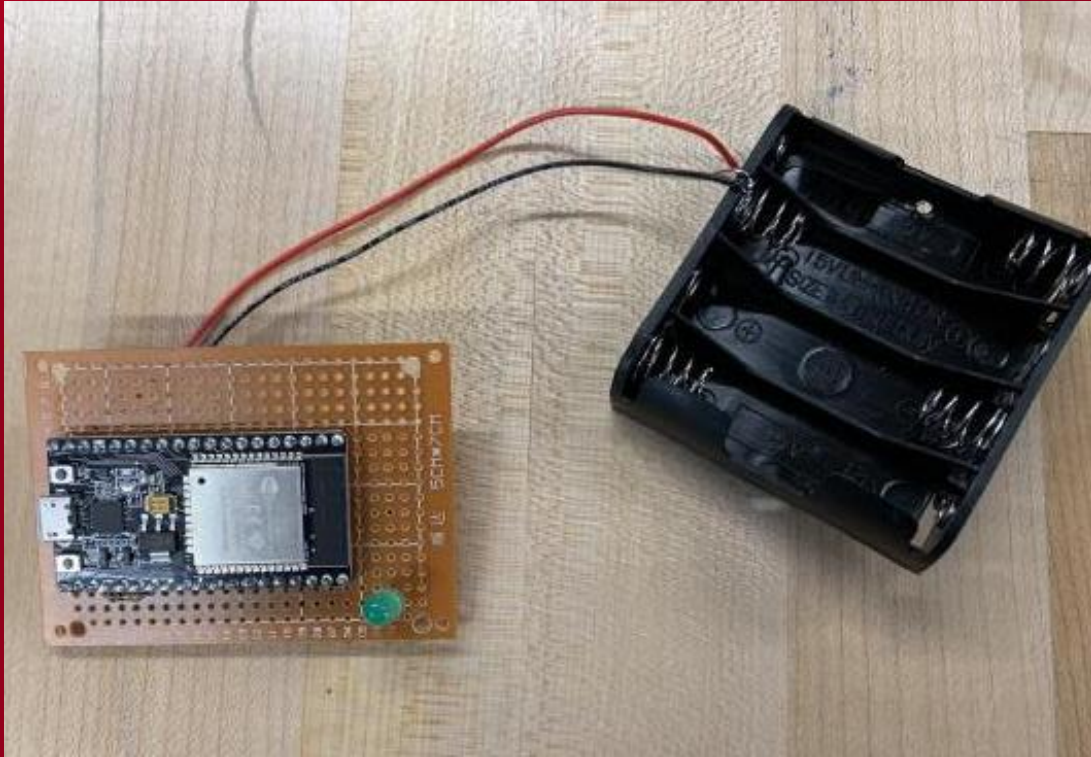
uOttawa



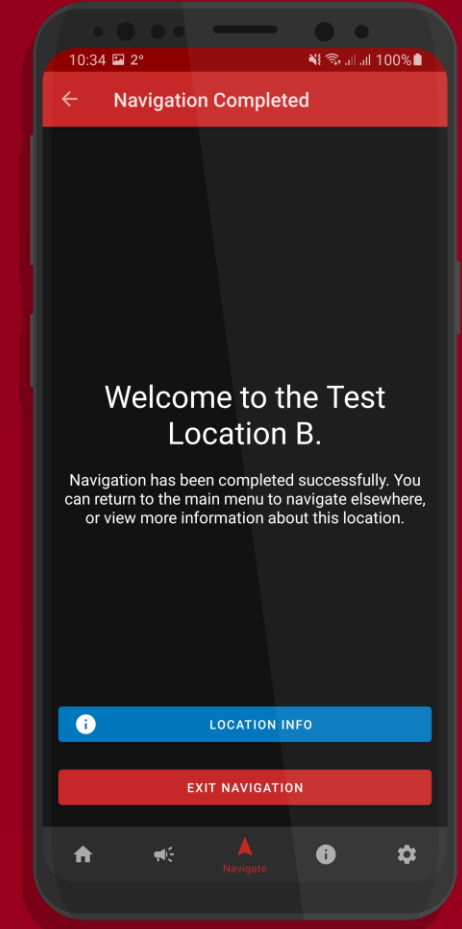
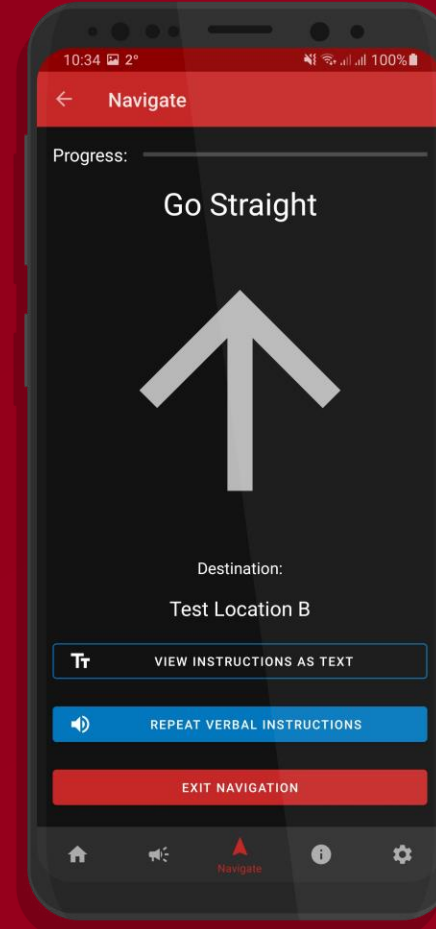
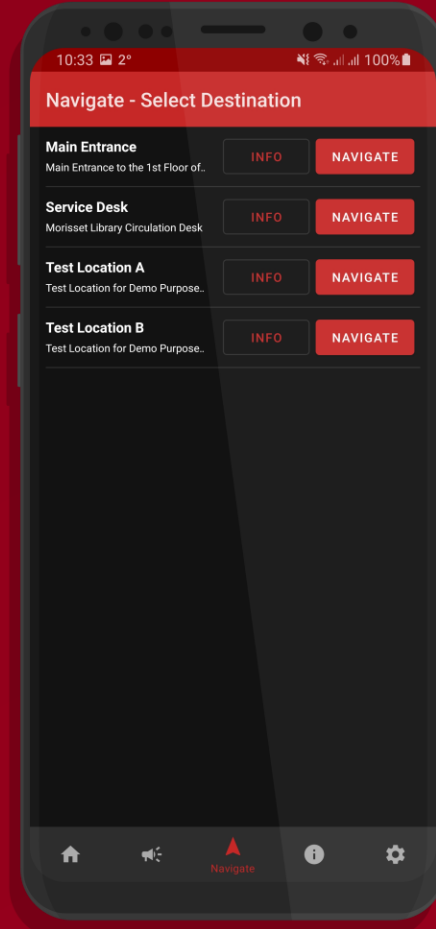
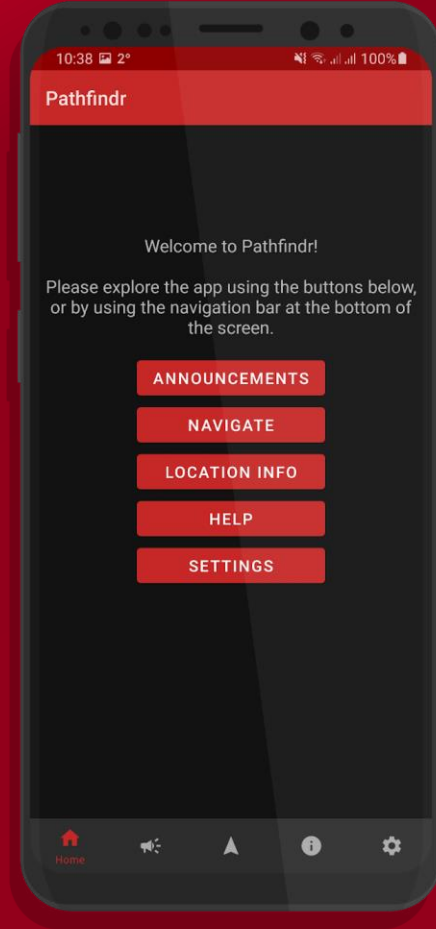
# FINAL PRODUCT



# FINAL PRODUCT



# FINAL PRODUCT







# 3 YEAR INCOME STATEMENT

Sales	
2700 Units	\$108000
90 Subscriptions	\$54000
<b>Total Sales</b>	<b>\$162000</b>

Costs of Goods	
<b>Total Cost</b>	<b>\$32400</b>



Operating Expenses	
Patent	\$16000
Shipping	\$6000
Marketing	\$12000
Salaries	\$20160
Equipment	\$9000
Depreciation	\$2700
Rent	\$56000
Website	\$120
<b>Total Operating Expense</b>	<b>\$121980</b>

Operating Income	
<b>Total Income</b>	<b>\$7620</b>

# LESSONS LEARNED



RELIABLE

AFFORDABLE

INNOVATIVE


SIMPLE

EFFECTIVE

THE BAR



# PATHFINDER

The image features a dark red background with white decorative circuit-like lines in the corners. These lines consist of straight paths that branch out and terminate in small circles, resembling a stylized PCB layout. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

Q & A

# THREE-YEAR INCOME STATEMENT

## Assumptions

- 10 beacons/floor with average of 3 floors/building
- 600 libraries in Canada and targeting 5% of this market is 30 clients/year
- Therefore over 3 years that is 2700 beacons and 90 clients

## Sales

2700 Units at \$40 a unit

90 Subscriptions at \$300/year

Total sales \$162000

## Cost of Goods Sold

2700 units at \$12 a unit

Total Cost \$32400

**Gross Profit on Sales** \$129600

## Operating Expenses:

Patent \$16000

Shipping \$6000

Marketing Expenses \$12000

Salaries \$20160

Equipment \$9000

Depreciation \$2700

Rent \$56000

Website \$120

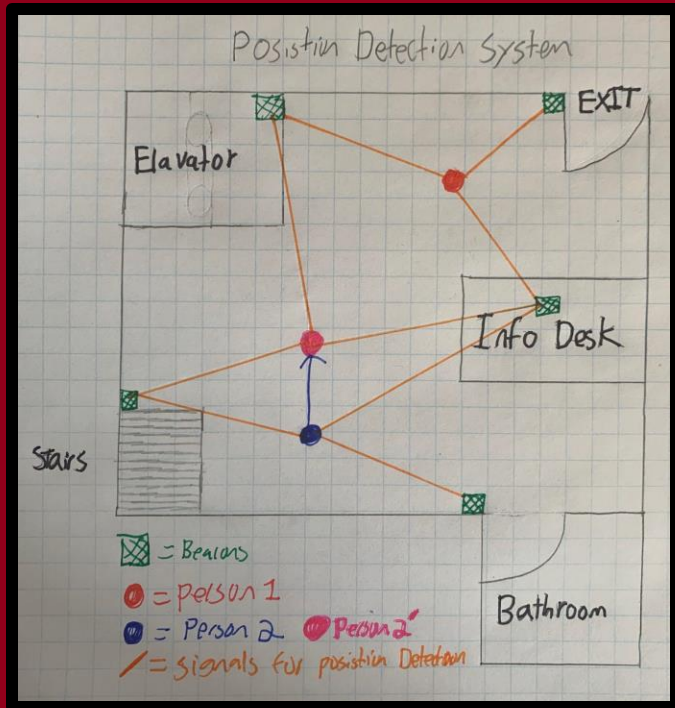
**Total Operating. Expenses** \$121980

**Operating Income** \$7620

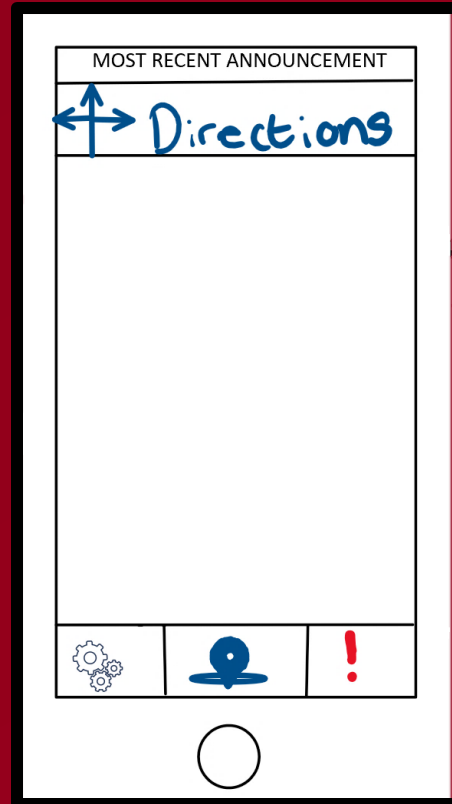
# BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments	
<ul style="list-style-type: none"> <li>- Clients</li> <li>- Users</li> <li>- Investors</li> <li>- Suppliers</li> </ul>	<ul style="list-style-type: none"> <li>- Location Optimization</li> <li>- Continuous commitment to accessibility</li> </ul>	<ul style="list-style-type: none"> <li>- Accessible Wireless Navigation</li> <li>- Reduce customer uncertainty</li> <li>- Direct customer traffic flow</li> </ul>	<ul style="list-style-type: none"> <li>- Customer Service</li> <li>- Social Media Presence</li> <li>- Promotional Offers</li> </ul>	<ul style="list-style-type: none"> <li>- Public spaces/services (malls, airports)</li> <li>- Private Corporations looking to increase accessibility</li> </ul>	
	<th data-bbox="580 901 1049 951">Key Resources</th>	Key Resources			
	<ul style="list-style-type: none"> <li>- Bluetooth Beacons</li> <li>- Mobile App</li> </ul>		<th data-bbox="1526 951 1997 986">Channels</th>	Channels	
			<ul style="list-style-type: none"> <li>- Online</li> <li>- Word of Mouth</li> <li>- Direct Marketing</li> </ul>		
<th data-bbox="112 1036 1289 1072">Cost Structure</th>		Cost Structure			
<ul style="list-style-type: none"> <li>- Employee Salaries</li> <li>- Production Costs</li> </ul>		<th data-bbox="1289 1036 2461 1072">Revenue Streams</th>			Revenue Streams
		<ul style="list-style-type: none"> <li>- Hardware Fee</li> <li>- Software License (Annual Subscription)</li> </ul>			

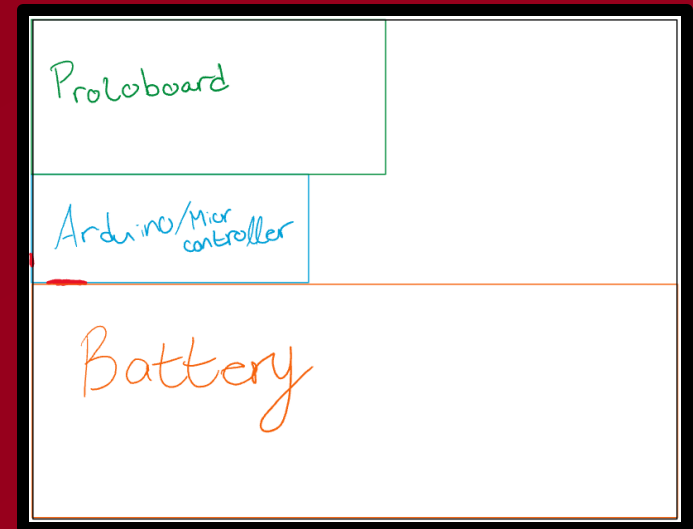
# HAND DRAWN MOCK-UPS



BEACON LAYOUT SKETCH



APP SKETCH



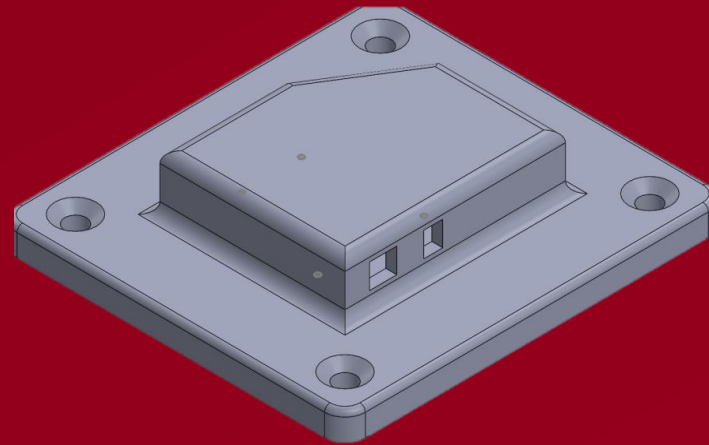
BEACON SKETCH



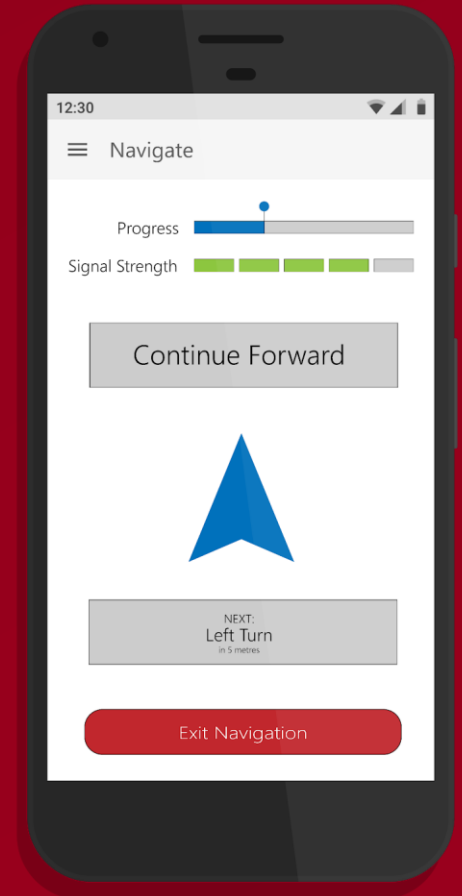
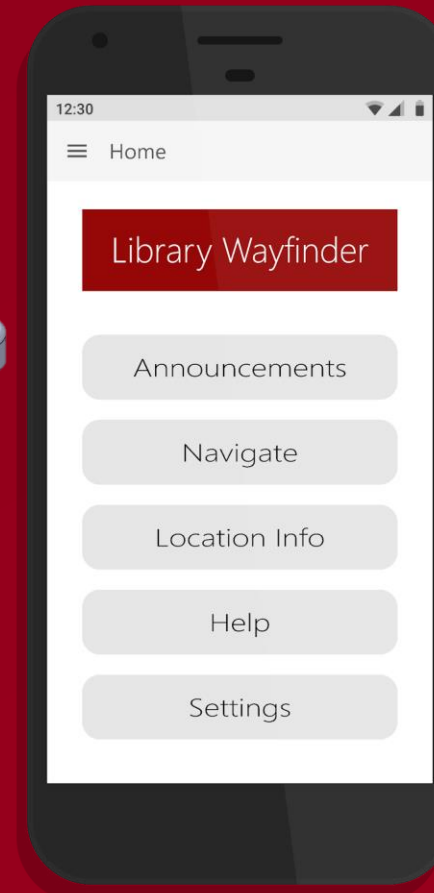
# PROTOTYPE 1



CARDBOARD MODEL

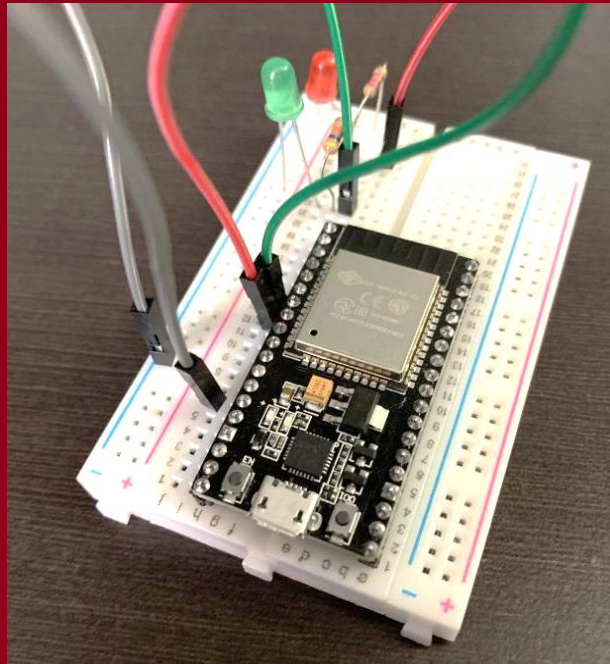


CAD MODEL

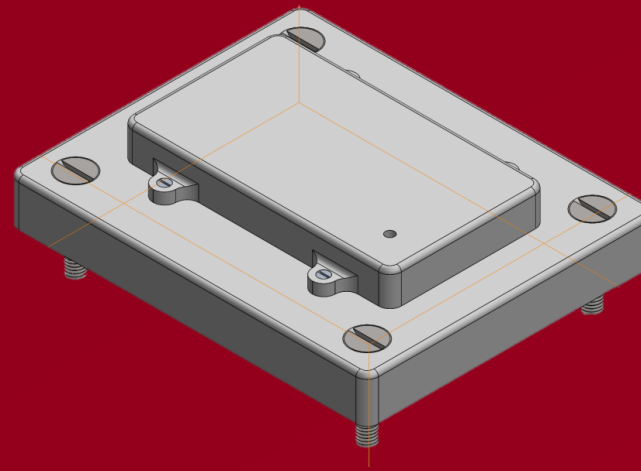


ADOBE ILLUSTRATOR MOCK-UPS

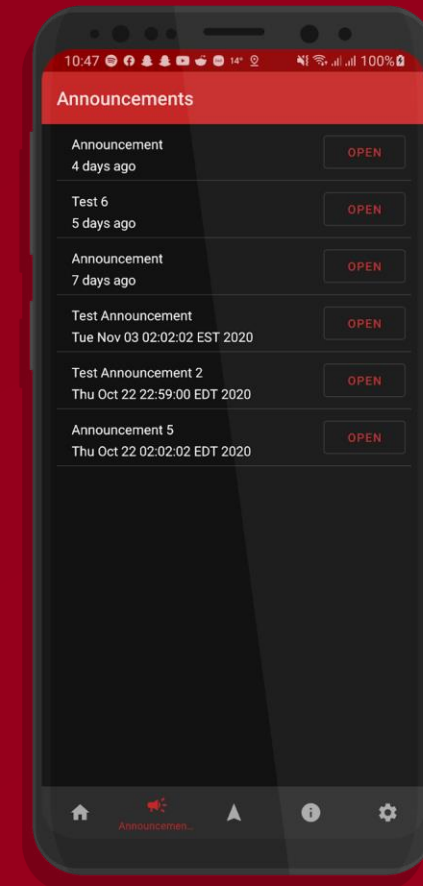
# PROTOTYPE 2



CIRCUIT



CAD MODEL



APP

# COMPETITORS



# LEGAL, ETHICAL AND SAFETY OBLIGATIONS

- Adhere to all laws and regulations of our country as well as our university
- Will adhere to terms and services of the software we are using
- Currently no agreements or legislations that could prevent completion of this project