



SignAvatar

Become accessible and make profit from it

World's first Fully Accessible Public Announcement System



Airports have premium ad space and they don't use it

Premium ad spots have:

High traffic
High dwell time
Great visibility

93 min

Avg dwell time on gates

Outdoor marketing companies are fighting for premium ad space

Airports can't overcrowd each gate with **screens used only for marketing.**

They seem greedy and ruin airport experience.



TransportSign™

We provide airports an ethical reason to install more screens, by using AI to turn PA into sign language.

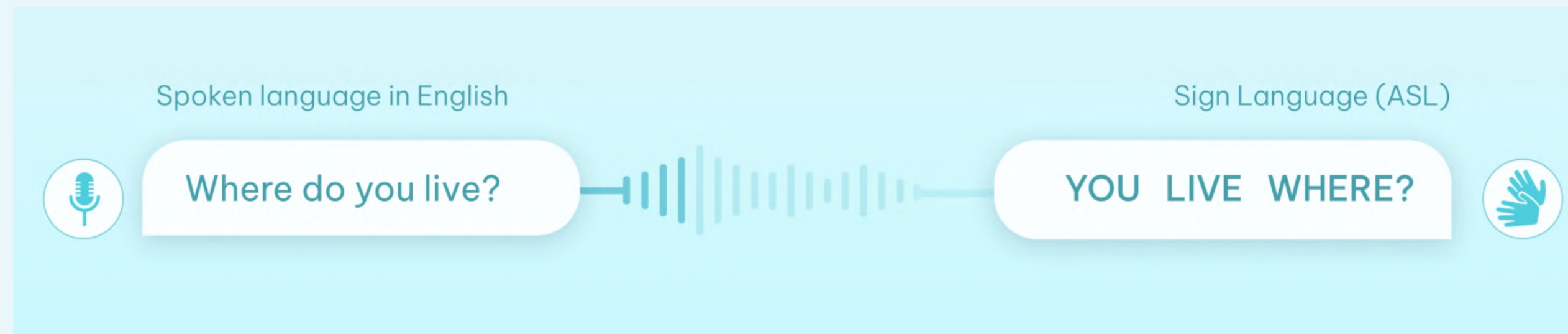


Public Announcement



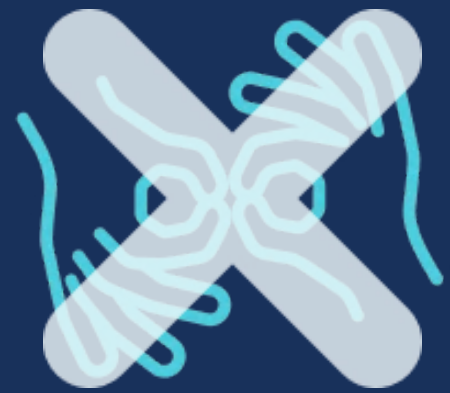
Everyone deserves their native language

Native language of Deaf people is Sign Language.
Written language is foreign to them.
Text is not enough.



TransportSign ensures equality for all passengers and removes the anxiety of missing announcements that Deaf communities face when travelling.

Screens now have an ethical purpose



Deaf need Sign Language



Sign Language needs a screen



Ads need a screen



More ads = more money

Without the need for a screen to display sign language, airports wouldn't bother adding more screens.

Without more screens, ad companies can't show their stuff where it counts.

TransportSign screens serve a different purpose and enable revenue generation

Ad revenue share: a 3-way win

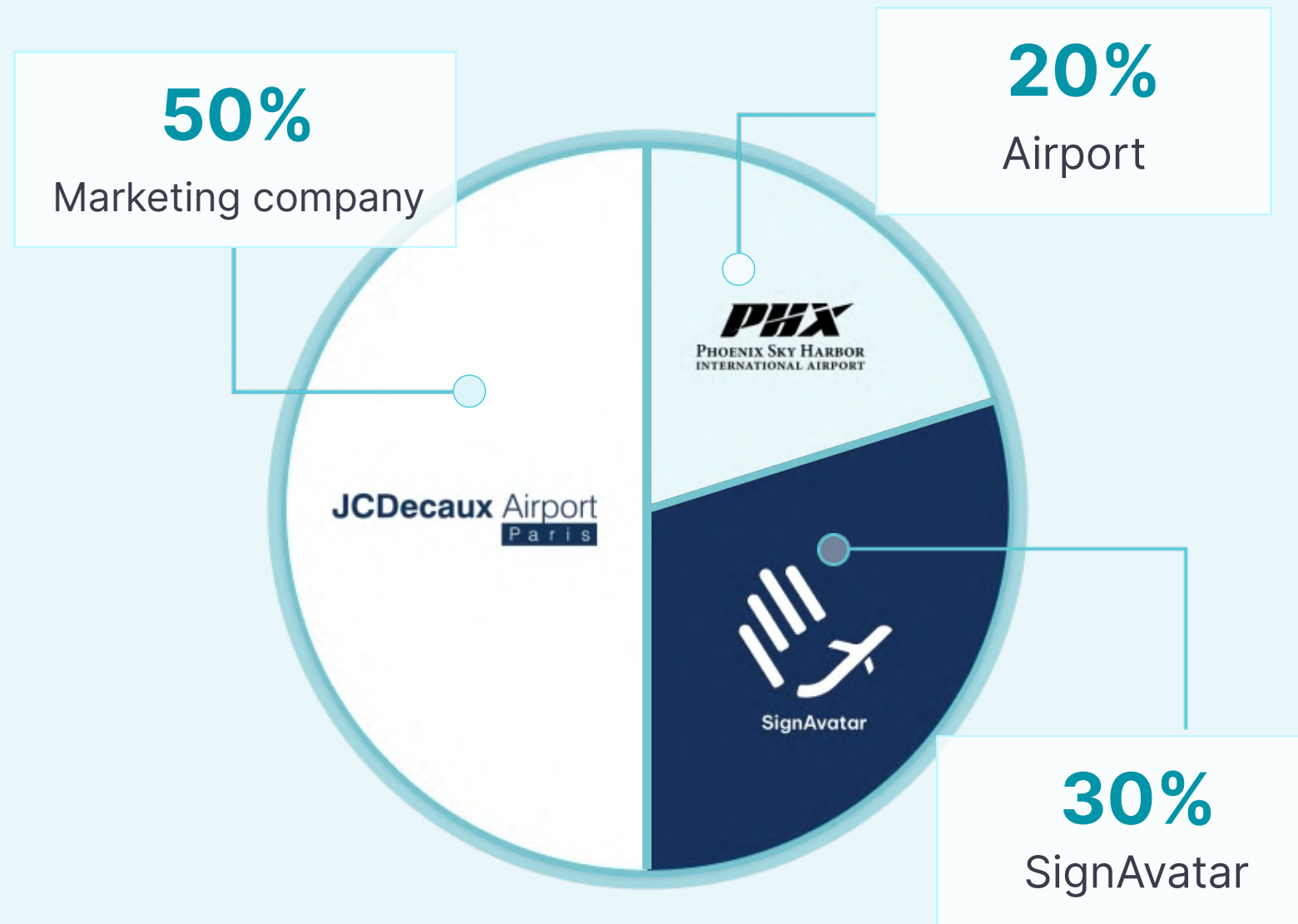
70%

Of time these screens double as ad space

34%

More engaging ads; Passengers awaiting announcements

Unique twist: initially TransportSign **subscription is free.** Skip budgeting cycles. Grow faster.



Easy investment

Marketing companies invest into screens (capex).
Airports have no capex, give the green light.

Airports care about revenue:

7%

Increase in customer
satisfaction

20%

Ad revenue
share

ADA

Compliance

Phoenix International Airport
Medium sized airport

400M
Impressions/Yr

Industry standard
\$12 CPM

\$ 4.8M

Revenue/Yr/Airport

There are ~5000 airports in
the U.S

Competition

Competitors are focusing on a universal translator, which makes every Netflix movie accessible, but research papers show: that tech is years away.

We had the same idea. We pivoted because a bigger dataset produces more mistakes, and there are no available sign language datasets.

Wrong sign language generation



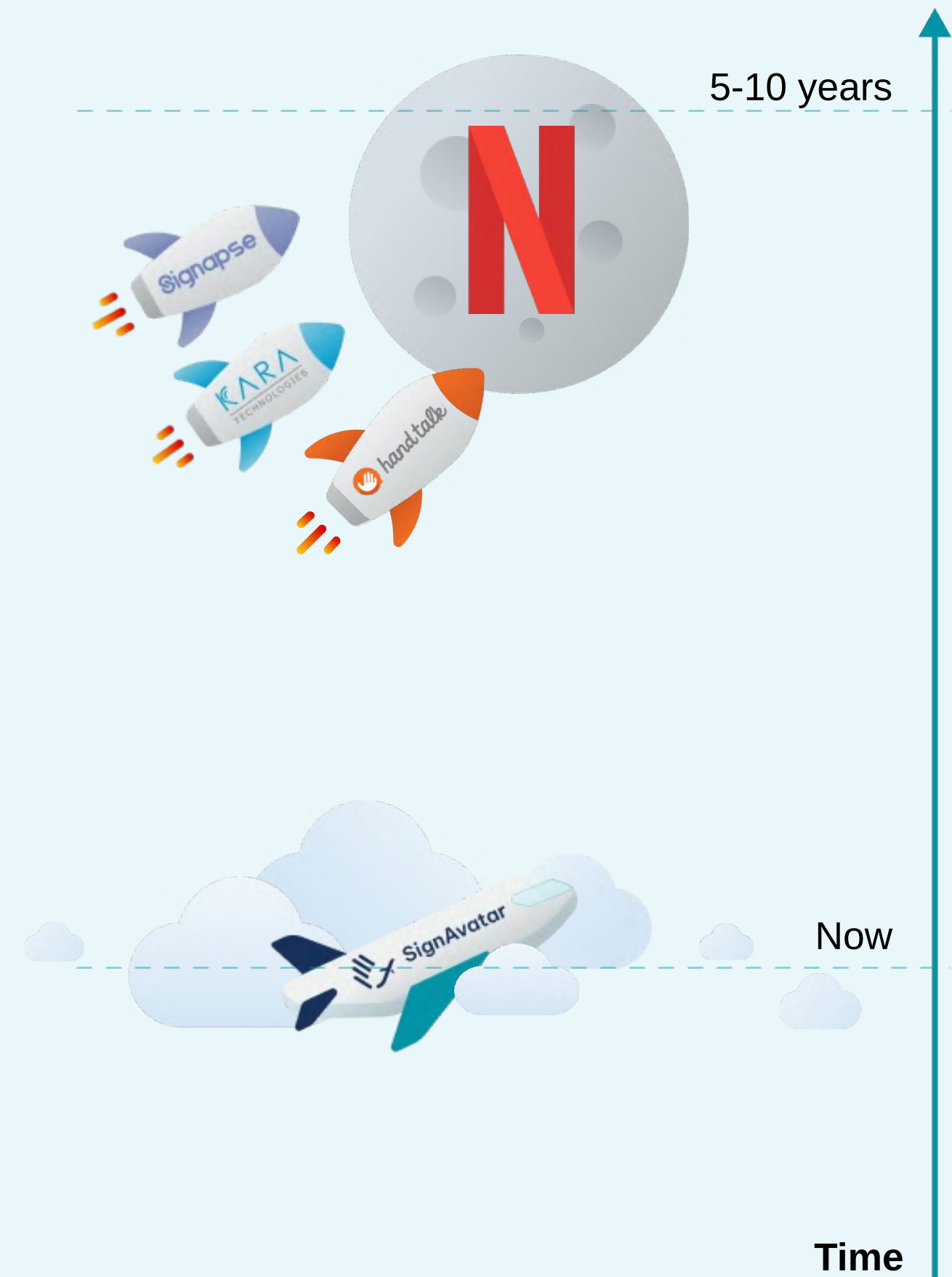
Cancelled by the deaf community

Niched down Transportation dataset



99% accuracy

We've listened to the Deaf community and repackaged the same tech into a product that can sell and scale, while solving a daily problem for them.



GTM Strategy

Creating demand for accessibility

In house content creation



Partnerships with Deaf influencers

Shaheem
@aslbyshaheem

Jackie
she/her/hers
@tismejackieg

Shaylee Mansfield
shayleemansfield

Igor Djenge
igordjenge

Army of deaf advocates

Demand equal access



Specific solution in mind

THE CITY
REPORTING FOR NEW YORKERS

AMERICANS WITH DISABILITIES ACT

Judge Approves MTA Deal to Make Subways 95% ADA-Compliant by 2055

Despite the distant due date, advocates mostly cheered the settlement, part of a long, multipronged push to make the transit agency comply fully with the Americans with Disabilities Act.

BY JOSE MARTINEZ | APR 8, 2023, 12:09AM GMT+2

Regulation pressure on airports

Deaf People from NYC Demanding:
Why is JFK Airport not accessible?

Inbound sales generation

Team

Just the right mix of **Hearing AI Experts**, University Researchers **and Deaf Marketing Wizards**, who worked together on 10+ successful Software projects.



Bootstrapped
\$45,000 ARR

in 2023



\$125,000 ARR

in 2024



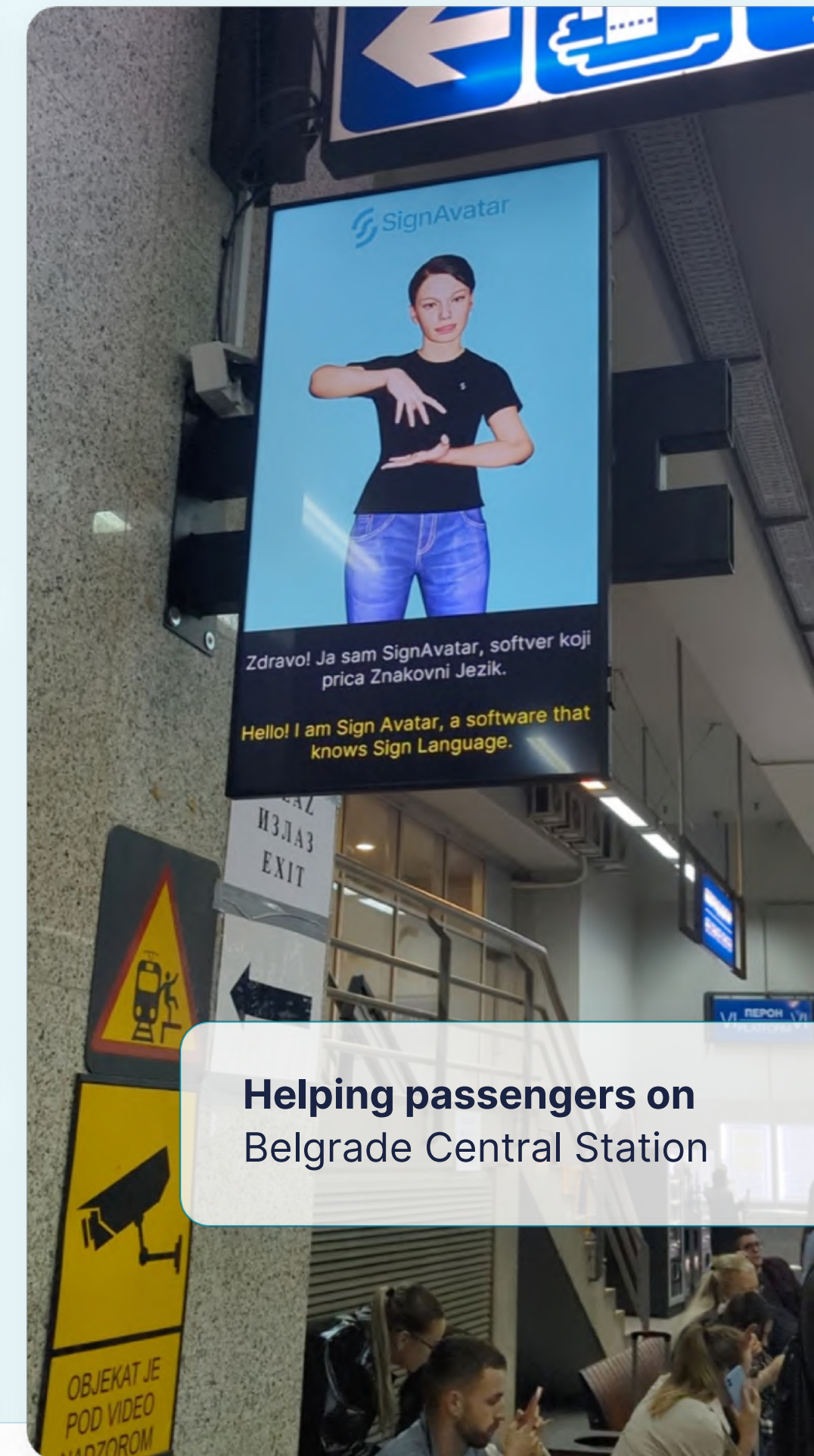
REPUBLIC OF SERBIA
INNOVATION
FUND



\$130,000

in grants

Incoming Pilots with large airport groups:



Helping passengers on Belgrade Central Station