

**Thinkerbell  
Labs**

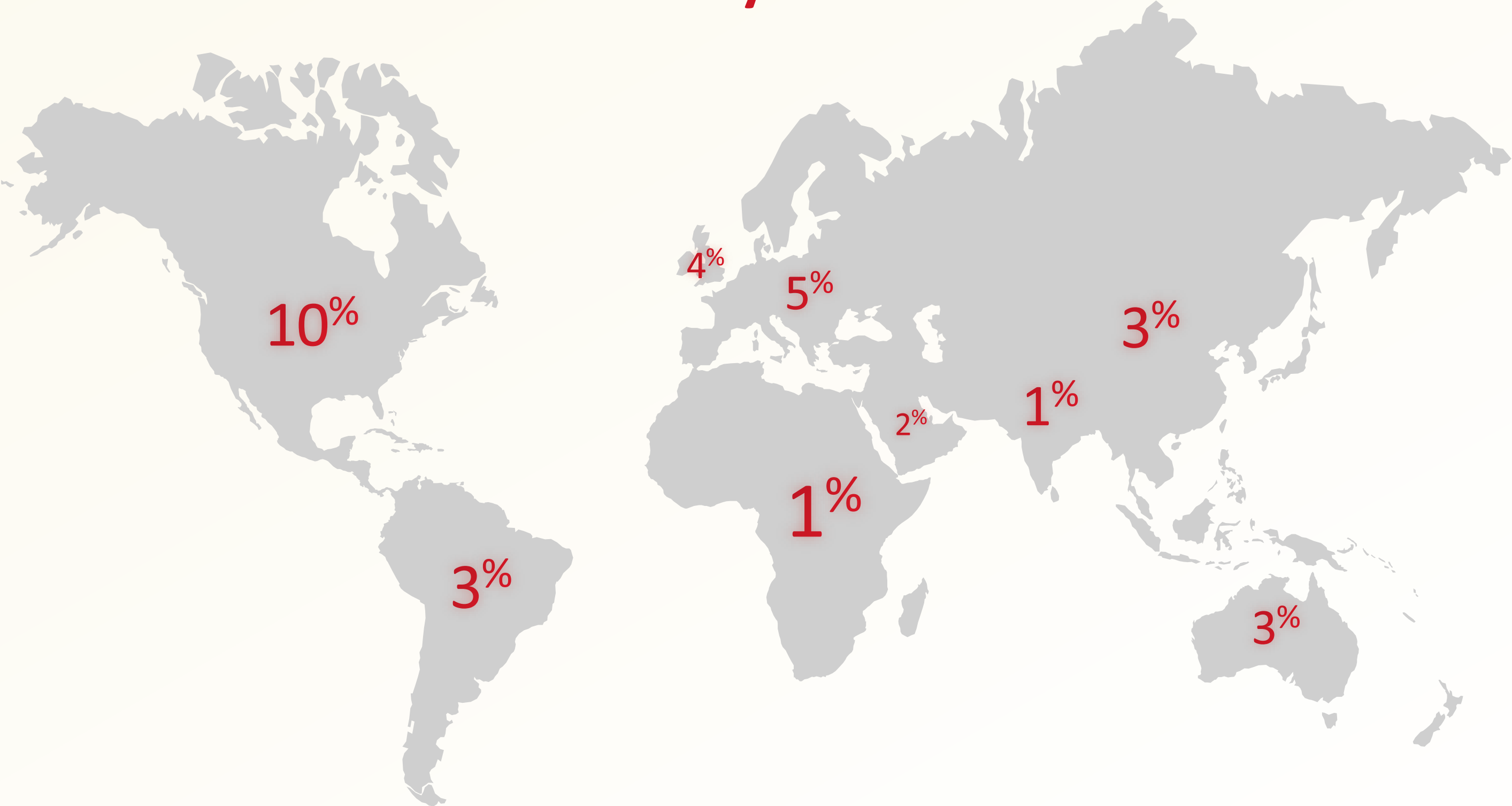
INCORPORATED JUNE 10, 2016

**ANNIE SMART CLASS**

CONNECTED, SELF-LEARNING CENTERS  
TO INCREASE LITERACY RATES AMONG  
THE VISUALL IMPAIRED

# The Need

The braille literacy rate around the world  
is **abysmal**



Braille Literacy is Directly Correlated to  
**Employability** and **Independence**

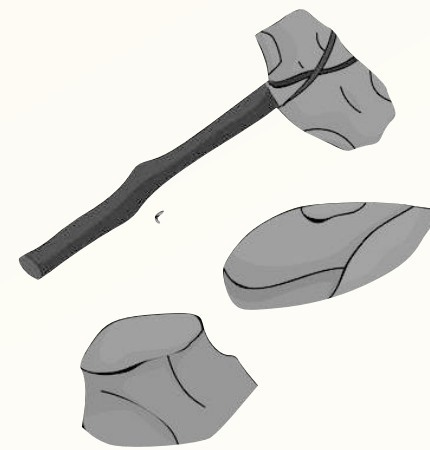
\*Based on census data, braille literacy among the visually impaired people is as low as 10% even in a developed country like the U.S.

# The Need

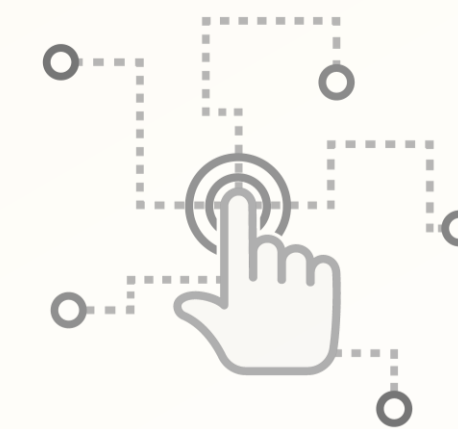
It takes **one student one full year** to learn basics of braille literacy (reading, writing, typing) under **constant supervision**



**Hand-holding** and constant supervision of a **special educator**



**Primitive** teaching methods resulting in slow learning



**Non-interactive** content keeps the students uninterested and demotivated

Current teaching methodologies result in Visually Impaired learners **not receiving** the same engagement and efficiency while learning as their sighted counterparts

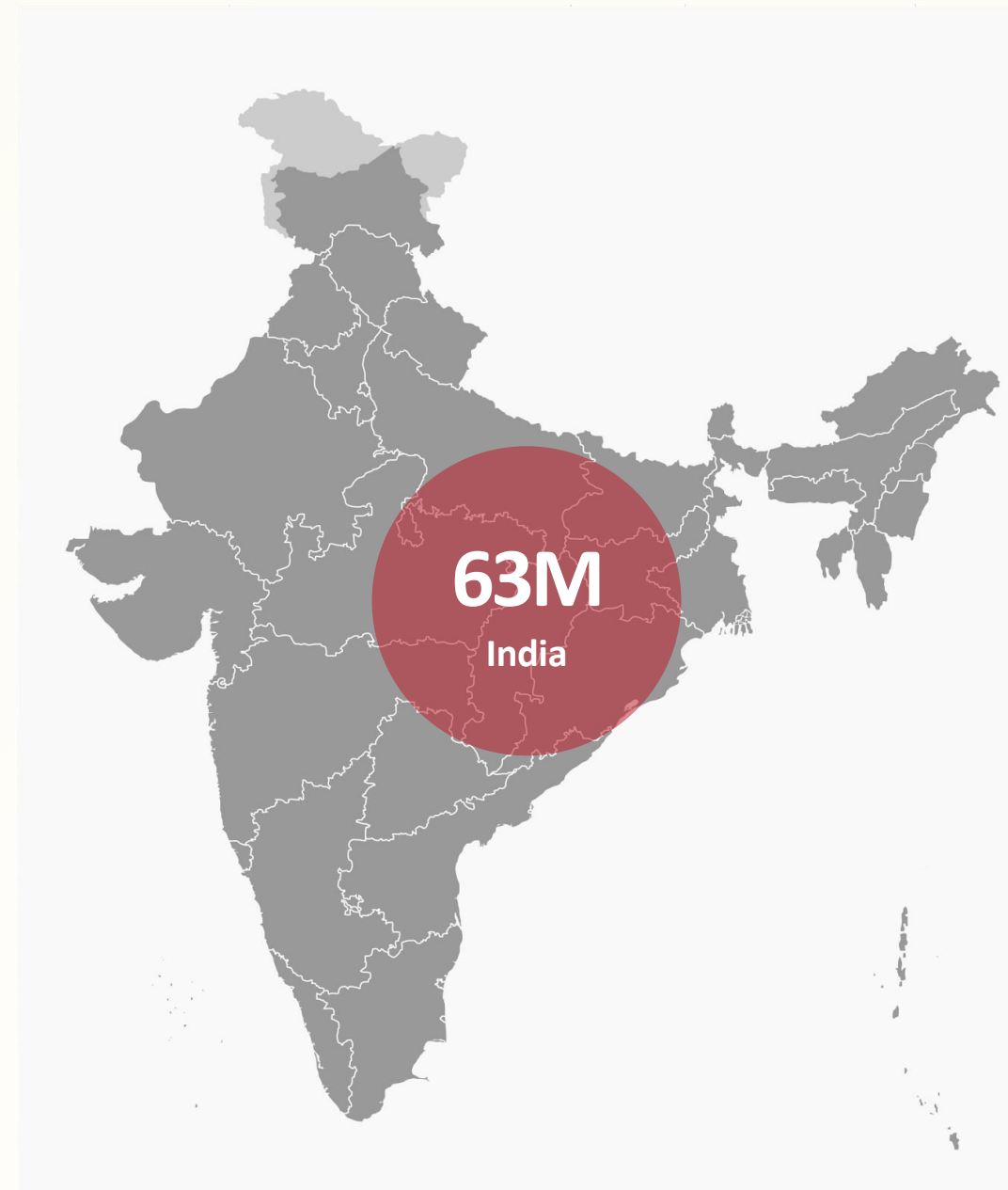
There's **No Smart Learning Solution** for the Visually Impaired

# Extent of the Problem



The Global Blind Population is expected to **triple by 2050** and is growing at a CAGR of **3.73%** while the world population is growing at 1.158%

Special Education Needs (SEN) budgets are increasing worldwide but **not proportionately** to the growth of number of pupils with high needs.



\*Based on WHO Factsheet on Blindness

## The Solution



# Annie

The World's First Self-Learning  
Braille Literacy Device

Packed with gamified and interactive content,  
Annie™ makes learning braille **fun**

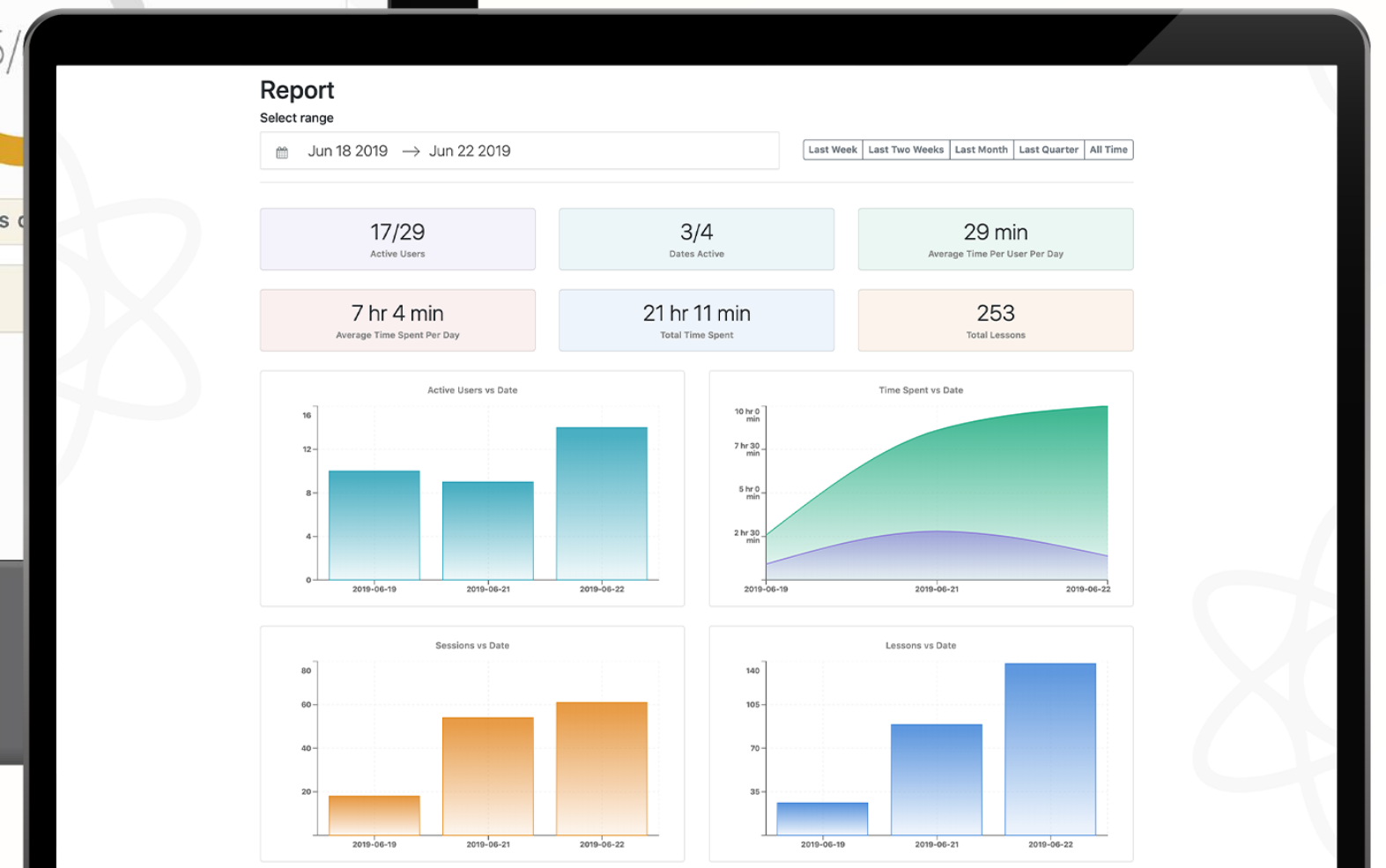
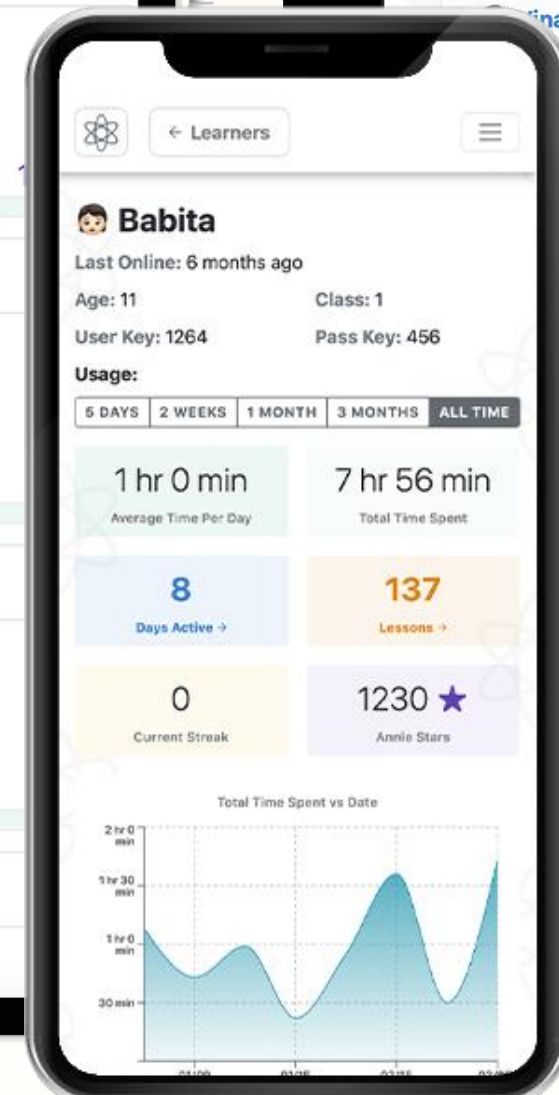
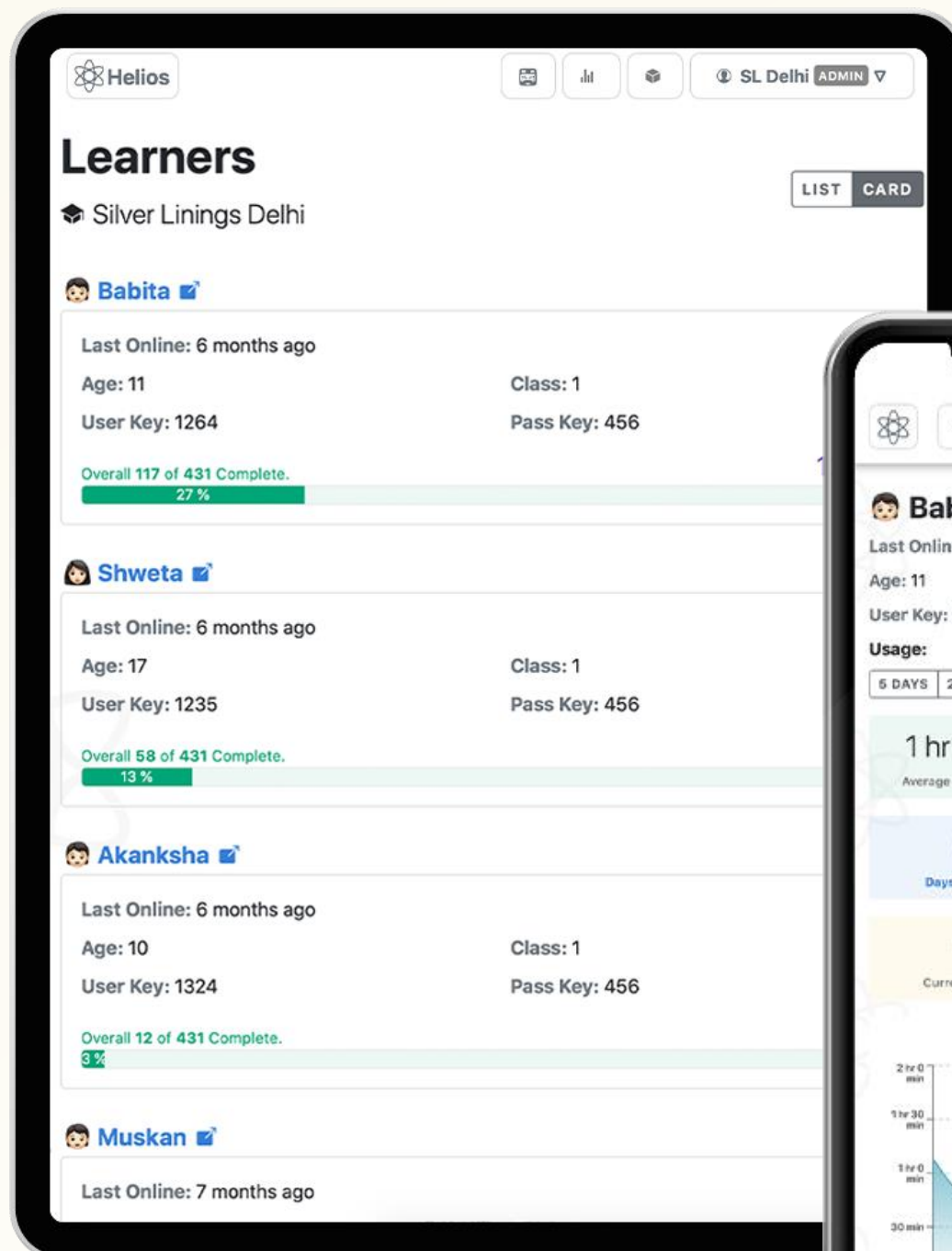
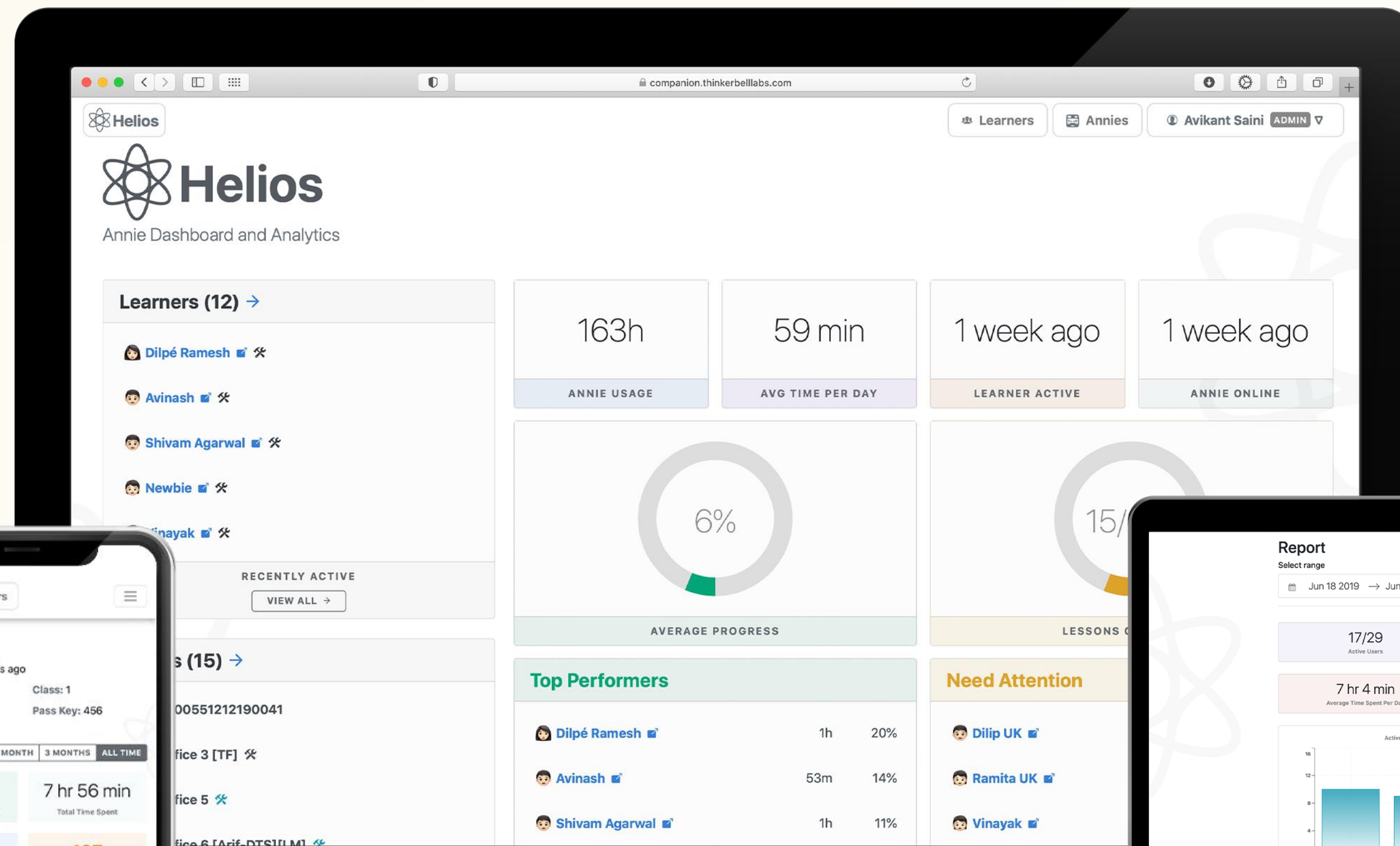
# Annie Learning Ecosystem

Track Child Performance • Monitor and Evaluate • Download New Content

Evaluate, analyze, compare and remedy a group of students

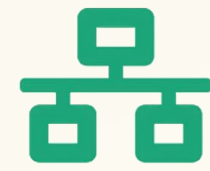
Track progress, schedule tests and homework

Generate reports, identify problem areas



The Helios Suite

# Why Annie?



## Connected

Can be monitored easily. Enables special educators to focus on multiple students at the same time.



## Inclusive

Equips parents and regular teachers to cater to a child with special needs. Can be put into mainstream schools.



## Human

Friendly human voice guides students in their local language, thus making learning more efficient.



## Smart

Gives instantaneous feedback for mistakes and continuously evaluates learner's progress.



## Innovative

Patent pending device which has all the hardware modules tailored to teach Braille.



## Gamified

Interactive premium content designed by curriculum experts.

With Annie, a visually impaired student can learn to **read**, **write**, and **type** in Braille on their own, while having fun!

# Content Localization

Children learn much better in their **native tongue**  
Especially in areas with fewer teachers

Hello, I'm Annie!

હાય ત્યાં ડું એની ઇં

হ্যালো আমি আনি

नमस्कार मी अंनी आहे

हैलो मैं एनी हूं

ಹಲೋ ನಾನು ಅನ್ನಿ

ஹாய் நான் அன்னி

హలో నేను అన్నీ

**8 Languages Taught by Annie So Far**

Comprehensive Educational Content for any New Language or Accent  
can be Added to Annie™ in **Four Weeks!**



# Impact Assessment

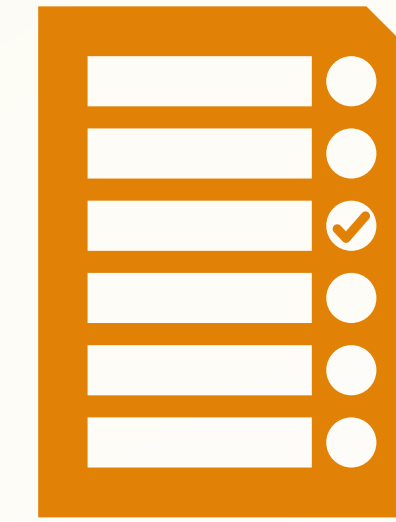
Live Dashboards Enable all Stakeholders to Monitor Progress in Real-time



## Monitoring

funding agencies and local authorities

- Live usage metrics to stay on top of operations
- Automated reports sent at regular intervals



## Evaluation

Educators and Parents

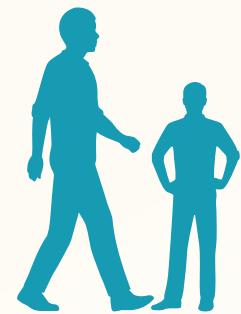
- Granular performance data for targeted interventions
- Smart learning outcome benchmarks based on local and international standards

# Output



## Access

Strategically located learning centers ensure easy access to quality education for visually impaired children



## Personal Attention

Annie's self-learning modules ensure that the child receives learning time with focused personal attention every day



## Holistic Learning

200+ hours of learning covering Braille literacy, numeracy, language skills, and improved audio comprehension



## Stakeholder Involvement

Various stakeholders including parents and teachers are more involved in the child's education experience

# Outcomes



## Enrollment

Efficient classroom teaching and innovative teaching methods lead to higher enrollment of visually impaired learners



## Independence

Braille literacy enables a visually impaired person to vote in elections, take notes in a meeting, use an elevator etc. and live independently



## Inclusive Society

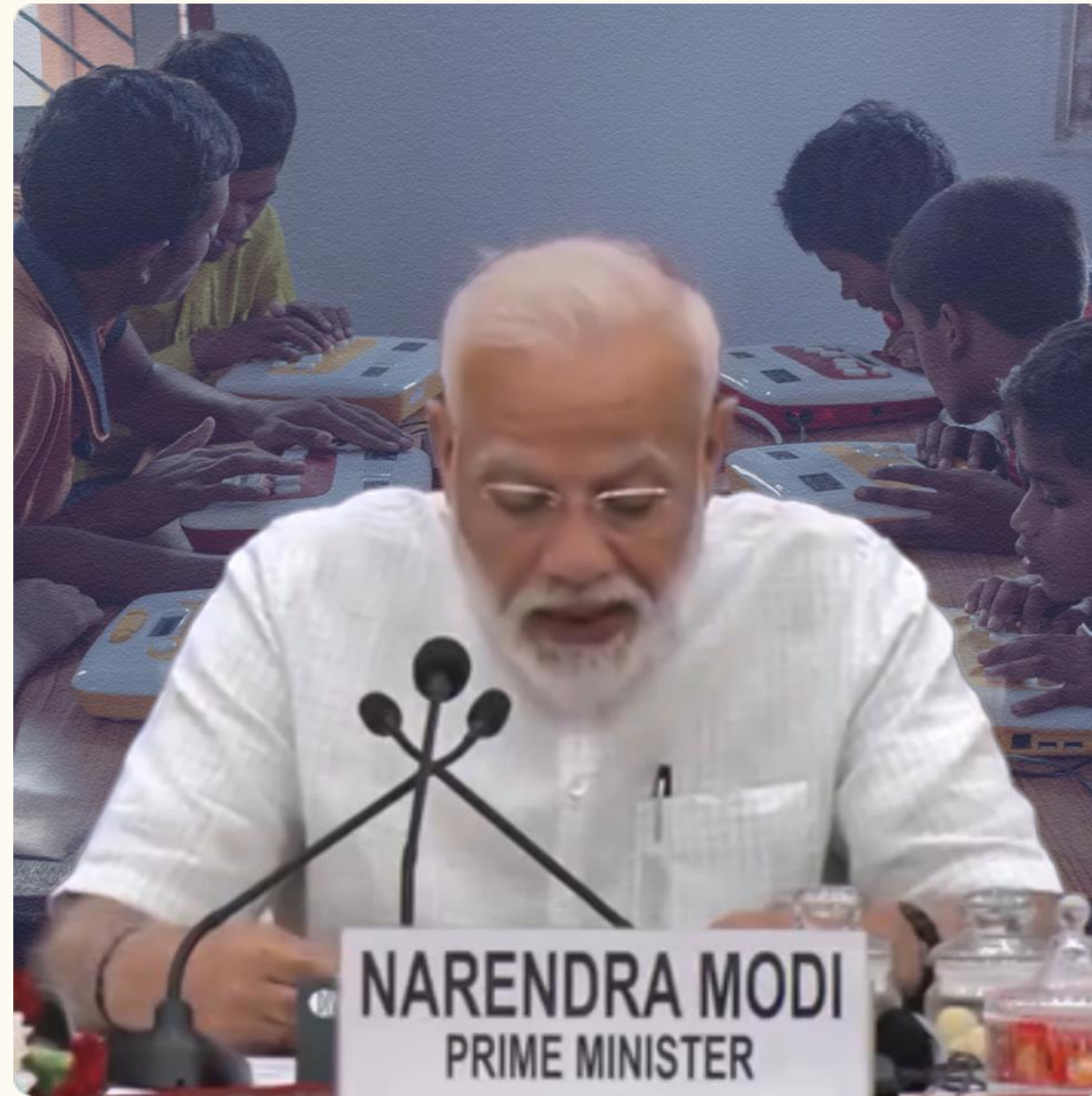
Quality education and employment opportunities changes perception and makes society more inclusive for the visually impaired



## Employability Rate

Multiple studies have shown a huge correlation between Braille literacy and employment rates among the visually impaired

# Recognition



India's first Braille Smart Class Solution in Ranchi, Jharkhand was lauded by **Mr. Narendra Modi**, The Prime Minister of India



Recommended to all bureaucrats in the country by **NITI Aayog**, the premier policy think tank of the Government of India



The **Duke and Duchess** of Cambridge learnt to type their son's name 'George' in Braille

**NIEPVD** (India) certified Annie™ an effective Braille teaching device.  
Annie™ Recognized among best practices for braille learning by **South Wales Sensory service** (UK)

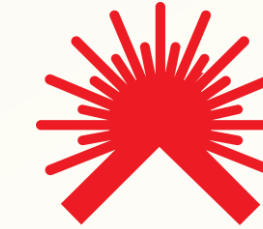
# Customer Segments



GOVERNMENT OF  
JHARKHAND  
School in Ranchi  
JK, India



SENSORY SERVICES  
London & Wales  
GB



SELCO FOUNDATION  
Two Schools in Bengaluru  
KA, India



GOVERNMENT OF  
TELANGANA  
Karimnagar/Mahabubnagar  
TN, India



GEMS MODERN ACADEMY  
Academic City, Dubai  
UAE



TECH MAHINDRA  
FOUNDATION  
Three Schools across India



GOVERNMENT OF  
CHATTISGARH  
School in Jashpur Nagar  
CH, India



CHANTRY PRIMARY  
ACADEMY  
Luton  
England, GB



MITSUBISHI HEAVY  
INDUSTRIES  
School in Mysuru  
KA, India



GOVERNMENT OF  
UTTAR PRADESH  
Two Schools in Lucknow  
UP, India



THE POONA SCHOOL FOR  
THE BLIND TRUST  
Pune  
MH, India



LV PRASAD EYE  
INSTITUTE  
Hyderabad  
TL, India

GOVERNMENTS

SCHOOLS AND RESOURCE CENTERS

BUSINESSES AND FOUNDATIONS

Annie™ and Annie Smart Classes are now across  
**40+ Schools and Centers** in India, the U.K. and U.A.E.

# Team



**SANSKRITI DAWLE, 26**  
**CEO AND CO-FOUNDER**  
Research in HCI, KVPY Scholar, and OPW  
Fellow at GNOME Foundation



**AMAN SRIVASTAVA, 26**  
**COO AND CO-FOUNDER**  
Research in HCI, Fellow (2016) and Curator  
(2017) at India Inclusion Summit



**DILIP RAMESH, 26**  
**CTO AND CO-FOUNDER**  
Former President of Nirmaan Goa (NGO) Open  
Source Developer at GSoC



**SAIF SHAIKH, 25**  
**CPO AND CO-FOUNDER**  
Graduated early Designed and fabricated an All  
Terrain Vehicle



**AVINASH KOTHURI, 28**  
**SALES AND PARTNERSHIPS**  
Former Partnerships & Head of Customer  
Success at Social Cops™



**AVIKANT SAINI, 23**  
**ENGINEERING AND DESIGN**  
Stack Developer, Designer and Photographer.  
Graduated High School at 16



**SHIVAM AGARWAL, 26**  
**ENGINEERING (SOFTWARE)**  
Full Stack Developer and Former Software  
Development Engineer at Walmart Labs



**RAHUL CHAVAN, 23**  
**SUPPLY CHAIN**  
BITS Goa Hons. Graduate in Mechanical  
Engineering.



**NANDAKRISHNAN H, 22**  
**ENGINEERING (ELECTRONICS)**  
BITS Goa Hons. Graduate in Electronics  
Engineering.

# Investors



Anand Mahindra  
CMD of Mahindra Group



Raman Roy  
Chairman, NASSCOM



Let's Venture



Indian Angel Network



Birmingham Course Ltd

# Appendix: U.N. SDGs



Establishing Annie Smart Classes across the State ties in directly with **three** United Nations' **Sustainable Development Goals**

# Appendix: Awards and Mentions



— AS FEATURED ON —

