torch-it.
Empowering Vision, Beyond Sight
An Indian Startup working towards empowering the visually impaired community by providing an Assistive Mobility Device with 99.7% Obstacle Detection Accuracy in 2 to 8 feet ranges at a price point of less than INR 2,199 / $30.
Markets

285 million visually impaired across the globe

7 of 10
Are old age

6 of 10
Are females

The segment we are engaging currently represents 34% of the market size.

- Cataract: 62%
- Refraction Error: 20%
- Glaucoma: 6%
- Other Causes: 11%
- Corneal Pathologies: 2%
- Other Causes: 11%
Most of visually impaired people come from low income households (~80%) causing them to be a major liability on their families.

Immobility concerns causes them to stay dependent as they can't go around for training and thereby employment.

Due to non-availability of affordable & accurate devices, this causing a major blow on their confidence & self esteem.

285 million visually impaired people lack in dependence in their daily tasks due to lack of mobility.
SOLUTION
Bringing confidence in their life
ABOUT SAARTHI

Highly accurate and Most affordable assistive device in the world

01 Accuracy
02 Affordability
03 Different Ranges
04 Simple & Battery Efficient

Saarthi offers 99.7% Obstacle Detection Accuracy
The product has been priced at INR 2,200 ($30)
Accurate obstacle detection Indoors (2 ft), Outdoors (4 ft) & Open Areas (8 ft)
Product is extremely simple to use; Single charge lasts ~30 days

Accuracy
Affordability
Different Ranges
Simple & Battery Efficient
OUR PHILOSOPHY

We are trying to create a platform for visually impaired community

Affordability
We focus on making utilitarian products at affordable prices

By the Blind, For the Blind, To the Blind
60-70% of our assembly process is done by blind people

Social Empowerment
We aren’t just a product company, but a platform for the Differently Abled community
TIMELINE
From past 5 years in this social venture

2014
Idea generate and Selected in MIT Media Labs

2015
R&D started; First prototype

2016
Incubation, Company registered and Patents & IP filing

2017
Product Launch

2018
More than 7,700 People are using our device

2019
Expanding in across India & Overseas

2020
Introducing new products to make this world more accessible.
Improve Confidence of Blind people

- Collision and Injury prevention
- Increase walking Speed
- Increase Participation
- Education and Employability

IMPACT

Uplifting and Empowering visually impaired community
## COMPETITORS
What makes us unique

<table>
<thead>
<tr>
<th>Features</th>
<th>Saarthi</th>
<th>Smart Cane</th>
<th>K – Sonar, Ultra Cane</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Sonar based assistive mobility device for obstacle detection</td>
<td>Cane mounted device for long ranged obstacle detection</td>
<td>Ultrasound based obstacle detection device with sound based feedback</td>
</tr>
<tr>
<td>Accuracy</td>
<td>99.7% Accurate in 3 ranges</td>
<td>Only 2 ranges</td>
<td>Accuracy lost in crowded areas</td>
</tr>
<tr>
<td>Affordability</td>
<td>Available at $30</td>
<td>Priced at $65</td>
<td>Price starts from $800</td>
</tr>
<tr>
<td>Maintenance</td>
<td>Low maintenance device</td>
<td>Delicate device</td>
<td>High maintenance cost</td>
</tr>
</tbody>
</table>


1. NGO Approach

Engage with NGOs and social enterprises for database, feedback and distribution.

2. Connect with CSRs & Donors

Working with 5+ CSR project partners and are in active discussion with more than 8 Corporates.

3. Distribution to Users

With the help of blind schools/association we are distributing devices to beneficiaries.

4. Providing Training

Training is provided by blind person to blind person. We are creating blind employability as well.

5. User feedback

We take feedbacks from our end users to further improve our quality and services.

6. Impact Report

After feedback from users, we are submitting the impact report to different stakeholders.

OUR ENGAGEMENT STRATEGY

This is how we are working with our stockholders.
TARGET CUSTOMERS
Beneficiaries of our innovation

- Visually Impaired:
  - Device is too affordable, so any one can directly purchase from retail outlets or online.

- Donors:
  - Individual donors taking up this noble cause of empowering the lives of a visually impaired person.

- Corporates:
  - Many corporates, MNCs, PSUs are obliged to spend a share of their revenues on social endeavours.

- Govt.:
  - All countries have budget for spend on assistive technologies which make disable peoples uplifted.
OUR SUPPORTING ORGANIZATIONS

Corporate Partners

- Corporate partners for CSR Project endeavors.
- Mentor Organizations for design & development feedback, user engagement & distribution support.

Incubation Support

- 5+ Corporates
- 8+ Blind Institutes

Mentorship Support

- 30+ NGO support
- 6 Incubations & Nodal Institutes
OUR ACCOLADES

We won more than 40+ national and international awards, some of them...

- **Top 5 Promising Startups by PM Modi**
- **Awarded INR 1 cr. for expansion in African Market**
- **25 lacs grant for being Top 8 Social Startups**

- **Amongst Top 7 Startups Globally**
- **Amongst Top 10 Innovative Startups**
- **Top Startups, 2017**
- **Best Social Master Plan**

- **Amongst Top 6 Startups**
- **Best Innovation Award, IIT KGP**
- **Amongst Top 10 startups, NASA**
- **Amongst Top 50 startups globally**
SALES ESTIMATE
Based on current status and Industry standards

Our Financials, Traction & Cost Breakup

Performance Till Date

Product Launch – Oct 2017
Total Revenue – ~INR 0.68 cr.
Total units sold: 7,700+

  CSR Orders – 5,500+
  Self Use Purchases – 2100+

Patent Status – Design & Efficiency patent filed (Total 5 IP)

Orders at Hand – 10,000 devices
States Operational – Gujarat, Rajasthan & Delhi
Immediate Expansion plans - Maharashtra, MP, UP
International expansion: Korea, Kenya & South Africa
A fully integrated Tech solution for the Blind

- Obstacle detection accuracy in front & below knee level
- AI/ML Image recognition
- Audio/Video call feature
- SOS security feature
OUR NEW PRODUCTS

IIT Madras, Take-note, Most Affordable and very need base education Assistive device

The Smart Braille Keypad

Wired/ Wire less Braille keypad with 1000s of notes storage capacity

- Usability
- Design
- Portability
- Simplicity of usage
- Affordability
OUR MENTORS

Seasoned advisers who have taken up the mission to empower the visually impaired community

Dr. Bhushan PUNANI
IIM A | Executive Secretary, BPA

Prof. Ranshod SONI
Retire Prof. | Lion Member

Prof. Baskar MEHTA
Retire Prof. | NAB President

Abhinav KAPADIA
CFO, PDPU | Director, IIC

Girish BHAMBANI
Head Strategy, Bosch

Anay MASHRUWALA
Director, Venus Ltd | Mentor
OUR TEAM

Passionate team of young engineers and seasoned managers

Hunny BHAGCHANDANI
Co-Founder | B. Tech | Passionate Sociopreneur

Mohit CHELANI
Co-Founder | FCA | IIM Cal | Ex 12+ Years

Dedeepya GOHIL
Projects and Partnerships

Kshitij SHAH
Marketing
We started R&D for our 3 new product, which will change blind peoples lives
We started collaboration with African & Korean company working in braille education
This is how we are going to transform the current scenario.

We are going to develop new assistive devices for all disabilities
So together we can make this world accessible for all. We will start with smart cities projects, then we tap Developed countries.

VISION
We are SOCIAL - Tech company having VISION to make this world accessible for all
HAPPY LIVES

HAVE A COLOURFUL DAY
Gift to our visually impaired friends.

Thank You!
www.TorchIt.in

We are only as blind as we want to be
- Helen Keller

Saarth
Walk With Pride
BUSINESS OPPORTUNITY

Potential to serve 65% of blind community

- **30%** Blind population associated with social organizations
- **0.8%** Use Guided Dogs
- **28%** Having White cane
- **30%** Blind population
- **$3.9 Bn** Market
- **$250 Mn** Market

- **Rural**
- **Old aged Blind Population**
- **Untapped market**
- **$600-700 Mn** Market
- **65% Potential Our Users**
TESTIMONIALS
What our users are saying about us

This device is very beneficial. It protects me from a lot of upper body injuries.

Since the time I have started using Saarthi, I am not getting injured any more. My safety in travel has increased a great deal.

With Saarthi, I walk faster and I am more confident now. Just one word for the device, it's wonderful.

I have very limited vision. Earlier, I had trouble in detecting glass doors in shopping malls. I would often collide which led to a lot of embarrassment.