LIVOX
BRAZIL

PRESENCE: Brazil, Argentina, United States, Peru, Jordan, Egypt, Portugal, Switzerland, Saudi Arabia, and Mexico.

Livox uses affordable technology and artificial intelligence applications to provide alternative communication tools to empower people with disabilities and learning impairments to communicate, improve access to education, health, and employment, and thus, contribute to empowered people and inclusive societies. The platform focuses on five different challenges: Cognition, Oral Language Understanding, Visual Understanding, Auditory Understanding, and Behavior. It is available in English, Portuguese, German, Arabic, Spanish and compatible with other 25 languages.

Livox is looking for:
- Investments (USD 250,000 in grants or equity) for country expansion in Latin America and internationally;
- Partnerships with UN agencies, multinational corporation and regional governments for increasing distribution reach and improve research expertise.

CHALLENGE

Globally, there are at least 93 million children and over one billion people with disabilities according to estimates from UNICEF and the World bank. Those with disabilities and learning impairment, alarmingly children, face daily discrimination and are at a risk of social exclusion due to inadequate policies and legislation, lack of access to health and education, fewer economic opportunities, and higher rates of poverty. As a result, their ability to live an independent and fulfilling life is hindered.

Regular alternative communication devices fail to meet the needs of people with disabilities, as disabilities vary in type and degree. A person with Cerebral Palsy, for example, besides the motor impairment, may endure visual and even cognitive impairments. Most devices are one size fits all, and alternative communication devices often show dozens of items on a single screen. Furthermore, most existing solutions are extremely expensive, reaching the cost of USD 10,000 and more for a single user.

SOLUTION

Livox wants a world where technology can play an important role alongside families and professionals to provide opportunities for people with disabilities to thrive and feel empowered. Livox is an augmentative and alternative communication (AAC) platform for people with learning disabilities. Its application uses different interfaces and special algorithms to interpret motor, cognitive, visual, and hearing disorders as well as machine learning to predict and understand what the person using the application might want or need.

"Impact is at the core of Livox. The company is a potential unicorn, as the information and competence gathered can be leveraged in other sectors and with other users."
– Rosa Sangiorgio, Head of ESG, Pictet Wealth Management

The product itself is distributed through a B2C channel directly to consumers, and through a B2B channel usable in schools and healthcare facilities. The Livox platform also offers a Livox Store for downloading content, and a usage statistics portal, named MyLivox to track performance. Furthermore, Livox’s competitors are up to 4000% more expensive. Due to its significantly lower costs, the application is widely affordable to low-income people in developing countries.

IMPACT

Since inception, Livox impact involves:
- 10 Countries reached.
- 25,000+ users.
- 10,000,000+ words spoken by disabled users.
WOMEN EMPOWERMENT

33% of women in C-suite positions

More than 60% of Livox users are girls. By empowering girls with disabilities, the company is enhancing their capabilities and expanding opportunities for a better future, including through employment.

SCALABILITY

Recent scientific research shows that close to 10% of students in schools can have a language disorder. The global market is of more than 93 million children suffering from disabilities. Livox marketing strategy is two-fold: a B2C channel through online sales, and a B2B distributor network. The local distributors work on a joint-venture model. These partners know the language, the culture and many other details for their markets. They also have a physical presence, at community level. Distributors get a 50% commission on sales of Livox licenses and 70% commission on sales of Livox courses. For further scaling, Livox is exploring also franchising models contingent on countries.

FINANCIALS

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<th>Annual Revenue ($)</th>
<th>EBITDA ($)</th>
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<tbody>
<tr>
<td>2019</td>
<td>200,000</td>
<td>150,000</td>
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<td>2018</td>
<td>20,000</td>
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INVESTMENTS

So far Livox has been growing organically and has received grant money from Google and MIT for the total amount of USD615,000. Livox is looking for equity investments which will be used to create new revenue models (e.g. Livox Store) and to consolidate Livox in new more profitable markets, particularly Spanish speaking countries in Central and South America. Investments will also be used to obtain certifications, for instance related to user data privacy, to make the product compliant in different markets and to support the app roll out.

PARTNERSHIPS

The strategic partners for Livox are Worcester Polytechnic Institute (WPI) to develop new solutions and test new codes, Infoco (Brazil) to promote sales and awareness of Livox with key educational and governmental stakeholders in Brazil, LS Nogueira to identify government incentives for disabled people, and DLT for localizing and adapting Livox’s content to the Middle East market.

AWARDS

World Cup Tech Challenge 2015

DIGITAL TECHNOLOGIES

Intelligent Algorithms are leveraged when a person with a disability starts using Livox, as the software will adjust to that particular disability need. Livox for someone with Cerebral Palsy looks and works very differently than for a person with Autism. In particular, people with motor disabilities often have a hard time touching the screen of a tablet to select what they want to communicate. To solve this, Livox has developed an algorithm called IntelliTouch, which avoids the usage of honeycomb-like layers and focuses on the individual person using the application. The software analyses how many fingers are touching the screen, if the person is dragging his fingers, the area of the touch, if any involuntary touch has happened and then it corrects the imperfect touch of the user. Those who cannot use Livox with their hands can use it with their eyes with Livox Blink Control.

Furthermore Livox - through the use of Machine Learning and Natural Language Processing in collaboration with Google - has produced algorithms that allow people with disabilities to either answer a question or initiate a conversation up to 20 times faster when compared to regular alternative communication devices. All data used on training AI models is anonymized to avoid any bias related to gender, race, or religion.

FOUNDER

Carlos Pereira is the Founder and CEO of Livox. He has over 20 years of experience in computing and electronical engineering. Carlos studied at the Federal Institute of Pernambuco and attended the Leadership for Systems Change programme at Harvard University.

MORE INFORMATION

Website: www.livox.com.br | Facebook: @livoxtablet | Linkedin: Livoxapp | Twitter: @livoxtablet