

Business Lean Canvas

Problem Reading and education are still not accessible to everyone. Most materials are not designed for people with dyslexia and low vision, creating barriers to learning and equal access to education.	Solution Otillexia is an inclusive app that makes reading accessible through adaptive text, audio, image-to-text, and voice features, with offline access and public domain books for learning anytime, anywhere.	Unique Value Proposition Otillexia combines accessibility, adaptability, and offline access in one app, offering personalized reading through text, audio, image-to-text features, and a library of public domain books, making learning inclusive anytime, anywhere.	Existing Alternatives Customers rely on traditional books and public domain materials that are not accessible, or use basic reading tools like e-readers and text-to-speech apps that offer limited adaptation and do not support features such as image-to-text or full content customization.	Target Market Students aged 10–25 with dyslexia or low vision who struggle with traditional reading materials and need more accessible ways to learn.
Feedback Feedback from students and educators highlighted the need for simpler reading support, offline access, and tools that adapt content to different visual and cognitive needs. Based on this input, Otillexia focused on integrating text-to-speech, image-to-text conversion, and offline access to ensure learning is more accessible and flexible.	Key Metrics Downloads, active users, engagement rate, offline usage, and interactions with accessibility tools like text-to-speech and image-to-text.		Outreach Social media campaigns on Instagram and Youtube, partnerships with schools, teachers, publishers, and accessibility-focused organizations, and app store distribution. Growth is supported by word-of-mouth and referral sharing, with performance measured through downloads, active users, engagement, and user feedback.	Early Adopters Students with dyslexia or low vision, along with teachers and parents who actively seek accessible and supportive learning solutions.

Cost structure

Startup costs include app development, accessibility design tools, and initial content integration.

Fixed costs include app maintenance, system hosting (server infrastructure that keeps the app and content running online), app store publishing fees, and regular updates.

Variable costs include content licensing agreements and partnerships with publishers and educational organizations to provide accessible books.

Profit-sharing may involve agreements with partners to expand free educational content access.

Revenue streams

Otillexia generates recurring revenue through partnerships with publishers and educational organizations that provide and sponsor books for the platform, as well as long-term collaboration agreements to expand accessible content.

Suggested order: There are many approaches to what to fill out first. We recommend focusing on what makes sense to you first.