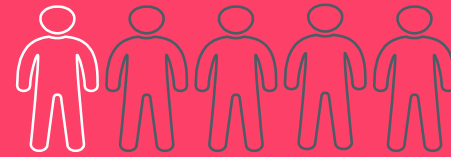
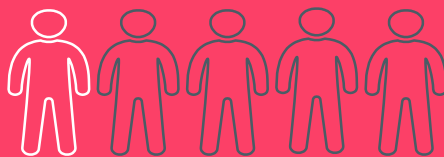
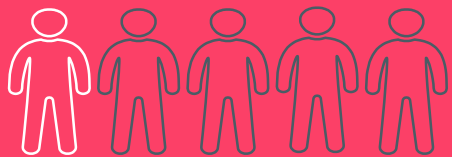
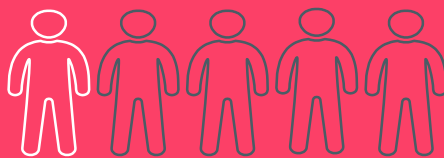
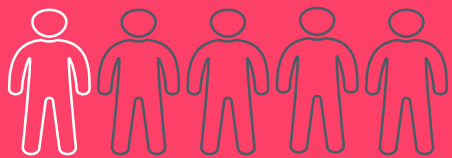


1 in every 5 students has a language learning disability like dyslexia



62% of them will drop out of high school





dys-less-ia

Make your dyslexia dyslessia!



Presented by team codeName
Navya Rao(business, code, design),
Jharna Suresh(business, code, design)

The Problem

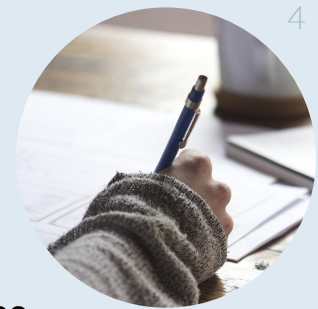


Lack of all-accessible and practical methods to help diagnose dyslexia and offer additional instruction and practice.





Our Solution



Diagnostic

dys-less-ia
Make your dyslexia dyslessia!
Get Started

RESULTS

Reading comprehension level:
Risk

Reading Speed Level:
No risk

Dyslessia seems like the right app for you!

Tutorials

TUTORIAL

Words that rhyme have the same endings.

cat bat rat

Interactive Activities

BEGINNER

Choose the word out of the three that doesn't rhyme. The first few options are color coded to help you

bog

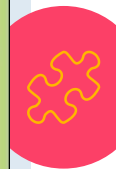
fun

fog

SPELLING

Click the sound icon to hear a word and then spell it out in the text box. Click next to move on.

Enter



MIT App Inventor

5

```
when DiagnosticTimer .Timer
do
  set DiagnosticTimer . TimerInterval to 1000
  set DiagnosticTimer . TimerEnabled to true
  set global readTimeSecs to get global readTimeSecs + 1
  set timerval . Text to get global readTimeSecs

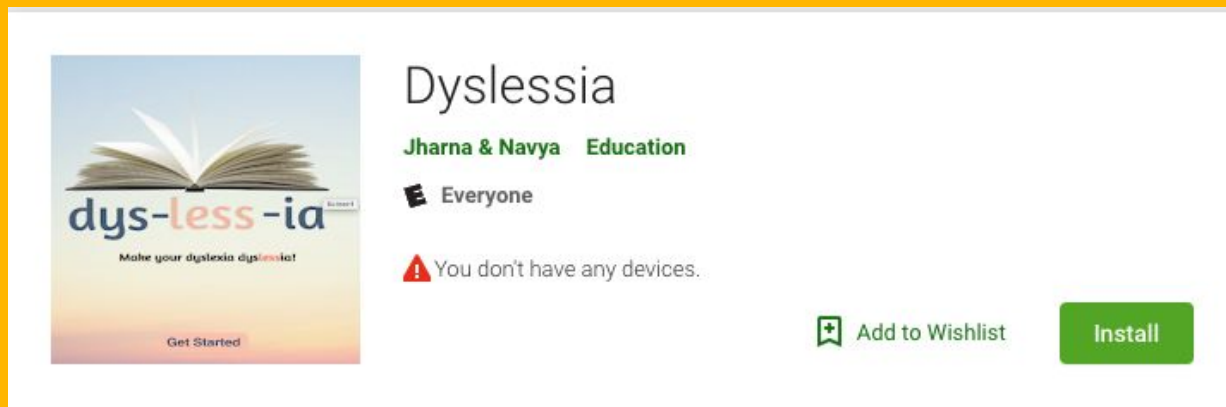
when StartPassage .Click
do
  set TextBox1 . Text to call DiagnosticDB .GetValue
  tag get global grade
  valueIfTagNotThere " Not Found "
  set DiagnosticTimer . TimerInterval to 1000
  set global readTimeSecs to 1
  set Label2 . Text to 0
  set DiagnosticTimer . TimerEnabled to true
```



Our Users

Users: Students with dyslexia between grades 1 to 7

Cost: Absolutely free! We profit through ads



The screenshot shows the Google Play Store listing for the app 'Dyslessia'. On the left is the app's icon, which features an open book with the text 'dys-less-ia' and the tagline 'Make your dyslexia dyslessia!'. Below the icon is a 'Get Started' button. To the right of the icon, the app title 'Dyslessia' is displayed in a large font. Below the title, the developer 'Jharna & Navya' and the category 'Education' are listed. The age rating is 'E Everyone'. A warning message states 'You don't have any devices.' At the bottom right, there are two buttons: 'Add to Wishlist' and a green 'Install' button.

Dyslessia
Jharna & Navya Education
E Everyone
⚠ You don't have any devices.
Add to Wishlist Install

Market Model

YouTube Ads

YouTube reaches more adults than any other network

We will pay \$1,000 to reach 10,000 people

Email Marketing

80% of professionals say email marketing is especially useful

On average, makes \$38 for every \$1 spent



We will assume we get 1620 users the first month through YouTube ads and 100 users every month after. We will gain 5,000 users from email marketing in the first month. We will stop email marketing after the first month.



Competitive Analysis

	Dyslessia	Dyslexia Quest	Sound Literacy
Diagnostic	yes	yes	no
Auditory Feedback	yes	no	yes
Multisensory Activities	yes	no	no



What We Have Done So Far

Dyslexia Survey

This is a survey that is being conducted to help provide information for the creation of an app aiming to help people with Dyslexia and these responses will help us further solidify our plan. We appreciate your time and help :)

What organization are you from *

Short answer text

What's your email *

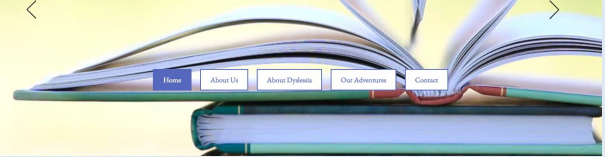
Short answer text

What are the most common behaviors related to dyslexia that you see within students? (Check all applicable boxes)

Dyslessia
Make your dyslexia dyslessia

Home About Us About Dyslessia More

Dyslessia Helps make Dyslexia Dyslessia



Freda Wong
Middle School English Teacher (worked with dyslexic students)



Our Next Steps

Expand features

Partner with dyslexia organizations and tutors

Hire professional assistance

