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

62% of them will drop out of high school
The Problem

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

Diagnostic

Results
- Reading comprehension level: Risk
- Reading Speed Level: No risk
- Dyslexia 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.
Our Users

**Users:** Students with dyslexia between grades 1 to 7

**Cost:** Absolutely free! We profit through ads
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

<table>
<thead>
<tr>
<th></th>
<th>Dyslessia</th>
<th>Dyslexia Quest</th>
<th>Sound Literacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diagnostic</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Auditory Feedback</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Multisensory Activities</td>
<td>yes</td>
<td>no</td>
<td>no</td>
</tr>
</tbody>
</table>
Dyslexia Survey

What organization are you from *

What's your email *

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

1. Partner with dyslexia organizations and tutors
2. Hire professional assistance
3. Expand features