

#### 44. Shoutout to Sushi



### **1. Executive Summary**

In Japan, there are 312,000 visually-challenged people\*. These people often face isolation due to lack of support and unsupportive community, which leads to lower quality of life and in the aging society, the number of sufferers is expected to increase. To encourage visually impaired people to be more included in society, we propose an app named "Apoyo" The concept of "Apoyo" is to build a matching platform where visually-challenged people can find a caregiver outside their home.

\*Ministry of Health, Labour and Welfare "Survey on Difficulty in Living"

### **2. Mission**

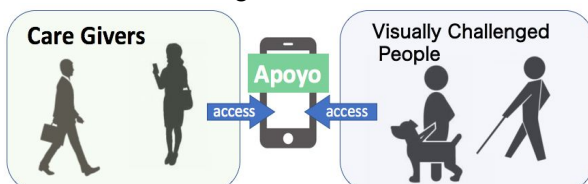
The app we offer, "Apoyo", connects users and their hearts. "Apoyo" means support in Spanish. Support may seem unilateral, but what we aim for is a society in which people help each other and respect individuality. We aim this app to become an opportunity for that society, and we aim barrier-free of mind is not special. Let's help each other beyond the visually-challenged with "Apoyo."

### **3. Product and Service**

Apoyo connects visually challenged people in need and people who want to help them out. You need to fill in your headshot, name, age, and prefecture to use this app and this prevents the app from being abused. All the users can select from two modes of the Apoyo; one is for users who know their schedule and destinations, and the other is for users who randomly get spare time throughout the day.

Here are the steps to use Apoyo for visually challenged or elderly people(¥100/10mins);

1. Enter the destination and then you can find people nearby or going in the same direction to help you out on the map.
2. Select people to help you.
3. Decide where to meet using our chat commands and go for a walk with them.



Here are steps to use Apoyo for those who want to help;

1. When you have time to spare, turn on location services.
2. If there is someone looking for your help, you will get the notification.
3. Check the meeting spot and help them walk and take public transportations.

We believe that it is important to inform the situation to visually-challenged people when supporting them. If they find themselves struggling to walk alone, it is best to offer them some help. Furthermore, we will have a rating and review feature so it shows which helper is good at helping out or is legitimate.

### **4. Target Customer**

We target visually challenged people and elderly people who have visual problems. Around visually-challenged 312,000 people in Japan\*. Around 60 million people in Japan are over the age of fifty\*\* and 75% of people of over fifty years old have cataract\*\*\*.

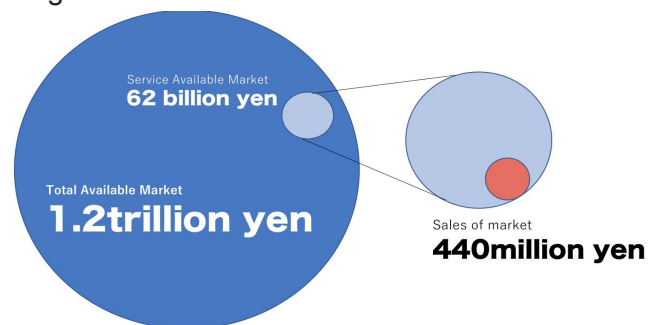
Thus there are a total of 25 million people who apply as the overall market.

\*Ministry of Health, Labour and Welfare "Survey on Difficulty in Living" \*\*Statistics Bureau, Ministry of Internal Affairs and Communications \*\*\*Keio Hospital inforMation & Patient Assistance Service

### **5. Market/Industry Analysis**

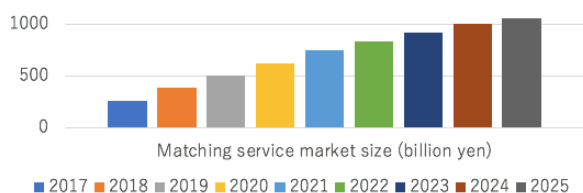
At present, the market size of the app industry is 1.2 trillion yen\*, of which the matching app market is about 62 billion yen\*\*, and we aim to generate 440 million yen of sales. The matching app market will double in the next six years. Considering the aging population in Japan, the market of elderly people will expand significantly. The two aspects will keep the market of matching app for the elderly growing.

\*Ministry of Internal Affairs and Communications  
\*\*Digitalinfact co.



Other apps for visually-challenged people such as "seeing AI" aim to support their daily activity, while

our ave a more enjoyable and high-quality life through product aims to hh interactions with various new people.



## 6. Marketing

To find new users for the app, we use Universal App Campaigns, provided by Google. This ad campaign allows us to advertise on search, YouTube, and Google Play Store. We run an ad with a budget of 3 million yen costing 200 yen per one download, for more than 3 months, within 30,000 yen per day.

Moreover, aiming to increase the users of visually challenged people, we advertise at Social Activities Centers for the Disabled and business skill development school for them.

To help our users keep using this app, and to help them better understand the situations offered by this app in which users help others and others appreciate what our users did for them, we give present for the user who performs an activity each day for a week and we indicate the number of people who you have helped so far to make the user feel rewarded at the end of every activity.

## 7. Contribution to SDGs

**3 GOOD HEALTH AND WELL-BEING**  
The visually-challenged people find it difficult to go out, especially in the first place. The number of people with visual-challenged due to age is increasing in Japan. Not going out can cause depression and diabetes. If the visually-challenged people go out easily using this app, it will help prevent those diseases.

**8 DECENT WORK AND ECONOMIC GROWTH**  
As personal support service does not include commuting, visually-challenged can feel insecure and hard to work. The app will enable them to work comfortably and have more freedom of job selections. Many Visually-challenged people often suffer from prejudice as physically-challenged people while the only problem for them is the lack of information.

**10 REDUCED INEQUALITIES**  
This app will provide opportunities to interact with people with and without visual barriers and to educate children through their parents using this app.

**11 SUSTAINABLE CITIES AND COMMUNITIES**  
When visually-challenged people use public transportation, the complexity of the station premises threatens their safety.

However, this app can help them to move and promote interaction with various people.

## 8. Finance

	Million yen	Year 1	Year 2	Year 3
<b><u>The total sales</u></b>		46	185	462
commuting	users	1.25 500	50 2000	125 500
Going out	users	33.75 4500	135 18000 0	337.5 45000
<b><u>Total cost</u></b>		14.852 including initial cost	5,152	5,852,0 00
App server		0.2	0.5	1.2
Others		4,892	4,892	4,892
<b><u>Profit</u></b>		31.398	179.84 8	456.648

\*Initial cost(Non Recurring engineering+Cost for advertising : 10,000,000 Others: office rent, domain name, AI, Updating+fixing bugs

We provide our service for the customers for 100 yen per 10 mins. 25% of the fee will be our sales, and the other 75% will be for the caregivers.

Because the number of users will increase year by year, the cost for maintaining our server will also increase.

## 9. Conclusion

As the senior industry grows in the entire world, this business is expected to expand and scale on its own. We want more people to learn to give a hand when someone needs help. By building the mentality of respecting each other no matter what type of disability they have, we want to change the way society works for them.