

## SOCIAL IMPACT

### Mission

The aim of our company is to bring down the communication barriers for hearing impaired people, giving them the possibility to use the most common communication device: the phone.

Social scope is extended to the whole society and not only to hearing impaired people. Pedius has the intent to raise the awareness about accessibility issues. Technology nowadays offers all the instruments to reduce many disadvantages experienced by disabled people and our application is a valid example of this capacity.

We don't only limit to make a phone call feasible, we want to give free calls for all the public services that until now were inaccessible. For other calls we offer prices aligned with VoIP market.

### Social aim

#### **We have two objectives:**

- Allow hearing impaired people to access in a simple, easy and free way to all phone services, for emergency purpose or for daily needs
- Create a service network for hearing impaired people

Pedius is designed for working all around the world, its extreme modularity allows to set easily new language and integrates with local phone network.

The service will be available only in Italy for the first year, after that we will be ready to expand it abroad.

### Stakeholders

Hearing impaired and hearing impaired people: are the main beneficiaries of our innovation, we enable them a new communication channel. We can extend indirect positive effects to all those families that have a member with hearing impairment.

Companies: Take their benefit opening their services to new potential impaired customers.

### Output

To measure positive effect we selected the following metrics:

#### **1. Numbers of subscriptions (users)**

The number of users is a clear metrics of how the hearing impaired community needs to communicate using the phone. Comparing this data with the hearing impaired population in every region we can identify the most critical areas

#### **2. Numbers of accessibility program subscriptions (companies)**

The effectiveness of sensitization campaigns are measured by the number of companies subscribing to our accessibility program. Every single company will contribute to financially sustain the service and will mean improving awareness on accessibility.

### Outcomes

Enabling phone calls provides better integration opportunities for hearing impaired people, improving the quality of everyday life.

We can measure benefits that Pedius will give to hearing impaired community directly counting the effective conversation time through our service (including premium calls).

The ratio between paid call time and free call time will give us an evaluation of community needs. If the paid calls are dominant will means that the phone limitation was acting more on social integration with friends, family or colleagues. If free call are more than expected this will represent a big needs for services until now unavailable to them.



### Attribution and Deadweight

To give a financial measure to the communication problem, we compared past expenses for similar services. According to ANSA in 2010 a region of Italy spent 120,000\$ to provide human supported phone relay services to 3,000 hearing impaired citizens.

According to this information we estimate an expense of 38\$ per year for each user.

The number of companies subscription will be not used in the social impact evaluation, because the benefit is already included in previous analysis.

In social impact analysis we take into account all services and media that can help hearing impaired people in daily life. First of all “relay services” offered by public health, but also all auxiliary communication media like texting and e-mail.

In Italy “relay phones services” are active only in 4 regions covering 12,000 hearing impaired citizens, more or less **17%** of the total. In some other countries the relay service is working more efficiently, but the combined use of Pedius and human based relay service can minimize waiting time and reduce expenses by more than 50%. As showed before, the year cost per user in Pedius is more than 4 time lower than in a standard call center. For this reason we estimate a deadweight of **50%** for all non Italian users.

At last, we also consider all the alternative communication media as texting and email as a reduction factor. Those alternatives can contribute only partially to hearing impaired people needs, for this reason we will consider a reduction factor of **25%** in addition to the call center deadweight.

For the fifth year we expect to have 36,000 users, 15,000 in Italy and 21,000 abroad mainly in USA, UK, and France.

The following table shows the social impact according to the previous assumption

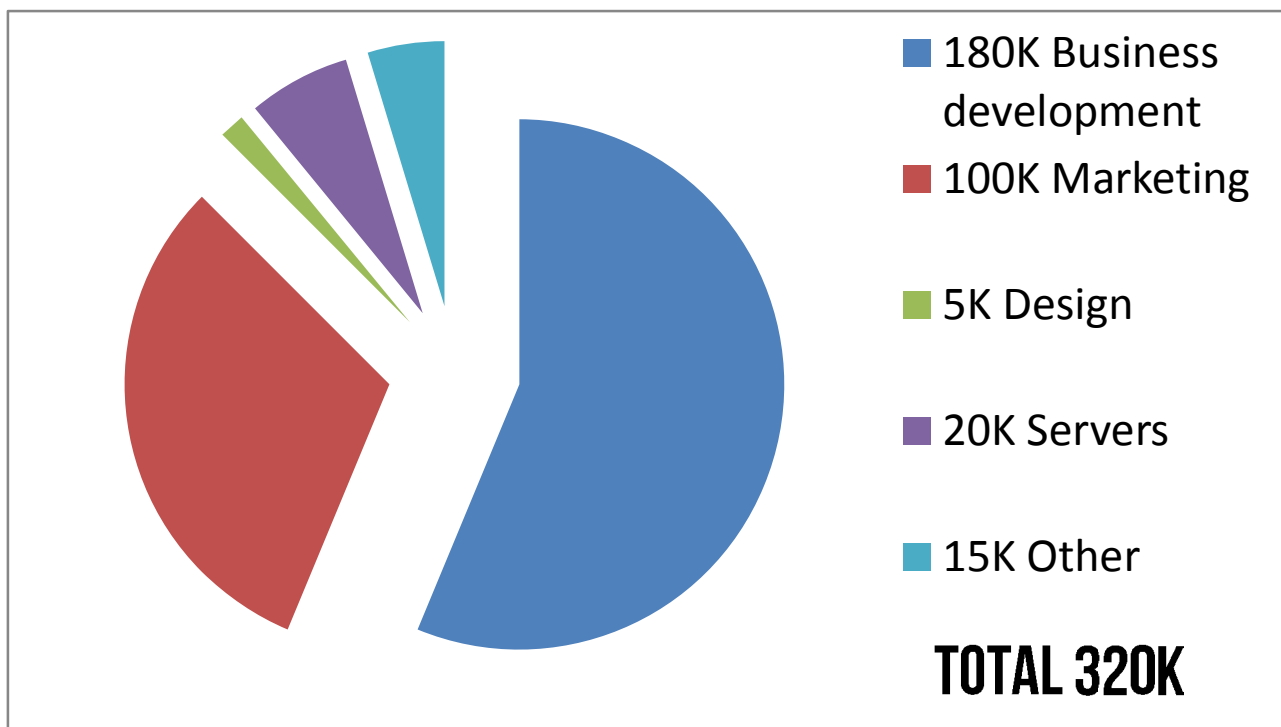
Present value is calculated using the Eurirs rate (Euro Interest Rate Swap) published on 10/02/2013 equals to 1.09% (source: Il Sole 24 ore)

Starting from our financial needs (320,000 \$) we can calculate the SROI:

$$SROI = \frac{\textit{Total Impact}}{\textit{Investment}} \rightarrow \frac{3,750,216}{320,000} = \mathbf{11.7}$$

## FUNDS AND RESOURCES

To develop a reliable service starting from our prototype we need funding for an amount of 320,000 \$. All expenses are shown by sector in the following pie chart



We are looking for a technology partner for VoIP service and for mobile broadband. We can cooperate with our partner to obtain discounted rate in exchange of new users and more traffic generated

## OFFER

We offer equity depending on the amount of investment.

The Legal entity will be evaluated depending on requirements. To facilitate the initial growth of the business we will invest all revenues in the foreseeable future.