
obstamed
...for every vision

2 out of *200 people* in Ghana are blind



The Problem

There are about *300,000* blind people in Ghana



40 M blind people



4.8 M estimated blind

The biggest problem for the blind is *independence* and *safety*

MANUAL

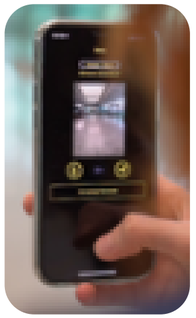
EXPENSIVE

INEFFICIENT

GlAiScreen







Initial research and development on glaucoma detection and progression forecasting. Preliminary test recorded 99% AI model accuracy.

A realisation hit! 90% of blindness is caused by glaucoma. Yet the lifes of these blind people especially in schools become challenging

Our first prototype was built on readily available IoT components and PVC pipes and tested on 5 blind people

The Solution

SOD Stick

+ SOD Native App

360° live location and blind person tracking

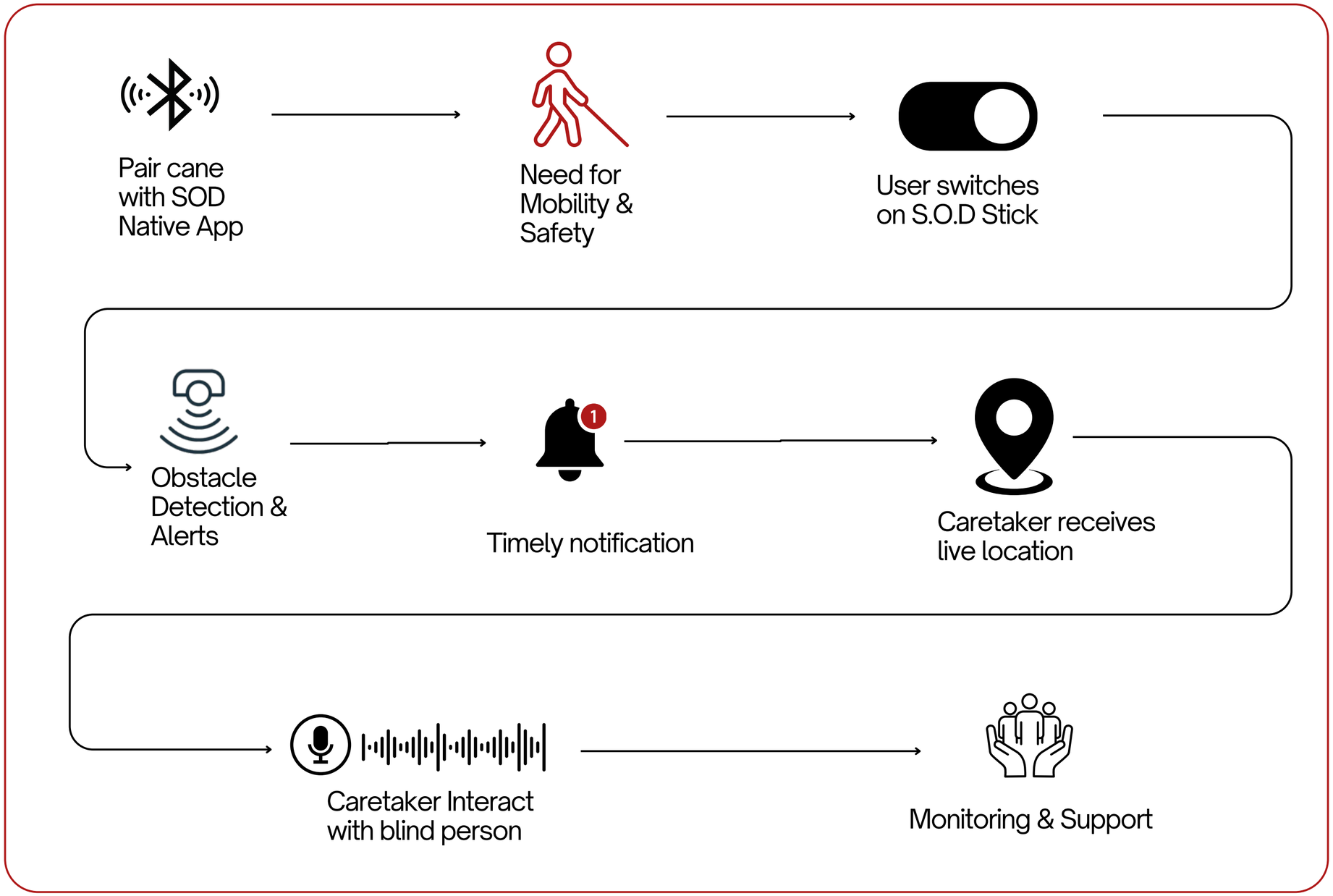
100% real notifications and alerts to all users

50% cost effective and user-centered purchase plans

AI-powered smart white cane *with a caretaker app integration*



Service Process Map for SOD Stick and SOD Native App



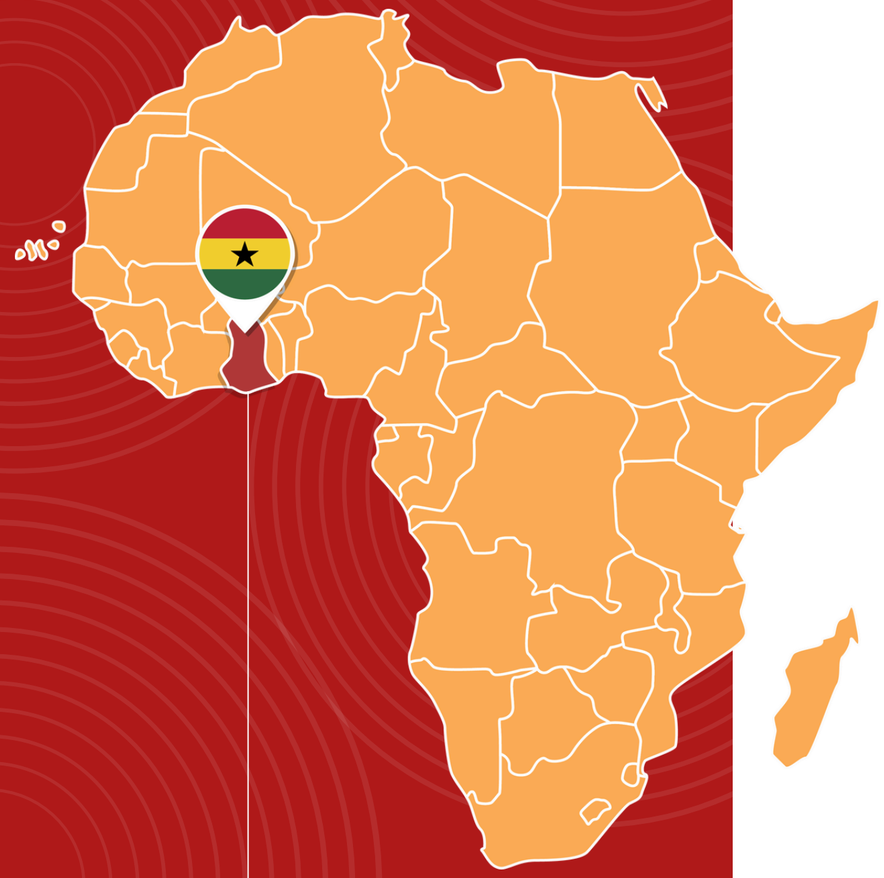
AI-powered cane
learns and remembers environments (home, streets, rooms).

Obstacle alerts
provides vibration and audio alerts.

Native Caretaker App
connection with a mobile app for caretakers

Geo-Adaptive Navigation
360 live tracking

Target Market/ Market Size



Primary customers

Blind people (ages 3+ years)

Caretakers of blind people

Secondary customers

Institutions (Schools, Medical Centers,

NGOs (social welfare, associations for the blind)

1K - 1.5K

From 3 main blind schools in Ghana

70 - 100

social welfare organizations and NGOs in Ghana specifically for blind persons.

Business Model



B2C - Direct Sales

Targets blind individuals & families via website, shops, and expos. Revenue from $80–$120 stick sales (85%) and free app subscription.



B2B - Institutional Sales & Partnerships

Revenue from bulk sales (70%), service contracts (20%), and CSR sponsorships (10%), ensuring predictable high-volume sales.



Premium App features subscription

Get full access to SOD Native app premium features and also redeem price reductions and coupons with bonus points.

Key Resources

- AI-powered obstacle detection (SOD Stick)
- Caretaker App (GPS Model)
- Local assembly and production plan
- Potential IP (hardware and software integration)
- Founding Team (cross-functional)

Key Partners

Funds/Grants/Mentorship

Microsoft for Startups Founders Hub

agea African German Entrepreneurship Academy

ARTIFICIAL INTELLIGENCE FOR DEVELOPMENT AFRICA

Initial target market

OKUAPEMMAN SCHOOL — SEMPER PRIMUS

GBU — Dignity and Progress

Production lab

KNUST COLLEGE OF ENGINEERING INNOVATION CENTRE

other key partners

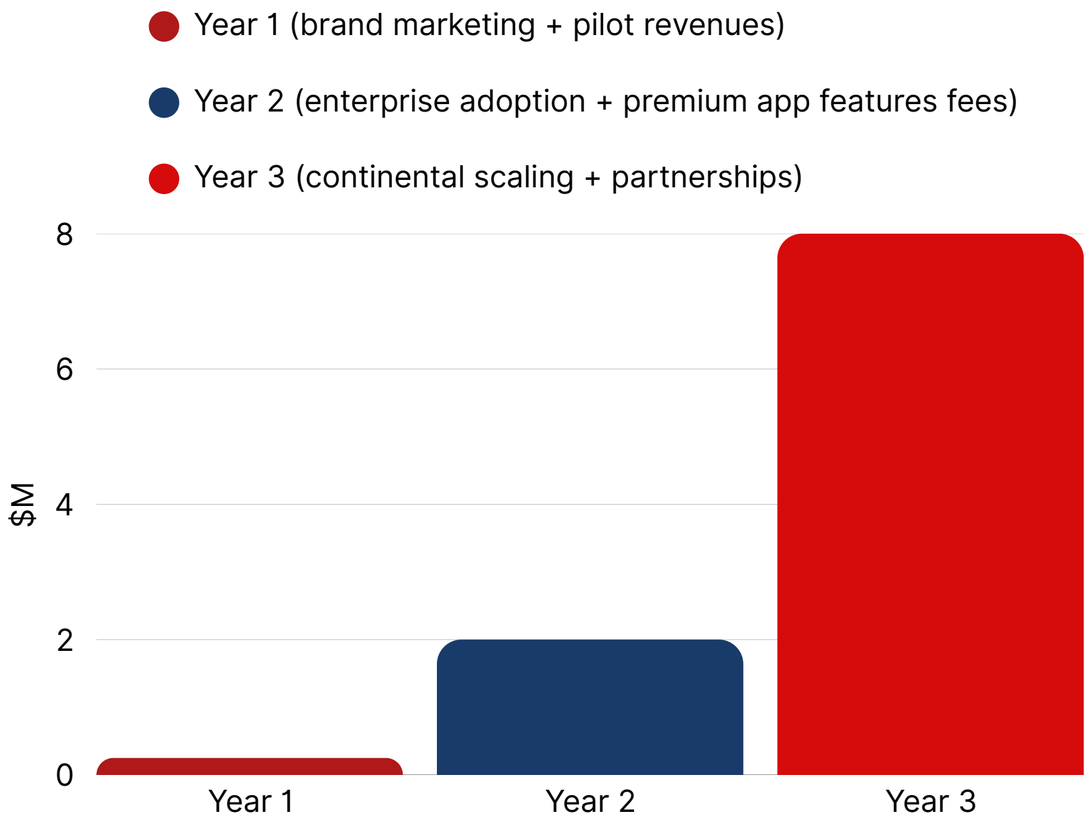
- Media and Marketing platforms
- Component & Hardware suppliers

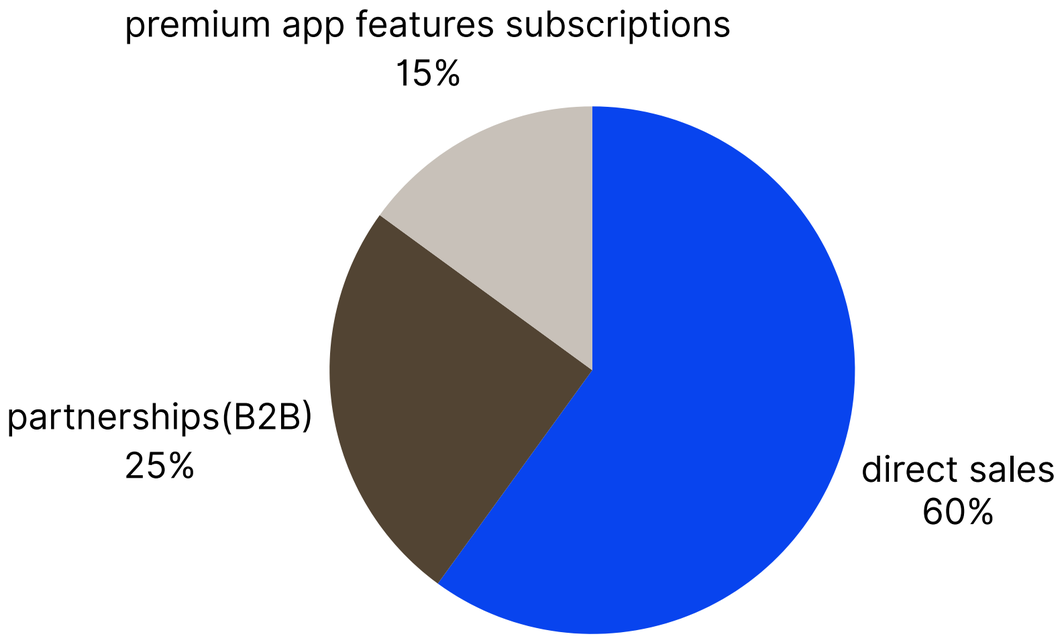
Competitor Analysis

Feature	Traditional cane	Smart White Cane (SWC), Rwanda	WeWalk	SOD Stick
Obstacle Detection	❌	✅	✅	✅
Environment Learning	❌	❌	Limited	✅
Connectivity (IoT / App)	❌	❌	✅	✅
GPS Navigation	❌	❌	✅	✅

Benchmark

Market Plan





Awareness

Community campaigns, social media, disability expos, NGO advocacy

Engagement and Acquisition

Caretaker app free trials, product demos at blind schools/hospitals, radio & TV features

Retention

Direct sales (website, pharmacies, shops), NGO bulk purchases, CSR partnerships

Growth

Licensing deals, local assembly franchises, expansion across Africa

we are seeking

€50K

grant in pre-seed funding

Funding program - **Pennpromise ventures**

Feature	Pennpromise ventures
Funding Type	Pre-seed and seed-stage support (venture studio + accelerator + investor funding)
Typical Funding/Resource Amount	Pre-seed: up to $20,000; Seed: up to $100,000 (may vary; confirm terms — some may be equity-based)
Key Resources Offered	Mentorship, venture studio support (ideation, validation, co-creation, scaling), office hours, validation cohorts, investor network, access to PennPromise mentors
Eligibility Focus	Early-stage African startups (pre-seed or seed) with emphasis on underserved founders (women-led, geographically underserved, underrepresented backgrounds)
Application Window	Rolling applications; pre-seed/validation cohorts and office hours run periodically; seed applications open year-round
Website	https://penningtonpromise.com

Our Startup Team



Jessica Appiah

Chief Executive Officer

5 years of management and partnership experience, STEM education and international business strategy

Background in Biomedical Engineering

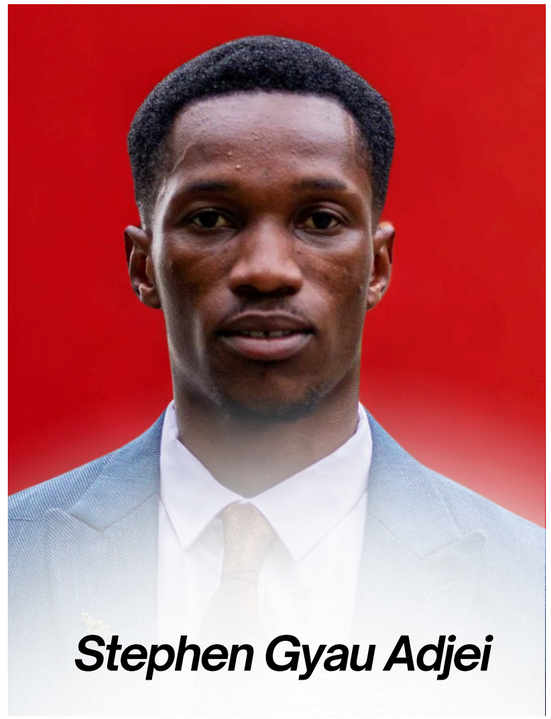


Ransford Oppong

Chief Technology Officer

4 years of operations management, AI full stack engineering and system development

Background in Biomedical Engineering

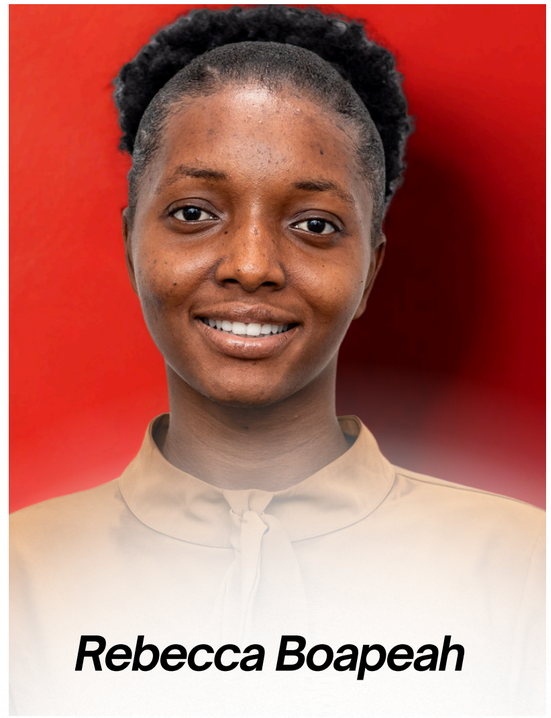


Stephen Gyau Adjei

Product Engineer

4 years of product design and development, IoT experience, production scale engineering

Background in Biomedical Engineering



Rebecca Boapeah

Chief Marketing Officer

3 years of market research experience, growth and performance marketing

Background in Biomedical Engineering