

TUNE MAP

Crowdsourcing sights to navigate people with visual impairment



Problem

Indonesia has the second highest rate of people with blindness in the world, with around 1.5 percent of the population, or 3.5 million Indonesian, listed as legally blind. Unfortunately, their mobility right has been neglected for a very long time. Most of city infrastructures in Indonesia and ASEAN countries, are inaccessible regardless the fact that 48 million people with visual impairment live in the region. Without adequate assistive technologies development to support their independent mobility, visually-impaired youth are facing many difficulties to go to school, training center, or workplaces. In another words, it hinders them to pursue more productive life and prevents social inclusion.

Solution

Tune Map is a mobile platform to collect reports and navigate visually impaired people. Tune Map allows sighted-users to upload pictures of obstacles they found on the pavements. The shared information will be collected onto database and inform visually-impaired people about available accessible routes in the city.

Tune Map allows users to help in minute moments through their mobile phone along the way. It will also enhance data-driven city improvement as the government will be able to figure out which route that is should be fixed urgently. Tune Map promotes digital volunteerism that allows volunteers around the globe create a safe and accessible urban environment by participating in monitoring as well as in data collection.

Market Size

TAM (Top-Down Analysis) for Tune Map's user:
of People with Visual Impairment in Indonesia: 3.6 millions
of Mobile App Downloader: 5.74 millions
Estimated users for Tune Map app (3,54%): 200K

**Capture – Report –
Empower People with
Visual Impairment**

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Revenue model

1. Co-Branding with Enterprises
2. Data Analytics Service
3. Provide training about Accessibility

GTM strategy

1. Self-Service Model: Users can find and download Tune Map through Google Play
2. Inside Sales Business Model: Customers (Governments & Enterprises) need to be nurtured by a sales rep to purchase our services

Traction (per May 2019):

1 Partnership with Bandung City Government
280 Sighted Users
3274 Reports
USD 12,592 grants received

