

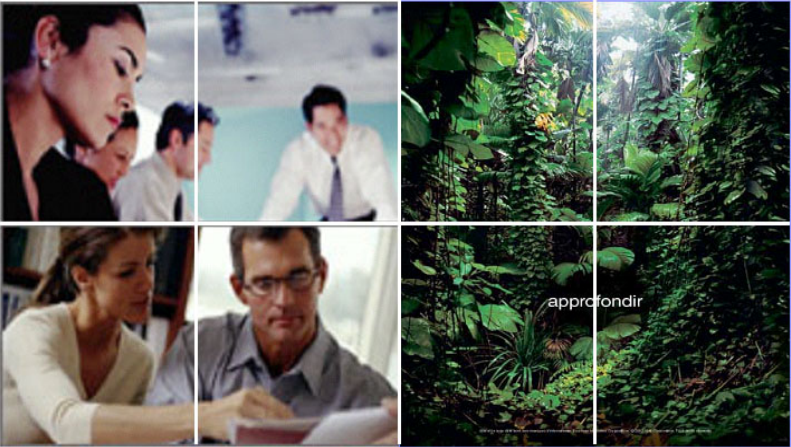


DYSproject: a Digital Solution to support and re-educate children with learning disorders

BUSINESS PLAN

DYSproject

Digital Solution to support and re-educate children with learning disorders



December 2022
DYSproject BP
Version 1

Author: Emmanuel Paul

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

Executive Summary

This document is presenting an **Education Technology Project** that is aiming for **impact through personalized and real-time digital experience**.

The DYSproject is going through the problems of **people with learning disorders** (DYS people) such as **dyslexia** (and dyspraxia, dysphasia, dysgraphia, dyscalculia, dysorthography and ADHD). We will introduce a **technology solution** that is **supporting** them in their **day-to-day life**.

The first objective is to help DYS people by **compensating their disorder** through a **mobile application** that is providing real-time support in understanding any written text, using technologies as popular as OCR, text formatting and text-to-speech. The value proposition we are envisioning is to provide **real-time** responsive support with **highly simplified** user experience. The next step will be to leverage this application and captured content to **train and remediate** users' disorder and build an experience which goes beyond compensation to reach **empowerment**.

To enable the project, we are planning to **start up a company, develop the solution and market it** straight away in **French language**. The route to market will mainly be **B2C** to start with but alternative B2B opportunities will be considered while exploring the ecosystem.

The next step will be to raise funds in order to **extend the geographical scope to English Speaking countries** along with **recruitment** of high profiles to scale up. The growth potential is huge: from **learning disorder to learning difficulty, and learning how to learn**. We believe that all learners on all continents will **get value** by using our solution by making learning part of their **every day life**.

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
INTRODUCTION	5
1. PROJECT OVERVIEW	6
1.1. Genesis	6
1.2. General overview	6
1.3. Environment and project opportunity	7
1.4. Founding team and proof of concept	7
2. MARKET OPPORTUNITY	8
2.1. Market definition and segmentation	8
2.1.1. Definitions	8
2.1.2. The DYS Market and its segmentation	9
2.1.3. Care Pathway	10
2.1.4. Quantification of the market	11
2.2. Segmenting and targeting the technology market for DYS	11
2.2.1. Diagnosis and evaluation	12
2.2.2. Remediation and training	13
2.2.3. Targeting the compensation segment	13
2.3. Environment and competition	15
2.3.1. PESTEL	15
2.3.2. PORTER's Five Forces	19
2.4. Business Model Innovations	21
2.5. Environment and SWOT	22
3. VALUE PROPOSITION – BUSINESS CONCEPT	24
3.1. The problem	24
3.2. The competition	26

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

3.3. The Business Concept	27
3.4. Value Proposition in details	28
4. STRATEGY – RESSOURCES - ORGANISATION	30
4.1. Activity and core business	30
4.2. Resources	30
4.3. Key skills necessary to deliver	31
4.4. Core Business	31
4.5. Outsourced activities	32
4.6. Stategic Roadmap	33
4.7. Strengthening the competitive advantage	33
4.8. Start-up strategy and Scale-up roadmap	33
4.9. The team and the structure	34
5. IMPLEMENTATION - ROADMAP	36
5.1. Marketing & Sales Plan	36
5.1.1. B2C Digital Marketing Plan	36
5.1.2. B2B and B2B2C Plan	38
5.1.3. KPIs	38
5.2. Technical Plan	39
5.3. Organizational plan	39
6. FINANCIAL FORECASTING	42
7. CONCLUSION	44
8. EXHIBITS	45
8.1. Forecasted Cash Flow	45

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

Introduction

Name: the DYSproject (until we find a better fit)

Description:

A digital solution (mobile + web) to compensate and re-educate Learning Disorders

Activity: Education Technology / EdTech

Targeted population: people with learning disorder: dyslexia, dyspraxia, dysphasia, dysgraphia, dyscalculia, dysorthography, ADHD

Objective: help them catch up and keep up with the learning pace of the rest of us

How: real time tools to augment any learning content and make it quick & easy to understand

When & where: anywhere and anytime

How much: as affordable as possible, for as many people as possible

Technologies: OCR, Text formatting, Text-to-speech... and Speech-to-text, artificial intelligence, adaptive learning

Supported by: Pulsalys (currently negotiating) through the use of specific tools to evaluate, remediate and gamify called "Ludisymboles"



DYSproject: a Digital Solution to support and re-educate children with learning disorders

1. Project Overview

The project came out of conversations and exchanges between the founder and multiple people of various profiles. The idea came out progressively and it is still maturing through exchanges and by meeting and talking to more people.

Special thanks to: Thierry Alvergnat for his benevolence, patience and expertise in this entrepreneurial journey... His contribution has been **decisive** to make it consistent.

1.1. Genesis

Originally, the project was born from the will to explore and to have an impact. The founder previously had the opportunity to join a venture project in the **Mobile Payment** and **Mobile Money** field aiming at empowering unbanked people in emerging countries by leveraging mobile technologies.

Later on, curiosity and hunger for impact caused a switch from **FinTech** to **EdTech**. Education is certainly the most impactful **game changer of reality**. Reality is subjective, it is inside our heads and so are its limits: beliefs and ignorance. **Reading difficulty** was raised as a growing issue out of a conversation with an executive working in the French Education System. Reading and writing skills are the root and origin of learning.

Today, so many people cannot read properly, either because they did not have the opportunity to learn or because they face obstacles. Learning disorders combine the opportunity to have an impact on people's life and to explore reading difficulties and reading improvement through technologies.

1.2. General overview

The goal of the solution is to support the people who suffer from learning disorders in 2 ways:

1. By compensating these disorders, using real time and augmented technologies to catch up the time wasted because of such disorders
2. By training, educating and empowering so that they do not need compensation anymore

Mobile first, compatible with android and iPhone, it will also be web-based. In order to ensure **responsiveness** in most situations, the solution should be able to operate as many functionalities as possible in an **offline mode**. Additionally it has to be **easy-to-use** for obvious reasons (users have to focus their cognitive power on learning) and **flexible** because of the various types of disorders and the various situations they face in life.

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

1.3. Environment and project opportunity

The **maturity of technologies**, both from a software and an hardware perspective e. g. the **power of mobile devices**, is enabling the project as we believe that responsiveness is a key success factor. Additionally, the **numerous APIs** available allow building an ecosystem within a **simple and progressive user experience**. Additionally, **increasing awareness and detection** of disorders make the solution relevant and visible. Finally, the shortage of therapists in France and elsewhere is a serious problem as well as a market opportunity.

1.4. Founding team and proof of concept

For the time being, the founder is alone in the project. His experience of early stage start-up management and product management are assets. He also is experienced in B2B Business Development and partnership development.

Nevertheless, important skills such as software development, digital marketing, and digital learning are necessary for the venture. As a result, key skills that are currently outsourced shall be onboarded later on within the founding team, particularly a Chief Technical Officer, a Chief Learning Officer and an expert in Digital Marketing.

The development of a web-based interface is currently being scheduled as a proof of concept that will serve as the core of a future webapp.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

2. Market Opportunity

2.1. Market definition and segmentation

Initially focusing on Education Technologies for its huge impact on people and empowerment potential, and particularly on reading difficulties because these are the source of various other learning issues, **learning disorders represent a niche market** with a potential to be explored.

2.1.1. Definitions

According to the NHS, “**Dyslexia** is a common **learning difficulty** that mainly causes **problems with reading, writing and spelling**. It’s a specific learning difficulty, which means it causes problems with **certain abilities used for learning**, such as reading and writing. Unlike a learning disability, **intelligence is not affected**. Dyslexia is a **lifelong problem** that can present challenges on a daily basis, but support is available to improve reading and writing skills and help those with the problem be successful at school and work”.

Dyslexia is one among **7 disorders (dyslexia, dyspraxia, dysphasia, dysgraphia, dyscalculia, dysorthography and ADHD)** which are considered together because several of them can sometimes affect the same people who are then called multi-dys.

Dyspraxia, according to NHS, also known as developmental co-ordination disorder (DCD), is a common disorder that affects **movement and co-ordination**. Dyspraxia does not affect intelligence. It can affect co-ordination skills – such as tasks requiring balance, playing sports or learning to drive a car. Dyspraxia can also affect fine motor skills, such as **writing** or using small objects.

Dysphasia: according to www.topdoctors.co.uk, there are 3 main types:

Expressive dysphasia: this affects a person’s ability to speak and articulate language coherently. It is caused by damage to the area of the brain responsible for speech production called Broca’s area.

Receptive dysphasia: affects language comprehension. The person can speak fluently, but they often speak with no meaning and are unaware of their speech errors. It is caused by damage to the area in the brain responsible for understanding written and spoken language.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

Combined/global dysphasia: the person has difficulty expressing themselves, speaking and understanding language. This type of dysphasia is caused by widespread damage to the language centres of the brain.

According to the UK Dyslexia Association, **Dysgraphia** is characterized as a learning disability in the category of **written expression** when one's writing skills are below those expected given a person's age measured through intelligence and age appropriate education.

According to the British Dyslexia association, **Dyscalculia** is a specific and persistent **difficulty in understanding numbers** which can lead to a diverse range of difficulties with mathematics. It will be unexpected in relation to age, level of education and experience and occurs across all ages and abilities.

According to INSERM, **Dysorthography** is a specific **disorder of spelling** which accompanies dyslexia; the cognitive dysfunction underlying the two disorders is probably common to both. In dysorthography, the spelling of words is highly deficient, a direct consequence of the phonological disorder in dyslexic children.

According to NHS, **attention deficit hyperactivity disorder (ADHD)** is a condition that affects people's behaviour. People with ADHD can **seem restless**, may have **trouble concentrating** and may **act on impulse**.

2.1.2. The DYS Market and its segmentation

So the market can be defined as all the means for **supporting Dys patients**. So in this market, we may find competitors such as **Speech therapists** (orthophonists), **Occupational therapists** (Ergothérapeutes), and various other **medical** and **para-medical disciplines** specifically concerned with the 7 disorders, as well as all the **tools, technological or not**, used to treat, **re-educate** and **compensate** such disorders.

The decision to choose this market, which will be called the DYS disorder market, is motivated by the following facts:

1. **Intensity of need:** these people are in pain because they are as smart as us but they struggle to learn and, as a result, suffer psychological and self-esteem troubles as well as difficulty at school and in their professional life due to these learning disorders
2. **Size of the market:** while estimates vary a lot, it is generally accepted to use the figures from the Dys French Federation (Fédération Française des Dys, FFDys): **6 to 8% of the population** suffer from Dys disorders, specifically, 4 to 5% of an age group suffer from dyslexia, 3% from dyspraxia, et 2% from dysphasia.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

- 3. Market development opportunities:** if we succeed in supporting these people, there may be other segments of the population to serve with a similar solution e.g. reading difficulty within the general population, foreign language learners, developing countries learners lacking school access ...

It is known for a fact that Dys disorders are “**lifelong problems**” but patients can compensate, re-educate and use strategies to cope with their problem. Adults would generally need less support because they have strategies and tools to deal with their disorder. **Experience** is key to segment this market so **age is a key segmenting factor**. The younger the patient the more he or she needs support and help to cope with the disorder.

The challenge with children is that maturity, behaviors, physical and cognitive abilities change rapidly. User experience and design have to be consistent with these changing abilities. There are various research studies and articles about user experience design for children. Most of them would define 3 groups of age that are relatively consistent. According to Nielsen Norman Group research (<https://www.nngroup.com/articles/childrens-websites-usability-issues/>), such groups would be: 3 to 5, 6 to 8 and 9 to 12. In another article (<https://www.uxmatters.com/mt/archives/2020/01/ux-design-for-kids-key-design-considerations.php>), age groups would be 2-6 / 7-9 / 9-11.

It looks reasonable to **target children from the age of 6 to 12** with a consistent design. Empirically, we have all witnessed how kids nowadays do master mobile design and user experience. The use of letters and words generally advised for the older group (9 to 12) may not be adapted for DYS people. As a matter of fact, we would be able to design a user experience that is adapted to DYS kids from 7 to 12 by adapting the 6 to 8 / 7 to 9 type of design advised for the general population (**the middle group** as per the above classification).

2.1.3. Care Pathway

When confronted with the learning difficulty of their children, generally at the age of 6 for dyslexia, parents would have to go through a process of this kind:

- **Diagnosis / evaluation:** is it a medical problem ? The speech therapist (“orthophoniste”) is in charge. In France, there can be (very) long delays (months in specific areas) to get an appointment for the first visit.
- Administrative **recognition** of the disorder: when recognized by the French administration, the family is entitled to a financial allowance called (AEEH) (allocations d’éducation de l’enfant handicapé / handicapped child education allowance). In 2022, it amounts to 140,53€ per month and is granted until the age of 20.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

- **Re-education:** follow-up visits to the speech therapist in order to train and re-educate
- **Compensation:** the occupational therapist (“ergothérapeute”) will help in developing strategies to live with the disorder

It is important to note that the French social security will cover 60% of Speech therapist expenses but 0% of Occupational therapist expenses.

2.1.4. Quantification of the market

According to the FFDys, as stated on their webpage, <https://www.ffdys.com/troubles-dys>, if we consider an age group by taking those born in 2020 that is 735 000, **there are 58 800 children per age group in France who would be suffering from Dys disorder.**

In order to quantify the market financially, we are proposing the following method based on the allowance granted.

Considering that low income families shall receive the handicapped child education allowance, such allowance can be used as a calculation base per child for the total market. So the market value amounts to the allowance multiplied by the number of Dys patients from 6 to 20 years old (from average diagnosis to end of allowance granting):

$140,53\text{€} \times 58\,800 \text{ children} \times 15 \text{ age groups} \times 12 \text{ months} = 1\,487\,369\,520 \text{ €}$

The total market value amounts can be estimated to 1,49 billion euro in France.

The market headcount amounts to **882 000 patients**

The lowest monthly budget is 140,53€ per child.

As per our analysis above, we are targeting children from 6 to 12 that is representing: $58\,800 \times 7 \text{ age groups (kids from 6 to 12)} = 411\,600 \text{ patients}$

The total market value of our target is 694,1 million euro in France.

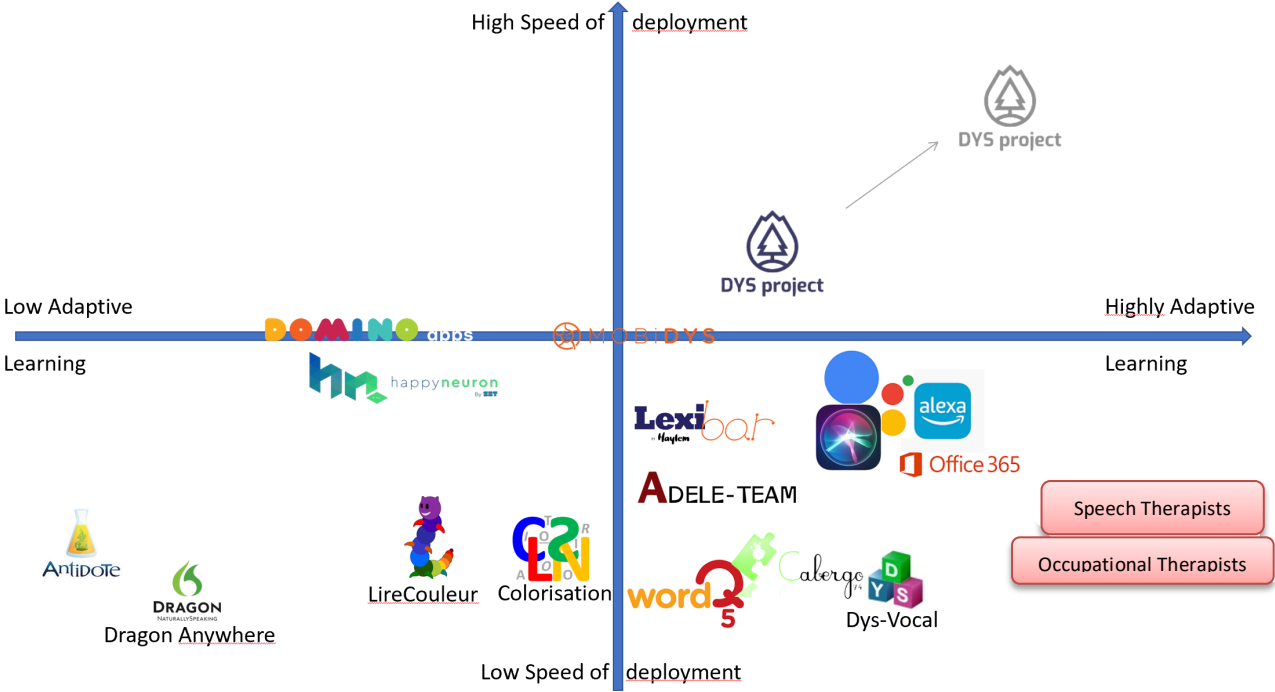
2.2. Segmenting and targeting the technology market for DYS

Concerning technologies, we will use the care pathway to review and evaluate the technologies available.

Competitive Map



DYSproject: a Digital Solution to support and re-educate children with learning disorders



2.2.1. Diagnosis and evaluation

Generally performed by the **Speech therapist**, this is a **B2B market** segment with high **entry barrier** and **aging** technologies. Due to their relatively long product lifecycle, such technologies are **relatively affordable** with an **outdated user experience**. They use statistics to evaluate any gap to a cohort average.

The **initial cost** to cover the cohort study can be high and the larger the cohort, the more accurate the evaluation. Nevertheless a smaller cohort with a valid protocole can be sufficient. These technologies are widespread among speech therapists because, in this context, technology saves time and effort.

Families can wait weeks if not months for their first visit to a Speech therapists, bringing a lot of frustration and a huge waste of time before the therapy actually begins. There is an **opportunity to support families** in the early stage of their care journey but these are **technical solutions that require medical expertise**. This opportunity shall be kept in mind for future products whenever such expertise is sourced.

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

2.2.2. Remediation and training

These technologies can be either **B2B or B2C**. It is important to understand that Dys problems are **lifelong problems** but they can be **trained thanks to neurone plasticity**. It is always possible to create new connections between neurones even if the initial organisation of the areas within the brain is not the typical one for learning.

Whereas speech therapists massively use diagnosis technologies, many of them **tend to discard re-education technologies** and they would use alternatives in order to **prevent screens**. Some studies have demonstrated **screens to be detrimental to the cognitive development of children**. As a result, re-education technologies are struggling to gain market share and therapists prefer to use real materials, like games.

There are plenty B2B and B2C apps, particularly on iPad platform, which is quite popular in education. Another emerging segment called **Digital Therapeutics or DTX** is worth considering. It would allow continuing therapy outside of the medical environment, for example at home or at school. This can be useful in many case (pandemic, therapist shortage, cost effectiveness, ...). This segment may require **medical protocoles** but this is definitely another **opportunity** for development to investigate.

2.2.3. Targeting the compensation segment

This is when the **occupational therapist** (ergothérapeute) take action, and generally, she would propose technologies and strategies to support patients in their day-to-day struggle with the disorder. There are many ways to assist in specific tasks, for example:

- OCR to extract text from images
- formating text to get it easier to read
- text-to-speech in order to get the meaning of a text quickly
- speech-to-text when struggling in writing
- text suggestions from phonetic recognition when struggling with spelling

... and many more. Most of these technologies exist, sometimes they are included into specific tools, or included in various platforms.

For **specific dys usage**, compensation applications are sometimes developped with a freeware philosophy by associations or individuals and not supported on the long term e. g. DysVocal, Cabergo 74, LireCouleur, Adele-Team or Colorisation. Also they often miss a key benefits required for dys usage, that is responsiveness and ease-of-use.

Alternatively, there are dedicated commercial applications that focus on one specific functionality but can be expensive such as Lexibar for phonetic predictions, Dragon Naturally Speaking for Speech-to-text, Antidote for Spell check.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

GAFAM are very much useful for DYS people, especially using speech-to-text functionalities with Google Assistant, Amazon's Alexa, Apple's Siri and Dragon (recently acquired by Microsoft). This is a tough competition which can be leveraged if we can demonstrate the impact of our project and negotiate good conditions with some of these.

Problems /pains :

As previously described, the people suffering with Dys disorder are smart enough but have to face more **obstacles in their learning journey** than most of us. These obstacles are delaying them. Either at school, at work or elsewhere, life can be **stressful** because their disorder is **wasting their time**. They **accumulate delay** because of it. They **need to catch up**, save the **additionnal hassle and cognitive load** needed and **get directly to the meaning**. The quicker the better.

Compensation technologies help them do this. There are **many tools** they can use, such as **Google assistant** and **Siri** to make better use of their phone, **Dragon Naturally speaking** for dictation with their computer, **browser extensions** for formating websites, **text-to-speech** tools which are **specific to each software** and various add-on functionalities and plug-in that may not always update properly. There is additional cognitive load in **managing so many tools**, and no consistent way to manage the data.

User profile:

- socio-economic status is **diverse**
- **types of disorder** are also different and their combination is adding **complexity**
- **kids from age of 6** have urgent need for assistance
- **teenagers and adults** are potential **beta testers** as well as customers and can help shape the solution
- there should be discounts for **low income** people (or **special deals with associations, federations or authorities**) but at first, **high income families are the primary target** in order to reach break-even ASAP

The diversity of the profiles explains similar diversity in solutions. It also requires **flexibility** in the value proposition and in the solution.

Customer profile: the parents

When discovering their child's disorder, parents are **upset, confused** and **frustrated**. They are **willing to understand** the cause of the disorder. They are also **looking for tools** to help their child. They would **turn to therapists, associations, medical authorities**. Often they realise that the **education system has failed** to detect the disorder, nor is it able to take it into account. It becomes a **stressful race to catch up with the delay** that their child accumulate at school.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

Therapists availability / accessibility and cost can become an issue for low income families. The parents **feel lonely** and they tend to turn to any option they can find, testing multiple tools whenever they can afford them.

Budget

As previously quantified, the budget for low income parents would be more or less the **AAEH education allowance of 140 €** which may not be enough to cover therapist expenses.

The occupational therapist expenses

We can roughly estimate that the **cost of a compensation solution**, as we envision it, **would compare** with the cost of an **occupational therapist**, which is **not covered** by the social security system in France.

Lowest estimation of an initial evaluation by the Occupational therapist: 200€

Lowest estimation of a visit to the occupational therapist: 50€

For the first year, 1 evaluation + possibly 2 visits to the occupational therapists amount to 200 to 300€ which is a **monthly cost of 16,6€ to 25€**.

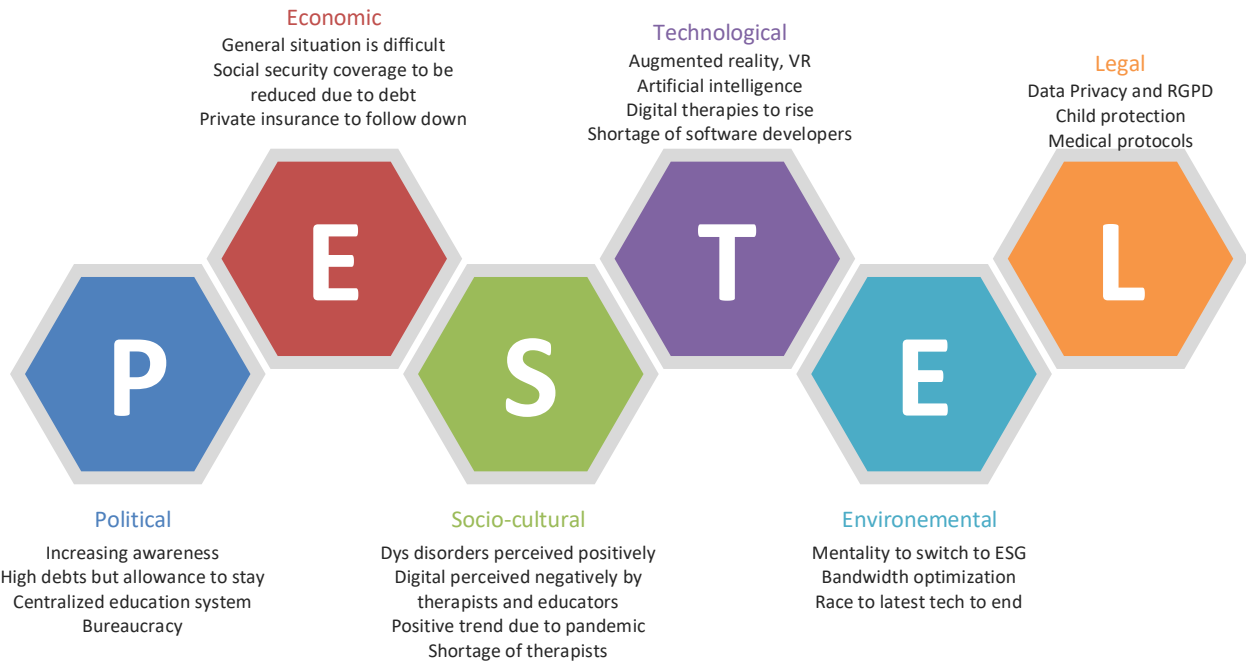
2.3. Environment and competition

In the following, we will look into the macro-environment and competitive dynamics

2.3.1. PESTEL



DYSproject: a Digital Solution to support and re-educate children with learning disorders



2.3.1.1. Political

The Political Environment, concerning DYS disorders, is increasingly **favorable** that is to say awareness is growing and consideration is getting more positive. As a result, there are more and more initiatives concerning these people which may be considered as a **threat** as the political trend may favor **new stakeholders** to enter this market.

There is a **systemic risk for the French state** due to **debt** and **interest rates** increase but it can be considered as **low** because numerous other expenses shall be reduced before the handicapped are impacted.

In France, a country that is **traditionally taking care of vulnerable populations**, DYS as part of the handicapped will not be abandoned. As a result, specific **financial allowances**, such as AEEH (allocations d'éducation de l'enfant handicapé), the education allowance for handicapped children, are **not likely to be reduced or removed**.

From an education point of view, the political dimension is key in most countries including France. The French education system is **highly centralized and bureaucratic** so that pedagogical aspects are locked by the administration in particular concerning children.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

2.3.1.2. Economic

Again, apart from the systemic risk (country default) which is definitely growing in most western countries due to growing debts and growing interest rates, it is very unlikely that the financial support to DYS families is threatened.

Additionally in France, social security / **medical Insurance policies** are **moderately generous** with speech therapy expenses, which are covered within certain limits (presently **60% coverage**). Such covering may be decreasing considering that the deficit of the French Social Security System is continuously increasing. Occupational therapy is not covered by the public health system, only partially through private medical insurances.

Macro-environment is difficult due to inflation, war in Ukraine and oil prices. **Allowance shall be maintained but social security and private medical insurance coverage will likely decline.**

2.3.1.3. Socio-cultural

Increasing awareness of DYS disorders is definitely a positive trend all the more so as populations that are not necessarily diagnosed as DYS are willing to be considered so because it is socially more acceptable to be Dys than merely in difficulty. As a result, **being DYS is perceived positively** and can be wanted even if not clinically confirmed.

Digital solutions suffer a bad image in the education community whereas most medical opinions consider technologies as useful to compensate handicaps, including for DYS populations.

Children are already **highly exposed to screens** so that educators would remove as much as possible such screens from their usage. Nevertheless, the **pandemic** has proven **digital technologies useful** as additional solutions to face-to-face in specific circumstances. In particular situations, **blended education (digital + face-to-face)** give additional value. For specific populations, **remote** and **poor** ones in particular, Digital solutions are sometimes the only way.

The **shortage** of speech therapists and occupational therapists in France will definitely **increase the use of digital solutions** for both compensating and re-educating those who cannot afford expensive options and as a result will have to **wait a long time for affordable resources**.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

2.3.1.4. Technological

Technologies have been reaching maturity and are now more and more available. Both GAFAM and start-up companies do propose multiple options, from OCR, to speech-to-text and text-to-speech at low fares and through APIs.

The major technological change to come is **Augmented Reality and Virtual Reality**. From a compensation point of view, it would enable DYS to improve their reading and writing abilities through the use of smartphones today, and AR glasses in the future. From an Education point of view, the possibilities are also huge both with Augmented and with Virtual options.

The rise of **Artificial Intelligence** is already shaping the Digital Industry and will play an increasing role in the future, both in compensating and educating solutions for DYS populations. There already are and will be more and more **Digital Therapy** solutions.

However the **scarcity of Developers** is an outstanding threat to the development of Digital solutions.

2.3.1.5. Environmental

Environmental impact of any digital Business is now a major issue. Beyond switching to environmentally-friendly **sourcing**, the next step is to **save bandwidth** as much as possible. Additionally, the **race for the latest technologies**, either hardware e.g. latest CPU, smartphone, or software (latest version of Android/ios/Windows) seems to be **less trendy** these days. Mentalities are changing.

2.3.1.6. Legal

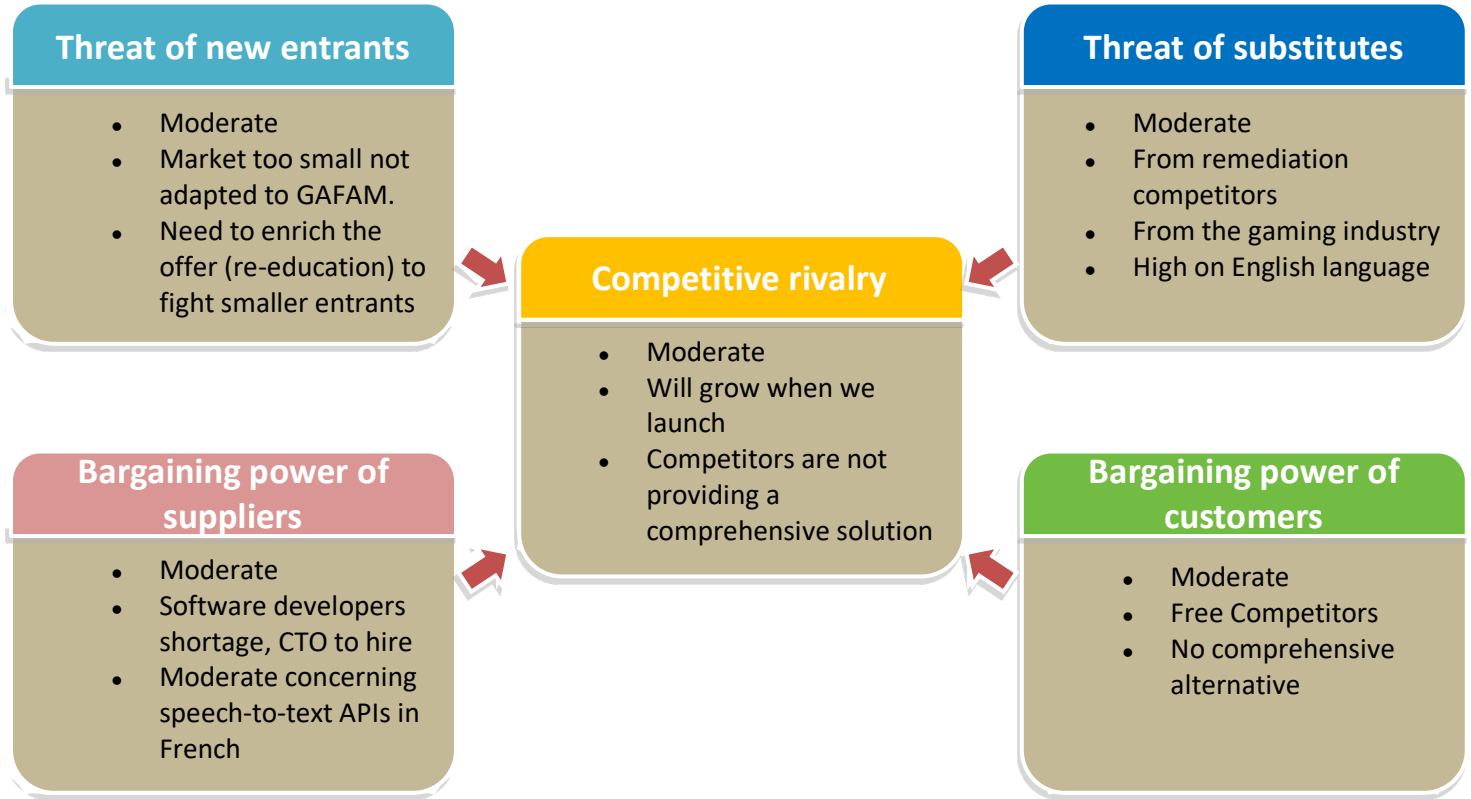
From a legal point of view, it is key to respect **user privacy** and **RGPD**, keep an eye on any regulation concerning the use of Digital technologies by **children**. The **use of data** shall be considered only through **anonymity** and for the exclusive benefit of the user.

Concerning the re-education segment for DYS populations, the use of **clinical and therapeutic protocols** is compulsory, bringing similar constraints as the ones of the pharma industry.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

2.3.2. PORTER's Five Forces



2.3.2.1. Threat of new entrants

As we are planning to enter this market, the threat obviously exists on the compensating technologies segment as these technologies are available.

Considering that the market is not that big in France, the threat of new entrants remains moderate. The GAFAM could easily build a comprehensive service but data privacy is definitely an issue.

It is key to enrich the offer from compensation technologies to re-education technologies early on to create a gap that would be more difficult to match.

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

Building a community, partnerships with DYS associations, providing discounts to low-income households are other ways to mitigate the risk of new entrants.

2.3.2.2. Threat of substitutes

The threat of substitutes is high on an **English speaking version** because the market is quite bigger. In order to be prepared to such a possibility, the solution should be in French and English as early as possible even if only marketing the French market at first.

Competitors from B2B and B2C re-education segment may be willing to add compensation functionalities but they do not seem to be mobile ready.

The gaming industry, particularly Augmented reality games, could easily compete.

2.3.2.3. Bargaining power of Suppliers

As previously stated, skilled Software Developers are a scarce resource and, as a result, becoming an expensive one. In order to mitigate such a risk, **Low code and No code solutions** are already growing so that this is a **skill to develop**. Including a **CTO co-founder** is a key resource to onboard as soon as possible.

Concerning the main services for the first version, that is to say OCR, text formatting and text-to-speech, there is no major supplier constraint.

Concerning **speech-to-text API**, there is competition between GAFAM and between GAFAM and smaller providers. Suppliers are competing both in terms of Pricing Model and quality of service. But there are risks of an **increasing power for non-English languages (French)**, which would push for diversification into English as soon as possible.

2.3.2.4. Bargaining power of customers

Customers can switch to freeware solutions but no comprehensive alternative exists. Independent solutions have offers for an affordable / at no cost, but are not centralized or convenient and most importantly, they are not consistently supported.

As for GAFAM, confidentiality and privacy of data would remain at risk.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

2.3.2.5. Competitive Rivalry

It is expected to grow whenever we launch.

No one is currently providing a comprehensive compensating assistant. Nevertheless it is very likely that competitive offers would appear. Concerning the compensation segment, convenience, flexibility and responsiveness are key competitive advantages

Concerning the education segment, leveraging what users are capturing is not available on the market. Using every day life capture (websites visited, written texts captured) is an opportunity for users to train and educate with material that they need, enjoy and choose. Compensation smoothly switches to training.

2.4. Business Model Innovations

Here are a few examples of Business Model innovations for Dys people:

- Lili Lamp: flash light innovation supposed to ease reading for dyslexic people
<https://www.liliforlife.com/fr/>
- Fast forWord: reading and language software from the USA, leveraging cognitive science, claims to rewire brain connection, acquired by Carnegie Learning
<https://www.carnegielearning.com/solutions/literacy-ela/fast-forward/>
- Mobidys and its patented FROG format embeds into any written text enriched dimensions including adapted fonts, syllables colouring, voicing, definitions, etc
<https://www.mobidys.com/>
- Open dyslexic : open source font created to help dyslexic readers. Bottom heavy and unique character shapes help make it more difficult to confuse letters.
- Aidodys : text formatting online, including a browser plug-in, purchased by Contentsquare
- Adele-team: windows+Mac software Speech-to-text for adults, designed for long texts
<https://ifrath.fr/adele-team/#page-content>
- Dys-vocal: text-formatting + speech-to-text + text-to-speech + spell support, free and windows only
<https://www.dyslogiciel.fr/>
- WordQ: (Windows & Mac) word prediction and speech-to-text from Canan, 119 CAN\$ yearly
<https://mathetmots.com/ca-fr/wordq>
- Facil'iti: website formatting (needs to be integrated within each website)
<https://www.facil-iti.fr/>

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

- Atélecture: reading training and education web-app, designed by speech therapist, free for children, 7€ per month for parents and speech therapists
- Lexibar: Canadian solution, Phonetic predictions and illustrations in French and English, available from 2 users, from 9€ monthly on Windows, Mac and iPad platforms
<https://www.lexibar.ca/>
- Cabergo74: Microsoft Office Word extension to facilitate formatting. Not supported anymore.
<https://cabergo74.fr/le-ruban-cabergo74/>

2.5. Environment and SWOT

Attractivity and Competitive dynamics

There seems to be some space for a B2C mobile application as most solutions are web-based or computer-based. There is one software editor on iPad that is targeting the B2B segment (speech therapists) named Domino Apps.

There is also room for a package with a modern user experience. The package app for compensating does not exist.

Drivers and Key Success Factors

Mobile phones and tablets devices offer specific value for our venture:

- Usage mastered by children
- Responsive, with possibly major functionalities offline
- Flexible, can be used anywhere (at school, at home) anytime

SWOT

Strengths	Weaknesses
Real time Mobile First (iPhone & Android) Responsive & comprehensive / All-in-one Leverage captured content to educate	Clinical expertise missing Pedagogical expertise (onboarding scheduled later)
Opportunities	Threats
Therapists are potential partners (B2B) Disorder evaluation / pre-diagnosis Digital Therapeutics: continuing therapy at home with digital	GAFAM French Education System Medical Education Authorities

Strengths

Mobile First (iPhone and **Android**)

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

Responsive and comprehensive

Weaknesses

Clinical expertise is missing

Pedagogical expertise is missing (it is scheduled within roadmap though)

Threats

GAFAM are a threat to consider whereas a partnership is an option, particularly with Google and Apple through their mobile divisions. They remain manageable threats because they are not RGPD and data-privacy friendly.

Similarly, both Medical and education authorities in France shall be treated as hostile while they may be considered as potential partners.

Opportunities

Some therapists may be interested to partner.

At both ends of the care pathway, there are opportunities which however require therapeutic expertise:

- Assisting the evaluation process before the first visit to a Speech Therapist
- Digital therapeutics: continuing the treatment outside medical environment



DYSproject: a Digital Solution to support and re-educate children with learning disorders

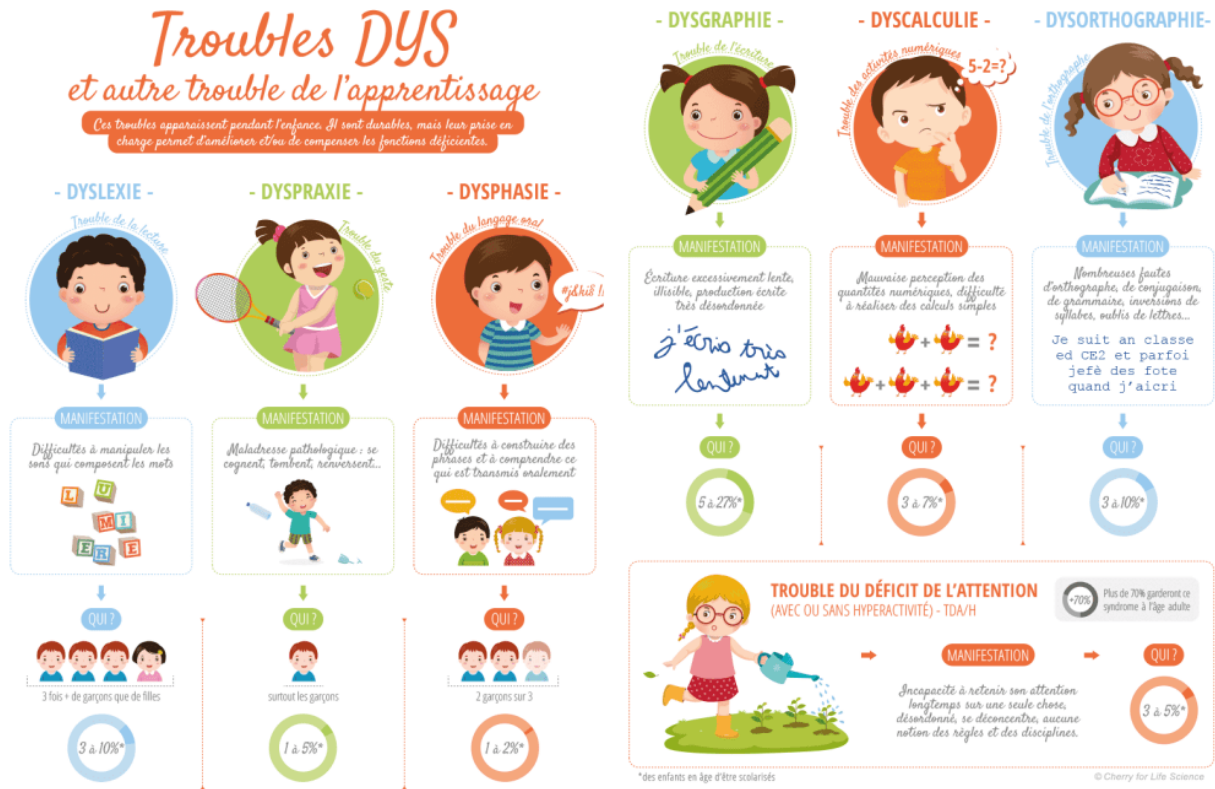
3. Value Proposition – Business Concept

3.1. The problem

Dyslexia, Dyspraxia, Dysphasia, Dysgraphia, Dyscalculia, Dysorthography, ADHD

When searching for definitions for the above disorders, we have found confusing differences including from a medical point of view. The problem is already difficult to define. Nevertheless the consequences / signs of each disorder are easier to understand.

See computer graphics below for explanations



Children with disorders are suffering from one or several of the above DYS disorders which can be diagnosed as early as the age of 2 or 3 or later when the child begins to learn the reading skill from the age of 6. The diagnosis is generally triggered by difficulties at school but it can be carried out earlier if the troubles are serious particularly for Dysphasia and

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

ADHD or if the parents or teachers have noted specific behaviors. Dyslexia is the most common one and sometimes there is a multi-DYS issue, involving several disorders e. g. Dyslexia + Dyspraxia +Dysorthography.

Additionally, it can be difficult to distinguish a disorder from a learning difficulty. A medical diagnosis is necessary.

Emotional impact

Emotionally Dys children are suffering because they fail to learn and lag behind at school. They are losing confidence, considering themselves as stupid, which triggers stress and depression.

It takes more time for them to complete tasks compared to others so they accumulate delay as long as teaching is not adapted and tailored to their problem.

Tasks to perform

There are several ways to help them:

First, they need technological tools to compensate their disorder so that they are able to catch up:

- **OCR**, to extract text from photos to be formatted or used by text-to-speech. This is a way to compensate reading difficulty and get quicker to the meaning of a text.
- **Text formating**, using specific fonts, syllabic colouring, additional space between letters and lines. It can adapt web content using a plug-in or extension to the browser or a specific app. It can also be used to format text which has been captured in real life, using a phone or a tablet. A key functionality would be to do this **in real time** as an augmented reality feature.
- **Text-to-speech** when running out of time, to catch up, or in a training mode to add an audio channel to help the students understand the text
- **Speech-to-text** in order to assist in writing but also during training: the reading performance of the student is assessed and corrected

Additionally, the product roadmap shall include:

- **Personalized training** programme. for each profile, errors are registered and included in future training with on-going assessment
- **Adaptive learning**: students would train and learn better when using contents they are interested in. So the capture feature associated with bookmarked webpages is key to engage students by training on content that they choose and fancy.
- **Third party databases** for grammar, spelling, phonetic analysis, ... so that the student gets real time and individualized support
- **Artificial Intelligence** to analyse and combine data from internal and external sources



DYSproject: a Digital Solution to support and re-educate children with learning disorders

For example, children who like comics would be motivated if they could train using comics, **particularly those they fancy, which they would capture**. Then the various features of the solution would process such content, “**augmenting**” it using **text formatting** and/or text-to-speech and **integrate** it into a **training and remediation program**.

To summarize, the **solution will first compensate then educate, making life easier** to its users and in the same time **coaching them**. From a DYS assistant compensation tool, it is expected to become a **coaching and empowering system**.

3.2. The competition

Compensation competitors by technology

Multiple functionalities

Dys-vocal: stand alone software for Windows, free, out-dated user experience, unregular support. Does formatting + Speech-to-text + Text-to-speech + spelling support

Text-formatting and prediction

Specific extensions exist within certain software but they are not always supported on the long term. They are free because they were designed by individuals for helping purposes, as opposed to companies which would be marketing solutions. For example, LireCouleur for LibreOffice and Apache OpenOffice, Colorization for Word and PowerPoint

Lexibar: Canadian solution of Phonetic predictions and illustrations in French and English. Available only from 2 users, from 9€ per month on Windows, Mac and iPad platforms.

Antidote + is an advanced spell checker with dictionary in French and English, costing 99€ for perpetual use and 59€ for the yearly license

Text-to-speech

This technology is available and easily accessible in most platforms. Nevertheless it generally misses what makes a voice human, including tones and feelings such as benevolence, which is a serious issue with children. Voices can be metallic and unexpressive in some libraries so there is room for improvement.

OCR

This technology is also widespread and accessible. The real issue here is to make it real time.

Speech-to-text

Google Assistant / Siri / Amazon Alexa: platform specific, integrated within various apps.

Dragon Naturally Speaking: acquired by Microsoft. Dragon Anywhere Mobile version costs 150€ per year.

Adele-team: windows+Mac software Speech-to-text for adults, designed for long texts

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

WordQ: (Windows & Mac) word prediction and speech-to-text

Various APIs are available from SMBs and corporations.

Pre-made templates and customized templates

Cabergo74: Microsoft Office Word extension to facilitate formatting. Not supported anymore. <https://cabergo74.fr/le-ruban-cabergo74/>

Other technologies to consider

Multisensory note taking includes audio recording, images, pdf writing and Text-to-Speech

Mind Mapping

Graphic organizer

Flashcards

3.3. The Business Concept

We are willing to create and develop a **Dys assistant** which would **aggregate a set of tools to assist and compensate** their disorder **in real time** into a solution that include **mobile applications** (iPhone and Android) and a **Web-based interface**. The mobile apps will include offline embedded technologies as much as possible to be **responsive** and independent from the quality of the internet connection.

Most technologies are available, what is missing on the market is a **flexible mobile All-in-one** product which includes these technologies quickly and appropriately. User experience and interoperability are key. The idea is to **aggregate functionalities** into a seamless user experience that will perform the tasks described above.

This does not exist on a mobile phone so far. The key success factor from a functionality perspective is **responsiveness**. Customers need a real-time response. Whenever possible, offline mode should be prioritised to avoid any delay due to internet connection.

The Mobile Applications functionalities will include 2 releases

Release 1:

- **Camera: taking photos** in real life and implementing the following technologies:
- **OCR, to extract text from photos** to be formatted or used by text-to-speech
- **Text formatting**, using specific fonts, syllabic colouring, additional spacing ...on text
- **Text-to-speech** to add an audio channel

The goal is to perform these tasks in (near) **real time** as an **augmented reality** application.

Whenever connected, the applications will also **perform these tasks on web pages and content** (web-based interface to do so as well).

Release 2: all functionalities of release 1 + some of the following (to be selected)

- Speech-to-text
- Personalized re-education and training

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

- Adaptive learning
- API-based additional functionalities (to be selected)
- Multisensory note taking
- Mind Mapping
- Graphic organizer
- Flashcards

Online functionalities will be available within the web-based interface. All content may be saved in a cloud-based account and also available with the web-based interface.

Embedding Innovative technologies

We have identified promising technologies developed by Pulsalys research organization that fit our customers' need and we are currently exploring their relevance. This technology called “**Ludisymboles**” (see technology overview on the right hand side) includes:

- Early evaluation of Dyslexia and other disorders
- Cognitive Remediation
- Educative gamification

OFFRE TECHNOLOGIQUE

LUDISYMBOLS

Repérage précoce et remédiation des troubles de l'apprentissage de la lecture

RÉFÉRENCE LUDISYMBOLS (D02227)

MOTS-CLÉS DÉPISTAGE / REMÉDIATION / TSA / DYSLEXIES / APPRENTISSAGE / LECTURE

APPLICATIONS

- Dépistage précoce
- Remédiation des troubles d'apprentissage de la lecture
- Développement des prérequis à la lecture

MARCHÉS CIBLES

- Éditeurs de tests psychométriques
- Éditeurs d'application de remédiation cognitive
- Éditeurs de jeux et matériels pédagogiques

Niveau de maturité technique
TRL 5 en 2020

PROPRIÉTÉ INTELLECTUELLE
Droits d'auteurs / Savoir-faire / Logiciel

LABORATOIRES
Centre de Recherche en Neurosciences de Lyon (CRNL)
Laboratoire Dynamiques Du Langage (DDL)

CONTACTEZ-NOUS
Emilie RIBEIRO
+33(0)4 28 23 16 76
Emilie.ribeiro@pulsalys.fr

DESCRIPTION

Issus de travaux de recherche en neurosciences et en sciences du langage, les outils LUDISYMBOLS permettent de repérer dès le plus jeune âge des dysfonctionnements des fonctions visuo-attentionnelles, déterminantes dans le développement des capacités de lecture.

LUDISYMBOLS propose des outils innovants permettant le repérage et la remédiation, ainsi que le développement des prérequis à la lecture :

- Test de repérage précoce
- Application de remédiation
- Jeux pédagogiques (repérage visuel, reproduction de formes, construction phonologique, etc.)

AVANTAGES COMPÉTITIFS

- Test visuel réalisable avant l'âge de la lecture et quelle que soit la langue
- Test en cours de validation clinique
- Gamme complète : diagnostic, remédiation, apprentissage précoce

STADE DE DÉVELOPPEMENT

- Outil de dépistage fonctionnel
- Campagne de test en cours auprès d'élèves d'écoles maternelles et primaires
- Expérimentation de l'application de remédiation en cours
- Conception des jeux pédagogiques en cours

TYPE DE PARTENARIAT

PULSALYS recherche des partenaires éditeurs intéressés par ces solutions.

RETROUVEZ NOS OPPORTUNITÉS
<https://www.pulsalys.fr/nos-projets/>

PULSALYS

3.4. Value Proposition in details

Simple, intuitive and easy to use

A simple, intuitive and easy-to-use user experience is the **primary objective** of the solution, along with **responsive** and **streamlined** interface. The solution aims at creating a system built around day-to-day usage for DYS people. Its goal is to simplify their life and save them time, by aggregating compensation tools at first. A second phase will add training and education functionalities.

Accessibility

As a freemium solution, it will include a free trial period of 2 weeks. Then a paid subscription will begin, with a monthly fee. Free functionalities (to be selected) will also be made available. The solution will be available through apps on Android Play Store, Apple App Store. A web based solution will also be released to be compatible with all platforms.

Integration into the existing ecosystem

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

From a technical point of view, most functionalities already exist and are time-tested. Whenever affordable, the integration of existing APIs will also be considered. Existing usage and existing solutions will be leveraged in priority.

From a business point of view, it is key to increase the number of users as early as possible. Additionally to the Digital Marketing roadmap, using growth hacking and other B2C techniques, B2B prospecting and onboarding will be another priority. The idea is to get large bundles of users subscribe at discounted fees through associations, organizations and various administrative authorities. Such partnerships will be dedicated to specific targets such as low income parents e. g. those granted with the education allowance.

The development of an API for data imports will be built-in for the main functionalities. It may also be opened to external partners whenever necessary.

Value of the solution: save time and keep up with non dys

The value is in its augmented reality feature, real time compensation of disorder for Dys people. The main feature of the solution is to save time with an always-on assistance functionality.

Step by step journey

As previously described, there will be a first phase dedicated to compensation with a few functionalities including text formatting, capture and text-to-speech. Later on, training and education using these contents will be implemented.

Reversibility

A back-up system will allow external back-up of saved items as long as the subscription is on.

Credibility

Credibility is key as it compares with semi-professional competitors such as Dys-vocal. Best of class support and updating are included. The solution will use state-of-the-art development processes. The initial development will be outsourced to web development experts and embedded into a webapp that will be released on Android, iPhone/ipad and a web-based interface (through a browser).



DYSproject: a Digital Solution to support and re-educate children with learning disorders

4. Strategy – ressources - organisation

4.1. Activity and core business

The **mission** of the company is to help DYS people live better by compensating their disorders with technologies, allowing them to catch up the time wasted due to their disorder and be able to keep up with the pace of ordinary people in their learning activities and in their life.

The aim is also to reduce cognitive load and strengthen self confidence using technological assistance. The idea is for DYS students to use tools that will assist them in their studies, speed up their understanding whenever needed and leverage the content that they need and like in their day-to-day life to support their education.

The **core business** will extend from a processing and formatting Technology to an Education Technology. Machine learning and Data privacy are key assets to develop and secure.

Long term objective and vision is to contribute and improve education through mobile usage and through customization. Users will choose to capture specific content to support their training and education, they will personalize their learning journey to make it quicker and more efficient.

To summarize, the initial core business is to compensate disability through technology. In a second phase, the company is willing to bring educative features to the solution with a user-centric philosophy toward a personalized learning system.

4.2. Resources

The initial assets available are the CEO skills and time. Such skills include:

- Start-up management and leadership
- Partnership and Ecosystem building
- Product ownership and management

In the first phase of the venture, the key assets are Web and Mobile Development as well. It is key to build a software solution that is highly responsive and streamlined so that users get (near) real time compensation features to help them and save them time. An additional key asset is user experience and user interface excellence.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

Responsiveness and relevance will be the key criteria for selecting the best APIs and the best technologies to deliver the value proposition. As a result, another Key resource is the CTO to be hired whenever the PnL allows it.

The CTO will also have to bring Product design and User Interface expertise. Machine Learning / Artificial Intelligence skills would be required at a later stage to build the next product versions.

Additionally, it is key to build ASAP a community of users who will bring feedback and critical testing to improve the solution. Initially launching in France, the connection with local DYS associations is an excellent way to extend such community. Engaging Occupational and Speech therapists with maximum visibility will also strengthen credibility.

Considering the solution and the software context, Intellectual property, will be studied carefully. Additionally, **Ludisymboles**, the technological offer from Pulsalys (see Business Concept section) is particularly adapted and may be embedded early in the solution if it brings value and return on investment.

ESG (both Environmental and Social dimensions) are key values for the company. Social motivations belong to both mission and values as to help disabled individuals to live better with their disorder. Environment is also key both as a value and as a requirement because bandwidth optimization and digital resources sobriety are closely linked to the solution's effectiveness and responsiveness.

4.3. Key skills necessary to deliver

As described above, the key resources to build success are:

- CEO management and business development skills to start up activity, build partnerships and ecosystem, onboard influencers, power users, experts, beta testers and early adopters to start strong and build the core of the community
- A strategic CTO to build the architecture from V2 platform
- UX/UI expertise (can be outsourced in the early stage, then within CTO skillset)
- Digital marketing skills including community management, social selling and SEA skills for acquiring customers, activate revenue and manage the community (can be outsourced in the early stage or through an experienced part-time freelancer with ambition and potential)
- Digital Learning expertise, could be a freelancer willing to join later on

4.4. Core Business

The core business activities need to progress with the company because the competitive advantage will need to be refreshed and renewed.

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

The initial core business activity (and objective of V1) is to release a functional software and build a community of early adopters / beta-testers and users who will provide feedback.

In the first stage, it is key to build a platform that is simple, resilient and responsive. In the next stage, we will build a digital learning system on top of it, which will rely on users needs and feedback.

4.5. Outsourced activities

Concerning the **software development** of the MVP / version 1 of the platform, it has to be outsourced to set initial momentum and build a state-of-the-art platform. It will be based on embedded technologies, mainly offline and include Text-to-Speech, OCR and text formatting. V2 will be built in-house under supervision of the newly onboarded CTO.

Concerning **Digital Marketing**, it is another key activity which has to be outsourced for the first year as it is not financially sustainable to staff a full time person in an early stage. Outsourcing to a pure player is an option as well as to hire a part-time experienced freelance Digital Marketer / growth hacker, someone with the potential of becoming a Chief Digital Officer co-founder.

The main tasks and activities to execute are:

- Customer acquisition and activation
- Social selling, with social networks presence on Facebook, Instagram and LinkedIn as a priority
- Search Engine Acquisition (Google Ads)
- Community management
- Content marketing
- Blog , white paper, webinars

Primary objective is to promote and sell subscriptions as well as brand visibility and awareness. Building and managing the community is also key and should be synchronized with the ecosystem building activities performed by the CEO into a coherent Marketing strategy (digital marketing + B2B marketing).

If the company was to raise funds during the second year in order to launch the English version of the platform, the recruitment of a Chief Digital Officer to manage French speaking and English speaking communities would be scheduled ASAP.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

4.6. Strategic Roadmap

Initially, the V1 of the platform will be built using 2 Web development / Webapp experts with UX/UI expertise on one side and API expertise on the other side. They will preferably be freelancers with both flexibility and expertise and may eventually become part-time or full-time employees. They will maintain the system for at least 2 year with an optional 3rd year. An agreement will be signed for such maintenance.

A CTO shall be onboarded on Q2 of year 2 and will work on V2 architecture which will include Mobile Learning interface, back-end with Adaptive Learning core system and Machine Learning algorithms.

During the second year in activity, an Educational expert / Digital Learning expert will join as a part-time resource with the objective of becoming full time during year 3.

4.7. Strengthening the competitive advantage

In the early stage of the solution, it is possible that duplicates are launched with possibly competitive fees. So building a Learning experience is a way to enhance the competitive advantage. Additionally, a cloud storage account will lock users within the system while providing a personalized educational experience. Users will be able to capture content from their everyday life and use them as training material.

Building the community and strengthening relationship with main stakeholders (associations, therapists, authorities, scientific experts) within the ecosystem is part of the strategy to protect from emerging competitors. It will require partnerships with numerous existing communities of DYS patients.

Machine Learning and educational expertise will also be used to enrich the system and make it harder to replicate. The collection of data and strategic leveraging of such data is a requirement.

4.8. Start-up strategy and Scale-up roadmap

As previously described, the Strategic Roadmap will be executed as follows:

1. Build ASAP a highly responsive Mobile and Web-based platform (using outsourced expertise) and a loyal community of users
2. Develop an ML-driven back-end and a digital learning solution
3. Enrich the system with Adaptive Learning features based on content captured by users



DYSproject: a Digital Solution to support and re-educate children with learning disorders

So the core business will extend from a technological tool to support learning towards an Adaptive Learning System. Partnerships and B2B activities will be conducted from the beginning, targeting institutions, occupational & speech therapists and corporations (for the use of their employees and customers).

From a geographical point of view, English speaking countries / developed & developing countries are short-term / middle-term objectives. Africa is a target because the solution is French and English speaking, the adoption of mobile devices is very high in Africa and demography is rapidly growing there. The pricing model may be adapted and negotiations with international organizations will be initiated.

The extension to additional targeted segments is also included in the strategic roadmap. The next segments to prioritize are:

- Teenagers / adults with reading difficulty in France, UK, Ireland and Africa
- Students learning French / English as a foreign language
- Low income learners who cannot afford school fees in Africa

4.9. The team and the structure

So far, the CEO has been owning the project by himself. It is crucial to onboard a CTO ASAP. On the other hand, it is also crucial to find someone who fits the job in the best possible way and this is the main challenge in the early stage of the company. It is quite important to find the right fit (profile, values, culture, complementarity). It may take time but it should not prevent the company from starting up with its early stage strategy. Getting the right person for the CTO is such an important decision that it cannot be taken in a hurry. This is why the first year in activity is scheduled without a CTO. However, the sooner the CTO profile is onboarded, the better.

Concerning the Digital Marketing expert, one of the 2 freelancers may be proposed a full time position and eventually equity depending on his/her motivation, engagement and potential to grow. Alternatively, the onboarding of a Chief Digital Officer remains the option and is scheduled for mid year 3.

Concerning the digital learning expert / Chief Learning Officer, the person will initially be onboarded as a freelance. If the person fits the job, it shall be proposed to join as an associate on mid year 4. If not, another profile shall be sourced.

Once the learning officer becomes associate, the expected structure of the equity shall be as followed:

CEO: 51%
CTO: 20%
CDO: 15%

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

CLO: 10%

Rest of the employees: 4%

From a management type perspective, the organisation will use an agile and co-operative process so that empowerment, autonomy and co-construction are the cultural base. The holacratic type of management may be considered. Such management system is proved to boost the motivation of all the team. But it also requires a high level of complementarity and cultural fit. So holacratic management will be regarded as a journey rather than a process.

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

5. Implementation - roadmap

5.1. Marketing & Sales Plan

The initial operational roadmap includes a Digital Marketing plan. To do so, a Freelance Growth Hacker / Digital Marketing expert will be hired and is expected to spend 1 day per week in-house. He may also deliver training to other employees for an additional half-day from time to time.

The total Marketing budget for the 1st year amounts to 34k€ (2nd year: 45k€).

5.1.1. B2C Digital Marketing Plan

In order to build a community among which to acquire customers, the main identified sources are:

- Facebook Groups
 - o Dyslexie, Dysorthograpie, Dysphasie (15 700 members)
 - o Parents D'enfants Dyslexiques Dyslexie (9 200 members)
 - o SOS dyslexie (8 100 members)
 - o DYS INFORMATIONS - comprendre pour mieux accompagner (7 000 members)
 - o dysgraphie Et Dyslexie (4 400 members)
 - o dyslexie (3 800 members)
 - o Troubles DYS: Dyslexie, Dysorthographie, Dysphasie, Dyspraxie, Dyscalculie (3 200 members)
 - o Quand la dyslexie, la Dyspraxie, et le TDAH s'invitent dans une famille (2 700 members)
- LinkedIn Group
 - o Profils atypiques de la neurodiversité et autres talents extraordinaires ! (1 550 members)
- Instagram Account
 - o Dyslexiepour tous (2 618 followers)
- Youtube Channel
 - o @inpowerdys4526 (1 320 subscribers)

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

The Digital Marketing expert will be granted a budget to be adjusted for SEA and other paid online advertising.

Reporting on actions performed and accurate Return On Investment calculations are Key Performance Indicators, as well as Customer acquisition and Churn.

Additionally customer satisfaction is also key because customers will be granted opt-out at any time.

The constitution and monitoring of a cohort of power users / Beta testers will be managed jointly with the CEO. It is important to meet and/or talk regularly to as many of them as possible at early stage and to continue with such a process.

Additionally, the CEO will take care of partnerships with various stakeholders, including Patient associations, therapist associations, in priority occupational therapists and speech therapists, corporations, public and administrative institutions on a local, regional, national and European scale. The goal is to gain visibility, negotiate bulk offers and develop a B2B strategy which may include specific (white) branding and other offers depending on needs.

The initial offer includes the following:

- Webapps (Android and iPhone apps) + Web-based solution
- OCR
- Text Formatting for Websites, various file formats (to be listed) and captured photos using specific colours, fonts, spacing between letters, lines ...
- Text-to-Speech

After one year, a new version of the solution will include the following features:

- Speech-to-text using APIs to be specified
- Cloud storage to be used for training and re-education
- Adaptive learning

The initial price is set at 9€ incl. VAT per month per user for the whole package and is targeting DYS patients from 6 to 12, particularly those suffering of Dyslexia, Dyspraxia, Dysorthography and Dyscalculia.

Initially, the pricing is set as a monthly subscription with a free 2-week trial period and discounts (to be ammended) for 3-month, 6-month and yearly payments. Additionally a referral program with discounts shall be put in place.

The B2C acquisition strategy using Search Engine Acquisition, Social Media Pay-per-click ads and so on (see section Outsourced activities) will be supported by specific B2B actions performed by the CEO. A blog will be created with qualitative content and white papers to attract new users. Webinars will be regularly scheduled.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

5.1.2. B2B and B2B2C Plan

The FFDYS (**French Federation of Dys**) gathers most associations of parents of children suffering from learning Disorders. It is collecting data, organizing events and represent a major body with which to figure out a partnership: newsletter, events, publicity, partnership with a member association, etc.

It is key to embed scientifically validated features into the solution. Various Scientific teams are currently working on technologies and therapies to improve the life of DYS people. There are several SATT which act as interface with these teams and we have identified **Pulsalys** in Lyon / Villeurbanne and have begun negotiating in order to use Intellectual property. See <https://www.pulsalys.fr/offre-technologique/reperage-precoc-remediation-des-troubles-de-lapprentissage-de-la-lecture>

It is also important to identify and onboard therapists, in particular **Speech Therapists** and **Occupational Therapists**, both as beta-testers and potential customers, the idea being to implement Digital Therapies and continue therapies outside of the medical environment using technologies. There are a lot of groups of such therapists, e. g. logopédie- orthophonie (9 900 members). There is also a specific group that is listing such groups (Annuaire des groupes d'orthophonie).

Medical and Educational Authorities are to be onboarded as soon as possible but may require the above partners to be closed prior to engage with authorities, which will require time and resources to develop.

5.1.3. KPIs

In order to fight and minimize churn, a Customer feedback system with specific rewards will be set up, allowing to adjust the offer and monitor customers' expectations.

The metrics to be monitors are the following:

- Cost of customer acquisition
- Customer Lifetime Value
- Number of new paying customers per month
- Churn (number of subscription cancellation per month)
- NPS (Net Promoter Scoter)

The Key Success factors of the Go-to-market include:

- A test, measure and learn process with quick implementation into the solution, which is made possible by the choice of the webapp technology

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

- Cross management of B2C and B2B2C
- Continuous customer feedback and satisfaction measurement

5.2. Technical Plan

The project is not currently deployed, a version 1 prototype is scheduled with the following technical characteristics:

- Webapps (iPhone and Android) + web-based interface
- A mix of offline and online functionalities

Such prototype should require approximately 2 months to be developed (by 2 developers). In order to confirm this timeframe, proposals shall be requested using a functional specifications document (to be designed).

As previously described, the development of the version 1 of the solution will be outsourced. The CEO will act as product owner.

The Key functionality is speed of deployment of each iterations. This is made possible thanks to the use of a Webapp which can be updated on the server side without having to update the app on the stores. New functionalities are added or modified as web pages and pushed through to the app.

The CTO shall join no later than the middle of the second year in activity to prepare the development and release of the second version of the solution which will include:

- New functionalities, as previously specified
- Cloud storage to be used for training and re-education
- Additional back-end capability with machine learning and API management
- An adaptive learning core server

A Research & Development program focusing on adaptive learning shall be put in place from year 2. The company may then apply for specific programs available with the French administration such as CIR and JEI.

The new versions of the solution shall go through a continuous and iterative development phase using Agile methodology / Scrum.

Additionally, the English Language will be included and made available to both Android Play Store and App Store.

5.3. Organizational plan

Organizational chart :



DYSproject: a Digital Solution to support and re-educate children with learning disorders

The CEO will functionally manage the team:

- The Chief Technical Officer to be recruited before mid year 2
- The Chief Digital Officer to be recruited in mid year 3 (or before when funds are raised)
- The Chief Learning Officer to be recruited in mid year 4 (skill outsourced from mid year 2 to mid year 4)

Responsibilities of the CEO:

- PnL, budgeting and cash flow management
- Strategy and Business roadmap
- Partnership management and development
- Fund raising
- Customer Satisfaction (jointly with CDO)

Responsibilities of the CTO:

- Product management and backlog
- Technical roadmap and leadership
- Development and deployment supervision
- Research & development (Machine Learning & Data Science)

Responsibilities of the CDO:

- Growth of the customer base
- Customer Satisfaction (jointly with CEO)
- Community Management
- Competitive analysis and follow-up

Responsibilities of the CLO:

- Research and Development (adaptive learning)
- Content development and ownership
- Scientific committee leadership

A Strategic committee will be created and include:

- Digital Marketing expert (emlyon alumni)
- Experienced Edtech entrepreneur
- Experienced Business leader (emlyon alumni)
- Artificial Intelligence expert

More experts will be added based on skills and experience.

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

A Scientific committee will be created and include

- Occupational Therapist
- Speech Therapist
- Cognitive science researcher
- Learning disorder expert

More scientists will be added based on skills and experience.

The following resources will be outsourced:

- Accounting firm
- Payslips
- Law firm

On the medium term (mid fourth year in activity), a Chief Financial Officer may be staffed if PnL allows it.



DYSproject: a Digital Solution to support and re-educate children with learning disorders

6. Financial Forecasting

5-year Forecasted PnL (included below) Highlights:

- As previously described, the revenue source is a monthly subscription of 7.5€ excl. VAT / 9€ incl. VAT
- We have scheduled conservative sales forecasts at early stage as the concept is relatively new, with a strong growth thanks to our Growth Hacking effort
- An initial investment of 48k€ to develop the first version of the solution will be covered by:
 - o Founder equity: 35k€, of which 30k€ from réseau Entrepreneurs
 - o Other associates equity (“love money”): 10k€
 - o Bank Loan: 20 k€
 - o Subsidies: 21 k€ (Bourse French Tech)
- An additional investment of 24k€ for the second version is scheduled in mid second year. It should be covered by revenues.
- Additional expenses at early stage include Digital Marketing (1 day per week) and Solution Maintenance (3 days per month) for a total of 5k€ per month
- The **break-even point** is approximately positioned in the **beginning of 9th month** (early September 2023)
- We are willing to raise funds at the end of the first year in order to develop the English version, recruit the Chief Digital Officer and launch abroad
- Working Capital Requirement is continuously negative
- There will be a loss for the first year: 15,24 k€, and continuous profits in the following years
- Cash flow forecasting is available below in the exhibits

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

	Année 1	Année 2	Année 3	Année 4	Année 5
Chiffre d'affaires (CA)	60 195 €	286 982 €	464 130 €	618 930 €	753 930 €
Achats et charges de pro	- €	- €	- €	- €	- €
Marge brute	60 195 €	286 982 €	464 130 €	618 930 €	753 930 €
	100,0%	100,0%	100,0%	100,0%	100,0%
Charges externes	69 611 €	111 535 €	133 837 €	80 238 €	67 551 €
Valeur ajoutée (VA)	- 9 416 €	175 447 €	330 293 €	538 692 €	686 379 €
	-15,6%	61,1%	71,2%	87,0%	91,0%
Impôts et taxes	439 €	1 655 €	3 104 €	7 375 €	8 811 €
Subventions d'exploitatio	21 000 €	- €	- €	- €	- €
Charges de personnel (h	10 000 €	105 000 €	241 500 €	411 650 €	486 000 €
Excédent brut d'exploita	1 145 €	68 792 €	85 689 €	119 666 €	191 569 €
	1,9%	24,0%	18,5%	19,3%	25,4%
Dotations aux amortisse	16 000 €	24 000 €	24 000 €	8 000 €	- €
Résultat d'exploitation (-	14 855 €	44 792 €	61 689 €	111 666 €	191 569 €
	-24,7%	15,6%	13,3%	18,0%	25,4%
Charges financières	385 €	420 €	420 €	420 €	420 €
Résultat courant	- 15 240 €	44 372 €	61 269 €	111 246 €	191 149 €
	-25,3%	15,5%	13,2%	18,0%	25,4%
JEI (charges patronales e	- €	- €	- €	- €	- €
Reports déficitaires	- €	15 240 €	- €	- €	- €
Impôts sur les sociétés (IS	- €	4 370 €	13 434 €	30 093 €	56 728 €
JEI (Exonération d'IS)	- €	- €	- €	- €	- €
CIR & CII & CICE	0 €	1 €	0 €	0 €	0 €
Excédents d'aides liés au	- €	- €	- €	- €	- €
Résultat Net (RN)	- 15 240 €	40 004 €	47 835 €	81 153 €	134 422 €
	-25,3%	13,9%	10,3%	13,1%	17,8%

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

7. Conclusion

We are planning to market a usage and impactful innovation. We will begin with time-tested and efficient technologies and provide them to users in a **flexible** way through **mobile**, with a vision: an **augmented reality assistant and an always-on coach** in the pocket. We have demonstrated an **evolutive offer** that is adding value and **strengthen our competitive position**.

We are willing to build a **resilient solution** backed by a brilliant team who will be driven by **impact**. Nevertheless we have scheduled **highly flexible resources** through outsourcing and freelancing so that **we can pivot** if needed. As a result, we will continue to **explore innovative usage** for an impact without neglecting financial sustainability and profit.

The need is intense and the time is now as technologies are ready and usage is emerging.

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties



DYSproject: a Digital Solution to support and re-educate children with learning disorders

8. Exhibits

8.1. Forecasted Cash Flow

CONFIDENTIAL this document is deemed to have trade secrets which if revealed would do harm to the offering party. As such, no information is to be copied or revealed to any person organization or company outside the immediate relevant receiving parties

DYSproject: a Digital Solution to support and re-educate children with learning disorders

	Année 1											
	janv. 2023	févr. 2023	mars 2023	avr. 2023	mai 2023	juin 2023	juil. 2023	août 2023	sept. 2023	oct. 2023	nov. 2023	déc. 2023
Solde de début de mois		4 202 €	29 163 €	26 005 €	19 240 €	13 008 €	8 382 €	4 363 €	2 113 €	2 269 €	4 483 €	9 049 €
Encaissements												
Exploitation												
Chiffre d'affaires encaissé			68 €	240 €	713 €	2 130 €	4 260 €	6 090 €	8 400 €	10 500 €	12 810 €	14 985 €
TVA encaissée			14 €	48 €	143 €	426 €	852 €	1 218 €	1 680 €	2 100 €	2 562 €	2 997 €
Remboursement TVA		5 127 €	5 127 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €
Hors exploitation												
Capital fondateurs	35 000 €											
Capital investisseurs		10 000 €										
Prêts bancaires Court terme (CT)												
Prêts bancaires Moyen/Long terme (MT/LT)		20 000 €										
Subventions (total)		21 000 €										
Bourse French Tech		21 000 €										
Total des encaissements mensuels	35 000 €	56 127 €	5 208 €	1 615 €	2 182 €	3 883 €	6 439 €	8 635 €	11 407 €	13 927 €	16 699 €	19 309 €
Décaissements												
Exploitation												
Variation de stocks												
Achats et services décaissés												
Autres charges externes	1 634 €	1 634 €	1 634 €	1 634 €	1 634 €	1 634 €	1 634 €	1 634 €	1 634 €	1 634 €	1 634 €	1 634 €
TVA décaissée	5 127 €	5 127 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €	1 327 €
TVA reversée				14 €	48 €	143 €	426 €	852 €	1 218 €	1 680 €	2 100 €	2 562 €
Charges de personnel							1 667 €	1 667 €	1 667 €	1 667 €	1 667 €	1 667 €
Impôts et taxes	37 €	37 €	37 €	37 €	37 €	37 €	37 €	37 €	37 €	37 €	37 €	37 €
Prestations			5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €
Hors exploitation												
Investissements	24 000 €	24 000 €										
Investissement par crédit bail												
Remboursement avance incubateur												
Remboursement prêts bancaires CT												
Remboursement prêts bancaires MT/LT		368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €
Remboursements comptes courants												
Excédents annuels d'aides liés aux minimis												
Total des décaissements mensuels	30 798 €	31 166 €	8 366 €	8 380 €	8 414 €	8 509 €	10 459 €	10 885 €	11 251 €	11 713 €	12 133 €	12 595 €
Solde de fin de mois	4 202 €	29 163 €	26 005 €	19 240 €	13 008 €	8 382 €	4 363 €	2 113 €	2 269 €	4 483 €	9 049 €	15 763 €

DYSproject: a Digital Solution to support and re-educate children with learning disorders

	Année 2											
	janv. 2024	févr. 2024	mars 2024	avr. 2024	mai 2024	juin 2024	juil. 2024	août 2024	sept. 2024	oct. 2024	nov. 2024	déc. 2024
Solde de début de mois	15 763 €	20 262 €	26 488 €	34 154 €	41 014 €	42 219 €	44 475 €	19 399 €	28 540 €	34 271 €	41 040 €	49 275 €
Encaissements												
Exploitation												
Chiffre d'affaires encaissé	16 632 €	18 128 €	19 577 €	20 947 €	22 412 €	23 532 €	24 943 €	25 691 €	26 975 €	28 054 €	29 456 €	30 634 €
TVA encaissée	3 326 €	3 626 €	3 915 €	4 189 €	4 482 €	4 706 €	4 989 €	5 138 €	5 395 €	5 611 €	5 891 €	6 127 €
Remboursement TVA	1 327 €	1 589 €	1 589 €	1 589 €	1 949 €	1 949 €	1 949 €	6 749 €	1 949 €	1 949 €	1 949 €	1 949 €
Hors exploitation												
Capital fondateurs												
Capital investisseurs												
Prêts bancaires Court terme (CT)												
Prêts bancaires Moyen/Long terme (MT/LT)												
Subventions (total)												
Bourse French Tech												
Total des encaissements mensuels	21 285 €	23 342 €	25 082 €	26 725 €	28 844 €	30 188 €	31 881 €	37 579 €	34 319 €	35 614 €	37 296 €	38 709 €
Décaissements												
Exploitation												
Variation de stocks												
Achats et services décaissés												
Autres charges externes	2 945 €	2 945 €	2 945 €	2 945 €	2 945 €	2 945 €	2 945 €	2 945 €	2 945 €	2 945 €	2 945 €	2 945 €
TVA décaissée	1 589 €	1 589 €	1 589 €	1 949 €	1 949 €	1 949 €	6 749 €	1 949 €	1 949 €	1 949 €	1 949 €	1 949 €
TVA reversée	2 997 €	3 326 €	3 626 €	3 915 €	4 189 €	4 482 €	4 706 €	4 989 €	5 138 €	5 395 €	5 611 €	5 891 €
Charges de personnel	3 750 €	3 750 €	3 750 €	3 750 €	11 250 €	11 250 €	11 250 €	11 250 €	11 250 €	11 250 €	11 250 €	11 250 €
Impôts et taxes	138 €	138 €	138 €	138 €	138 €	138 €	138 €	138 €	138 €	138 €	138 €	138 €
Prestations	5 000 €	5 000 €	5 000 €	6 800 €	6 800 €	6 800 €	6 800 €	6 800 €	6 800 €	6 800 €	6 800 €	6 800 €
Hors exploitation												
Investissements							24 000 €					
Investissement par crédit bail												
Remboursement avance incubateur												
Remboursement prêts bancaires CT												
Remboursement prêts bancaires MT/LT	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €
Remboursements comptes courants												
Excédents annuels d'aides liés aux minimis												
Total des décaissements mensuels	16 787 €	17 116 €	17 415 €	19 865 €	27 639 €	27 932 €	56 956 €	28 438 €	28 588 €	28 845 €	29 061 €	29 341 €
Solde de fin de mois	20 262 €	26 488 €	34 154 €	41 014 €	42 219 €	44 475 €	19 399 €	28 540 €	34 271 €	41 040 €	49 275 €	58 644 €

DYSproject: a Digital Solution to support and re-educate children with learning disorders

	Année 3											
	janv. 2025	févr. 2025	mars 2025	avr. 2025	mai 2025	juin 2025	juil. 2025	août 2025	sept. 2025	oct. 2025	nov. 2025	déc. 2025
Solde de début de mois	58 644 €	21 334 €	44 584 €	54 968 €	72 053 €	90 375 €	108 843 €	65 883 €	84 641 €	94 904 €	107 497 €	121 327 €
Encaissements												
Exploitation												
Chiffre d'affaires encaissé	31 871 €	33 109 €	34 346 €	35 584 €	36 821 €	38 059 €	39 296 €	40 534 €	41 771 €	43 009 €	44 246 €	45 484 €
TVA encaissée	6 374 €	6 622 €	6 869 €	7 117 €	7 364 €	7 612 €	7 859 €	8 107 €	8 354 €	8 602 €	8 849 €	9 097 €
Remboursement TVA	1 949 €	9 431 €	791 €	791 €	791 €	791 €	791 €	9 431 €	791 €	791 €	791 €	791 €
Hors exploitation												
Capital fondateurs												
Capital investisseurs												
Prêts bancaires Court terme (CT)												
Prêts bancaires Moyen/Long terme (MT/LT)												
Subventions (total)												
Bourse French Tech												
Total des encaissements mensuels	40 194 €	49 161 €	42 006 €	43 491 €	44 976 €	46 462 €	47 946 €	58 071 €	50 916 €	52 401 €	53 886 €	55 371 €
Décaissements												
Exploitation												
Variation de stocks												
Achats et services décaissés												
Autres charges externes	3 953 €	3 953 €	3 953 €	3 953 €	3 953 €	3 953 €	3 953 €	3 953 €	3 953 €	3 953 €	3 953 €	3 953 €
TVA décaissée	9 431 €	791 €	791 €	791 €	791 €	791 €	9 431 €	791 €	791 €	791 €	791 €	791 €
TVA reversée	6 127 €	6 374 €	6 622 €	6 869 €	7 117 €	7 364 €	7 612 €	7 859 €	8 107 €	8 354 €	8 602 €	8 849 €
Charges de personnel	14 167 €	14 167 €	14 167 €	14 167 €	14 167 €	14 167 €	26 083 €	26 083 €	26 083 €	26 083 €	26 083 €	26 083 €
Impôts et taxes	259 €	259 €	5 721 €	259 €	259 €	1 351 €	259 €	259 €	1 351 €	259 €	259 €	1 351 €
Prestations	43 200 €						43 200 €					
Hors exploitation												
Investissements												
Investissement par crédit bail												
Remboursement avance incubateur												
Remboursement prêts bancaires CT												
Remboursement prêts bancaires MT/LT	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €
Remboursements comptes courants												
Excédents annuels d'aides liés aux minimis												
Total des décaissements mensuels	77 504 €	25 912 €	31 622 €	26 407 €	26 654 €	27 994 €	90 906 €	39 313 €	40 653 €	39 808 €	40 056 €	41 396 €
Solde de fin de mois	21 334 €	44 584 €	54 968 €	72 053 €	90 375 €	108 843 €	65 883 €	84 641 €	94 904 €	107 497 €	121 327 €	135 303 €

DYSproject: a Digital Solution to support and re-educate children with learning disorders

	Année 4											
	janv. 2026	févr. 2026	mars 2026	avr. 2026	mai 2026	juin 2026	juil. 2026	août 2026	sept. 2026	oct. 2026	nov. 2026	déc. 2026
Solde de début de mois	135 303 €	120 994 €	138 049 €	139 298 €	153 908 €	169 456 €	182 583 €	189 281 €	196 916 €	202 130 €	211 640 €	222 087 €
Encaissements												
Exploitation												
Chiffre d'affaires encaissé	46 421 €	47 359 €	48 296 €	49 234 €	50 171 €	51 109 €	52 046 €	52 984 €	53 921 €	54 859 €	55 796 €	56 734 €
TVA encaissée	9 284 €	9 472 €	9 659 €	9 847 €	10 034 €	10 222 €	10 409 €	10 597 €	10 784 €	10 972 €	11 159 €	11 347 €
Remboursement TVA	791 €	5 297 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €
Hors exploitation												
Capital fondateurs												
Capital investisseurs												
Prêts bancaires Court terme (CT)												
Prêts bancaires Moyen/Long terme (MT/LT)												
Subventions (total)												
Bourse French Tech												
Total des encaissements mensuels	56 496 €	62 128 €	58 933 €	60 058 €	61 183 €	62 308 €	63 433 €	64 558 €	65 683 €	66 808 €	67 933 €	69 058 €
Décaissements												
Exploitation												
Variation de stocks												
Achats et services décaissés												
Autres charges externes	4 887 €	4 887 €	4 887 €	4 887 €	4 887 €	4 887 €	4 887 €	4 887 €	4 887 €	4 887 €	4 887 €	4 887 €
TVA décaissée	5 297 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €	977 €
TVA reversée	9 097 €	9 284 €	9 472 €	9 659 €	9 847 €	10 034 €	10 222 €	10 409 €	10 597 €	10 784 €	10 972 €	11 159 €
Charges de personnel	28 942 €	28 942 €	28 942 €	28 942 €	28 942 €	28 942 €	28 942 €	28 942 €	28 942 €	28 942 €	28 942 €	28 942 €
Impôts et taxes	615 €	615 €	13 038 €	615 €	615 €	3 973 €	615 €	615 €	3 973 €	615 €	615 €	3 973 €
Prestations	21 600 €											
Hors exploitation												
Investissements												
Investissement par crédit bail												
Remboursement avance incubateur												
Remboursement prêts bancaires CT												
Remboursement prêts bancaires MT/LT	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €
Remboursements comptes courants												
Excédents annuels d'aides liés aux minimis												
Total des décaissements mensuels	70 805 €	45 073 €	57 683 €	45 448 €	45 635 €	49 181 €	56 735 €	56 923 €	60 469 €	57 298 €	57 485 €	61 031 €
Solde de fin de mois	120 994 €	138 049 €	139 298 €	153 908 €	169 456 €	182 583 €	189 281 €	196 916 €	202 130 €	211 640 €	222 087 €	230 114 €

DYSproject: a Digital Solution to support and re-educate children with learning disorders

	Année 5											
	janv. 2027	févr. 2027	mars 2027	avr. 2027	mai 2027	juin 2027	juil. 2027	août 2027	sept. 2027	oct. 2027	nov. 2027	déc. 2027
Solde de début de mois	230 114 €	240 592 €	252 157 €	240 476 €	253 916 €	268 293 €	276 084 €	292 336 €	309 526 €	320 129 €	339 194 €	359 196 €
Encaissements												
Exploitation												
Chiffre d'affaires encaissé	57 671 €	58 609 €	59 546 €	60 484 €	61 421 €	62 359 €	63 296 €	64 234 €	65 171 €	66 109 €	67 046 €	67 984 €
TVA encaissée	11 534 €	11 722 €	11 909 €	12 097 €	12 284 €	12 472 €	12 659 €	12 847 €	13 034 €	13 222 €	13 409 €	13 597 €
Remboursement TVA	977 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €
Hors exploitation												
Capital fondateurs												
Capital investisseurs												
Prêts bancaires Court terme (CT)												
Prêts bancaires Moyen/Long terme (MT/LT)												
Subventions (total)												
Bourse French Tech												
Total des encaissements mensuels	70 183 €	71 456 €	72 581 €	73 706 €	74 831 €	75 957 €	77 081 €	78 206 €	79 331 €	80 456 €	81 581 €	82 706 €
Décaissements												
Exploitation												
Variation de stocks												
Achats et services décaissés												
Autres charges externes	5 629 €	5 629 €	5 629 €	5 629 €	5 629 €	5 629 €	5 629 €	5 629 €	5 629 €	5 629 €	5 629 €	5 629 €
TVA décaissée	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €	1 126 €
TVA reversée	11 347 €	11 534 €	11 722 €	11 909 €	12 097 €	12 284 €	12 472 €	12 659 €	12 847 €	13 034 €	13 222 €	13 409 €
Charges de personnel	40 500 €	40 500 €	40 500 €	40 500 €	40 500 €	40 500 €	40 500 €	40 500 €	40 500 €	40 500 €	40 500 €	40 500 €
Impôts et taxes	734 €	734 €	24 917 €	734 €	734 €	8 258 €	734 €	734 €	8 258 €	734 €	734 €	8 258 €
Prestations												
Hors exploitation												
Investissements												
Investissement par crédit bail												
Remboursement avance incubateur												
Remboursement prêts bancaires CT												
Remboursement prêts bancaires MT/LT	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €	368 €
Remboursements comptes courants												
Excédents annuels d'aides liés aux minimis												
Total des décaissements mensuels	59 704 €	59 892 €	84 262 €	60 267 €	60 454 €	68 165 €	60 829 €	61 017 €	68 728 €	61 392 €	61 579 €	69 290 €
Solde de fin de mois	240 592 €	252 157 €	240 476 €	253 916 €	268 293 €	276 084 €	292 336 €	309 526 €	320 129 €	339 194 €	359 196 €	372 612 €