

# DOT

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DOT makes sophisticated Braille devices that are smaller, lighter and less expensive than existing devices. And they look cool. DOT offers a smart watch and Kindle-esque reader, and will soon offer a Braille tablet that will bring an iPad-like experience to the world's visually impaired.



## Big. Bulky. Ugly. And Expensive.

Only 10 percent of the world's 285 million visually impaired people know how to read; 90% live in low-income settings.

Braille books are huge and expensive -- when you translate the Bible into Braille, you get 22 massive, heavy volumes. Electronic Braille readers, meanwhile, are bulky and cost a fortune. The average Braille reader costs around USD 5,000, putting it out of reach for all but a handful of the people who need them.

## Revolutionizing Braille Readers Through Core Tech

DOT makes devices for the visually impaired smaller, lighter and cheaper by developing its own core technology, opening educational opportunities to millions of people who were denied them.

The company currently offers two products. The Dot Watch lets you experience time in a completely new way, providing to the visually impaired all the practical features they need in Braille: a clock, time and date, alarm, timer and stopwatch. Meanwhile, the Dot Mini is a Kindle-like Braille device that is ten times smaller, lighter and more energy efficient than conventional devices and can access over 200,000 books so far.

## Devices For the 95%

Only 5 percent of the world's visually impaired population can afford existing Braille devices. DOT is targeting the remaining 95 percent. There are 7.6 million visually impaired people under the age of 50 in the world, a market of USD 38 billion. The North American market alone is USD 19 million.



## Smaller Means Better

The handful of companies around the world that produce Braille readers use Piezoelectric actuators, resulting in products that are bulky and expensive. The average reader costs USD 5,000, and is based on technology that hasn't changed in 15 years.

Dot's innovative magnetic actuator is 90 percent smaller and lighter than the Piezoelectric actuator. It delivers excellent performance at one-tenth of the price. This is why we can offer Braille devices for as low as USD 299.

## Private, Public Collaborations

The Dot Watch costs just USD 299, while the Dot Mini costs from USD 600 to USD 8,000. The Dot Pad, a Braille tablet currently under development, will cost around USD 10,000 when it is released next year.

Many of DOT's sales go to government-run or government-supported schools for the blind, as well as companies that hire the visually impaired. In addition to partnerships and agreements with global giants such as Apple, Google and Walmart, the company also has ongoing projects with several countries to provide devices, including Saudi Arabia, Poland and Russia.

## Seal of Approval

DOT has generated USD 11 million in sales through Q1 of 2020 and raised USD 11 million through Series B.

Its products have also earned awards from the Wallpaper Design Awards, Cannes Lions and Good Design 100 Awards and earned plaudits at startup competitions such as Slush Tokyo 2017 and Get in the Ring 2016.

## Team

DOT's 27-member team has extensive engineering and hardware experience. CEO and co-founder Eric Ju Yoon Kim is a University of Washington graduate and was named to Forbes 30 Under 30 Asia in 2017. CTO Seong Ki Gwang earned his degree in computer engineering from the University of Utah. Kim and Seong previously co-founded Seattle truck-sharing service Wagon.