

## [439] RENEWSENSES - CONVEYING VISION THROUGH SOUND

### Tomer Behor, CEO, RenewSenses Ltd., Israel

- **Investment Rational**

RenewSenses enables blind individuals to "see" through sound. Our aim is to fully revolutionize this \$3.4B market by enabling a new form of independence for these individuals. Co-founded by Prof. Amir Amedi, and partnering with leading KOLs in the field, we developed a working prototype, user testimonials are available; and pilots with leading organizations in Israel and US are scheduled to start towards the end of May.

- **Business Strategy**

RenewSenses will launch the product in the hubs chosen to pilot in North America in (Massachusetts, Connecticut and Montreal) in Q4 2020, aiming to generate \$200K in revenue through these hubs. Later, RenewSenses will expand hub-by-hub and through the Veteran Affairs (With 1.2M registered visually impaired potential users), with which contacts were already created.

### **Core Technology**

RenewSenses' EyeMusic is a first-of-its-kind sound-based AR platform, conveying visual information through sound and speech. Combining artificial intelligence, our proprietary algorithms enable a new kind of eyes-free perception of the visual world, also shown to activate the visual cortex of people who are blind from birth by the lab of Prof. Amedi.

- **Product Profile/Pipeline**

RenewSenses will first address the market of visually impaired people in the US, consisting of more than 9M people. Our next milestones include piloting in leading organizations for vocational rehabilitation in Israel and in the US, soft launching in these organizations in Q4 2020 and expanding through similar organizations and the Veteran Affairs. In the future, RenewSenses plans to utilize its sound-based AR algorithms for other uses, such as for increasing scene awareness in different conditions.

### **What's Next?**

Following significant R&D efforts, RenewSenses' next steps include finishing our product development in the next 6 months and then conducting large-scale extensive piloting as a way to gain feedback & raise awareness, while creating partnerships with major stakeholders in the field. We expect to soft launch in our selected hubs in Q4 2020, creating impact and generating significant revenue in the following year.