

Unspoken

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505 Entrepreneurship

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Part I—Executive Summary

According to the WHO, 430 million people worldwide are deaf or hard of hearing. By 2050, this number is expected to exceed 700 million (“Deafness and hearing loss”). Unspoken is an AI-powered sign language learning platform that aims to break communication barriers and build bridges between deaf individuals and hearing communities. The service includes question-and-answer-based sign practices, real-time feedback on users’ sign language, real-life sign conversations with AI, and a sign name generator.

Unspoken targets both the deaf and hearing communities. Surprisingly, sign language learning platforms are needed not only by hearing communities but also by deaf communities. In particular, deaf children born to hearing parents are at risk of linguistic neglect due to a lack of sign language education (“Linguistic Neglect of Deaf Children in the United States”). Unspoken will implement marketing strategies tailored to the deaf and hearing communities.

Unspoken is organized into four departments—Marketing, Finance, Technology, and Curriculum—to operate the business effectively. With this efficient management system, Unspoken initially focuses on building the service by offering Korean Sign Language and American Sign Language to the Korean and U.S. markets. After gaining brand recognition in Korea and the U.S, Unspoken will expand to the global market by providing more than twenty sign languages.

Part II—Description of Proposed Business

Unspoken provides sign language learning opportunities for both deaf and hearing communities through technology. The service analyzes users’ hearing status, sign language proficiency, preferred sign languages, and other preferences to offer personalized learning experiences. Unspoken features question-and-answer-based sign language practices that help users build their knowledge of sign language vocabulary, phrases, and sentences. The AI provides real-time feedback on users’ signing, commenting on the strengths and weaknesses in the user’s signing and suggesting improvements. Additionally, Unspoken offers real-life sign language conversations beyond the foundational sign language practices. Users can engage in realistic dialogues with AI based on their chosen context settings. This enables them to apply their knowledge and become familiar with real-life sign communication.

In addition to learning opportunities, Unspoken will include features designed to attract and engage users. One such feature is the Sign Name Generator. In deaf culture, a sign name is a unique sign used to identify a person in sign language. This feature, which targets hearing communities, helps users connect more deeply with deaf culture and has the potential to spark social media campaigns. Additionally, a rewards system that allows users to customize clothing and accessories for their avatar using earned coins encourages continuous engagement with Unspoken.

Through these features, Unspoken not only raises awareness of Deaf culture but also helps create a society that Deaf people can identify with. There are several barriers that deaf people face in our society. First, many hearing communities lack awareness about deaf culture

and sign language. Those who are unaware often do not fully engage with or include deaf individuals. Second, there are negative social attitudes, stereotypes, and prejudices toward deaf communities. For example, the term ‘audism’ refers to the belief that being able to hear is superior, which marginalizes those who are deaf. This causes social inequalities between deaf communities and hearing communities. Third, there is a lack of access to sign language. Specifically, Deaf children born to hearing parents often experience delays in acquiring and developing sign language due to limited support (“The three major barriers deaf people face in the community”). To promote a more inclusive society, Unspoken is designed to address these challenges and foster connections between deaf communities and hearing communities by providing sign language learning platforms.

The name Unspoken suggests that the service facilitates sign communication without speech, using hand gestures and facial expressions. It emphasizes the power of silent communication. The app’s logo design (refer to the supporting document) includes a sign that means “interpreter” in sign language. Additionally, the background color is blue, as dark blue was chosen by the World Federation of the Deaf and deaf associations around the world to represent Deafhood. Both the name and the app design reflect Unspoken’s goal of breaking communication barriers and building bridges between deaf and hearing communities.

Part III—Objectives of the Business

Unspoken will remain aligned with its mission and vision statement to uphold our values:

- Mission statement: To provide accessible sign language learning opportunities for both deaf and non-deaf individuals
- Vision statement: To promote an inclusive society by breaking communication barriers and building bridges between deaf individuals and hearing communities through innovative technology.

Unspoken aims to set specific, measurable, achievable, relevant, and time-oriented goals to achieve growth. These initial goals will serve as the basis, and adjustments will be made based on actual operations.

1. Reach 500+ subscribers within the first year of launching the application.
2. Increase the number of subscribers by 200 for the first month.
3. Increase the annual profit by 500% for the first three years.

Part IV—Proposed Business Strategies

To achieve our goal of providing accessible sign language learning platforms for both deaf and hearing communities, Unspoken will offer personalized learning experiences for users from diverse backgrounds. Specifically, Unspoken will tailor its services to users’ hearing status, language proficiency, preferred sign languages, and other preferences, such as daily learning duration. This approach allows for a more effective learning experience for each user.

Unspoken will actively build its brand presence on social media. It will collaborate with Deaf influencers, who will introduce Unspoken to their followers to help reach and engage with them directly. In addition, Unspoken will run advertisements on YouTube. The first type will be instructional ads that provide step-by-step guides on how to use the service. The second type will

be emotionally appealing ads that use pathos to highlight the experiences of Deaf communities and their culture, motivating users to learn sign language. Furthermore, Unspoken will launch a campaign called #Unspoken_Sign_Name, where users upload a sign name generated by the Sign Name Generator, attracting social media users.

In the short term, Unspoken will focus on developing the foundation of the application. Unspoken will initially offer Korean Sign Language (KSL) to target the Korean market, which is its local community. Unspoken will also offer American Sign Language (ASL), as many members of the Deaf community use ASL. Unspoken will effectively target the Korean and U.S. markets by building a strong brand presence on social media. In the long term, Unspoken will offer more than twenty sign languages in addition to ASL and KSL. The plan is to expand globally by providing sign language learning platforms in multiple sign languages. Unspoken will implement this plan after Unspoken gains sufficient support and builds strong brand recognition in the U.S. and Korea, where international demand for Unspoken is growing.

Unspoken will also hold meaningful promotions to raise awareness about the deaf culture. For example, during the week of Deaf Day, September 28, Unspoken will offer a special sale. This promotion encourages users to recognize and celebrate Deaf Day and raises awareness about deaf culture and the importance of inclusive communication. Additionally, the sale helps attract users by showing Unspoken's sincerity toward inclusivity and by building a positive brand image.

As Unspoken gains popularity, the service will maintain its quality by continuously improving the accuracy of its sign language AI. Unspoken will also collect user feedback in the form of surveys regarding AI accuracy and the curriculum. This will help Unspoken enhance the service and achieve long-term success.

Part V—Products and Services to be Provided

Unspoken provides a questionnaire to analyze users' hearing status, preferred sign languages, sign language proficiency, and other preferences to offer personalized learning.

First, the user's hearing status will be assessed by asking whether the user is deaf or hearing. This analysis helps determine the most suitable communication style within the app. For example, for deaf users, features like vibrations and strong color effects will be used to create a deaf-friendly learning experience. In contrast, for hearing individuals, sound can be used to provide auditory feedback. Next, the user's preferred sign language will be identified by asking about their region.

Furthermore, sign language proficiency will be assessed through a short placement test. This test includes questions ranging from basic alphabet signs to simple phrases, short sentences, and real-life conversational sentences. There are five levels of sign language proficiency: beginner, intermediate, advanced, expert, and master. Based on the test score, users are placed into one of these levels. Each level contains over 100 chapters, and each chapter includes 10 lessons. This test allows users to receive personalized lessons, making sign language learning more effective. Specifically, the questions will ask for the meaning of given sign vocabulary,

phrases, or sentences, or ask the user to demonstrate them. During lessons, AI will analyze live video from the user's camera and provide real-time feedback from the AI on their signing to help them effectively learn sign language. For deaf individuals, feedback will be provided through a speech bubble, with color indicators such as red for incorrect answers and green for correct answers. For hearing individuals, both speech bubbles and auditory feedback, including sound effects, will be used.

Unspoken will also assess other user preferences. For example, users will be asked about their preferred daily learning duration to provide the most satisfying learning duration. Moreover, the preferred tone of feedback will be analyzed. Some users prefer direct and critical feedback, while others prefer a friendly and gentle tone in the learning environment. Feedback will be provided based on the user's preferences.

Unspoken offers real-life sign language conversations beyond foundational practices. In this feature, users can interact with artificial intelligence to improve their sign language skills through realistic conversations. Users can write prompts to set the context for each interaction. Then, users will engage in a signed conversation with an AI teacher, where the AI teacher's face and body gestures are displayed, along with the user's face and gestures, similar to a video call. After the user initiates the signed conversation based on a selected real-life setting, the AI will respond accordingly. This enables users to apply their knowledge in practical situations and become more familiar with real-life sign communication as the AI teacher acts like a real human. Similar to the lessons on vocabulary, phrases, and sentences, real-time feedback on their signing will be provided by the AI teacher, highlighting strengths, weaknesses, and areas for improvement. This helps users learn sign language as if they were learning from expert sign language interpreters.

In addition to learning opportunities, Unspoken will include features designed to attract and engage users. One such feature is the Sign Name Generator. In deaf culture and sign language, a sign name is a unique sign used to identify a person. To generate a sign name, users will enter keywords that describe their characteristics, such as hairstyle, personality, and hobbies. The artificial intelligence will then create a sign name based on their characteristics. This feature allows users to feel more connected to deaf culture. A sign name generator can also serve as a marketing strategy, encouraging users to share their generated sign names on social media platforms such as Instagram.

Additionally, a rewards system with avatar customization allows for continued engagement with Unspoken. The avatar will reflect the user and appear when representing their sign language learning journey or displaying their sign name generated by the Sign Name Generator. Users can customize their avatars' clothing and accessories using earned coins. Coins can be earned through daily attendance or by completing daily lessons. This makes the learning experience more engaging and motivating for users, as they can see their efforts and progress visually and feel a sense of personal connection to the avatar.

Unspoken's AI will be trained using a dataset of sign language, alphabet, vocabulary, phrases, and sentences. The dataset ASL-LEX, which contains over 3,000+ American Sign Language words, will be used to train the model for American English. Additionally, a dataset

from the Korea Electronics Technology Institute, which includes over 5,000 videos of unique Korean words, will serve as the foundational dataset for our AI. As the number of users increases, Unspoken will gain access to more user-generated data, contributing to a growing collection of non-professional data. This exclusive dataset sets Unspoken apart from competitors, as it is only accessible by Unspoken.

The unique selling points of Unspoken are real-time feedback, real-life conversations with AI, a sign name generator, and support for various sign languages. On current sign language learning platforms, real-time feedback is limited to individual vocabulary words, and practice is mostly restricted to question-and-answer formats. However, Unspoken will provide real-time feedback on full sentences and enable interactive conversations with AI, allowing users to practice sentences in realistic scenarios. Furthermore, Unspoken is the first learning tool to include a sign name generator, which effectively helps users connect more deeply with Deaf culture.

Competitor Analysis

The first competitor of Unspoken is Signs by Nvidia, an AI-powered web tool designed to bridge communication gaps between the deaf and hearing communities. Signs supports ASL learning by providing access to a library of ASL signs, allowing learners to expand their vocabulary with the help of a 3D avatar that demonstrates each sign. It utilizes AI to analyze webcam footage and provide real-time feedback on users' signing (Boone). Signs and Unspoken share the common goal of bridging communication gaps between Deaf and hearing communities and of using AI to provide real-time feedback on users' signing. However, while Signs focuses solely on vocabulary learning, Unspoken goes further by offering phrases, full sentences, and interactive real-life scenario conversations in sign language. Unlike Signs, Unspoken enables users to develop real-life sign language skills, breaking real communication barriers and building bridges between the deaf and hearing communities.

The second competitor of Unspoken is Livano, a sign language learning platform that supports companies in creating inclusive workplaces. The course includes 8 units, each containing dozens of chapters and lessons. The key features of Livano include practice, a sign language dictionary, rewards, a vocabulary trainer, a number trainer, a finger trainer, and an admin dashboard that tracks employee progress ("Livano"). Livano and Unspoken share the common goal of bridging communication gaps between Deaf and hearing communities by providing accessible learning platforms. However, while Livano only offers question-and-answer-based learning, Unspoken provides not only question-and-answer-based learning but also interactive, real-life sign language conversations with AI and real-time feedback on users' signing. Unspoken is more competitive because the service enables users to apply their skills fluently in real-life situations. This makes it more effective in breaking communication barriers and building connections between the deaf and hearing communities.

Unspoken will provide a basic service for free and a premium service for \$5.99. The basic service is offered at no cost to ensure that sign language learning is accessible to all users. This allows everyone to use the Unspoken app to learn sign languages regardless of financial status. The premium service is priced at \$5.99. This price was determined after researching the pricing models of competitors. Signs, one of the competitors, is free, while Livano charges

\$17.99 per month. Therefore, Unspoken aims to be more competitive by offering both the Free Plan, which provides access to 100 lessons, and the Premium Plan, which offers extended features at an affordable price compared to Livano.

Part VI—Management and Ownership of the Business

During the recruitment process, Unspoken will carefully review applicants' applications and interviews. The applications evaluate the applicant's abilities based on past work experiences and academic background. The interviews assess the applicant's interpersonal skills.

As a first step, the applicants will be assessed through their curriculum vitae (CV). Unspoken will prioritize different academic backgrounds within the department.

- Marketing: majors or degrees related to Business, Communication, and graphic design courses
- Finance: majors or degrees in Business and Economics
- Technology: majors or degrees in computer science and engineering
- Curriculum: majors or degrees in Education

After reviewing the applicants' applications, Unspoken will conduct interviews with selected candidates to evaluate their interpersonal skills. Since Unspoken seeks employees who possess strong inner qualities beyond their past work experience and academic backgrounds for long-term success, the company carefully assesses each applicant's communication skills, collaboration abilities, attitude, and emotional intelligence.

Organizational Chart

Chief Executive Officer (CEO)			
Marketing	Finance	Technology	Curriculum
- Graphic designer - Digital Marketing Manager	- Finance manager	- Artificial intelligence specialist - App Developer	- Sign language instructor

Unspoken will consist of four departments: Marketing, Finance, Technology, and Curriculum.

- The marketing team is responsible for building the brand image. The team will research and analyze the target market and gather the users' information, such as deaf or hearing, learning duration preferences, and sign language. The team advertises Unspoken to improve brand identity and brand recognition.
- The finance team is responsible for monitoring financial information, including opening balance, revenue, inflow, outflow, and closing balance, to ensure that funds are properly used. The team will create the financial plans to achieve Unspoken's goals and also review the financial information.
- The technology team is responsible for training artificial intelligence and developing applications. The artificial intelligence team builds the artificial intelligence that allows

for sign language recognition and real-time feedback. The app development team is responsible for programming and designing the application.

- The curriculum team is responsible for designing lessons for learning sign languages. The team will design chapters and lessons for five different levels. The team ensures that chapters and lessons are appropriate for the user's successful language learning. They will receive feedback from users to enhance the sign language curriculum for improvement.

Part VII—Marketing analysis

The first target market of Unspoken is deaf individuals. According to the World Health Organization (WHO), 430 million people worldwide are deaf or hard of hearing. By 2050, more than 700 million people are expected to be affected (“Deafness and hearing loss”). This suggests that Unspoken has significant potential for future expansion. From my personal experience, I have a friend whose mother is Deaf. They can't have voice calls and can only communicate through text messages. This made me realize that Deaf people face challenges that hearing communities often never consider and sparked my interest in learning more about Deaf communities. According to the Ministry of Health and Welfare, in 2018, South Korea had approximately 255,000 people with hearing impairments and 17,830 people with speech impairments, whose first language is Korean Sign Language (KSL) (Seo). To effectively attract deaf individuals, Unspoken will offer the service directly to Deaf individuals at local Deaf centers. In particular, Unspoken will focus on local Deaf schools in Korea. Many deaf children are born to hearing parents who are unfamiliar with deaf culture or Sign Language. Deaf children often experience linguistic neglect due to a lack of early sign language education, which can lead to lifelong developmental challenges (“The three major barriers deaf people face in the community”). To address this issue, Unspoken will provide the services to deaf schools, supporting early sign language education and helping to prevent linguistic neglect among deaf children. Additionally, Unspoken will partner with apps designed for deaf communities, such as deaf social platforms, to display in-app banner advertisements.

The second target market of Unspoken is hearing individuals. Not only do deaf individuals learn sign language, but hearing individuals who want to communicate with the deaf community also learn sign language. Approximately 83% of sign language users are hearing (Mitchell and Young). To effectively attract hearing individuals, a social media campaign will be implemented. For example, Unspoken will launch a campaign called #Unspoken_Sign_Name, where users upload a GIF of their sign name generated by the Sign Name Generator. The campaign, especially on platforms like Instagram, will raise awareness of deaf culture and sign language among hearing individuals, promoting inclusive communication. This also engages hearing communities to use Unspoken to learn deaf culture and sign language.

To target both deaf and hearing individuals, Unspoken will run digital advertisements on YouTube, which is a preferred platform for both communities. There will be two types of advertisements. The first one will introduce how to use the service through step-by-step instructions. The second one will be emotionally appealing, using pathos to highlight the experiences of deaf communities and deaf cultures. This approach is intended to motivate users to learn sign language and encourage engagement with Unspoken. In addition, Unspoken will

also collaborate with deaf influencers who are active on social media platforms such as YouTube and Instagram. These influencers will introduce Unspoken to their subscribers, helping the service gain credibility and visibility. This strategy allows Unspoken to directly reach and engage with viewers, whether deaf or hearing, who follow deaf influencers. Unspoken will effectively market the application to both communities.

Part VIII—Financial Analysis

There will be two plans available for Unspoken: a Free Plan and a Premium Plan. The Free Plan provides access to 100 lessons. Users who wish to access additional lessons and features will need to subscribe to the Premium Plan.

The Premium Plan offers unlimited lesson access, and users will receive a personalized avatar as a reward for each payment. The Premium Plan will cost \$5.99 per month, and Unspoken anticipates approximately 500 users will subscribe within the first month. Given that confidence is high in the marketing strategy, Unspoken projects a steady increase of 200 users per month. This growth will result in estimated revenues of \$2,995 in the first month, followed by \$4,193, \$5,391, \$6,589, \$7,787, and \$8,985 in the subsequent months.

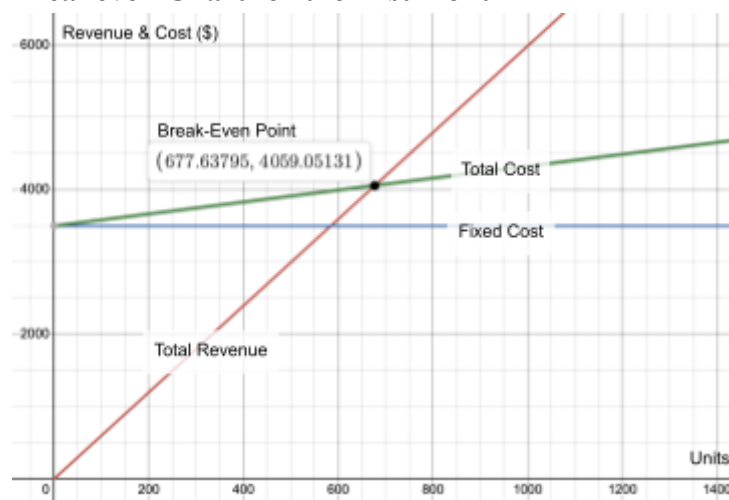
In the first month of operation, I will invest \$3,000 from my personal savings. This investment will serve as a buffer to prevent liquidity issues in case actual sales revenue falls below expectations. However, Unspoken anticipates that sales revenue will increase rapidly and soon cover this initial investment.

The operating costs will include marketing, labor, server, and development costs:

- Server hosting will cost \$700 per month, which reflects the average fee for hosting an application of this scale. As the number of customers increases by 200, Unspoken expects the server fee to increase by \$50. Thus, it will be \$700, \$750, \$800, \$850, \$900, and \$950 for the following months.
- For labor, both myself and one additional team member will handle development and maintenance. The salary for this team member is set at \$1,500 per month, resulting in a total labor cost of \$3,000 per month.
- Marketing costs will be highest in the first month and are expected to decrease over time. To build initial awareness, Unspoken will implement a social media influencer strategy in the first month, costing \$500.
- Additionally, Unspoken will visit deaf Centers and deaf Schools for outreach and promotion, with an estimated cost of \$500.
- Another key marketing channel will be banner advertising, with \$150 allocated for YouTube ads and another \$150 for ads on deaf-targeted applications.

Cash Flow

	1st month (\$)	2nd month (\$)	3rd month (\$)	4th month (\$)	5th month (\$)	6th month (\$)
Opening Balance	3000	995	1138	2429	4869	8455
Inflows						
Cash Sales Revenue	2995	4193	5391	6589	7787	8985
Total Cash Inflows	2995	4193	5391	6589	7787	8985
Outflows						
Server fee	700	750	800	850	900	950
Labour Costs	3,000	3,000	3,000	3,000	3,000	3,000
Marketing costs	1300	300	500	500	500	500
Total Cash Outflows	5000	4050	4100	4150	4200	4250
Net Cash Flow	(2005)	143	1291	2439	3587	4735
Closing Balance	995	1138	2429	4868	8455	13190

Breakeven Chart for the first month

Selling price (\$)	5.99	Price of Premium Plan
FC (fixed cost) (\$)	3,500	Labour fee + marketing fee
Variable cost per unit (\$)	0.825	$\frac{\text{avg. server fee}}{\text{avg. expected customers}}$
Break-Even Point	(678, 4060)	

The important values for the break-even chart are stated in the table. The premium plan, priced at \$0.599, is used to calculate the break-even chart. Since the fixed cost in the first month includes operating costs, the fixed cost from the other months is used to draw the break-even chart. The variable cost per unit is calculated using the average server fee over six months and the average expected number of customers during the same period. Since the break-even chart assumes a constant variable cost per unit, the graph may not be the most accurate representation, but it reflects our assumptions. If sales increase, the variable cost per unit is expected to decrease, as the server cost typically remains constant, making it a semi-variable cost. The calculated break-even point is (678, 4060), indicating that 678 premium plans must be sold to break even, resulting in \$4,060 in sales revenue. This is a promising number, as the anticipated number of customers in the last month is 1,500, giving a margin of safety of 822 units (1,500 - 678).

Statement of profit and loss for the end of the third month	
	(\$)
Sales Revenues	5391
Cost of Sales	800
Gross Profit	4591
Expenses	3500
Profit Before Interest and Tax	1091
Interest	100
Profit Before Tax	991
Tax	49.55
Profit for Period	941.45
Dividends	0
Retained Profit	941.45

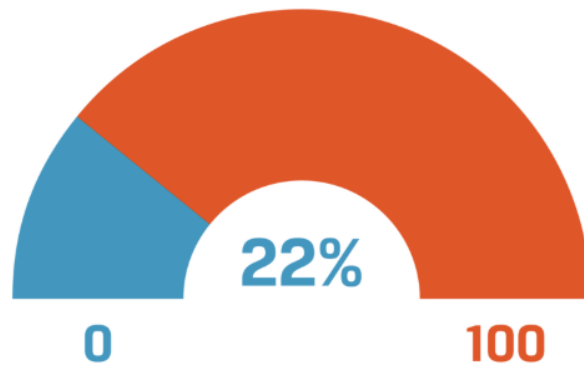
Balance sheet		
	(\$)	(\$)
Non-Current Assets		
Equipment	1500	
Accumulated Depreciation	(100)	
Non-Current Assets		1400
Current Assets		
Cash	100	
Current Assets		100
Current Liabilities		
NA	0	
Current Liabilities		0
Non-Current Liabilities		
Long-term loan	1000	
Non-Current Liabilities		1000
Net Assets		500
Equity		
Share Capital	0	
Retained Profit	500	
Total Equity		500

For the statement of profit and loss, the sales revenue is based on the expected sales for the third month. The cost of sales is the server fee, and the gross profit is calculated. Then, the expenses, which are the marketing fee and the labour fee, are deducted to calculate the profit before interest and tax. Since there are \$1,000 of non-current assets, the interest is assumed to be \$100, and the profit before tax is calculated. Tax is 5% of the profit before tax, and the profit for the period is then determined. Since there are no shareholders, dividends are \$0, resulting in a retained profit of \$941.45 for the third month.

For the balance sheet, the non-current assets are equipment, specifically computers. The current asset is cash, as there are no stocks or debtors at the initial launch of the business. There are also no current liabilities, as a short-term loan is not appropriate for our business. A long-term loan is used to purchase the equipment. As Unspoken is a sole trader business with limited liability, there is no share capital; thus, the retained profit is 500. The internal resources will be the computer and human resources, whereas the external resources are the loan and our retained profit.

Part IX—Supporting Documentation

Charts

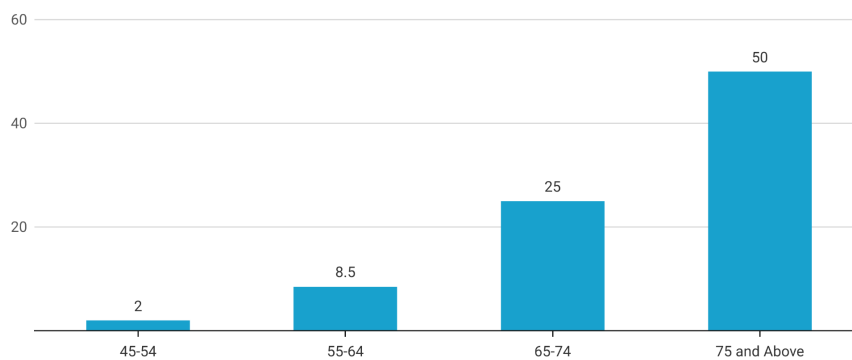


Only 22% of hearing parents with deaf children learn sign language

Figure 1: "Linguistic Neglect of Deaf Children in the United States." *Ballard Brief*, ballardbrief.byu.edu/issue-briefs/linguistic-neglect-of-deaf-children-in-the-united-states. Accessed 29 Mar. 2025.

Hearing Loss Worldwide Statistics

By Age Group



(By Age Group By %)
Source: Market.us News

Figure 2: Yardi, Samruddhi. "Hearing Loss Statistics 2025 By Age Group, Type, Problems." *market.us*, 13 Jan. 2025, media.market.us/hearing-loss-statistics/. Accessed 31 Mar. 2025.

Business Logo



Business Card



Brochures

ABOUT US

Unspoken is an AI-powered sign language learning platform that aims to break communication barriers and build bridges between deaf individuals and hearing communities.



OUR SERVICES

Question-and-answer-based sign practices

Provides 5 chapters, each containing over 100 subchapters with 10 lessons each.

Feedback on users' signing

AI analyzes the user's signing through the camera and provides real-time feedback.

Real-life sign language conversations

Users can interact with AI to improve their sign language skills within chosen real-life contexts.

Sign name generator

Users enter keywords like hairstyle, personality, or hobbies, and AI generates a personalized sign name based on those traits.

"According to the WHO, 430 million people worldwide are deaf or hard of hearing. By 2050, this number is expected to exceed 700 million"



World Health Organization

Deaf individuals face barriers such as a lack of awareness about Deaf culture, negative social attitudes like audism, and limited access to sign language—especially for Deaf children of hearing parents. These challenges create social inequalities. Unspoken addresses these issues by raising awareness of Deaf culture and fostering connections between Deaf and hearing communities.

PERSONALIZED LEARNING EXPERIENCE



Unspoken will offer personalized learning experiences for users. Unspoken will tailor its services to users' hearing status, language proficiency, preferred sign languages, and other preferences, such as daily learning duration and preferred feedback tone.

CONTACT US

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UNSpoken

Resumes

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+82 10 3228 5239

sungmina03561@branksome.asia

Jeju, Republic of Korea

Education

Branksome Hall Asia
2020 – Now

Korean Public School
2015 – 2020

Expertise

Business Management

Product Design

Computer Science

Communication

Language

English

Korean

Awards

The Grand Prize, Seoul Rehabilitation Hospital AI Idea Contest

Excellence Award, School Safety Accident Data Analysis/Utilization Competition

Music excellence award (G9)

Purple Comet 2nd place

Profile

I am a kind-hearted leader with a passion for technology and inclusion. I hope to use technology as a tool to break barriers and help underrepresented communities build better futures. I enjoy exploring and developing innovative ideas and turning them into real-life solutions to create meaningful change in both local and global communities.

Experience

- 2024 Deputy Head of Yearbook Academy**
- Designing school yearbook pages using Adobe programs and leading the yearbook team
Now
- 2023 Trained counselor of Peacemaker**
- Counseling students who need support at school
Now
- 2025 Member of Toys for thoughts**
- Designing 3D-printed toys using Fusion 360 to help prevent Alzheimer's and donate them at local elderly center
Now
- 2024 Writer/Editor of Story of Haenyeo**
- Creating a book about Haenyeo (female divers in Jeju, South Korea).
Now
- 2025 Founder/Leader of Tech Bridge**
- Teaching the use of technology to the elderly at a local senior center.
Now
- 2023 Leader of VEX robotics club**
- Introducing VEX Robotics and leading the robotics club team.
2024

Technical Skills

Product design

Fusion 360

2D design

Photoshop, Illustrator, InDesign

Music

Garageband

Programming

Scratch, Xojo, Python

Collaboration Skills

Miro boards, Discord

Presentation Design skill

Canva, Google Slides, PowerPoint

Interpersonal skills

Caring

Communication

Positivity

Openness to Feedback

Active Listening

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