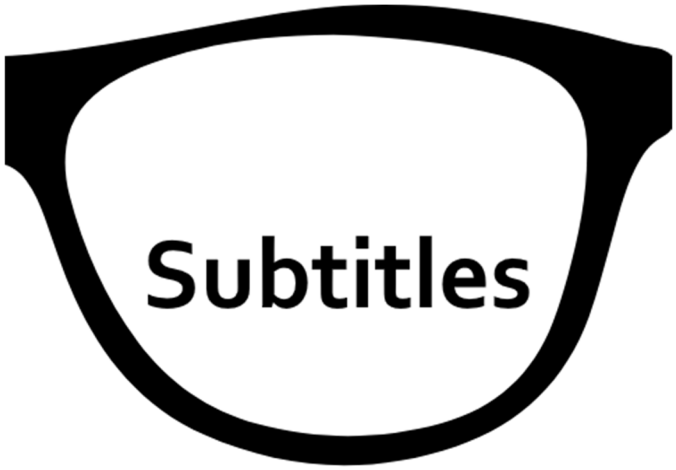
Proposal



Subtitles Enabling Equality

1 Administrative Form

Proposal Title	Subtitles Enabling Equality
Proposal Acronym	SEE

Organisation Information[1]

Organisation Name *	productivity-boost.com Betriebs UG (haftungsbeschränkt) & Co. KG		
VAT Number/Company registration number *	153/172/54307		
Legal Address*	Reichenbergerstraße 2		
Zip code*	94036	**City***	Passau
Country*	Germany		
Website	http://www.productivity-boost.com		

Legal representative [2]

Title (Mr/Ms/Mrs/Dr/Prof)*	Mr.	**Gender***	Male
First Name*	Florian	**Last Name***	Standhartinger
E-mail*	info@productivity-boost.com		
Position*	CEO		
Phone No.*	0049 178 1981 631	**Mobile No***	0049 178 1981 631
Address (if different from organisation)*			
Zip code*		**City***	
Country*			

Team leader/Operational contact point [3] (If different from Legal Representative)

Title (Mr/Ms/Mrs/Dr/Prof)*		**Gender***	
First Name*		**Last Name***	
E-mail*			
Position*			
Phone No.*		**Mobile No***	
Address (if different from organisation)*			
Zip code*		**City***	
Country*			

[1] If the proposal is selected, additional documents will be requested during the negotiation phase to validate the information provided. Please make sure the information you provide in this form matches the information on supporting documents.

[2] A person who can legally engage your organisation who will be involved in the grant signature and other administrative processes

[3] The team leader/operational will be managing the implementation of the proposed project

This proposal is submitted by

	Yes/No
• An SME (Small and Medium Enterprise)	Yes
• A large industry	
• A research institute	
• An Academic institution	
• Other (please specify):.....	

2 Cover page & proposal abstract

Proposal Title	Subtitles Enabling Equality
Proposal Acronym	SEE

2.1 Proposal abstract

We want to develop SEE, an app for augmented reality (AR) glasses, that uses artificial intelligence based, state of the art speech recognition technology and cutting-edge smart glasses, to provide live captioning for the hearing impaired.

People that are not capable of hearing the words someone speaks, might be able to read them instead, just the same way that subtitles in a film enable them to follow the films story. To make that work, we create an app that

- runs on smart glasses,
- listens to spoken words using microphones,
- transforms them to written text using speech recognition, and
- displays this text in the glasses.

All of that happening in real time.

Different to other solutions available today (i.e. apps that transcribe text on a smartphone screen), a solution using glasses enables users to profit from the important nonverbal communication that is delivered by gesture and facial expressions.

Type of solution proposed[4]

	Yes/No
• A plugin for game engines or frameworks using the XR developers platform	
• A low level component based on open APIs using the XR developers platform	
• A new XR application using the XR developers platform	Yes
• Other (please specify):.....:	

[4] Select the type of solution you propose.

3 Technical Quality

3.1 Background and concept

Since I suffer from chronic ear inflammation, which is associated with limited hearing, I have experienced myself that it can be very annoying if you cannot understand the language of your fellow human beings.

As an experienced software developer with a passion for VR and AR technology, the idea to construct a tool based on text recognition and AR glasses was obvious.

In consultation with my sister, who has been working as a social pedagogue in the field of hard of hearing and deaf people for 19 years, I evaluated that such an aid can also be of value for other people, especially those who are more severely affected.

3.2 Objectives

The aim of this project is to develop a software solution for AR glasses, that helps people with hearing disabilities to understand spoken language in everyday life, at work, in a cultural or educational environment.

We consider the goal to have been achieved when a publicly accessible solution is implemented that can be used by interested parties. This point should be reached within the next 6 months.

Our long-term goal is to add a translation function to the app. This goal is not necessarily to be reached within the project plan that we describe as part of this proposal, but should be seen as an extended future vision.

This extended goal will expand the target group and increase the market potential of the product. The idea is to have a two way conversation feature: The wearer of the glasses will see the translated text of what another person said in its glasses, can then tap its glass to answer back, and the smartphone connected to the glasses will read out loud the answer in the language of the conversation partner.

We expect this goal to be reached within the next 12 months and we will check by then if we reached that.

Further distant goals are:

- Face recognition and face identity recognition in cooperation with speaker identity recognition to enable the display of speech bubbles in the glasses.

- Recognition and transcription of ambient sounds such as barking, honking and laughing to provide the user with additional context and security assistance.

- Support for curated subtitles for use, for example, in theatrical performances or conferences where speakers present a pre-prepared text.

3.3 Type of proposed solution and benefits for final users

Currently there are around 34 million heavily hearing disabled people in Europe. These people suffer severe disadvantages, both in their social lives and in the job market. And while the EU Charter of Fundamental Rights assures "the right of persons with disabilities to benefit from measures designed to ensure their independence, social and occupational integration and participation in the life of the community", for many of them there are no sufficient tools that could help them with this issue.

The proposed solution is to develop an app for AR smart glasses, which can be purchased by the affected users in self-service mode and installed on their end devices.

When the user puts on the glasses and starts the app, the app starts listening with the microphone, then converts spoken language into text using speech recognition technology and displays it directly to the user in the glasses, much like subtitles in a movie.

The advantages of the AR eyewear design allow the user to follow the gestures and facial expressions of the interlocutor, unlike currently available tools, which usually require the user to look away to a screen to read the recognized text.

In addition, the user benefits of the inconspicuous nature of the solution, especially if the available AR glasses come closer to the form factor of ordinary sunglasses in the next few years, as expected.

The advantages for the affected users are obvious:

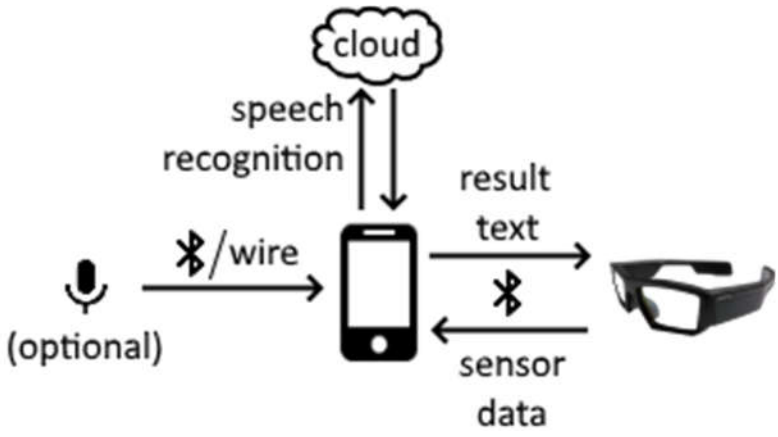
Even though software-driven speech recognition is currently far from delivering perfect results, it makes a big difference for a severely hearing-impaired person to receive a content reference to what was spoken at all.

In some cases, it is conceivable that this very tool would enable individual users to maintain their profession or to pursue an educational path that they would otherwise have to abandon.

3.4 Technical description

From a technical perspective our basic assumption of our pre-concept phase is that an architectural structure according to the following drawing should be sustainable for the implementation of the idea.

The CPU-intensive work is outsourced to a smart device (probably a smartphone), which sends the results to the glasses for display. The glasses, in turn, return potentially valuable sensor data to the smart device, such as audio or video streams, viewing direction or gestures, which may contribute to the intuitiveness of the application control.



Since we don't want to reinvent the wheel, we will use existing components for sophisticated individual tasks such as speech recognition or, if we achieve the long-term goals of application development, advanced features such as translation or image recognition. Accordingly, the schematic drawing demonstrates the outsourcing of speech recognition to a cloud service such as Google Cloud Speech-To-Text.

As an option, the user can use an external microphone, which can be worn on the lapel, while the smartphone remains in the pocket. Alternatively, a microphone connected via Bluetooth can be placed in the middle of a table in a meeting room or handed over to the speaker.

In order to minimize the risks of technical feasibility, tests with partial components of the overall solution are already carried out in the concept phase. The quality of available speech recognition solutions can be validated by tests with the Google Assistant or corresponding competitor products. The display quality of the various smart glasses on the market, can be tested with AR glass applications that are already available today.

From a business perspective, our reasoning about the concept is based on the assumption that among the approximately 34 million severely hearing impaired people in Europe (source: https://www.hear-it.org/hearing-loss-in-europe) there is a sufficiently large target group that could benefit from our solution. Furthermore, we assume that the acquisition costs of roughly 1000 € per person (purchase of a sufficient pair of AR glasses, for example the Vuzix Blade, plus the cost of monetising our application) will not be a hurdle to market success.

In many cases, the acquisition costs as well as the operating costs (electricity, possibly fees for cloud speech recognition services, possibly in future also cloud translation services) stand in contrast to a high gain in life quality (social participation, ability to work). In many cases this solution may even lead to substantial cost savings, especially if one takes into account the economic output lost due to persons who are not capable of working or the costs of conventional inclusion measures (e.g. inclusion helpers for hard of hearing children in Germany).

In addition, our research has shown that the target group of hard of hearing or deaf people in particular has good accessibility for marketing.

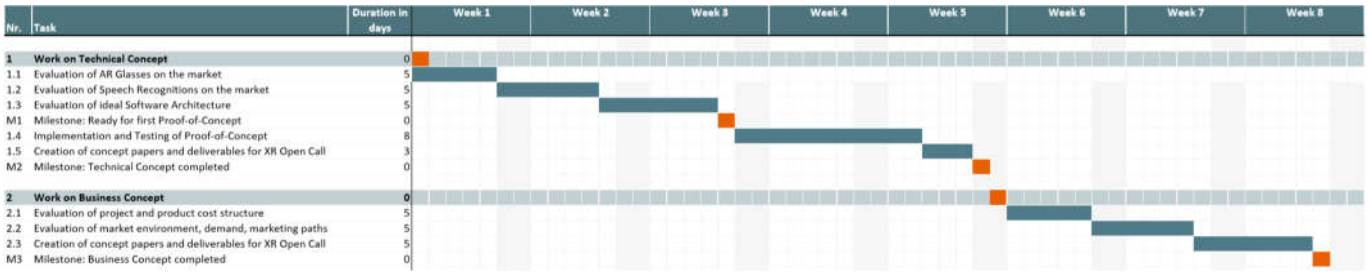
A large proportion of those affected can be reached via ENT doctors, acousticians and retirement homes, many of them led by centrally organized organizations.

There are organisations (such as Schwerhörigenbund - the Association for the Hard of Hearing in Germany), magazines (e.g. in Germany https://gehoerlosenzeitung.de/), Internet forums (e.g. in Germany https://www.schwerhoerigenforum.de/viscacha/) and associations (e.g. in Germany https://www.hoerbehindertenselbsthilfe.de/) via which the target group can be reached.

The business concept will compare the expected costs for development and operation of the solution with an expected sales success and evaluate ways to achieve this sales success.

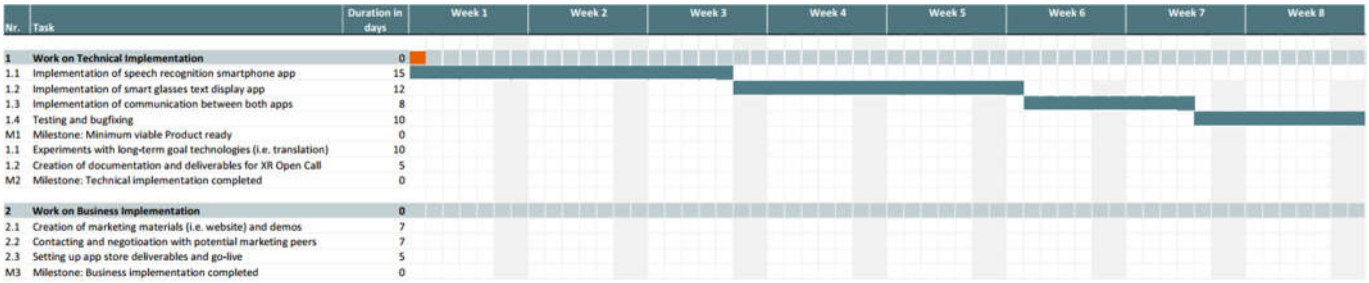
In order to follow your recommendation, we would like to present our expected schedule for the concept phase and the implementation phase here.

Phase 1: Concept Validation (2 months)



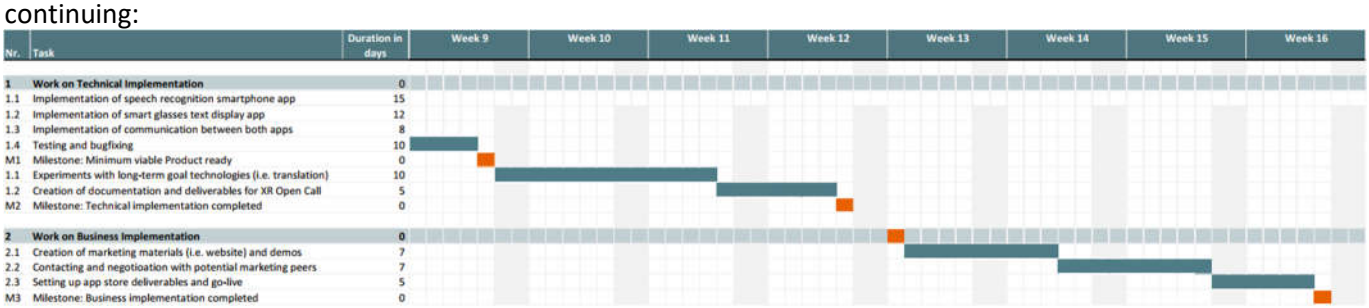
Nr.	Task	Duration in days	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
1	**Work on Technical Concept**	0								
1.1	Evaluation of AR Glasses on the market	5								
1.2	Evaluation of Speech Recognitions on the market	5								
1.3	Evaluation of ideal Software Architecture	5								
M1	Milestone: Ready for first Proof-of-Concept	0								
1.4	Implementation and Testing of Proof-of-Concept	8								
1.5	Creation of concept papers and deliverables for XR Open Call	3								
M2	Milestone: Technical Concept completed	0								
2	**Work on Business Concept**	0								
2.1	Evaluation of project and product cost structure	5								
2.2	Evaluation of market environment, demand, marketing paths	5								
2.3	Creation of concept papers and deliverables for XR Open Call	5								
M3	Milestone: Business Concept completed	0								

Phase 2: Development and Integration (4 months)



Nr.	Task	Duration in days	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
1	**Work on Technical Implementation**	0								
1.1	Implementation of speech recognition smartphone app	15								
1.2	Implementation of smart glasses text display app	12								
1.3	Implementation of communication between both apps	8								
1.4	Testing and bugfixing	10								
M1	Milestone: Minimum viable Product ready	0								
1.1	Experiments with long-term goal technologies (i.e. translation)	10								
1.2	Creation of documentation and deliverables for XR Open Call	5								
M2	Milestone: Technical implementation completed	0								
2	**Work on Business Implementation**	0								
2.1	Creation of marketing materials (i.e. website) and demos	7								
2.2	Contacting and negotioation with potential marketing peers	7								
2.3	Setting up app store deliverables and go-live	5								
M3	Milestone: Business implementation completed	0								

continuing:



Nr.	Task	Duration in days	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16
1	**Work on Technical Implementation**	0								
1.1	Implementation of speech recognition smartphone app	15								
1.2	Implementation of smart glasses text display app	12								
1.3	Implementation of communication between both apps	8								
1.4	Testing and bugfixing	10								
M1	Milestone: Minimum viable Product ready	0								
1.1	Experiments with long-term goal technologies (i.e. translation)	10								
1.2	Creation of documentation and deliverables for XR Open Call	5								
M2	Milestone: Technical implementation completed	0								
2	**Work on Business Implementation**	0								
2.1	Creation of marketing materials (i.e. website) and demos	7								
2.2	Contacting and negotioation with potential marketing peers	7								
2.3	Setting up app store deliverables and go-live	5								
M3	Milestone: Business implementation completed	0								

3.5 Competitive advantage

As things stand today, there are no direct competing products on the market that use the form factor of AR glasses. I have validated this assessment through my own market research, through discussions with consultants from the German association of the Hard-Of-Hearing (Schwerhörigenbund), an acoustician specialising in the treatment of hearing loss, with experts from the AR industry (a business consultant for the EPSON smart glasses division and a consultant for the AR eyewear manufacturer Vuzix) and my sister, who has been working as a special needs teacher in the hearing impaired sector for 19 years.

Google Live Transcribe

As a product that might still be considered the most competitive, I would like to mention Google's Live Transcribe (https://play.google.com/store/apps/details?id=com.google.audio.hearing.visualization.accessibility.scribe&hl=en_US), an app for Android smartphones that is also intended for use by people with hearing loss.

Compared to Live Transcribe, our implementation in the form of AR glasses delivers clear advantages.

- While it is to be expected that the content quality of the speech recognition will remain comparable, the implementation with AR glasses offers the great advantage that the user can follow the non-verbal communication (gestures, facial expressions) in an undisturbed manner.

- Apart of that, with our solution the user can use both hands while moving freely in the room. Our app supports carrying the smartphone in the hosts pocket. The speech is then captured via a connected microphone that is worn, on the lapel. We regard that as another strong advantage over a smartphone-based solution.
- In addition, the use of an AR eyewear solution is far less ostentatious. Especially if, as is to be expected, the appearance of AR eyewear approaches that of ordinary eyewear more closely in the next few years, users will benefit from having a lower social conspicuousness and thus a lower risk of stigmatization than with the use of a smartphone-based solution, which is very eye-catching and might feel irritating for everyone around them.

Verbavoice

In a more distant sense, service providers who offer human real-time transcription of the spoken word, whether on-site or via electronic communication channels such as telephone or the Internet, can also be regarded as competitors. The most prominent company of that kind we identified in our market research is Verbavoice (https://www.verbavoice.de/english).

Our app clearly distinguishes itself from solutions of this kind by several advantages:

- Our solution results in significantly lower operational costs (human transcribers often cost more than 40 € an hour).
- Our solution requires considerably less organizational effort.
- Our solution enables the user to help himself self-organized, independent of any additional people. An asset that is of decisive personal added value, especially in the target group of people with disabilities.
- Our solution is immediately available at any time, without opening hours or bottlenecks in human resources.

Greta & Starks

Another company that could be regarded as a competitor is Greta & Starks (http://www.gretaundstarks.de). Their product Greta offers people with sight or hearing loss access to cinema experiences by showing subtitles on a smart device.

Our application differs from Greta & Starks in several ways:

- While Greta & Starks is only applicable to cinema experiences, our solution can be used in almost all situations of private and work life.
- Greta & Starks is based on pre-prepared subtitles, whereas our speech recognition application can be used in much more diverse scenarios.
- With the long-term translation feature, we target a completely different and much larger target group than Greta & Starks.

3.6 Innovative use of Interactive technologies

Many of the most widely recognized technological advances of recent years have been in the broader sense coping with the reconstruction of human senses or abilities by hard- or software.

The list of these technologies includes

- the immense advances in speech recognition and
- automatic translation, as well as
- the quality improvements achieved in digital cameras (ultimately an imitation of human eyes),
- microphones (ultimately a reconstruction of the human ear) and
- displays (ultimately a supply of a simulated world to human vision).

Furthermore, it seems striking that at the core of many of these technologies lies the same topic, which is interaction with the outside world. From this perspective, it seems obvious to me to consider how these technologies can be applied to situations where human interaction skills have gaps.

Some of the gaps in communication exist because of health restrictions (for example hearing impairment), others simply because one person cannot understand all the languages and writings of the world.

We believe that technology used to improve interpersonal communication can help to fill these gaps and thus ultimately contribute, at least a little, to make the future a better place.

But things will become particularly exciting, when we achieve the extended goals of our application development.

With the integration of translation services, we are opening up a whole new world of functionality, following the vision that everyone can understand everyone, no matter what language they speak.

And as the next step we will go even further towards unprecedented technological innovation by integrating AI-based visual recognition of faces, text and gestures to provide users with additional functionality that is, up to date, in this combination, unseen in the world.

We will show speech bubbles next to the speakers, so that the user immediately understands who said what and can read the texts while keeping a close look to the speaker's gestures and facial expressions.

We will visually translate text on street signs in foreign languages directly in the glasses.

And when pointing to a dish in a menu card, written in foreign language, we will recognize the pointing index finger gesture and provide the user with the translation of the meal and show images from an image search on the Internet, right in the glasses.

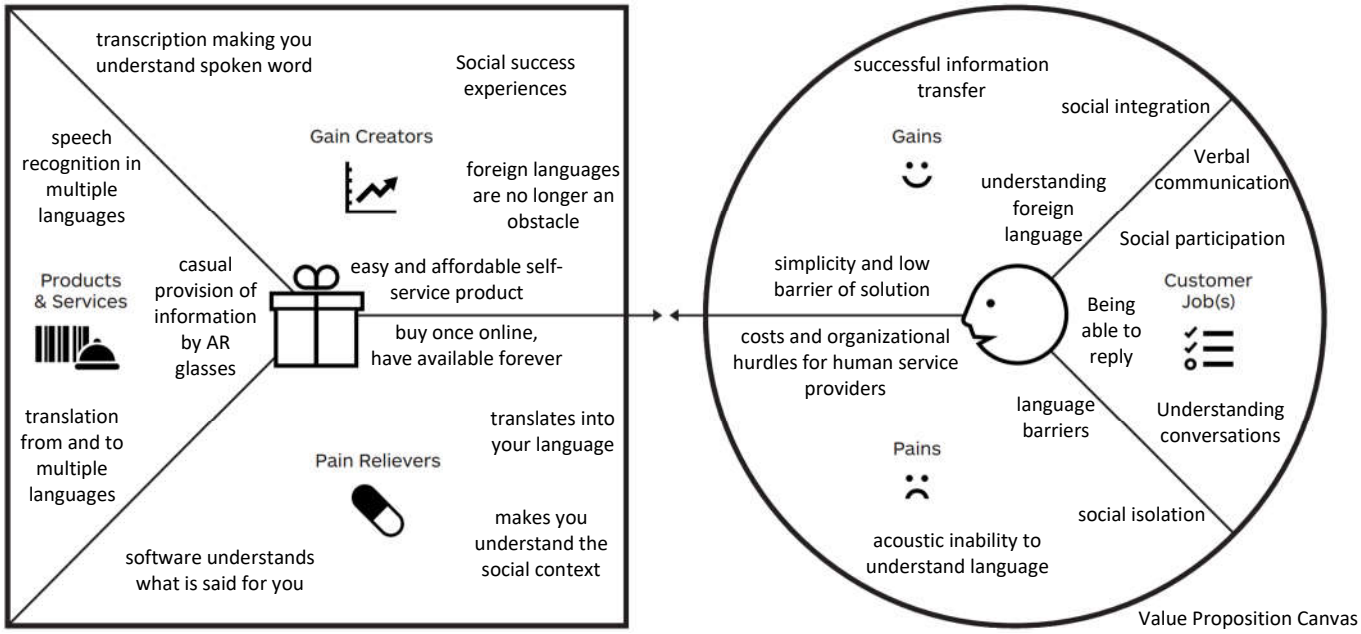
We are confident that you will agree with us that these are indeed innovative uses of interactive technologies and would like to emphasize the importance of the EU funding from the XR Open Call for the success of our project, because the more financial leeway we have, the more of these visions we will be able to implement before we have to prove ourselves in the market.

Technology	Use in the project
AR displays, worn as AR glasses	Showing transcribed text of human speakers without distracting the user from the world.
Speech recognition	Converting audio signals to written text, for cases where humans are insufficient to do that, either due to their medical indication or because nobody can understand every language in the world.
AI based translation	Translating text from a language the user is unable to understand to one he can understand, because nobody can understand a hundred languages like AI based translators do.
AI based face detection and face identity recognition, combined with AI based speaker identification	Showing speech bubbles right next to a speaker right in the glasses becomes only possible by knowing who said what and where this person is located in the sight of view.
AI based gesture detection	Identifying gestures like a pointing index finger, to let the application know which object is of special interest for explanation (i.e. a dish in a menu foreign language)

Please also have a look at the architecture diagram found at section 3.4 and the accompanying text for further technical explanations. Thank you!

4 Impact

4.1 Value proposition



Our service promise is to offer assistance for communication needs through modern technologies, in cases where it would be a lot harder without our product.

By combining speech recognition and AR glasses we directly create added value for our customers by enabling them to communicate better with their fellow human beings, maintain their professional life, access education, cultural opportunities and media (e.g. cinema or radio).

Indirect value is created by the potential reduction of costs that come associated with the consequences of hearing impairment.

People staying in the workforce maintain economic value and continue to contribute to social and tax systems.

Affected persons can attend school in a self-determined manner without an expensive inclusion guide.

In other cases, our solution may replace the cost-intensive use of human simultaneous transcribers.

An even much larger market then opens up in our expanded plan: live multi language translation subtitles in smart glasses. Our value proposition then means self-determined, unlimited communication across all language barriers, at a low barrier and an affordable price.

4.2 Market/usage scope

At the moment there are no direct competing products with similar functionality available for the target group of 34 million severely hearing-impaired people in the EU alone. There are also currently no competing offers for the long-term goal of translation glasses.

Among the products most likely to be considered as competitors, we see automatic voice transcription apps for smartphones such as Google Live Transcribe or agencies offering human transcribers such as Verbavoice or maybe Greta & Starks who are operating only in the niche of cinema experiences.

All of these competitors have significant weaknesses compared to our proposed solution.

For a detailed description, please read our remarks in point 3.5 Competitive advantage.

4.3 Potential customers/users

In the first step, our clients are fellow citizens affected by hearing impairment or deafness that would like to improve their possibilities to understand spoken language. We are convinced that among the target group of 34 million people in the EU alone, a sufficiently large number of buyers can be mobilized, as the moderate costs are offset by significantly higher advantages.

Furthermore, we consider it realistic that in certain cases the financial means to purchase our solution could also be financed by other bodies, such as health insurance funds, social insurance funds or employment offices or charitable institutions. Our solution may help them to fulfil their respective service in a better or more cost-effective way. Thus, these organizations can also be regarded as potential customers.

In the next step, when the translation function is implemented, our target group expands to everybody dealing with foreign language speakers. So, in particular business travellers, people working with refugees and immigrants, doctors in emergency rooms, policemen, court employees and many more.

To reach our target group, we will approach the self-organized internet forums of hearing-impaired people and try to publicize our product there. We will advertise in target group relevant media (e.g. trade journals) and especially on the internet.

We will also be approaching ENT medical journals and organisations for doctors and acousticians, as this section of the health sector has particularly good access to our target group.

In order to apply for the translation function, we will start with contacting business travel agencies such as https://www.egencia.com/ and interpreting agencies like https://www.todaytranslations.com/ to clarify whether there are any possibilities for cooperation, then will offer to big companies that have many business travels.

In the development and test phase we would like to test the application with at least 10 people. These persons do not have to be hearing-impaired, the functionality can, in a first step, be tested also by non-affected persons.

In a second step, we are aiming for a questionnaire-based test phase with at least 10 other affected users at my sister's school for the hearing-impaired.

4.4 Impact

We are convinced that by implementing this idea we contribute to inclusion and thus to peace and cohesion within society.

Rarely are disadvantaged groups in our society the first to be served with technological innovations. As usually money is the primary driving force, the peak of progress is much more often directed towards the economy.

Not so in our case, we are convinced that especially the target group of hard of hearing and deaf people has a strong enough need to make the product a sales success. The personal impact for particular people within this target group could be huge. For them it could be a crucial tool for enabling participation and inclusion.

Especially if we reach economic success with our translation functionality, we might create global and sustainable impact. Maybe in a few years its very common to see people everywhere, wearing our translation device to support an ever more open, globalized world.

4.5 Measures to maximise impact

In order to maximize our market presence, we strive to attract attention on many channels simultaneously. We will advertise, on the Internet, in magazines, perhaps even on television, and hope for lively news coverage through the media.

Furthermore, we will try to find a win-win deal with the AR eyewear manufacturer, which may lead to a participation of the manufacturer in marketing.

Next, as soon as we have left a notable footprint on the market, we will try to collect venture capital. With the additional capital, we will invest primarily in further advertising to further raise awareness for our solution.

We are also striving for partnerships and support with public authorities, health insurance companies, aid organizations, service providers and manufacturers in the target group segment.

We will examine whether there is a chance that employment or social services offices or health insurance funds will recommend the solution independently to the affected clientele (and possibly even finance it immediately).

ENT doctors, acousticians, operators of retirement homes and hearing aid manufacturers could be contacted, with product information and the offer of partnership.

Furthermore, to maximize the impact, we designed the product from the outset as an internationally available, internet-based self-service product. Thus, we achieve great scalability: The users buy glasses and app and get started right away. The more sales success is achieved, the more we can stir up the advertising drum and further fuel the distribution.

5 Team quality

5.1 Organization description

Our company, productivity-boost.com Betriebs UG (haftungsbeschränkt) & Co. KG is a small, innovative IT software development start-up, located in the city of Passau in Bavaria, Germany. We have been operating in the market for 5 years with great economic success. Our services at the forefront of State-Of-The-Art software development are used by world leading companies like Munich RE, a Fortune 500 insurance company participating in the DAX 30, the top 30 stock index of Germany. In another project, we developed a VR application for interior design and launched it on the market.

Currently, our software company consists of only two employees, but for the implementation of this project, we have collected binding offers from friendly companies that will complement us with the additional manpower and expertise we need to get the project done.

5.2 Team description

Florian Standhartinger – CEO and Lead Developer

As a passionate software developer, I've been programming since the age of six and can therefore look back on more than 30 years of programming experience, which is rare in our industry. Already in my youth I reached an advanced level and developed complex applications like 3D engines and graphic games.

After my apprenticeship as IT specialist for application development, I worked in several renowned software houses and recently became a senior IT software architect at msg ag, one of Germanys biggest IT companies. My responsibilities included managing projects and leading on the technical side of large tenders.

After an extraordinarily successful assignment for Munich RE, one of the largest reinsurers in the world, I founded my own software company.

In one of our largest contracts, I continue to lead this project as technical architect and lead software developer. In the 5 years that my software company exists now, I have constantly continued to develop and successfully launch innovative products. These include a VR room designer and a popular collision detection library for the leading game development platform Unity.

My passion, which allows me to work through nights enthusiastically, is the development of VR and AR applications.

At the moment, I am burning for the vision of contributing at least a little bit to the benefit of humanity through the innovative use of technology as part of this project.

Jutta Standhartinger – Master's degree in social sciences

Jutta has a master's degree in social sciences, and has already worked for 19 years in social institutions, among these a refugee home and a care organization for handicapped people. She now holds the position of deputy director of a social institution working with mentally disabled people in Schärding, Austria.

In both her education and work experience Jutta has gained valuable insights into the work with disabled people and has become acquainted with the landscape and structure of social legislation, offices, agencies and organizations.

She assumes organizational, financial and communicative tasks in our company and contributes to this project in particular through her extensive educational and professional expertise in the social and inclusion fields.

Jutta and Florian Standhartinger are married and live happily with their 3 children in a house in Passau.

Michael Aigner – Degree in Business Informatics

Michael holds a degree in Business Informatics and can look back on more than 15 years of successful national and international work experience.

He is self-employed and has been offering his consulting and project management skills for several years with great success through his own company.

His outstanding capabilities have also been highly valued by the world's leading automotive company BMS Group for many years now. They are assigning Michal with tasks related to the Quality Software sector related to their joint venture with Brilliance Automotive in China.

In addition to work, Michael is currently expanding his educational level even more, by studying to become a Master of Business Administration at one of the world's most recognized elite universities, the University of Shanghai.

Michael has been a close friend for decades and will support the project with his consulting in business development and marketing.

Stephanie Standhartinger - Degree in Social Education

Stephanie is Florian's sister and, with her 19 years of professional experience as a special needs teacher in the field of hearing impairments, contributes significantly to the insight into the needs and characteristics of the target group.

She works in a renowned support center for hearing impaired (https://www.dr-karl-kroiss-schule.de/) and consults affected persons and their personal environment.

From her many years of professional experience, she also knows the market for technical integration tools, in which we will position ourselves with our product, perfectly and can give us valuable appraisals about the correct orientation of the project.

Stephanie will work voluntarily and without payment on this project, out of conviction and enthusiasm for the idea.

Simon Isinger – IT specialist for application development, CreAlpha GmbH

Simon is an experienced software developer working at CreAlpha GmbH (https://www.crealpha.de/), a socially oriented IT company in Passau that successfully caries out the concept of integrating people with disorders in the autism sector into the labor market.

Simon is a digital native and passionate about technological advances.

He has extensive experience in Java and Android development and will assist Florian in the implementation of the software.

We have a binding offer about Simons support on our project and are looking forward to work on the app together.

Adalbert Spakowski - Founder & CEO of CreAlpha GmbH

Adalbert Spakowski obtained his computer science diploma from the University of Hagen and has over 20 years of experience in IT. During his career he accompanied DAX corporations and federal authorities as a project manager. He founded several companies in the cloud computing sector and is an internationally sought-after business consultant.

Adalbert will accompany the software development mandate of productivity-boost.com as Managing Director of CreAlpha GmbH and will surely provide valuable help with advice from his many years of experience in the IT industry.

Tobias Koch - Founder & CEO of CreAlpha GmbH

Tobias Koch is a trained remedial educator and has over 9 years of professional experience in caring for people with an autism spectrum disorder. As the founder and managing director of several companies with a focus on the care and integration of people with disabilities (for example http://conceptnext.de/), he has an enormous wealth of knowledge in the integration of employees in the primary labor market.

As one of the Managing Directors of CreAlpha GmbH Tobias will accompany the software development mandate of productivity-boost.com and will consult us with valuable insights into the inclusion market.

5.3 Team as a whole

We are convinced that this implementation team has an excellent coverage of the necessary skills and specializations for the implementation of our project.

While Florian has proven in many projects in the past with great success that he can handle large software development projects with little manpower, Michael secures the second pillar of the company's success with his profound insight into the economic side of companies.

The close friendship that connects the two since the common Work & Travel Year 2002 in Australia, ensures that they understand each other blindly - the common world view no longer needs to be found, it has existed for a long time and provides the perfect breeding ground for the creation of a globally successful product.

With Jutta's extensive overview of the social market and Stephanie's detailed insight into the needs of hearing-impaired people, we feel safe and well advised for the domain we are positioning our product in.

The support of CreAlpha GmbH contributes additional manpower to the implementation team for software development work and valuable expertise in the IT and inclusion market.

The communication barriers in this project can confidently be described as exceptionally low. Much of the team is relative, married or close friends. Furthermore, the relationship with CreAlpha is impeccable, and perhaps it also helps that the distance between productivity-boost.com and CreAlpha is less than one kilometre and can easily be overcome by bike even before the first coffee. If Florian deals with questions of the project in his thoughts, it may very well occur, that he asks Tobias casually for his opinion on Wednesday or Friday at the common indoor soccer or asks Adalbert for a small council, when they meet on Tuesdays or Thursdays in the performance gymnastics of their daughters.

Please give this motivated and enthusiastic team a chance to implement this proposed idea, for the benefit of society and progress, by paving the way through the XR Open Call.