

## My Business Idea

### My idea for a product or service

My idea is a face mask that is designed for deaf people. Many deaf people use lip reading as a way to understand people however when you are wearing a mask they are unable to see your mouth. So my product would have a piece of PVC inserted into the mask where the mouth is so they are then able to lip read again.

### Photos / sketches of my product or service



This is the only similar product I can find but it's expensive and the material used is not very attractive



I would use these materials instead as they're more attractive

### This is a good business idea because...

I think this is a good business idea as firstly, due to the coronavirus pandemic a lot of people have brought mask and in some places it's compulsory to have a mask.

Also about 18% or 9 million people in the UK are deaf and I think it will really help them to be able to communicate and also not being able to understand or hear anyone can be quite scary.

### What is my Unique Selling Point (USP)

What is different about your product or service that no others have - why would somebody buy this rather than another product or service which is available - does it use new technology / is it really cheap / is it really stylish / is it made of a special material / is it doing something nobody else is doing?

My unique selling point is the clear panel that is inserted into the face mask so people can lip read. Also the materials I've used are more stylish than the similar product I found as I have drawn on this summer's trends for the design of the face mask

Who is my market for this?

My audience for this product are People who are deaf or who have a deaf relative. I also think it would be good for people who work in places where masks are compulsory so that people who are hard of hearing don't feel excluded or ignored because they can't hear you.

What risks there might be for this business idea

Might it cost a lot of money or take a long time to develop? Maybe there are other businesses doing something similar so you might not be able to compete. Will it definitely work? Might it be too expensive to make a profit? Might it only appeal to a few people so you may not sell enough to make a good profit? Might another business see your idea and develop their own idea which is better?

I think that this will become quite a popular idea as companies try and cater to everyone's needs and they may be able to produce the product quicker and cheaper because of mass production. Also it's only for a smaller audience as only a small percent of people are hard of hearing.