The Next Generation of Smart Mobile Apps for Inclusive Social Media

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Innovating for a global need!

World's First Social Media Smart App Inclusive & Productivity Focused

By Mr. Elio Rivas | Innovation Proposal | Aug. 2022

Latest statistics about deafness and hearing loss in the world, 1.5 billion people live with some degree of hearing loss, of which about 430 million need rehabilitation services. By 2050 it is projected that there will be almost 2.5 billion people with some degree of hearing loss and that at least 700 million will require rehabilitation **(1)**. In the US, nearly 40 million people are struggling with the same problem.

According to the 5 Meeting Industry Trends That Are Changing the Face of Events **(2)**: 1) millennials are the decision-makers now, 2) Attendees want more control over the meeting agenda, 3) Meetings should be purposeful" experiences, 4) Technology helps planners pull off more than ever before and 5) Where you meet matters more than ever before

Current social media applications stopped continue innovating due lack of vision for integrating people that have different difficulties communicating.

1.   https://www.who.int/en/news-room/fact-sheets/detail/deafness-and-hearing-loss
2.   https://www.socialtables.com/blog/event-planning/meeting-industry-trends/

Proposed solution

Developing and launch to market a mobile application (Android, iOS & Web) capable of:

1) Making a FaceTime instant translation from sign language to voice and vice-versa, between people who use sign language to communicate and people who do not know. For this, it will use Neural networks and Machine Learning.

2) The mobile app will automatically create meeting reminders based on user interaction via text messaging, voice, and video calls (in the Future). This will be carried out based on text patterns like that usually users text each other e.g.: <u>see you today at 7 pm</u> (it will use Text Mining).

3) The application also will have the same features that current messaging mobile apps like WhatsApp, Telegram, Signal, etc.

Value

With the Mobile Application providing these two new features, besides existing features, that current messaging apps do not provide in just one application, we expect to be able to break rapidly into the Social Media and Text Messaging Applications market.

These two new features such as:

1) For deaf-mute users we will provide them a tool that contributes suppress the language barrier, they will be able to interact more in society, suppressing discrimination due to their handicap, they will continue growing on their own goals and get better opportunities in all respect, we will contribute in creating a more inclusive society with the technology.

Note: Cochlear implants cost over US$ 3,500.00; with the Application, the user will save money by reducing the cost of communication.

2) For the automatic reminder creating feature, we will contribute to enhancing the meetings interaction and punctuality and increase people and companies' efficiency. Users will not need to count with a handbook agenda instead of an App.

Final thoughts & next steps

This new cutting-edge application not only will allow us to break into the social media and text messaging market - but it will also expand our brand in a positive way focusing on innovation as the key to contributing to society. With these two new technological features, plus the current and growing demand for a more productive and inclusive society, it is expected that the world's eyes watch **Europe Union, Erasmus+, and Red Carolina** as one the best organizations in inclusion matters.

Europe Union will be seen as the first organization capable and interested in creating cutting-edge technology with an inclusive approach in the social media market.

In future works, we will continue improving the application so that no matter the language, we will provide the capability to do instant translations in real-time. For instance, there are two users, and one speaks English and the other Spanish: when the user that is speaking English starts using the app, it automatically translates in voice to Spanish to the user that only speaks Spanish and vice-versa.