



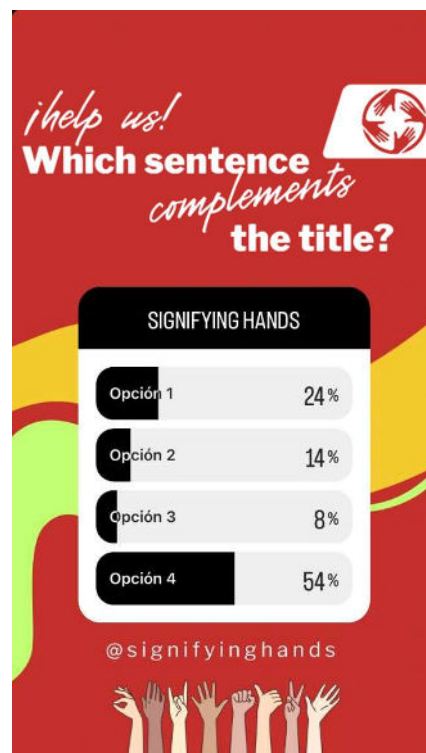
SIGNIFYING HANDS

A. Social business design

A1. Mantra

Signifying Hands: The power of communication through hand

Through a survey on our social media, specifically Instagram, we obtained a positive result about the options presented to our followers, in which 37 people participated. "Signifying Hands: The power of communication through hands" had 54% of the responses collected and that is why it is our final mantra.





A2. Product/service presentation

Due to the high demand of competitors in the market, we decided to modify our final product. That is why we will focus on children's sign language learning. Derived from an interview we had with a person with a hearing disability, Eva Dinora, we had a reorientation of our project.

Our product is the adaptation of dynamic board games focused on sign language, we are looking for children to be interested in playing them and thus from a very young age introduce them to what sign language is, since it is a new way of learning because they will relate to the signs and will generate a retention of knowledge, in such a way that it is out of the traditional way of learning by writing or reading.

Dinora, told us about the type of communication she had with her classmates at school, "It was through slides, surveys and dynamic games to learn faster and there are several ways to learn signs quickly".

If we want to make a positive change in society, since the children of today will be the adults of tomorrow, we must begin to generate a change in them and we will have it in adults in the future.

Toys and games are recognized by many educators and other professionals involved in education as an important factor in the teaching-learning process of early childhood education, since play activities promote the opportunity to trigger the child's development. By playing, the child invents, discovers, learns, experiments and defines his or her abilities. Recreational activities provide the development of thinking, attention, concentration and language, in addition to stimulating self-confidence, curiosity and autonomy.

Contrary to what many people think, playing is not a simple recreation or pastime, but the most complete way for the child to dialogue with himself/herself and with the world. It is by playing that the child can be creative and use his/her whole personality, and it is only by being creative that individual discovers himself/herself.

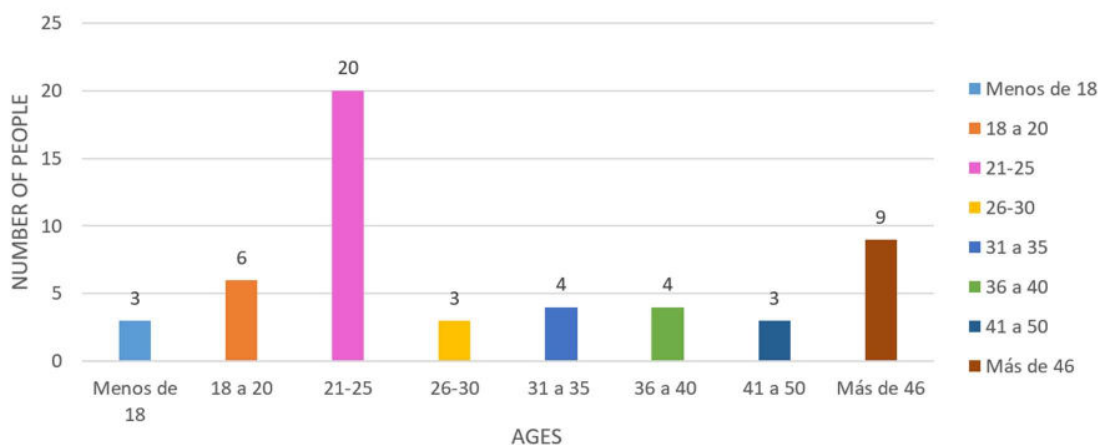
In early childhood, imagination is very strong and peculiar to the age group. The child, in early childhood, is in the period of mental representations. Recreational activities can favor the symbol and help the child in his/her development" (Cébalos, 2011).



[Click aquí](#) ➡



Thanks to an analysis shared on our social media, 52 responses were obtained from citizens of Veracruz-Boca del Río, considering that 60% were women and 40% men, ranging in age from 16 to 62 years.



Through one of the questions asked, they consider our project interesting, innovative, different, and useful for inclusion through the learning of Mexican Sign Language (MSL). As shown below.



3. ¿Qué te parece el proyecto de Signifying Hands que promueve el aprendizaje de la Lengua de Señas Mexicana (LSM) a través de juegos de mesa? ¿Por qué?

[Más detalles](#)

Información

52
Respuestas

Respuestas más recientes

"Que es muy útil para la inclusión social y el fácil aprendizaje tanto de...

"Que es muy buena alternativa ya q no sabemos en q momento poda...

"Es un proyecto increíble, incluyente, que educaría a través de un juego"

13 encuestados (25%) respondieron **interesante** para esta pregunta.

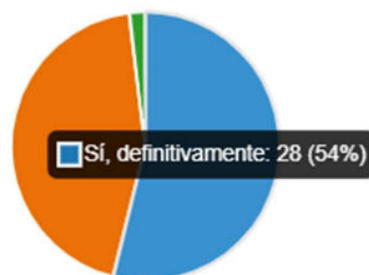


Additionally, 54% of the respondents would be willing to learn sign language through the offered games, while 44% would probably do it, and only 2% are unsure about wanting to do it. These results provide us with information to consider the viability of our product in the market. The results are presented below.

10. ¿Considerarías usar estos juegos para aprender Lengua de Señas Mexicana en algún momento?

[Más detalles](#)

	Sí, definitivamente	28
	Probablemente sí	23
	No estoy seguro(a)	1
	Probablemente no	0
	No, definitivamente no	0





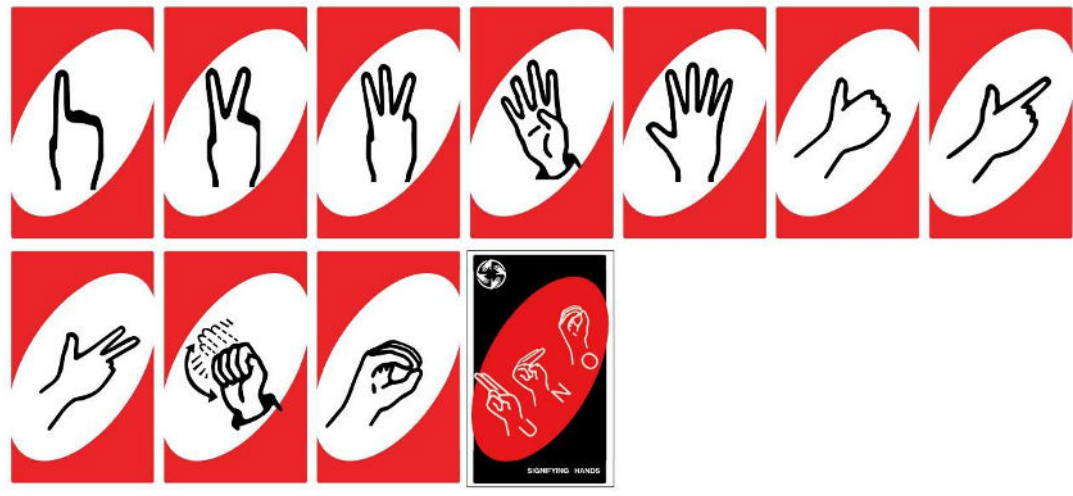
Because of this reason, we present our prototype for the sale of our game made on an online platform.



Mexican lottery



Signifying Hands Numbers



Memory Game





- Prototype of the packaging, and the three games.

The package consists of 3 dynamic group games, such as lottery, SH numbers and memory game. The lottery contains 15 game cards with 54 cards in which the content will be the traditional Mexican lottery. On the other hand, the SH numbers will have 19 cards of each color, being red, blue, green and yellow, along with 8 wild cards of reverse, step, plus two and 4 wild cards of change color and plus 4. And finally, the memory game will consist of 54 cards focused on the alphabet.



B. Business model

B1. Business model overview

Our business model is based on the sale of didactic material to learn Mexican Sign Language focused on different areas, such as schools, companies and through our social media.

At Signifying Hands, we develop and sell innovative didactic material based on board games adapted to facilitate the learning of Mexican Sign Language (MSL). Our goal is to provide accessible and entertaining educational tools for schools, businesses, institutions and families, promoting inclusion and effective communication with the deaf community.

The games that we will commercialize and that will be part of our didactic material are:

- Lottery in Mexican Sign Language: A traditional game adapted with images and signs in MSL. This game is not only educational but also fun, facilitating learning through repetition and play.

- Memory game of Signs: A memory game designed to help players recognize and remember signs. Each letter presents an image and its corresponding sign, reinforcing visual and manual association, with the objective of helping people learn the alphabet through dactylology.

- Signifying Hands Numbers:

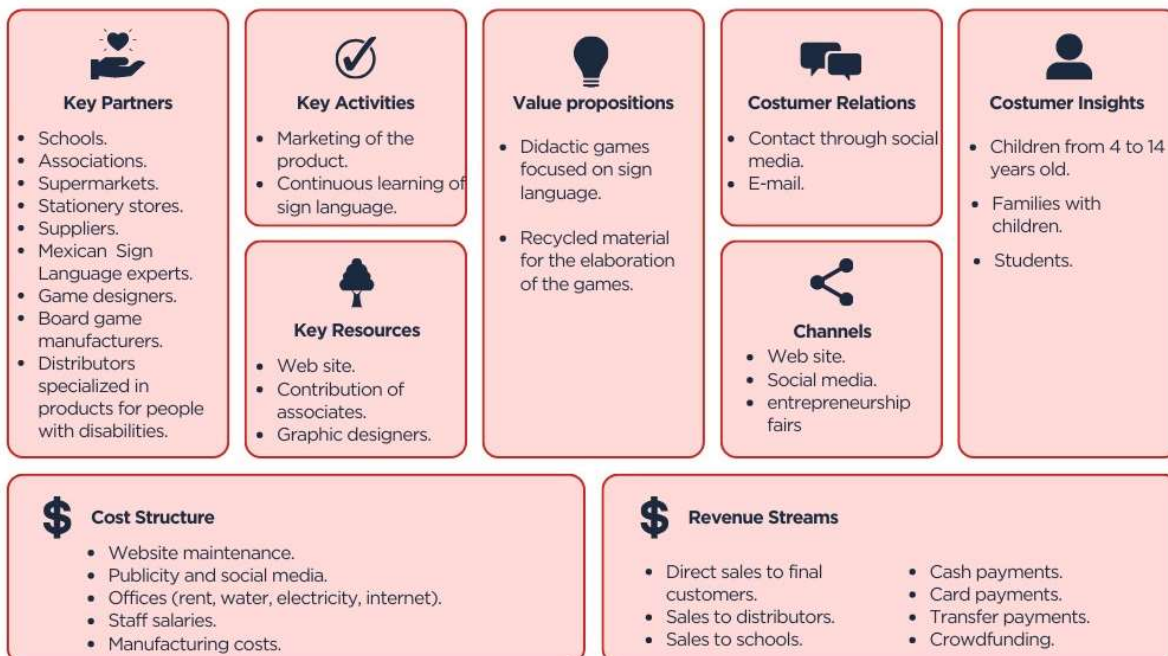
Focused on learning numbers through Mexican Sign Language (MSL), where numbers from 0 to 9 will be applied, using the colors red, blue, green, and yellow, accompanied by the corresponding signs, encouraging learning during the game.

The presentation of our set of games will be in a box of 25x18x5 cm in which you will find our lottery. The size of the cards will be 20x15 cm, while the lottery, SH numbers and memorama decks will have a card size of 9x6cm.

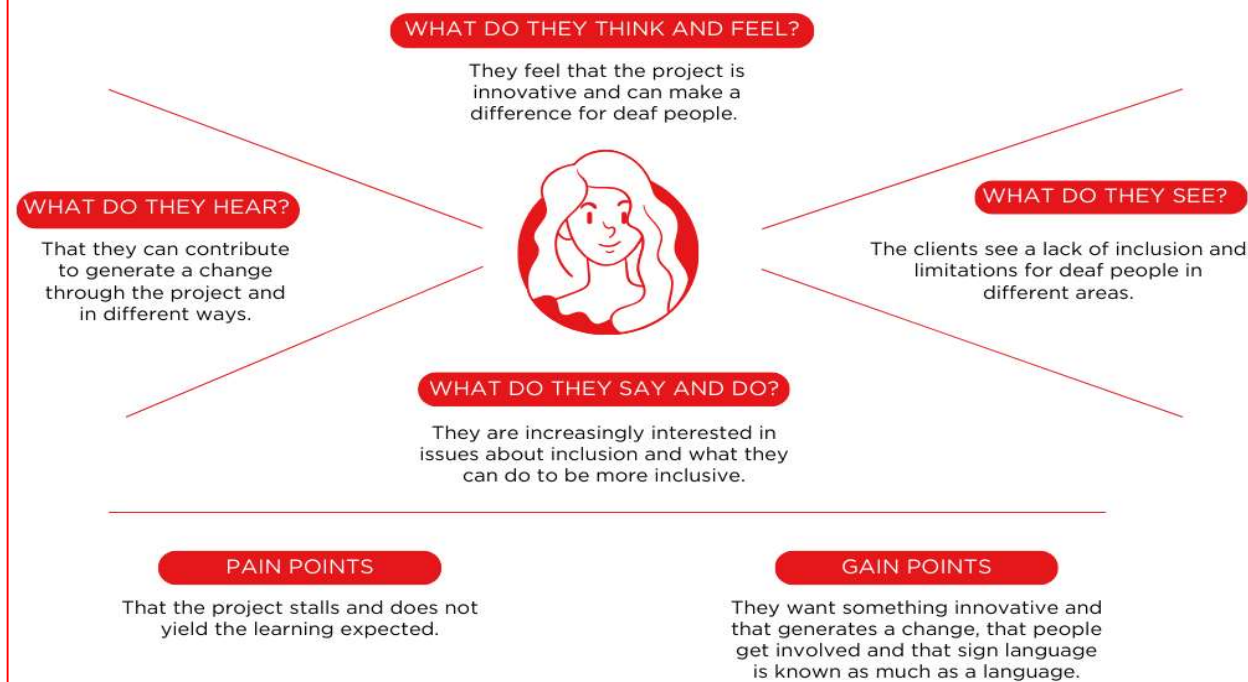


Business Model Canvas

SIGNIFYING HANDS



EMPATHY MAP





B2. Economic value for customers

We will be impacting 92% of the population with respect to the previous survey, since we noticed that people are interested in learning sign language in a didactic way, because people would like to acquire knowledge about this topic.

The content found in digital media focuses only on dictionaries or online courses in Mexico, which is often boring for children, who we are focusing on. Through our business, people will be able to acquire a new way to experience a totally Mexican game like the Mexican Lottery (also known as Mexican Bingo) but learning sign language at the same time. Involving this traditional family game creates experiences and encourages the union of this regardless of the age of the participants.

In addition to the traditional lottery, we offer a way to learn the numbers through the game "Signifying Hands Numbers" and, finally, including a Memorama (Memory Game) is necessary to encourage sign identification when it is needed in a conversation.

We promote fun through family togetherness and learning, regardless of whether people have family members with hearing disabilities or not, anyone can acquire basic knowledge in sign language and want to get involved in the topic in the future.

Our potential market would be family homes where children from 4 years old and up can participate, since they are at an age where they can acquire knowledge in different ways, among them through didactic games; on the other hand, in primary or secondary schools that are interested in promoting inclusion.

Although we have in mind the aforementioned age range, the games can also be used by adults who want to play and learn together with the children, as this also helps to create moments of happiness and joy in family.

We offer learning through games, as well as inclusion and other values that can be acquired by children, in addition, we provide them a fun way of learning in which, people who play it, will not feel bored. The games allow you to play with more than 2 people, but you can also learn individually based on memorama.



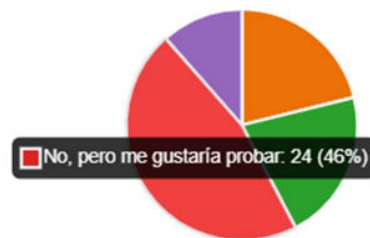
B3. Target social impacts

As mentioned earlier, we conducted a survey of 52 people, and in one of the questions, we considered it important to examine if they have ever used board games to develop skills or learn a new language. Only 21% have done it a few times, and another 21% have done it at least once. As for those who have not done it yet, 46% would like to try it. This indicates that there may be acceptance of our product based on learning Mexican Sign Language (MSL).

7. ¿Alguna vez has usado juegos de mesa para aprender un nuevo idioma o habilidad?

[Más detalles](#)

● Sí, frecuentemente	0
● Sí, algunas veces	11
● Sí, una vez	11
● No, pero me gustaría probar	24
● No, nunca	6

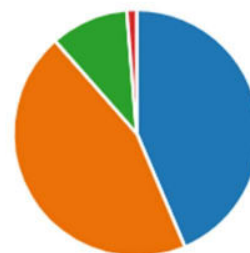


Additionally, the respondents mentioned that they would like to have access to educational material both in schools (44%) and at home (45%), while only 10% would like to obtain it in companies.

11. ¿Dónde te gustaría tener acceso a estos materiales didácticos?

[Más detalles](#)

● Escuela	34
● Casa	35
● Empresa	8
● Otras	1



Finally, it was necessary to ask if they believe that companies and educational institutions should invest in promoting the teaching of Mexican Sign Language. With a result of 63%, people strongly agree, and 37% agree, concluding that Veracruz citizens are interested in the promotion of this language.



12. ¿Crees que las instituciones educativas y empresas deberían invertir en la enseñanza de LSM?

[Más detalles](#) [Información](#)

● Totalmente de acuerdo	33
● De acuerdo	19
● Neutral	0
● En desacuerdo	0
● Totalmente en desacuerdo	0



At Signifying Hands, we are committed to generating significant social impact through our products and services, designed to promote inclusion and improve the quality of life of the deaf community. Our focus is on creating educational materials that facilitate the learning of Mexican Sign Language (MSL). Thanks to the comments of Eva Dinora, a woman with hearing impairment, we conclude that the implementation of didactic learning games is feasible because we will be developing a new way of acquiring knowledge through games and we will get out of the routine that all schools have based on repetition, reading and writing, becoming obsolete to learn sign language because it needs constant practice.

The SDGs we will combat are based on the following actions:

SDG 3: Good Health and well-being: To promote better communication between deaf and hearing people, favoring the emotional and psychological well-being of the hearing impaired.

SDG 4: Quality education: Providing access to sign language learning will facilitate the inclusion of deaf people in the regular education system.

SDG 10: Reduce Inequalities: Offer tools for the participation of society on deaf people.

SDG 16: Peace, Justice and strong Institutions: Promote communication between deaf and hearing people.

In addition, the main impacts and objectives of Signifying Hands are:

1. Promoting Inclusion and Diversity

Our priority is to facilitate inclusive education through board games and teaching materials designed to teach MSL in an accessible and fun way. By incorporating these materials into



school curriculum and educational settings, we are creating a more diverse and supportive learning environment. By selling our products to schools, universities, and organizations, we promote awareness and understanding of the needs of the deaf community, which benefits both deaf and hearing people.

2. Strengthening of the Community

With the implementation of the board games, we encourage people who are not deaf to know a little about sign language and with this we can achieve that more people are motivated to learn this language, this is a change that in the future can be enhanced because the children through the games will get a knowledge base about sign language so that subsequently they acquire more advanced knowledge of MSL.

3. Professional and Personal Development

People are enabled to get knowledge and skills in MSL, thus opening up new opportunities for employment and professional development. This eventually leads us to train teachers and educators to integrate MSL teaching into their classrooms, improving their ability to support deaf students.

We seek to be the cornerstone in terms of knowledge and dissemination of MSL, so that people acquire the desire to continue to know and learn more about the topic, causing a benefit in their personal and professional development, in addition to having a positive impact on society, as a result of the awareness created towards the deaf community.

4. Promoting Community Participation

We organize workshops and community events that foster interaction and collaboration between deaf and hearing people. These events serve as learning platforms as well as opportunities to build relationships and support networks. We will work in collaboration with organizations such as CRIVER and CAM 61, as well as other educational and community institutions, to maximize the reach and impact of our products and services. Those who participate in these events will be awarded a certificate of participation to validate the knowledge they are expected to gain from it.



B4. Feasibility

As we have studied throughout this project, knowledge of MSL is fundamental, not only for learning, but also for empathizing and socializing with the deaf-mute community. At Signifying Hands, we have a team capable of developing didactic material aimed at the learning of the youngest children; it is for them that we have resorted to testimonies of deaf-mute people, to inquire about what the community needs throughout their childhood and growth, in order for them to be able to communicate with other people by themselves.

Our product will be attractive to Mexican families because of its colors and packaging. Through the capabilities of each participant, the boards and cards will be elaborated by means of digital platforms of online design, advertising and search of strategic allies.

The material will be printed on opaline sheets due to their hardness, while the box will be made of cardboard. We will look for a way to find a supplier who will make the personalized boxes from recycled material.

From the beginning, we knew that having an expert in the field would be vital to carrying out our project. This is where our alliance with Eva Dinora comes in. She is a dedicated divulger and a worthy representative of the deaf community, passionate and committed to teaching Mexican Sign Language (MSL). Eva is very active on social media, where she constantly shares information about MSL and raises awareness in society.

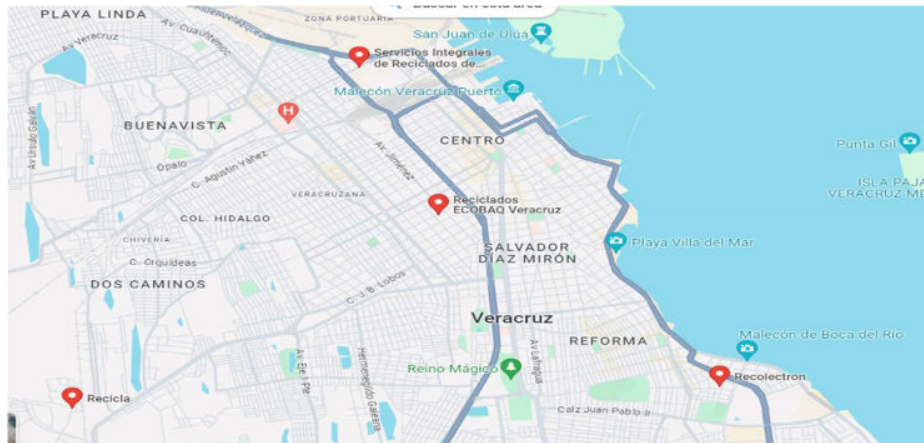
Partnering with her provides us with access to her vast experience and knowledge, as well as a unique perspective that helps us better understand the current issues facing the deaf community. This guidance is crucial in developing effective, respectful, and inclusive educational materials. Her support in the project ensures that it truly reflects an understanding of the deaf community.

We are excited and grateful for the partnership we are building, which strengthens our commitment to promoting the inclusion and learning of MSL in a meaningful way. With Eva by our side, we are confident that we can make a real difference and build a more inclusive and understanding future for everyone in the community.



B5. Profitability

Although we do not yet have a flow of income and expenses, it is expected that, in the future, the following will be a representation of what we have in mind to develop our product. By way of summary, we want to support the collection of material to take it to recycling centers and obtain a small source of income in this way. Some collection points in the port of Veracruz are the following:



The ideal company where we will seek this small source of income is 'ECOBAQ Veracruz' since it is located in an accessible area for the transportation of recyclable materials.

In addition to the donations, we hope to receive through the promotion of our project via collecting signatures on a Change.org website and the sales we anticipate in the future, our income will be used to create educational games, conduct marketing activities, and cover transportation costs for the merchandise.

Concept	Incomes	Expenses
Cardboard collection	X	
PET collection	X	
Paper collection	X	
Cap collection	X	
Donations	X	
Monthly sales	X	
Opaline sheets		X
Cardboard boxes		X
Printings		X
Marketing		X
Transport		X



We plan to promote our prototype product at the university, nearby schools, and gather feedback from our potential customers. It's necessary to find suppliers who can support us in making the final product to begin distribution and create our cost table.

Our distribution channel will be in various entrepreneurship fairs, toy stores, and forming partnerships with primary schools so that schools have our games and students during breaks/free time can play with our product, thus creating fun moments and learning experiences.

B6. ESG integration

Some of our products will be made with recyclable material (cardboard), helping with material reuse. Furthermore, we promote inclusion since our products are in sign language. Additionally, we encourage society to participate in recycling these materials.



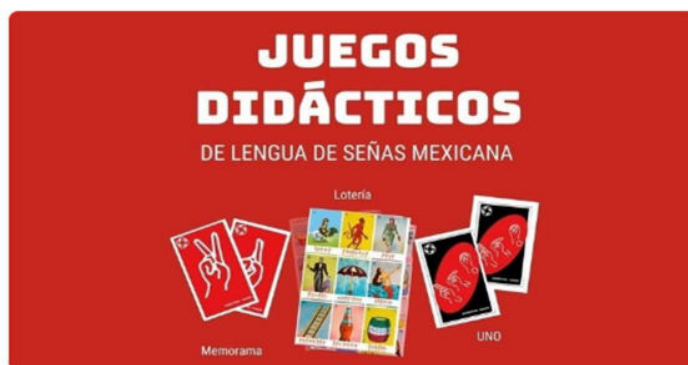
C. Business model validation

C1. Crowdfunding/crowdsourcing campaign

We are seeking donations of recyclable products that we can use for the production of our games, as well as other products that can be sold at collection centers. This income would be part of our project's funding.

Additionally, we are engaging with the change.org platform to collect signatures in support of our project, as shown below:

Fomentar el aprendizaje de lengua de señas en niños a través de juegos didácticos



Creada 12 de junio de 2024

Por qué es importante esta petición

Iniciada por [Krystel M](#)

El aprendizaje de la lengua de señas es crucial para una comunicación inclusiva y efectiva desde una edad temprana. Proponemos la implementación de juegos como lotería, uno y memorama para enseñar a los niños esta habilidad de manera divertida y educativa. Estudios han demostrado que el aprendizaje lúdico mejora la retención y la comprensión (Revista de Educación, 2020). Firma esta petición para apoyar una educación más inclusiva y accesible para todos los niños.

6 Firmas 10
Próximo objetivo

Consiguiendo impulso

Fomentar el aprendizaje de lengua de señas en niños a través de juegos...

[Compartir en Facebook](#)

[Envía un email para amigos](#)

[Envía un mensaje por WhatsApp](#)

[Compártela en Twitter](#)

[Copiar enlace](#)



C2. Learning curve

Although sign language is a topic that is not yet so well known or used by people who are not deaf, they are willing to learn and know more about this language through our product and the project that approaches learning in a different way, away from the traditional such as writing and reading. People are more interested, not only children but adults are also interested in MSL, since we have been able to see that people are more aware of the issue despite not being deaf or having a family member with this disability.

Thanks to all the information collected through the surveys and the testimony of Eva, a person with a hearing disability, we now know that it is the lack of material and dissemination of the topic that has prevented the development and learning of sign language, so we have determined that we must develop strategies that impact on this knowledge.

It is important to mention that people are indeed willing to practice and learn MSL through board games, which we thought would be challenging due to the new technologies that are now part of users' daily lives.



PUTTON, G. M. (2021). La importancia del juego en el proceso de aprendizaje de la enseñanza en la educación infantil. *Revista Científica Multidisciplinar Núcleo Do Conhecimento*, 11(05), 114–125.

<https://www.nucleodoconhecimento.com.br/educacion-es/aprendizaje-de-la-ensenanza>