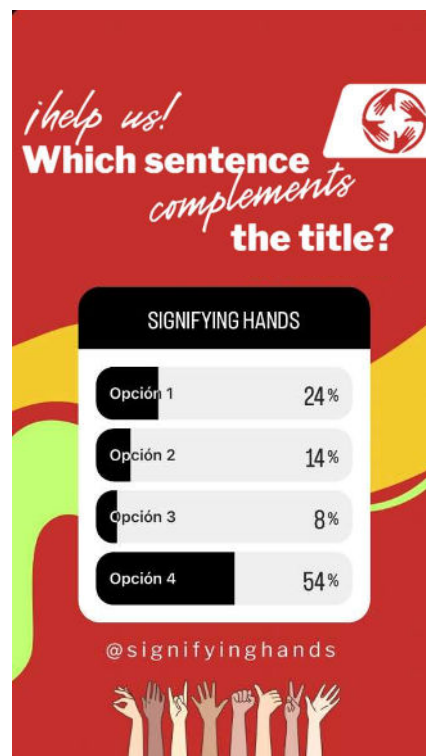


## A. Social business description

### A1. Social mantra one-liner

#### Signifying hands: The power of communication through hands

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. Business model overview.

We generate economic value by offering inclusive educational resources for learning MSL, supported by innovative products and strategic alliances that ensure a broad and sustainable market reach.

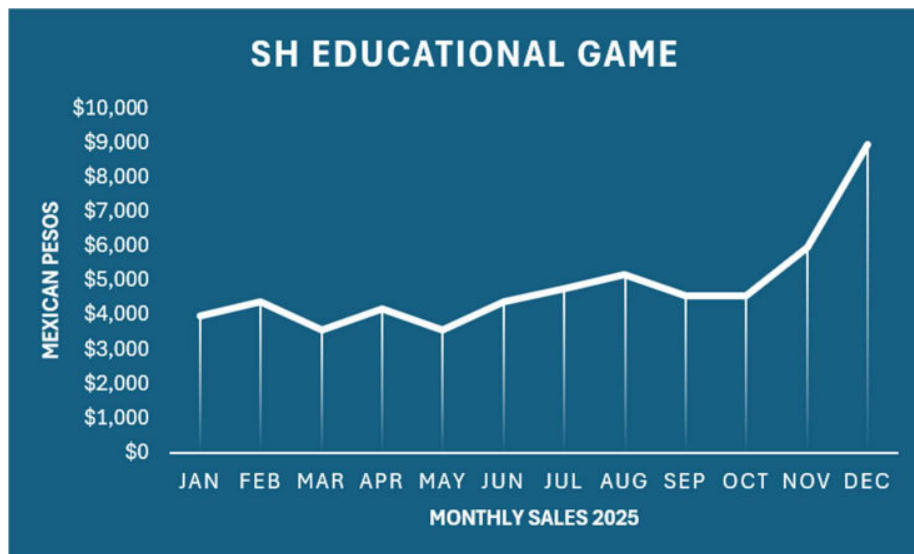
We can highlight that in research conducted on the Amazon Mexico platform, our product is more affordable than the competition. We observed that there are no learning games for sign language available, whereas there are various games for learning other languages, parts of the body, or emotions.

Our game will cost one hundred ninety-nine Mexican pesos, and our primary target will be families in Veracruz. Below is our sales projection for the next year based on the positive feedback received about the product on social media.

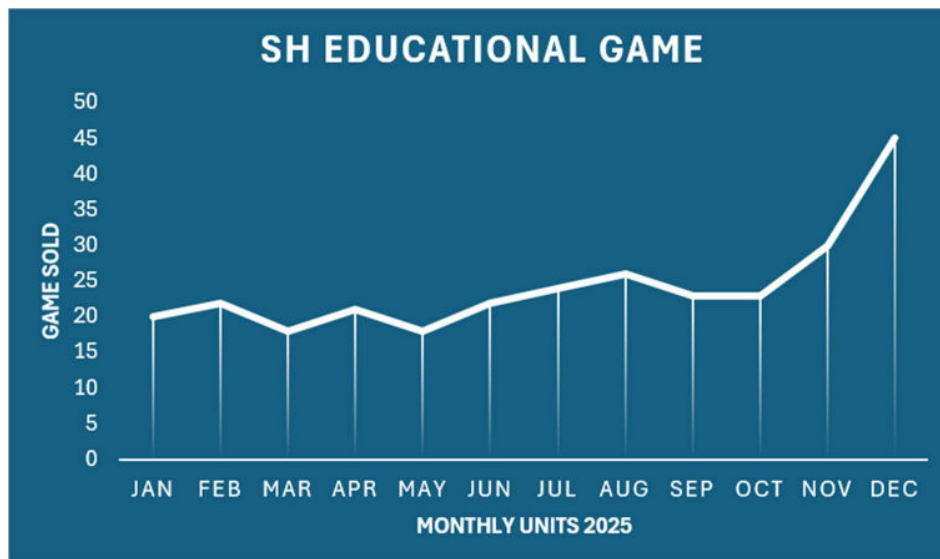
GAME				
PRICE	\$15.27 CAD	\$30.03 CAD	Not specified	\$64.04 CAD
MATERIAL QUALITY	OPALINE PAPER	Not specified	WOOD	Not specified
LANGUAGE	MSL	SPANISH	SPANISH/ENGLISH	ENGLISH
AGE	4+	4-7 years	3+	5+

**Data from Amazon Mexico\***

This is our annual sales projection for 2025.



This is our games sold projection for 2025.



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We provide inclusive educational resources that promote communication and understanding of MSL, fostering inclusion, reducing inequalities, and striving towards a fairer society for all. We drive inclusion through accessible resources and strategic alliances that make a difference.

### A3. Growth potential

Considering the board game market, we have the opportunity to grow and add value to our product.

The target market for learning Mexican Sign Language (LSM) is considerably large and constantly growing. According to data from the National Institute of Statistics and Geography (INEGI), there are approximately 2.3 million people with some form of hearing disability in Mexico. This number includes both deaf individuals and those with hearing difficulties who can directly benefit from the educational material provided by Signifying Hands.

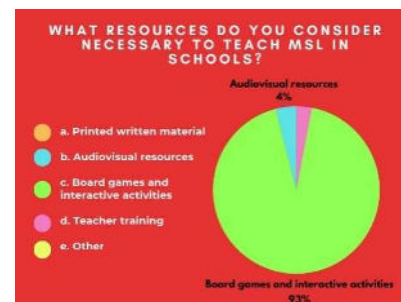


Additionally, in the country, there are a large number of family members, friends, teachers, and professionals who are interested in learning MSL in a dynamic and innovative way to facilitate communication and support for deaf individuals.



Our project is not only aimed at the deaf community, but also focuses on educational institutions, organizations, and centers for people with disabilities, thus expanding our reach and potential market.

The lack of accessibility and understanding of Mexican Sign Language in society is a significant problem that affects inclusion and development opportunities for deaf individuals.



According to the World Health Organization (WHO), most deaf children do not have access to education in their sign language. This results in educational, social, and employment barriers that perpetuate inequality and exclusion.

At Signifying Hands, we aim to address these issues through accessible and fun educational materials, such as board games, that facilitate the learning of MSL for both deaf and hearing individuals. By promoting inclusion and equity from an early age and raising awareness in society, we create significant outcomes in the social integration and personal development of deaf individuals.

Our games, being adapted to Mexican Sign Language, have this difference compared to competitors. In addition to seeking to entertain people, we also aim to help them learn something new.

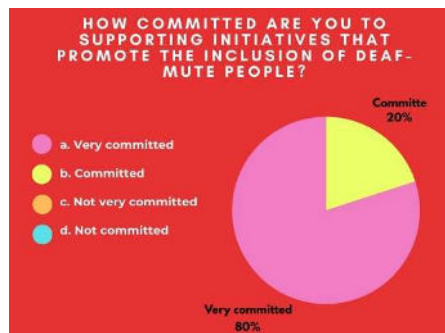
Our innovative approach, based on the use of board games for learning MSL, places us in a niche market with less direct competition.

While traditional resources such as books and mobile applications exist for learning sign language, our board game-based teaching method offers an interactive and socially engaging experience. Furthermore, our partnership with MSL experts and representatives from the deaf community gives us a competitive edge by ensuring that our products are culturally relevant and pedagogically effective.

This unique combination of education and entertainment creates an opportunity to avoid existing competition, positioning us as leaders in a new category of inclusive educational products.

In Mexico, there is an urgent and unmet need for accessible educational resources for the deaf community and their communities. With our innovative approach that combines education and entertainment through board games, we fill a crucial gap in the market.

Surveys and interviews we have conducted indicate a widespread interest and readiness to learn MSL through these games, pointing to the immediate and viable potential of our market.



The growing social awareness regarding the importance of inclusion and equity further drives the demand for our products. By promoting inclusion and equity from early stages, our educational materials not only provide educational benefits but also contribute to building a more inclusive and understanding society. Therefore, this positive social impact is a great reason for individuals and institutions to support and adopt our initiatives.

## B. Resources and capabilities to execute

### B1. Key capitals

#### **Human Capital**

Through the development of the project, we have acquired communication skills, gained knowledge about sign language, developed problem-solving abilities, and, most importantly, created our product in accordance with these skills.

Due to the development of our project and the creation of our product, everyone involved experienced growth in creativity. Designing, creating, and fine-tuning the games required a significant amount of creativity and innovation, especially since some are entirely new games while others are adapted to fit the theme of our project.

Teamwork has been a skill developed since the beginning of the project, as it is essential for effective collaboration. Within the team, activities are delegated and distributed according to each member's skills to ensure they are developed properly.

Decision-making has also played a crucial role due to the changes that have arisen in the focus of our project. We have faced challenges where we needed to conduct thorough analysis in various aspects to reach conclusions effectively.

#### **Social Capital**

We have 2 significant alliances for the development of our project. On one hand, we have Eva Dinora, who shares valuable insights based on her experience. She is also a content creator for LSM on social media, serving as a representative of the deaf community.

On the other hand, we have Teacher Yaritza, who oversees a group of children with hearing disabilities. She provides us with insights into the integration of individuals without hearing disabilities with those who have them. This perspective is invaluable for our project development.

#### **Intellectual Capital**

With our product, we aim to provide people with basic knowledge of MSL and spark their interest in learning it, fostering personal growth. We hope that in the future, companies will see the advantage of having employees who are knowledgeable about MSL.

#### **Manufactured Capital**

To develop our product, we need technological equipment such as computers, mobile phones, Microsoft Office, and an editing program. The process is straightforward when done on a computer, but it would be even simpler if done on a tablet, which we can use to design the cards and signs.

For the physical development of the product, we need opaline sheets and a printer.

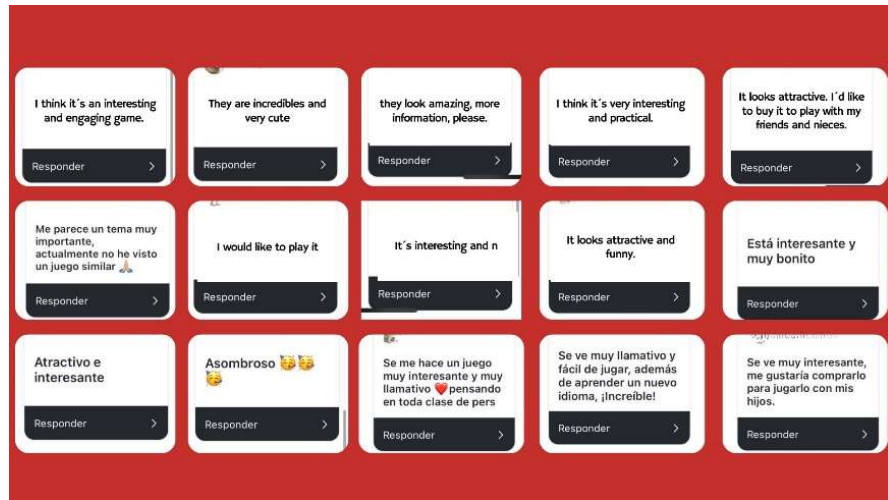
#### **Financial Capital**

At this time the financial capital we have is our own money, it must be emphasized that what we have developed has been according to what we have at our disposal and thanks to the fact that the University of Veracruz has supported us with what it has been able, in order to avoid or at least minimize expenses.

Through social media content, we showcase the design and game mechanics. We received the following comments from our followers:

Most of the comments mentioned that the game at first glance looked striking, interesting and interactive, which was

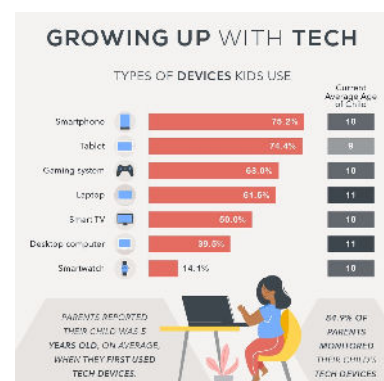
what we wanted to achieve in the design so that it would have a positive impact on children at first glance.



### B3. Risk management

One of the main risks that can arise is that the purpose of the game, which is learning through didactic materials, may not be fulfilled, in addition to it possibly being unappealing or confusing for consumers. We must consider that, for learning a subject or a language, in this case sign language, practice and consistency are important. Therefore, the best way to learn this language is by incorporating it into the educational curriculum of primary schools, which would allow for practice five days a week.

In addition, thanks to children using technology from a very early age, they are accustomed to using electronic devices for most of the day. Therefore, physical didactic materials might be less stimulating to them and could lead to disinterest. However, apart from promoting the learning of MSL (Mexican Sign Language), our aim with such didactic materials is for children to develop their fine motor skills and hand-eye coordination, as well as to improve their attention span and concentration. These aspects cannot be achieved through interaction with touch screens. That is why we aim to create our product with a visually appealing design and include topics that children find most interesting, in order to maintain their interest.



Lastly, a potential risk that could arise is that lack of awareness about the importance of sign language among people may lead to a lack of interest in having their children learn the language. Therefore, it is necessary to invest in awareness campaigns and marketing efforts to

generate more demand. This could be done through in-person activities such as talks at schools or organizations, and cultural events, as well as through media channels such as podcasts, television, educational radio segments, newsletters, and more.

As for future operational risks that arise, the company will have perfectly trained personnel for the correct fulfillment of their tasks, in addition to the fact that it will seek to ensure that employees know the basics of all areas so that, in the event of any inconvenience with a worker, another employee will be the one to replace him/her.

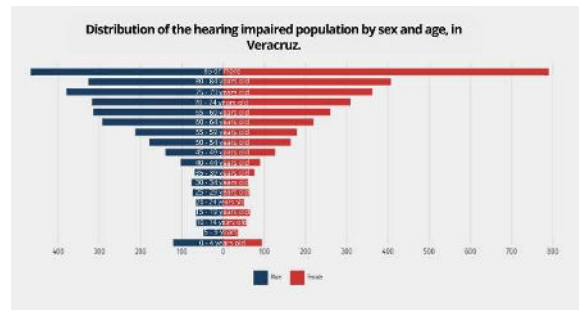
Finally, we will have enough material and equipment for when there is a problem in the production of our teaching material, as well as investing in the continuous maintenance of mentioned equipment.



## C.ESG performance

### C1. Overall impacts on the society and environment

In Mexico, 2.3 million people suffer from hearing disabilities. According to graphic, specifically in Veracruz, there are about 6.73K deaf individuals of all ages. The issue lies in the lack of sign language implementation in school programs, which limits opportunities for the deaf community.



We hope that our production process is ethical, and we are considering the

possibility of including people with hearing disabilities in the future to help us in the product development."

Therefore, on the social front, we are promoting inclusion and awareness in society. Our product focuses on learning sign language to facilitate communication with the deaf. It is designed for individuals of all ages, from children to adults. Furthermore, we promote family unity through games that involve all family members.

Our product is made from opaline paper, a biodegradable material that decomposes more naturally and quickly compared to plastics and other synthetic materials. By avoiding these materials in our production, besides promoting learning, we aim to contribute to environmental sustainability by reducing the ecological impact associated with didactic material production.

## D.LEARNING CURVE

Initially, we sought potential issues where we could contribute to reducing their negative impact, with a clear intention to positively impact a disability. After thorough investigation and reading about the different disabilities that are most prevalent in Mexico, we realized that despite representing a significant portion of the population, hearing impairment faces the most lack of opportunities in various domains: employment, education, social life, political engagement, and accessibility to both public and private services, including healthcare.

Therefore, aiming to empathize with and include the deaf community, our initial project was an app designed to offer people the opportunity to learn Mexican Sign Language. However, after conducting a market study, we realized that the competition was intense compared to other projects. Additionally, there were many business models similar to ours, some of which already had the main resources—financial backing and technology—while we only had the idea. Consequently, we decided to modify our approach without changing the primary objective.

For the second round, after holding a roundtable discussion among team members, we decided to focus on education, particularly for children so they can communicate with the deaf community from a young age. After deliberation, we concluded that the best way to facilitate their learning of a language is through engaging didactic materials that allow them to develop their fine motor skills.

For this reason, once again we held a debate and came to the conclusion that every person to learn a language, whatever it is, must start with the basics, so we decided to replace the dynamics in our learning material by maintaining the physical format, this consists of a roulette wheel and 6 cards, in which very basic topics will be presented so that children become familiar with them.

Finally, it is worth reminding them that sign language is also a universal language.