

*help2type*



**MOTIVE**



**SOLUTION**

# TARGETGROUP

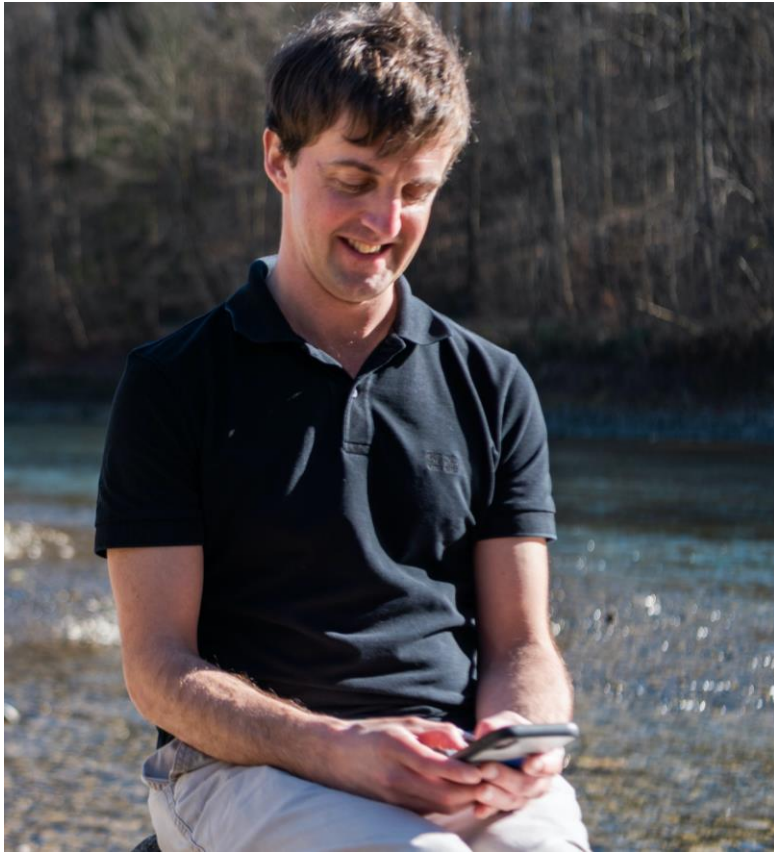
**blind &  
visually  
impaired people**

**digital affine  
seniors**

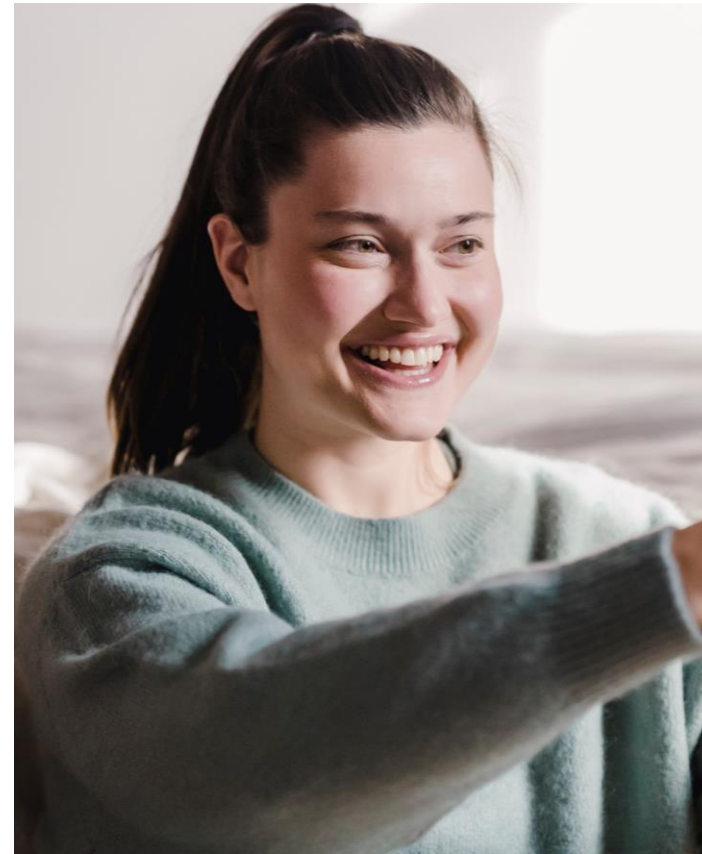
**business-  
people**

# BENEFITS

**functional**



**emotional**

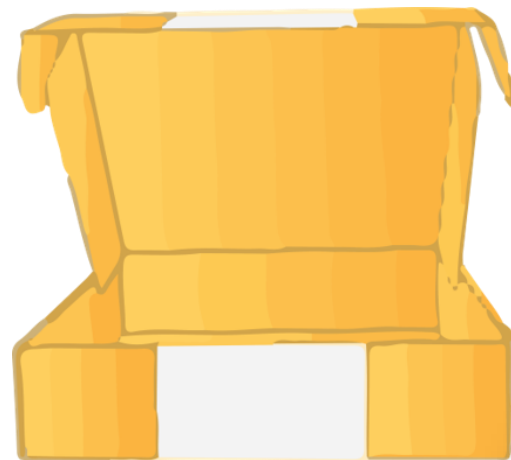


A hand is holding a small, black, rectangular device with a keyboard layout. The device has a grid of keys, including a numeric keypad on the left and a spacebar in the middle. The text "help2type" is printed on the bottom of the device. The device is connected to a black strap that loops around the hand. The background is a plain, light color.

Help2Type



help2type



**KICKBOX**

# TEAM

**Apprentice of  
swisscom**

*Content creation multimedia*

**network**

*Swisscom (legal, marketing,  
sell)*

**2 investors**

*International Know-How*



# PARTNERS

SWITZERLAND



AUSTRIA



GERMANY



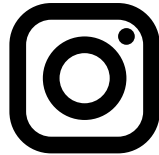
WORLD



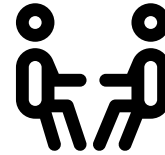
# COMMUNICATION



Influencer marketing



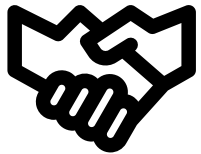
Social Media



Social Selling



Media



Partnerships



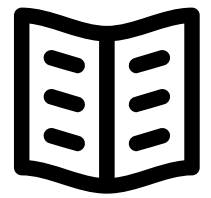
Mouth to  
Mouth-Marketing



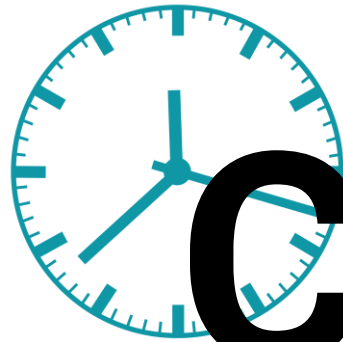
Testimonials



EXPO's



Magazines



# CALL TO ACTION

