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# RUINA



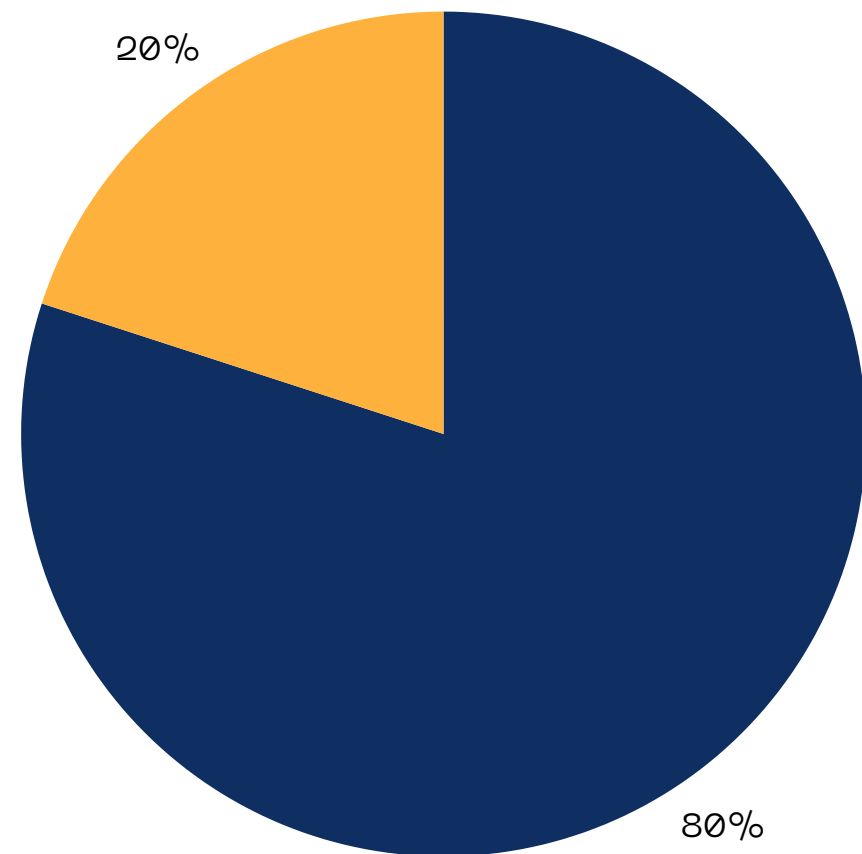
Freedom of movement at a  
price of \$5

# PROBLEM

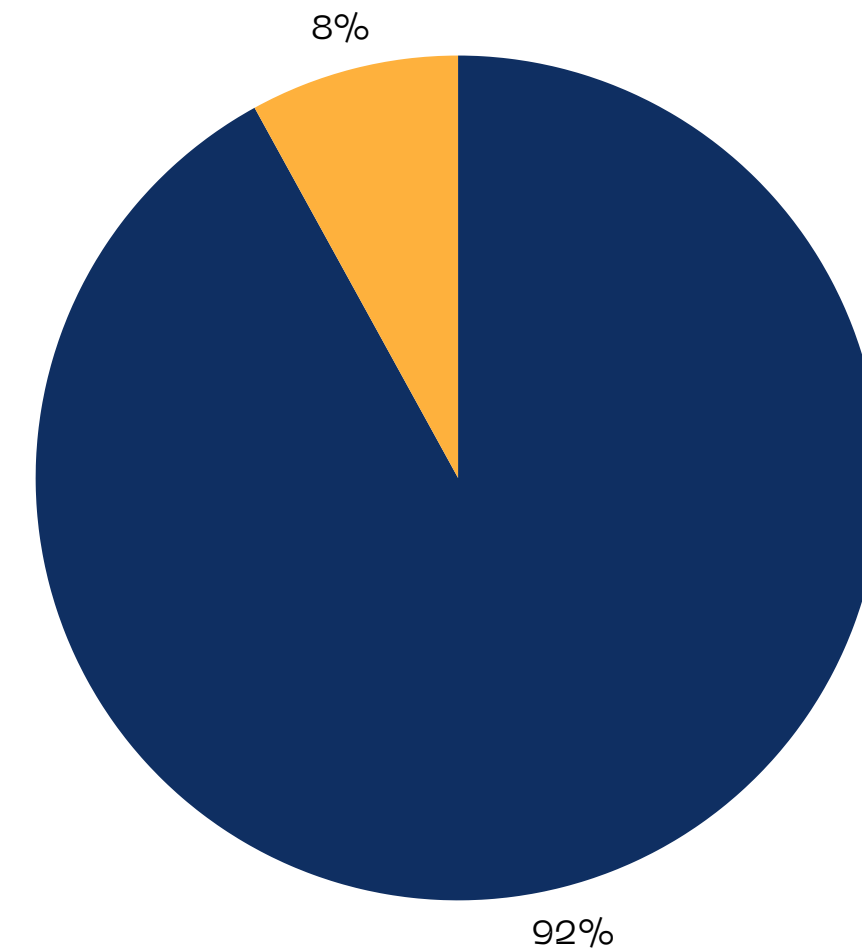
On December 10, 2024, a 26-year-old blind guy died in the Almaty metro after falling on the rails of the Abay station



# STATISTICS



80% of blind people are forced to ask for help from passers-by



92% believe that the infrastructure is not adapted to their needs

# PROBLEM



Blind people risk their lives every day because without an accessible environment and technology they move without landmarks, which leads to injuries and deaths.

# SOLUTION

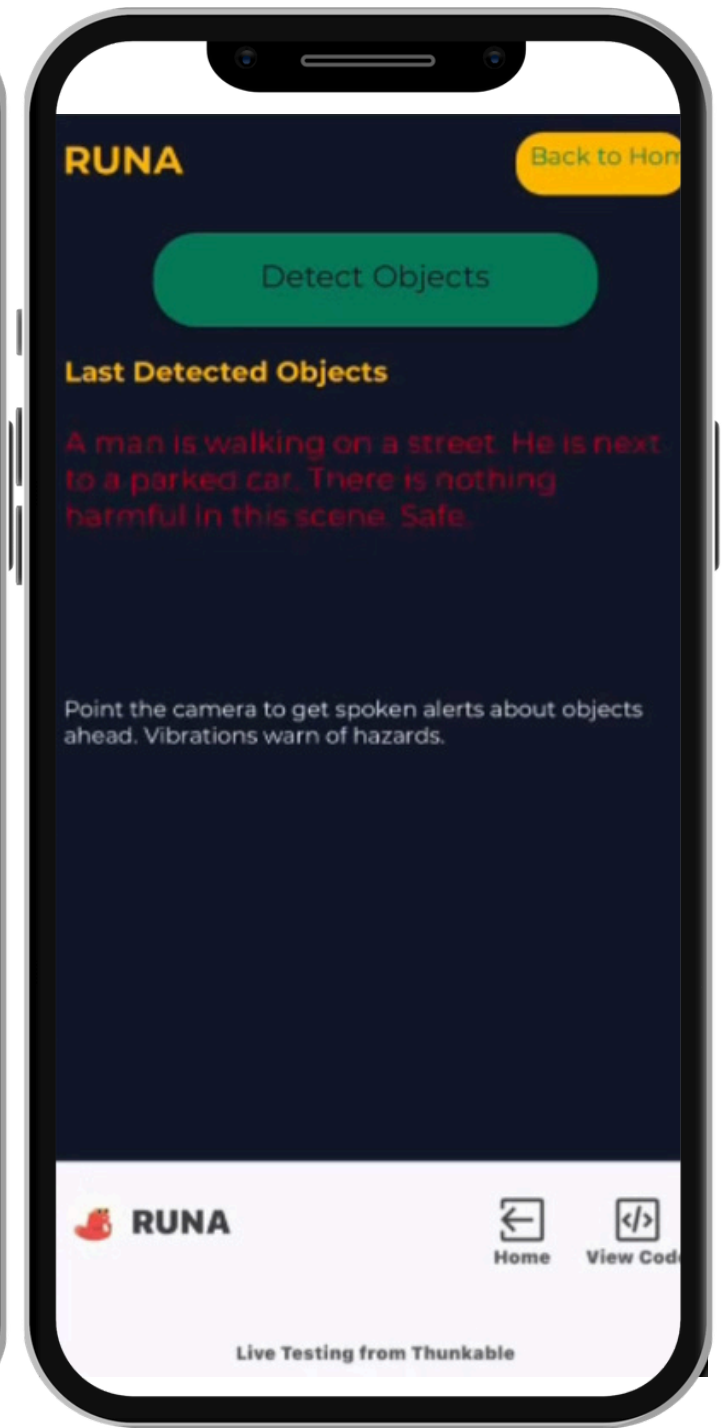
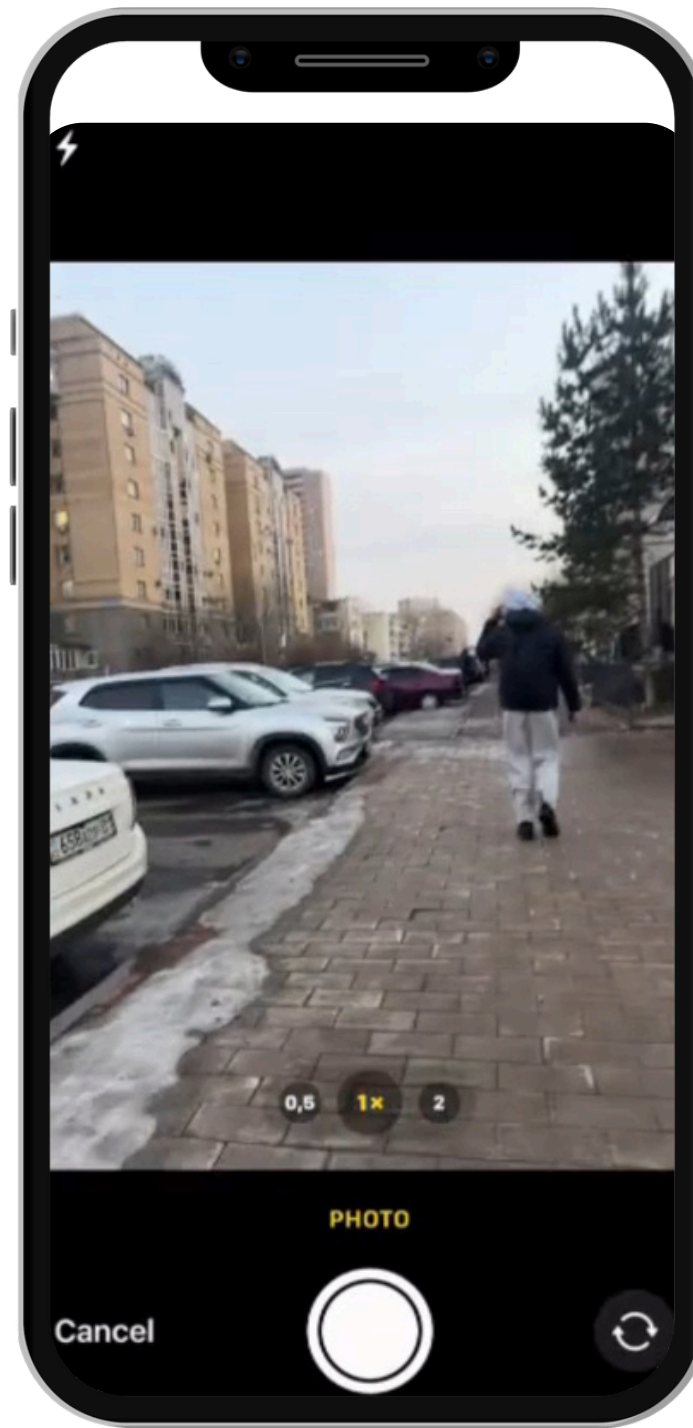
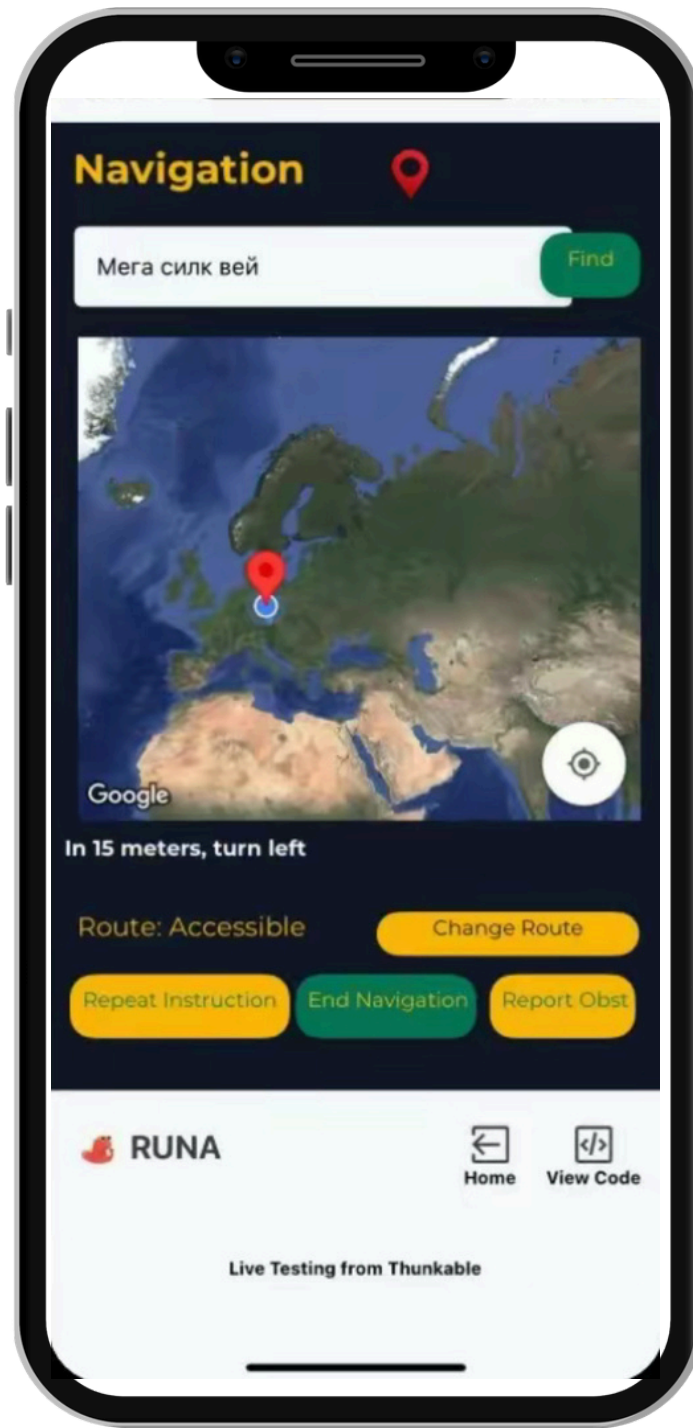


RUNA is an ML/AI assistant that uses computer vision, sound analysis and navigation algorithms to see obstacles in real time, identify hazards and guide the blind with voice prompts.

## Map

## Object detection

## Voice detection

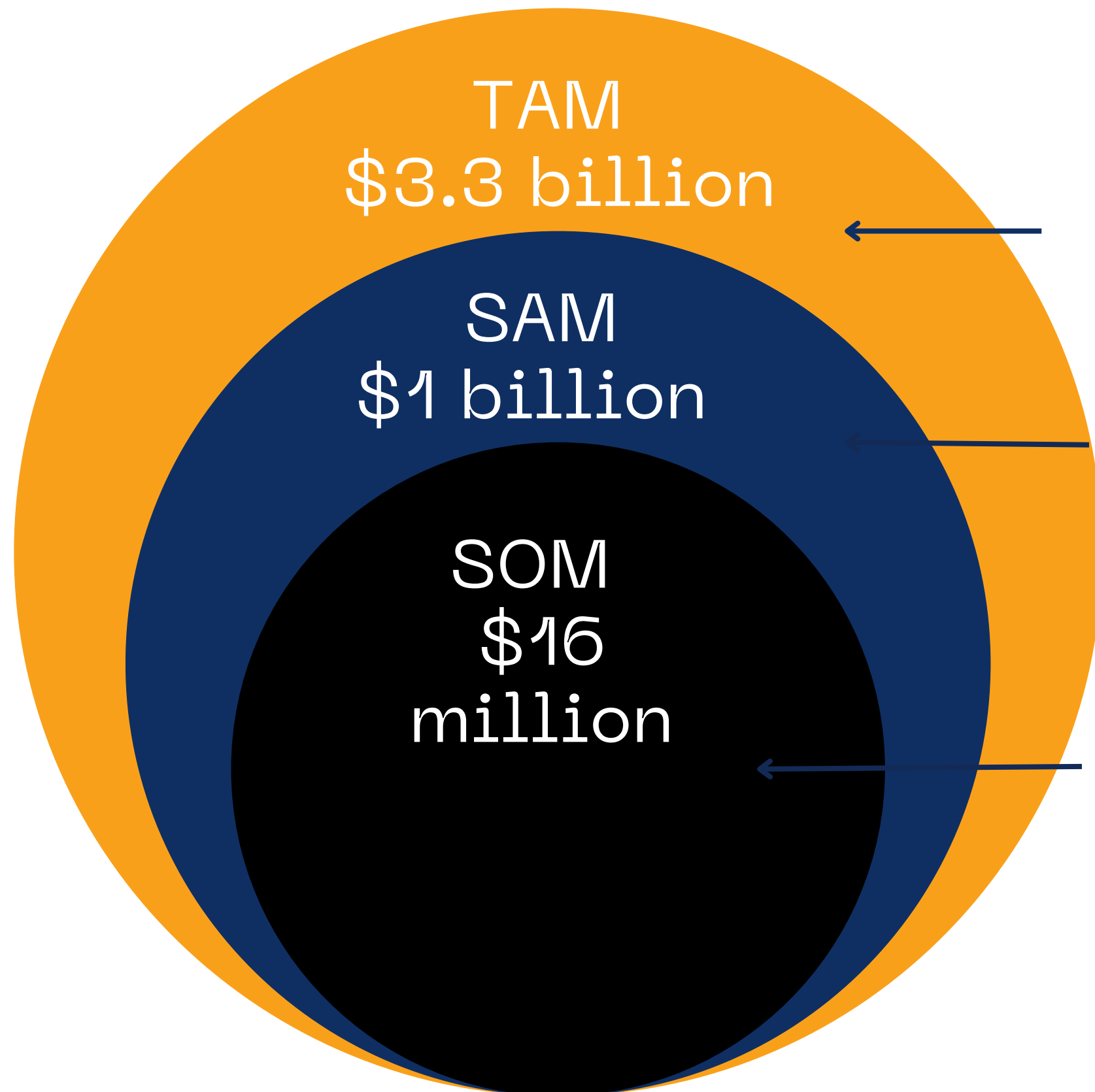


# COMPETITORS



Competitors	Advantages of RUNA
Seeing AI (Microsoft)	Full navigation with safe routes, real-time obstacle and object recognition
Be My Eyes	Autonomous use without the help of volunteers, voice prompts and vibration signals
Lazarillo	Real recognition of obstacles (steps, pits, people), routes adapted to the city's infrastructure
Google Lookout	Voice interface in Russian and Kazakh, works online and offline, smart risk notifications

# MARKET



- Assistive technologies
- people with visual impairment
- smartphone users with visual impairment
- countries with Google Maps
- Smartphone users with visual impairments
- CIS countries
- Countries with access to Google Maps

# BUSINESS MODEL



## B2B

5\$ / month

Subscription to a mobile application with offline obstacle recognition, voice interface, navigation and smart notifications.

## B2G

700 000–1 000 000 ₪ / year for SDK license; customised projects from 5 million ₪

License for government agencies, NGOs and rehabilitation centers to use RunaAssist algorithms; custom integrations for the needs of the organization.

# TARIFFING

## B2B

5\$ / month because...

50% – ML tokens: obstacle recognition, GPS, NLP, TTS

50% – development and margin: updates, new features, offline/online support



## B2G

700,000–1,000,000 ₪ / year for SDK license;  
custom projects from 5 million ₪ because...

SDK: recognition algorithms, voice navigation, updates and support

Custom: integration, route configuration, staff training, support

# TRACKION

2025 Q3(Aug-Sep)–Creation of the idea RUNA,Acceleration My Extra Lab working on ideas,MVP 1.0,ITechMe first failure,Alga Pitch Day 3rd place

2025 Q4(Nov)– Steppe Solutions 2nd place 300\$

2025(Dec)– Oylab 4th place among of 216 teams, ML Challenge 2<sup>nd</sup> place among of 30 teams

2026(Jan)– 3<sup>rd</sup> place GSEA Kazakhstan, the only team is under 18 years old 100\$

# PROGRESS (DEC-FEB)



- Modernized the business model
- Held meetings with the target audience at the "Feeling Life" center
- Won 3 competitions
- IT-media er10.kz and Limon KG wrote about us
- Passed to ENACTUS
- Reworked MVP RUNA
- Created an information website RUNA
- Passed the selection for the meeting with the delegation of Kazakhstan and Japan

# ROADMAP



2025 Q4–2026 Q1 – MVP, beta, accessories  
prototypes

2026 Q2–Q3 – Application launch, subscription,  
smart pendant/glasses test

2026 Q4 – Version 1.1, B2B, SDK license, gadget test

2027 Q1–Q2 – Production of pendants/glasses,  
expansion in the CIS

2027 Q3–Q4 – Full launch of gadgets, new features,  
partnerships, large contracts

# TEAM



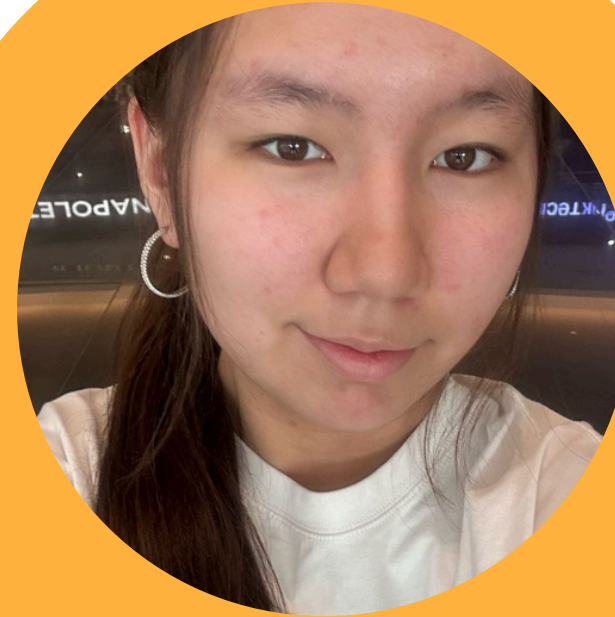
Nursultan

- CTO
- Tech Manager



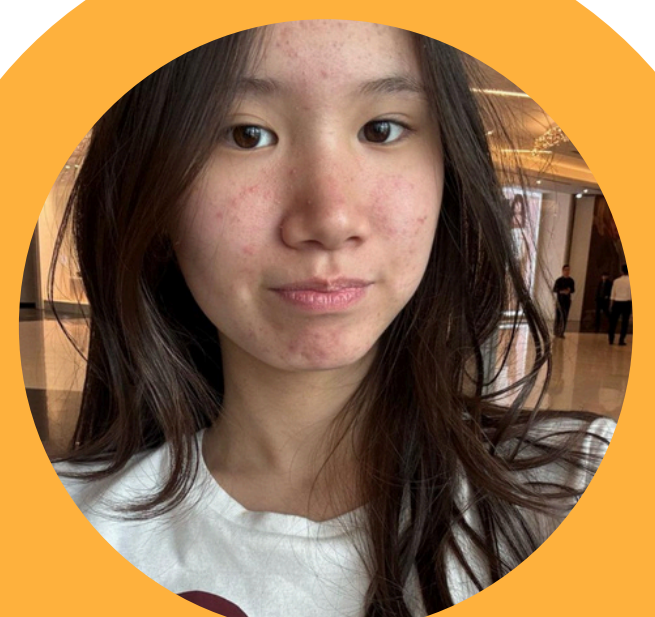
Aidana

- Tech manager  
Strategy & Organization manager



Dilda

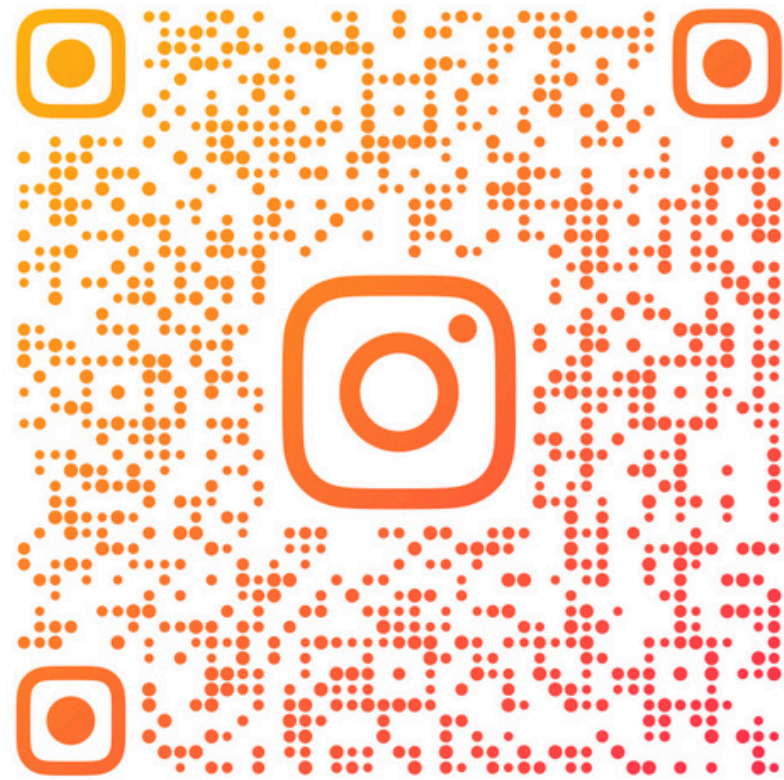
- Designer
- Business strategist



Alua

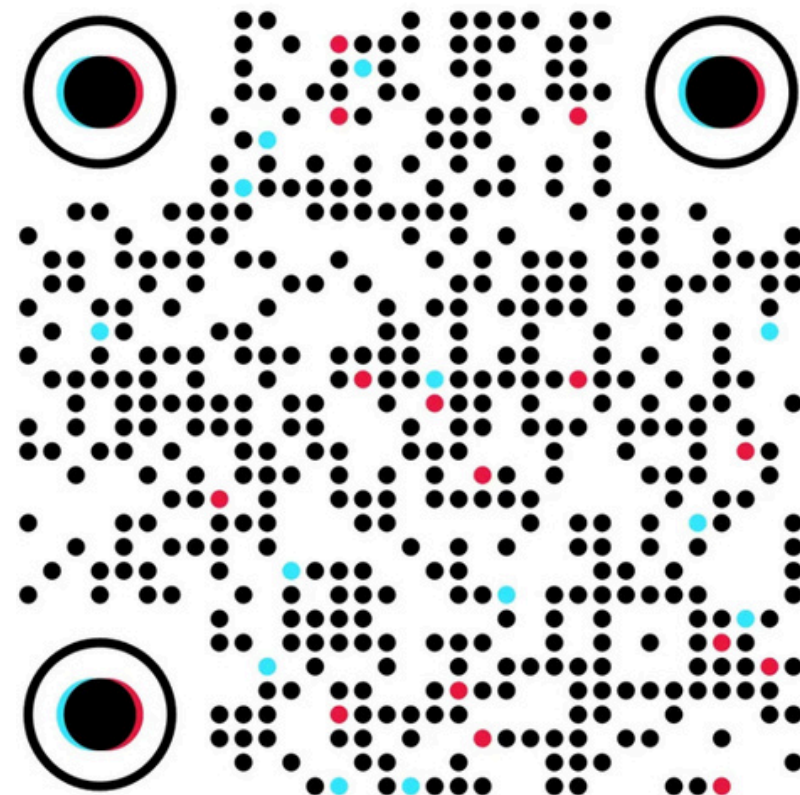
- Brand & Marketing Lead
- Communications & PR Manager

# THANK YOU!



@RUNA.APP

Insta



@runa.app

TikTok



YouTube

<https://runatech.framer.ai>