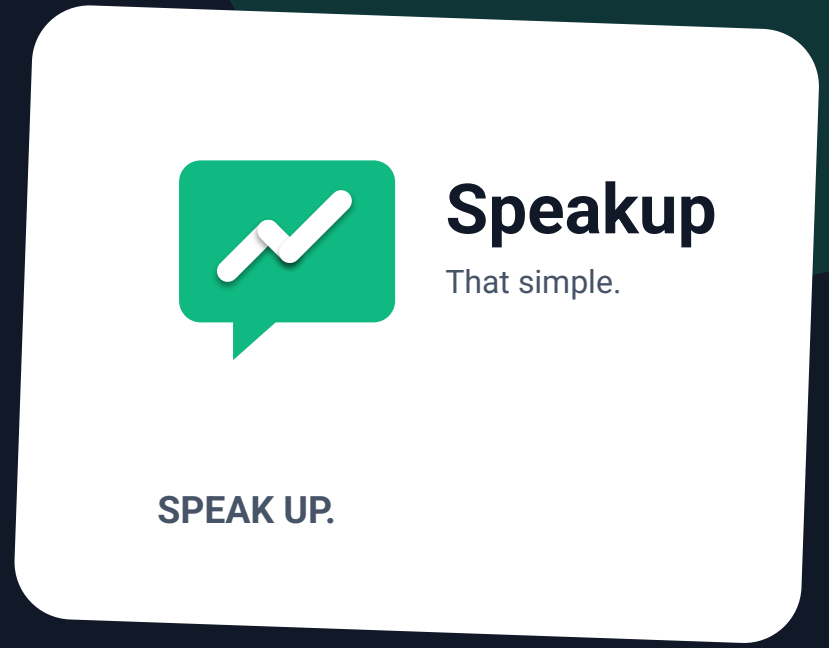
PRE-SEED · 2026

Speakup

That simple.

Transforming accessible off-the-shelf tablets into an intuitive voice for stroke survivors with aphasia.

> Speakup ambiently listens to conversations around an aphasia patient and predicts four context-aware response options in real time. Expressed with a single tap.



The speech bubble represents the voice. The broken diagonal symbolises the barrier we break—inspired by the Piešťany Crutch Breaker.

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He understood everything. He could say nothing.

- My grandfather from Piešťany suffered an ischemic stroke.
- Severe expressive aphasia followed: cognitive comprehension remained intact, but speech output was lost.
- The family was left guessing: "Thirsty? In pain? Want tea?" He could only nod.
- Existing solutions were either prohibitively expensive hardware or clunky, unusable apps.
- **So I built a dedicated solution for him.**

> “The hardest part isn't that he cannot speak. The hardest part is that we all see he wants to say something, and we don't know what.”

€3,000+

Tobii Dynavox: specialized hardware most families cannot afford.

MARKET DEFICIENCY

Current AAC solutions fail patients and families.

Prohibitive Hardware

- €3,000+ per device
- Proprietary, cost-prohibitive for families
- Lacks localization for regional European languages

Static Grid Apps

- Cumbersome navigation: Food → Beverages → Water
- High cognitive fatigue causes severe delay
- The natural conversational flow moves on

3 Clicks → 1 Tap

From multi-tier category drilling to a single direct tap.

The Clinical Outcome: patients experience communicative fatigue, disengage, and withdraw into social isolation.

THE SOLUTION

Speakup listens. The patient simply taps.

1 Ambient Listening

Azure Speech SDK continuously monitors dialogue and filters ambient noise.

2 Contextual NLP

Azure OpenAI LLMs parse multi-speaker context and resolve named entities.

3 Predictive AAC

4 context-driven options + YES / NO. One tap vocalizes the selected sentence.

Family: “Are Maria and Peter visiting tomorrow?”



- **Lightweight PWA:** runs on standard tablets without app store friction
- **Motor-Accessible UI:** large touch zones (≥56×56 px), WCAG AAA contrast
- **Colour-Coded Intent:** agreement, refusal, query, and emotional expression

4 + 2 Layout

four context-generated responses plus persistent binary anchors

VALIDATION: REAL-WORLD CAFE TEST

Validated under real-world ambient cafe noise.

- Post-stroke patient in a complex, multi-speaker, high-noise cafe setting.
- Speakup precisely recognized proper nouns and named entities (Maria, Peter).
- Synthesized contextually accurate response: “No, Peter cannot make it.”
- Patient communicated independently without family intervention.

1 Live Cafe. 0 Context Errors.

Flawless speech recognition and contextual intent resolution in high ambient noise.

> “The application worked instantly—grandfather answered family questions completely free of cognitive stress.”

Next Milestone: Clinical pilot with 10–20 patient families and speech-language pathologists · Q4 2026

EPIDEMIOLOGY & ADDRESSABLE MARKET

Thousands of stroke survivors lose speech yearly.

11 000+
annual acute stroke cases in Slovakia (NCZI registry)

×

~30 %
of stroke patients present with expressive aphasia

=

~3,300
new post-stroke aphasia patients annually in domestic market

INITIAL ARR POTENTIAL (DOMESTIC)

~€600,000 / year

Calculated on 3,300 incident patients × €15/mo × 12 in SK alone. Total addressable pool expands substantially with prevalent chronic cases.

ADJACENT INDICATIONS & EU EXPANSION

- Neurodegenerative disorders: ALS, Parkinson's disease, dementia
- Long-term residential and specialized elderly care
- Regional CEE / EU expansion: CZ, PL, HU, AT

Source: NCZI. Aphasia incidence (~30%) based on clinical estimates.

BUSINESS & REIMBURSEMENT MODEL

Family subscription & public payer reimbursement.

B2C: Direct Family Subscription

- €10–€20 monthly SaaS, discounted annual plan
- Zero hardware CAPEX; leverages consumer household tablets
- 200 months of Speakup = equivalent price of 1 Tobii unit

B2B2C: Statutory Health Payers

- Prescribed neuro-rehabilitation digital health benefit
- Zero patient out-of-pocket barrier drives retention
- Public payers fund preventive speech rehabilitation

~€15 / mo

vs. €3,000+ upfront CAPEX for legacy proprietary hardware

Unit Economics: [Target CAC / LTV metrics under validation in clinical pilot. Ultra-low Azure inference cost per active hour delivers high software gross margins.]

GO-TO-MARKET STRATEGY

Clinically anchored: trusted by SLPs & insurers.

MONTHS 0–6

Clinical Pilot

Speech-language clinics & neuro-rehab centers, enrolling initial [20–50] families.

MONTHS 6–12

Channel Growth

SLP provider referrals, partnerships with Piešťany specialized rehab centers, stroke patient advocacy groups.

MONTHS 12–24

Payer Rollout

Contracted insurance pilot as covered benefit; European cross-border expansion into CZ and PL.

WHY CLINICIANS & SLPs

- Primary medical point of contact following acute stroke discharge
- Clinical endorsement establishes instant family trust
- Continuous utility deployed in clinical therapy and home environment

1 SLP = Dozens of Families

annually in continuous direct clinical care

COMPETITIVE ADVANTAGE

Zero categories. Zero latency. Native EU speech.

- **Real-Time Context:** predictions dynamically synthesized from live dialogue
- **Native EU Languages:** accurate inflections, declensions, local names & idioms
- **Radical Affordability:** fraction of proprietary legacy hardware costs
- **Zero Deployment Friction:** instant PWA on consumer tablets owned by families
- **Engineered for Aphasia:** hyper-legible typography, high-contrast touch targets
- **EU Data Sovereignty:** hosted in Azure EU (westeurope), zero persistent audio

	Speakup	Tobii Dynavox	Static AAC Apps
Real-Time Context	Yes	No	No
Native Localization	Yes	Limited / English-first	Limited / English-first
Pricing	~€15 / mo	€3,000+	Variable / €200+
Hardware Dependency	Existing tablet (BYOD)	Proprietary hardware	Standard tablet

€3,000 = Over 16 Years (200 Months) of Speakup

THE ASK

Partnering to restore voices across Europe.

WHAT WE ARE SEEKING

- **Pre-Seed Round:** €250,000 target equity investment
- **Clinical Partners:** SLPs, neurologists, neuro-rehab institutes
- **Reimbursement Pilot:** with statutory health insurer
- **Strategic Advisory:** HealthTech regulatory pathway (MDR) & EU scaling

Pre-Seed Target Range: €150,000 – €300,000

USE OF FUNDS (PROPOSAL)



12–18 MONTH TARGET MILESTONES

- 100 active subscribing patient families
- 1 executed reimbursement pilot with health insurer
- Peer-reviewed clinical validation study with academic SLP department

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