Gatewave

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Management Team

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Broadcast Operations*

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Broadcast Technology

Industry

Broadcast Audio Information
Service for Blind, Visually
Impaired and Disabled
Persons

Company Resources

– State of the art recording
  & broadcast equipment
– NPR Satellite station
– 62-member affiliate
  stations nationwide
– 60 NYC/Tri-State Hospital
  affiliates
– 450,000 listeners
– 150 volunteer broad-
  casters

Financing Sought

$1M seed, $3M growth

Use of Funds

– To provide continued
  secure operations
– To develop future
  programs and services
– To expand service to a
  greater audience

Founded in 2009

Type of Entity: 501 (c)(3)

Gatewave Basics

– Gatewave is a nationally-recognized audio information service that broadcasts daily, weekly,
  and monthly print media to blind and visually-impaired persons, as well as others who have difficulty
  reading print as a result of physical and/or cognitive condition or injury.
– Broadcasting more than 100 newspapers and magazines, featuring local, national
  and worldwide news, health education, arts and leisure; available via radio and Internet 24 hours
  each day, 365 days a year.
– Special programming features a wide spectrum of issues-based rehabilitation and wellness
  programming.
– Gatewave reaches people in their homes, workplaces, hospitals, skilled nursing facilities and
  assisted-living communities.
– Gatewave is the only service of its kind in the greater NYC area.
– Service to one listener costs less than $10 a year, after an initial expense of $90 for a
  specially-tuned radio; one hour of programming is less than $400.

Company Background

– Gatewave was established in 2009 via generous grants from Open Society Institute and others,
  replacing a now-defunct service that served the disabled community for 31 years.
– Incorporated under the name "The Radio Reading Project, Inc." but operating on-air as Gatewave.

Audience Demographics and Opportunity

– There are 10 million U.S. citizens who are blind or vision-impaired, according to the
  National Federation of the Blind; 5.5 million are seniors.
– The Center for Disease Control and Prevention estimates that more than one million Americans
  are legally blind and 12 million are visually impaired.
– As Baby Boomers age, the number of blind and visually-impaired people will double by 2030.
– Others, with disabilities such as cancer, muscular disease, dyslexia, physical motor impairments, or
  AIDS, comprise a significantly-larger, potential audience
– Audience expansion targets include educational institutions, vision-care professionals,
  social service agencies, and state and local agencies.
– A station membership model will help provide service to more listeners, regardless of financial ability.
– Gatewave will become the source for emergency information and jobs, housing
  and medical benefits for New York City's handicapped.

Technology

– Local listeners receive programming via sub-carrier FM signal provided by WKCR,
  Columbia University.
– National listeners receive our signal and programming through a network
  of 60+ affiliate stations in 28 states.
– Hospitals offer direct feed of Gatewave into their patient-TV units.
– Copyright permissions are waived under The Americans For Disabilities Act.
– Gatewave is developing alternative delivery options (live internet stream, podcast,
  HD radio, others) to reach a larger audience.

Competition

– Gatewave is the only service of its kind for the NYC area.
– Print reading technology can enlarge text, but is a costly option.
– Newsline (telephone service) provides limited newspaper/magazine reading,
  but does so via synthetic voice.

Type of Organization

– Gatewave is a 501 (c) (3) charitable organization, funded solely by individual donors,
  charitable gifts, grants and similar financial contributions.
– Gatewave is also the beneficiary of management seasoned in the delivery of
  broadcast services to the handicapped, and over 150 volunteer broadcasters who are
  responsible for delivering the content.