

AI-Powered Multilingual Translation for Frontline Health Workers

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908.8M People reside in rural India

1.05M ASHA (Accredited Social Health Activist) workers in India

0.5M People die every year due to preventable illnesses

The Problem

Millions of patients in India speak regional dialects, but many ASHA workers don't understand these languages. This language gap creates a communication breakdown at the most important time during medical care and it can cost lives. When symptoms are misunderstood, the patient may get the wrong diagnosis or the wrong treatment. This not only affects their health but also breaks the trust between patients and healthcare providers, causing many to stop seeking care altogether.

Lost in Translation, Dying in Silence



I cannot understand what exactly you are saying

माझा पोट दुखत आहे



How it is Being Currently Dealt?

Currently, there is no standardized, scalable solution to help healthcare workers translate medical information in real time. This language mismatch persists as one of the most overlooked reasons for compromised healthcare access in India affecting over 650 million non-Hindi, non-English speaking citizens.

DAISY addresses this with purpose-built, AI-powered translation for healthcare because lives shouldn't be lost in translation.

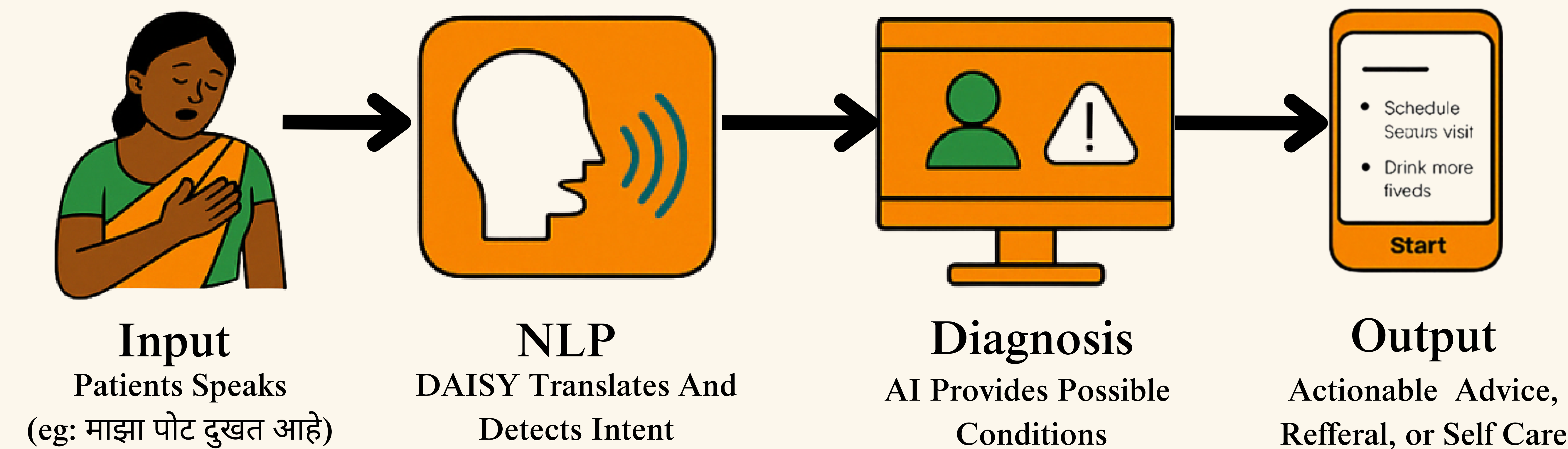
Solution

DAISY is a web-based, AI-powered translation tool built for frontline healthcare in India. It bridges the communication gap between providers and patients by offering:

1. Real-time medical translation using AI models.
2. Designed for ASHAs and rural health workers simple, mobile-friendly interface.
3. API integration for hospitals and telehealth apps to add multilingual capability instantly.
4. Audio + text output for better comprehension and recall during consultations.
5. Supports regional languages starting with Marathi, expanding to 5+ Indian languages.

DAISY ensures every patient is understood and every diagnosis is heard.

Meet DAISY



About The Market

Rural Population Maharashtra: 61,556,074

Total in Nashik: 1,486,053

→ 876 people per ASHA

Total in Pune: 3,124,458

→ ASHAs in Maharashtra: 70267

Business Model

Entry Validation

- Maharashtra has 70,267 ASHAs = \$702,670 potential in B2G
- Chosen for linguistic diversity and digital readiness

Hybrid Revenue Streams

- B2G: \$10/ASHA/year for government licensing
- B2B: API & SaaS plans for clinics (\$15–\$100/month)

Sustainable & Scalable

- Break-even projected by Year 3–4
- High fixed-to-variable cost leverage enables margin growth

Competitive Advantage

- Built for healthcare: medically accurate, patient-friendly translations.
- Integrates seamlessly with public and private health systems.

Scan For More information

