



Geeni- helper for Autism children and disabled

Abstract

The Geeni product is here to help ease the barrier of communication, and relieve the burden of frustration for nonverbal autistic children by enabling direct interaction with smart home devices

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What we are going to address:

Suddenly, a burst of crying in the house breaks the silence. Busy mom rushes into the room and cuddles the little kid, “ what happened, and what’s wrong, sweetie?” The crying is getting louder and louder. After half an hour of all the attempts, the mom found out the toddler only gets bored and wants to watch TV.



These stories happen over and over. 0.92% of US children have challenges to express themselves verbally. >280,000 families in the U.S. with children with nonverbal autism.

The Geeni product is here to help ease the barrier of communication, and relieve the burden of frustration.

How does the Geeni product work?

RFID-embedded figurines trigger pre-programmed scenes when placed on a base station.

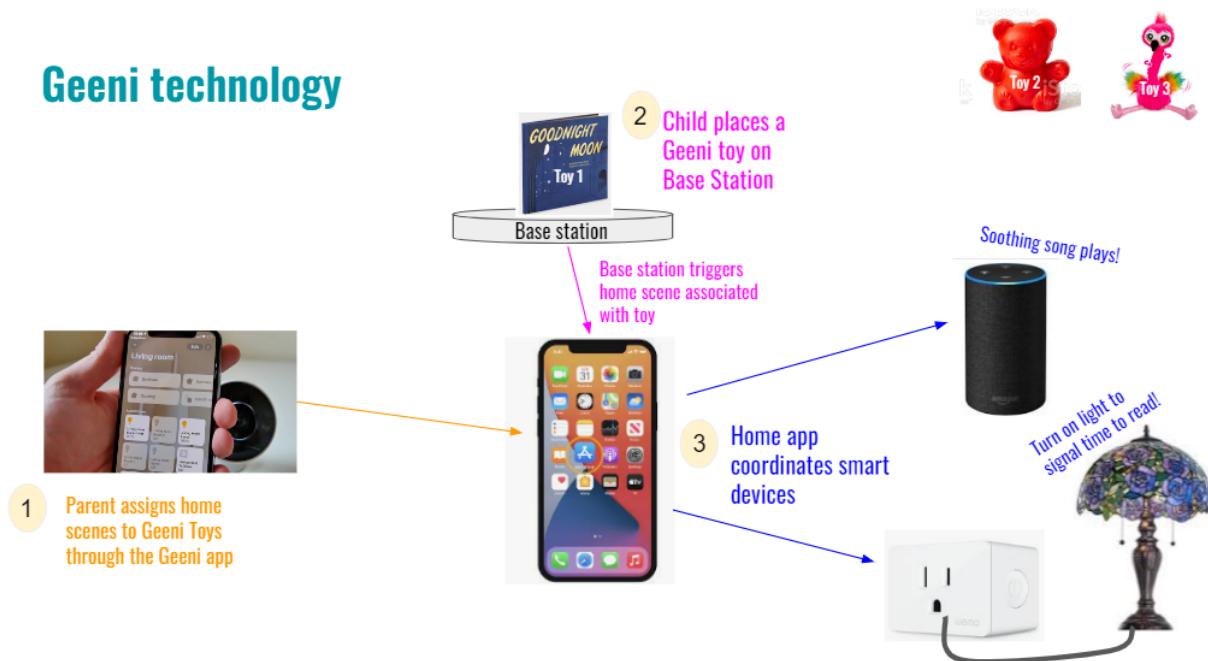
Parents or guardians associate figurines with existing home automation scenes using the Geenie app.

The base station communicates to smart home devices using Matter protocol to trigger home automation scenes when a given figurine is placed on top.

Scene definition is done using existing ecosystem apps (e.g., Apple Home). Interoperability across smart home devices are addressed via the Matter protocol.

Smart home device capabilities are diverse: from opening blinds, playing music/sound machines, turning on media, controlling lights, broadcasting messages, controlling outlets, and more are available broadly through the existing ecosystem

Geeni technology



Market Size

There are 30 million families in the US with children up to the age of 18. According to AutismSpeaks.org, 2.3% of these children have some form of autism while 40% of them are non-verbal, characterized by a lack of or limited use of verbal communication. Based on this population size and percentage of impacted children, approximately 280,000 families in the US struggle with nonverbal communication on a daily basis.

The other side of our market requirement are the smart home devices. Currently 45% of households have smart home devices of some sort, most commonly speakers. According to eMarketer, this market will grow from 57.4 million households in 2022 to 64.1 million in 2025, continuing to increase our available market as the technology and options for families continues to increase.

Out of the 280,000 families with nonverbal children, more than 125,000 of these have smart home technology installed today and this market continues to grow. This only represents the number of primary residences where these families live. It does not account for the additional day care facilities, additional locations such as grandparents homes, and educational or therapy facilities where we could additionally enable communication. These secondary locations would be the greatest benefit to our technology, where people less familiar with the limited communication would benefit greatly from the additional information provided by our technology.

Our opportunities do not only exist in the nonverbal autism market. Market expansion into servicing other disabilities and the aged increase the reach of our technology to benefit more and more. The percentage of smart speaker users for certain disabilities represents a higher available market than just the normal population.

Table 3. Frequency of smartphone, smart speaker and smart-home device ownership by

Disability type (%)

Disability Type	Smart phone	Smart speaker	Smart-home device/s
Limited Dexterity	88.9	50.9	43.6
Limited Mobility	90.9	48.1	35.1
Low vision	94.1	38.2	25.5
Blind	97.3	53.6	35.7
Hard of hearing	91.6	28.2	25.9
Deaf	95.0	12.2	41.5
<i>All respondents</i>	<i>94.5</i>	<i>40.7</i>	<i>34.2</i>

Market Promotion and Value Proposition

Three main approaches can be adopted to promote products and penetrate markets.



- First is to target professionals, as doctors & child psychologists. Through their recommendations to parents and family to ease the barrier of market entry.
- Second, the special education schools. A donation and training strategy can be used to cultivate the user base. Help the customer to become familiar with the Geeni product and get used and further stick to the usage of Geeni product in daily life. When the tendency was transferred from the school back to home, it would greatly enhance the adoptions.
- Last, is to promote on social media, such as facebook, twitter, tik tok etc. Focusing parent and family groups with Autism kids.

As value strategies, two strategies would be taken, retail sales and subscriptions. A starter kit including base stations and 2 toys through retailers, and direct sale online. A new toy can be released on a regular basis to enrich the experience of usage. Toy subscription can add additional sales to collect the value of the products.

Package	Description	Costs	Price	Margin
Starter package	Base station with 2x toys	\$10 base \$2 ~ \$5 toys \$15 total	\$50 per kit	\$35 (70%)
Toy subscription	1x toy per month	\$2.5	\$10	\$7.5 (75%) per month

Competitive Landscape

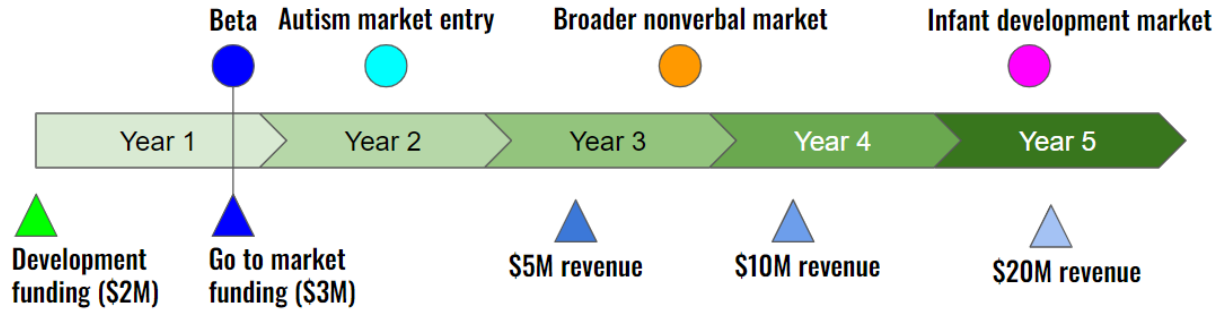
Geenie is not new to this market, Our competitive landscape

Competitors	Cost	Interaction	Gratification	Experience
Nanny Care	\$\$\$\$\$ (>\$1000)	High	Excellent	Excellent
Speech Watch wearable	\$\$\$ (~\$500)	Good	Average	Good
Sensory Light	\$\$ (\$100-\$250)	Low	Average	Low
GENIE ****	\$ (< \$100)	Good	Excellent	Very Good
Express your mood	\$ (< \$100)	Low	Average	Low

Timeline

\$3M is required to fund our initial software platform and hardware development. We are looking for an additional round of funding once we are able to prove our technology and demonstrate the viability of our platform. This additional \$2M will be used to fund our initial marketing campaigns and supply chain development.

As we establish our platform stability and the product ramps, we can expand into additional markets. Based on the flexibility of our platform, we can enter new markets approximately every 18 months to 2 years. This will allow us to take a first mover advantage in our early markets and grow our SAM as additional competition emerges.



Financials

Based on our expect product margins of \$35 per new hardware package and follow on of \$7.5 per month through the subscription services, we expect to see significant growth through the first few years, accelerating as we enter new markets with our products and increasing the available market.

	Q1	Q2	Q3	Q4	Yr1	Yr2	Yr3	Yr4	Yr5
New Users	1000	3000	8000	12000	24000	12000	12000	30000	60000
Subscriptions		1000	4000	12000	17000	24000	36000	48000	78000
New hardware Revenue	35000	105000	280000	420000	840000	420000	420000	1050000	2100000
Subscription Revenue	0	22500	90000	270000	382500	2160000	3240000	4320000	7020000
Total	35000	127500	370000	690000	1222500	2580000	3660000	5370000	9120000
		162500	532500	1222500	1917500	3802500	7462500	12832500	21952500
Revenue \$M	0	0.1625	0.5325	1.2225	1.9175	3.8025	7.4625	12.8325	21.9525