

# Team 10 pitch deck

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

## The tears of misunderstanding

0.92% of US children have non-verbal autism

They can not make simple asks for those taking care of them



**Result: Mutual frustration, tears, misery**

# Imagine if the world around them could talk for them

Our product enables nonverbal children to interact with the world around them through smart home devices

RFID enabled objects, placed on a pad creates a customizable reaction through our app

Imagine if they could play their favorite songs when they want

Imagine if they could ask for simple things like food or companionship

Imagine enabling them to start their daily routines like bedtime

Imagine enabling sending a message from another room to the kitchen

# Geeni breaks down barriers of communication

Child wants music



Puts toy on base station



Favorite song plays on smart home speaker



Happy child!

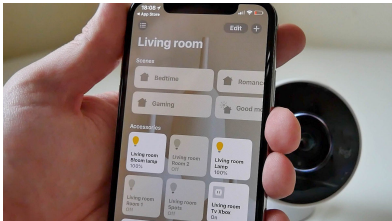


# Geeni technology

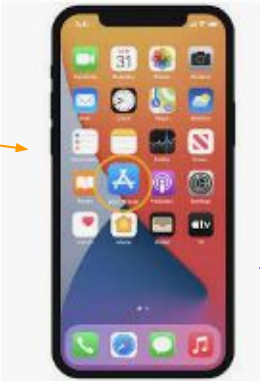


2 Child places a Geeni toy on Base Station

Base station triggers home scene associated with toy



1 Parent assigns home scenes to Geeni Toys through the Geeni app



3 Home app coordinates smart devices



# The technology behind Geeni

RFID-embedded figurines trigger pre-programmed scenes when places 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 places 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

**Toy Communication**  
Proven & reliable standard



**Smart Device Communication**  
New industry-unifying protocol



**Scene & Device Configuration**  
Existing & familiar smart home apps



# Geeni data insight potential

With the data from our product, we can focus our product

Which toys are better, which devices are used

Researchers can gain new insights

Interaction frequency, diversity

Data allows us to accelerate our learning and increase our market potential



# Competitive Landscape



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



# Market & Opportunity

- **30 million families** in the U.S. with children

2.3% of children have autism, 40% of which are nonverbal

- **>280,000 families** in the U.S. with children with nonverbal autism

44.4% U.S. households using smart home devices in 2022

- **>125,000 primary households** with nonverbal autism and smart home devices

# Market & Opportunity

- 30 million families in the U.S. with children
- >280,000 families in the U.S. with children with nonverbal autism
- 2.3% of children have autism, 40% of which are nonverbal
- More potential in market.
  - 54 million age 65+, and aging population grow quickly.
  - 8% of them reported difficulty with communication and 40% of them reported trouble with mobility
- 44.4% U.S. households (57 million) were using smart home devices in 2022
- Market size expected to be \$11.79 billion by 2023
- A cross-compatibility standard (“Matter”) was finalized and published in September 2022, creating new interoperability potential within the market.

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 Adoption

## Doctors and psychologists

Target doctors & child psychologist

Journals &  
whitepapers



Lectures &  
conferences



**Special schools**  
**-Donate for market cultivation**



## Social media

Target market groups/parents  
on social media





# Product and pricing

Take first mover advantage

Target at niche high margin market through medical (journals, doctors) & social media groups

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



# With smart home interaction, the experience is up to the user

Our **unique technology** allows users to customize interactions across the smart home ecosystem for non verbal children

“**This will allow my daughter to self advocate for herself**” - mother of non-verbal child

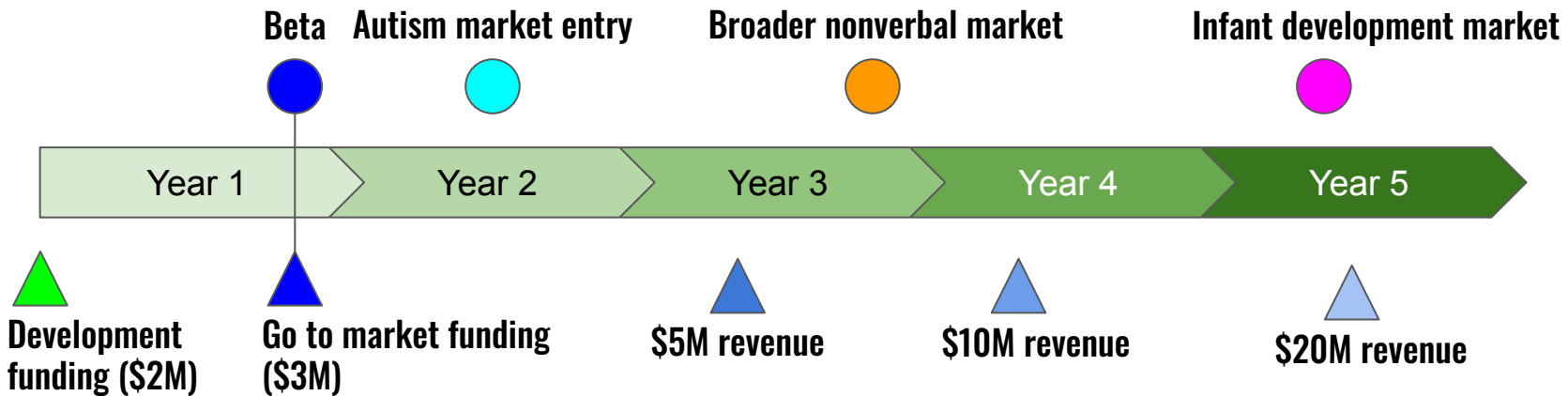
Smart home ecosystem continues to mature

options increase, prices decline, **Geeni's available market increases**

Scalable technology allows us to easily extend to new markets

# Project timeline

New market entry every 18mo

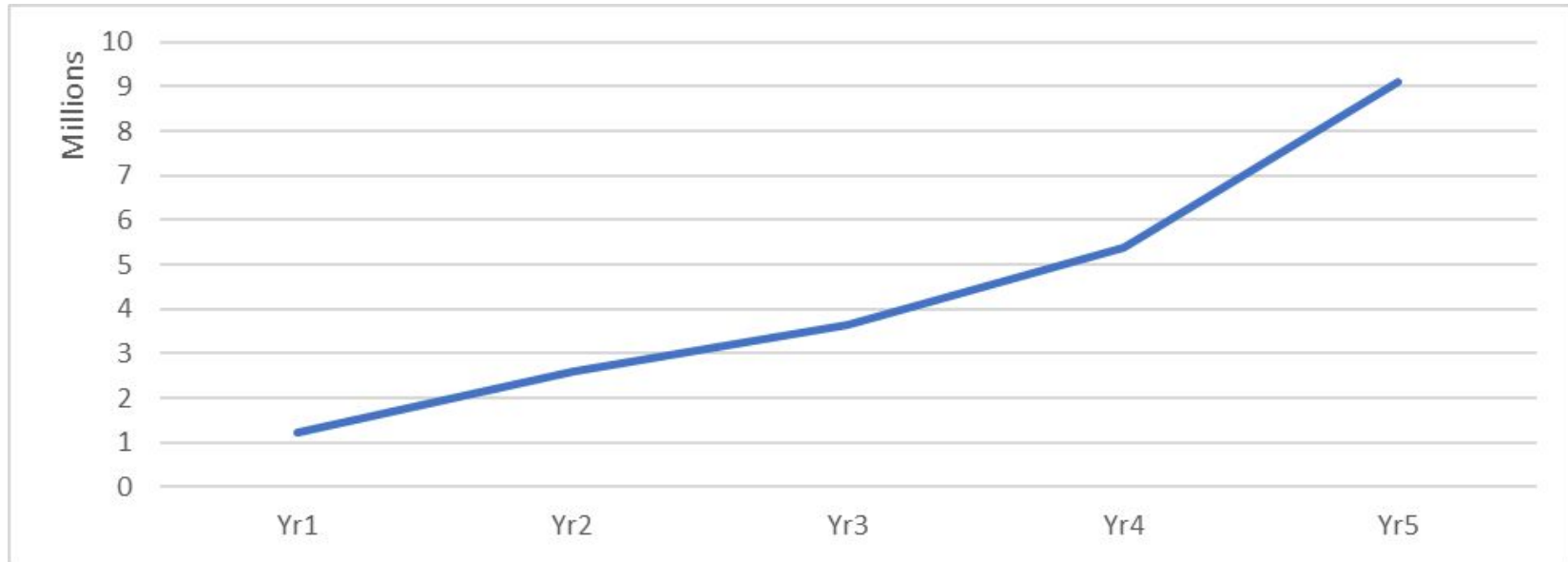


# >\$9M revenue after 5 years

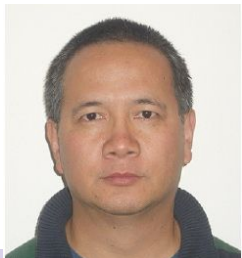
Start up funding \$5M

\$3M needed to develop software platform and prototype

\$2M needed for marketing and initial inventory deployment



# Geeni Team



**Fuhong Zhang**

Co-founder / CEO

20 years experience in semiconductor equipment development.

Lead the cross-functional team from engineering, project management to productivity improvement.



**Meghna Patil**

Co-founder / CMO

Impactful technical leader with 20+ years of experience across multi domain industry.



**Ozan Turgut**

Co-founder / CTO

Over a decade of experience in some of the fastest growing software startups, including a journey from pre-alpha to unicorn exit.

Deep experience across a wide range of software systems, from user interfaces to distributed systems.



**Tom Stevenson**

Co-founder / COO

6 years product management taking multi billion dollar product to market

10 years supply chain experience in high technology managing over \$150M/yr in spend



# We need your support to enable this vision

Team development - we need psychologist or expert in field to join team

- Credible member of the industry to help develop and market initial product

\$2M initial funding to develop working beta products

\$3M follow on funding to go to market

**Thank you**