

# Iteration 1

**Prompt:** I'd like to develop a business idea for a small startup with its main focus being the development of a AR application that implements the Unity Experiment Framework (UXF). The focus at the time is in the technology, and a potential use-case is in the ability to apply Naturalistic Environmental Teaching (NET) methods, common to Applied Behavioral Analysis (ABA). Feel free to come up with potential target audiences and other technology that might help make this idea a reality. Finally, I'd like help in creating a Pitch Deck in LaTeX using the Beamer framework.

**Gemini's Response:** Business Idea: AR-Based NET Application Using Unity Experiment Framework

## Concept

**Core Idea:** Develop an AR application that leverages the Unity Experiment Framework (UXF) to create immersive, naturalistic learning environments for individuals, particularly those with autism spectrum disorder (ASD), using Applied Behavioral Analysis (ABA) principles.

### Key Features:

- **Naturalistic Environmental Teaching (NET):** Simulate real-world environments to facilitate learning and generalization of skills.
- **UXF Integration:** Utilize UXF for experiment design, data collection, and analysis, ensuring scientific rigor and scalability.
- **Customization:** Allow for tailoring of learning experiences based on individual needs and preferences.
- **Gamification:** Incorporate elements of gamification to enhance engagement and motivation.

## Target Audience

- **Individuals with ASD:** Provide a personalized and engaging learning platform.
- **Therapists and Educators:** Offer a tool for implementing NET effectively and efficiently.
- **Parents and Caregivers:** Support home-based learning and skill development.

## Potential Technology and Partnerships

- **AR Hardware:** Explore partnerships with AR hardware manufacturers (e.g., Meta, Apple) for wider distribution and compatibility.
- **AI and Machine Learning:** Implement AI algorithms to personalize content, adapt to learner progress, and provide real-time feedback.
- **Educational Content Providers:** Collaborate with experts in ABA and special education to create high-quality, evidence-based learning materials.

## Pitch Deck Structure (Beamer Framework)

### 1. Introduction

- Problem statement: The challenges faced by individuals with ASD in traditional learning environments.
- Solution: How the AR-based NET application addresses these challenges.
- Value proposition: The unique benefits offered by the application.

### 2. The Team

- Highlight the team's expertise in AR development, ABA, and UX design.
- Showcase relevant experience and qualifications.

### 3. The Technology

- Explain the Unity Experiment Framework and its role in the application.
- Discuss other key technologies (e.g., AI, AR hardware).

### 4. Market Analysis

- Present the target market size and demographics.
- Identify potential competitors and their strengths/weaknesses.

### 5. The Product

- Demonstrate the application's features and benefits through visuals and demos.
- Highlight the unique selling points.

### 6. Business Model

- Outline the revenue streams (e.g., subscription-based, licensing).
- Discuss the cost structure and profitability.

## 7. Marketing and Sales Strategy

- Describe the marketing channels and tactics.
- Explain the sales approach and partnerships.

## 8. Financial Projections

- Present the projected revenue, expenses, and profitability.
- Discuss the funding requirements.

## 9. Team and Advisors

- Introduce the core team and any key advisors.
- Highlight their expertise and commitment.

## 10. Call to Action

- Clearly state the desired outcome (e.g., investment, partnership).
- Encourage the audience to take action.

### Additional Tips:

- Use clear and concise language.
- Visualize your ideas with engaging graphics and animations.
- Practice your presentation to ensure a smooth delivery.
- Be prepared to answer questions and address concerns.

By following this structure and incorporating the suggested elements, you can create a compelling pitch deck that effectively communicates the value and potential of your AR-based NET application.

## Iteration 2

**Prompt 2:** This is a great outline for a pitch deck using the Beamer framework with LaTeX. The target audience you've selected (children with Autism) is a great choice. I personally think this technology would be better suited to be used by the Registered Behavioral Technicians that are assigned to these patients as it would help them in the delivery of the services via quicker and more accurate data collection. Could you make an edit to the pitch deck that emphasizes this concern and also pushes for technology that is less intrusive to the children while the services are delivered?

## **Gemini's Response:** Revised Pitch Deck Outline: AR-Based NET Application for RBTs

### 1. Introduction

- Problem statement: The challenges faced by Registered Behavioral Technicians (RBTs) in accurately and efficiently collecting data during ABA therapy sessions.
- Solution: An AR-based NET application that streamlines data collection, enhances therapy effectiveness, and minimizes disruptions to the child's experience.
- Value proposition: A less intrusive, more accurate, and time-saving tool for RBTs.

### 2. The Team

- Highlight the team's expertise in AR development, ABA, and UX design.
- Showcase relevant experience and qualifications.

### 3. The Technology

- Explain the Unity Experiment Framework and its role in streamlining data collection and analysis.
- Discuss other key technologies (e.g., AI, AR hardware) that can enhance the user experience.

### 4. Market Analysis

- Present the target market size and demographics of RBTs and ABA therapy providers.
- Identify potential competitors and their strengths/weaknesses.

## 5. The Product

- Demonstrate the application's features, such as real-time data collection, automated scoring, and customizable prompts.
- Highlight how the AR interface minimizes distractions for the child.

## 6. Business Model

- Outline the revenue streams (e.g., subscription-based, licensing).
- Discuss the cost structure and profitability.

## 7. Marketing and Sales Strategy

- Describe the marketing channels and tactics to reach RBTs and ABA therapy providers.
- Explain the sales approach and potential partnerships.

## 8. Financial Projections

- Present the projected revenue, expenses, and profitability.
- Discuss the funding requirements.

## 9. Team and Advisors

- Introduce the core team and any key advisors.
- Highlight their expertise and commitment.

## 10. Call to Action

- Clearly state the desired outcome (e.g., investment, partnership).
- Encourage the audience to support the development of this innovative tool for RBTs.

#### Key Points:

- RBT-Centric Focus: Emphasize the application's benefits for RBTs, such as increased efficiency, accuracy, and data-driven decision-making.
- Minimized Intrusion: Highlight the AR technology's ability to provide a more natural and engaging experience for the child, reducing distractions and potential disruptions.
- Data-Driven Approach: Demonstrate how the application can support evidence-based practice and improve therapy outcomes.
- Scalability: Discuss the potential for the application to be used in various ABA settings, from clinics to homes.

By focusing on these key points, your pitch deck can effectively communicate the value and potential of your AR-based NET application for RBTs.

## Iteration 3

**Prompt:** Perfect! Let's convert this pitch into LaTeX code using the Beamer framework. Try to preserve the entire contents of the Pitch Deck outline as-is.

**Gemini's Response:** [Pitch Deck Artifact on Github]