

AR-Based NET Application for RBTs

Alexis Bryan Ambriz

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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.

The Team

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

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.

Market Analysis

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

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.

Business Model

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

Marketing and Sales Strategy

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

Financial Projections

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

Team and Advisors

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

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.