



Blue Umbrella Labs

World's First Autism Innovations Accelerator

The Problem: Autism is a Costly, Life-Long Condition

	Ages 2-4	Ages 4-18	Ages 18+
# People in age group, millions	0.29	0.57	2.7
Annual cost, billions	\$24	\$37	\$175

The Challenge:

Autism technology businesses are easier to start than scale

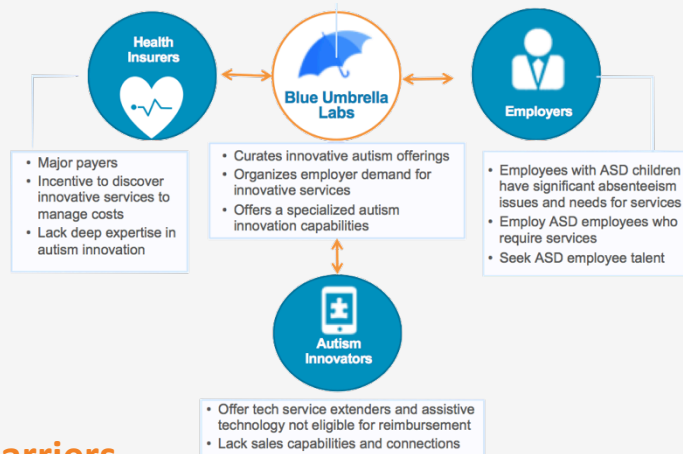
Innovators: Need connective network with research institutions, corporations and other innovators

Employers: Looking for accessibility options and innovators to partner with or sponsor

Insurance Companies: Cheaper, more effective ASD alternatives and innovations to meet the needs of growing community

The Solution: Autism Innovation Platform/Accelerator

Blue Umbrella addresses barriers to building autism businesses



3 Key Barriers

1 Customer Access

Entrepreneurs can't easily access those who are motivated to pay for autism

2 Population Insights

Entrepreneurs can't easily determine the value of solving problems for people with autism

3 Connections to the Autism Community

Entrepreneurs can't easily gain the deep understanding needed to design solutions

ASD Employee Marketplace

- Funded by HP Australia and Salesforce
- ASD workforce seeking jobs can enlist and apply for posted jobs
- Marketplace facilitated by La Trobe University's Olga Tennison Autism Research Centre

Blue Umbrella Database

- Available for all companies:** Description, specific market category, location, employee range, business model, etc.
- For 90 select tier one innovators:** Awards, research base, funding and more

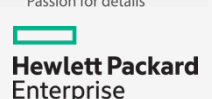
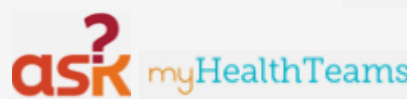
Database Info Example:



- Short Description:** Virtual Reality to augment autism therapy
- Primary Category:** Robotics and Wearables
- Research Based Product:** Collaboration with Children's Hospital of Philadelphia and the University of Pennsylvania



Tier One Innovators in the Blue Umbrella Database



Blue Umbrella Labs Executive Team and Advisors



CEO: Dan Feshbach

Co-Founder and CEO of TeachTown which serves 10,000 students a day across 43 states; Co-founder Oak Hill School



Allison Schoeneck (Oxeon Venture Studio)

Focused on designing and incubating early stage companies that solve healthcare challenges in innovative ways



Ariel D. Stern (Harvard Business School Prof.)

Research focuses on the management of innovation in healthcare, especially on the medical device and pharmaceutical industries



Richard Fade (VC at Ignition Partners)

Board member of the Autism Center, and co-founder and prior chairman of the Autism Treatment Network