

# deStigma

Empower, Normalize, Destigmatize



# Autism Spectrum Disorder



A common critical neurodevelopmental disorder

Difficulties in understanding and responding to  
social cues

Estimated 125,000 Singaporeans are affected

# Lack of early intervention can lead to:



Learning difficulties



Prone to bullying



Lack of opportunity

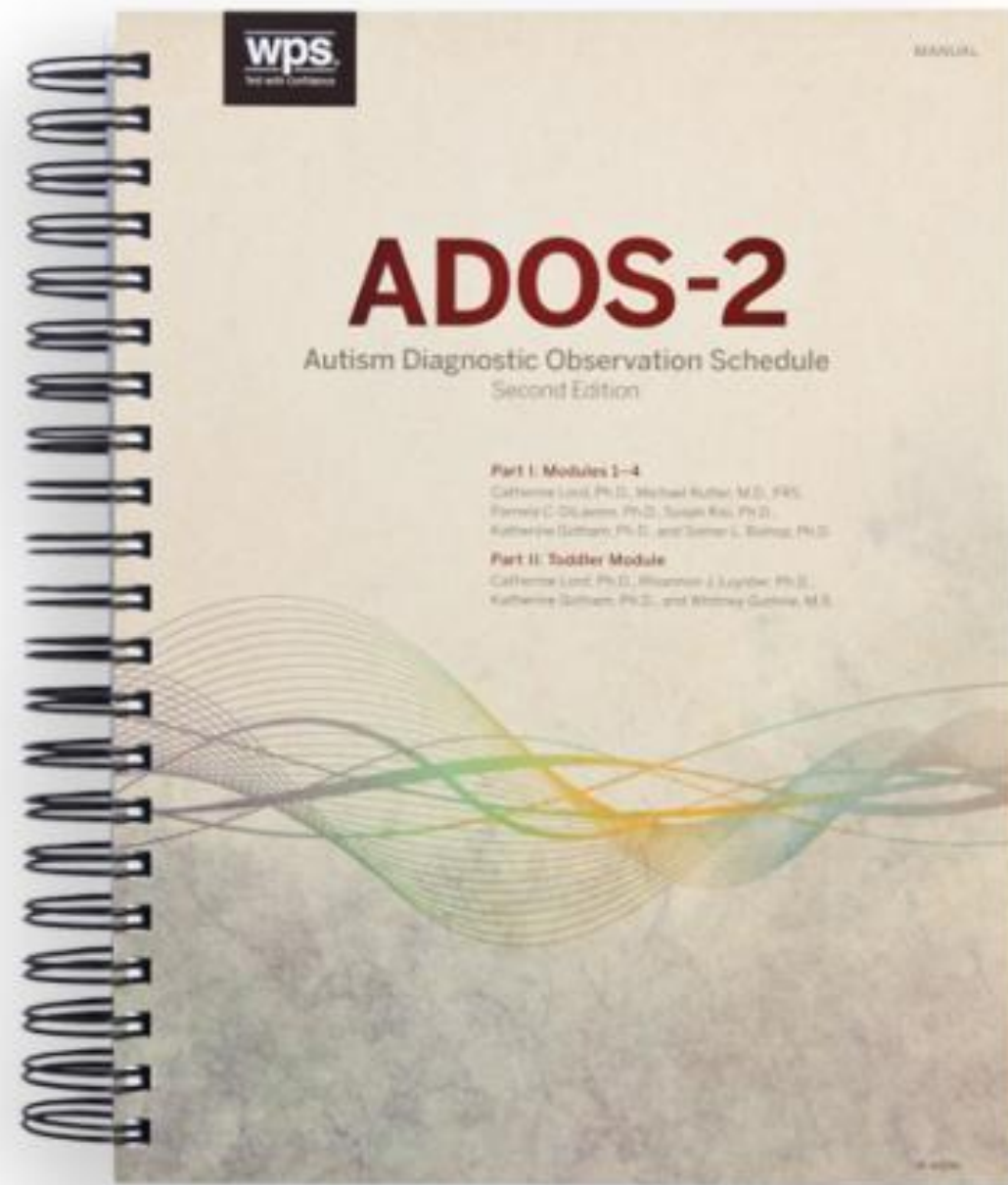
# An Overwhelmed Workforce



Waiting time of up to 4 weeks



# A Subjective Matter



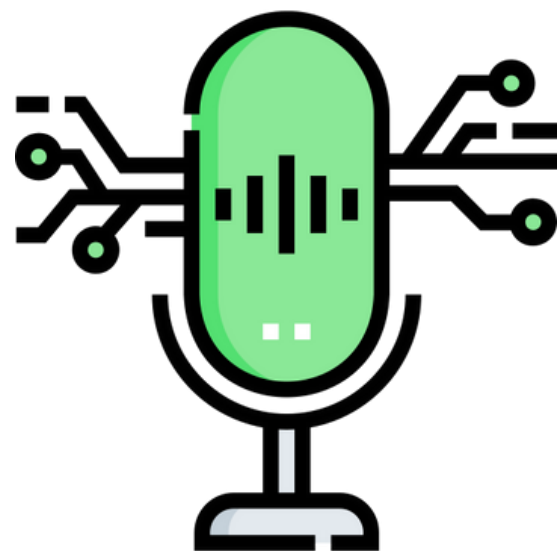
- The **industry standard** for diagnosis ASD
- Can be **subjective** and prone to error
- Some symptoms may be **overlooked**

# Our Mission

We aid psychiatrists by detecting symptoms of Autism Spectrum Disorder in children



# Our Idea



speech analysis

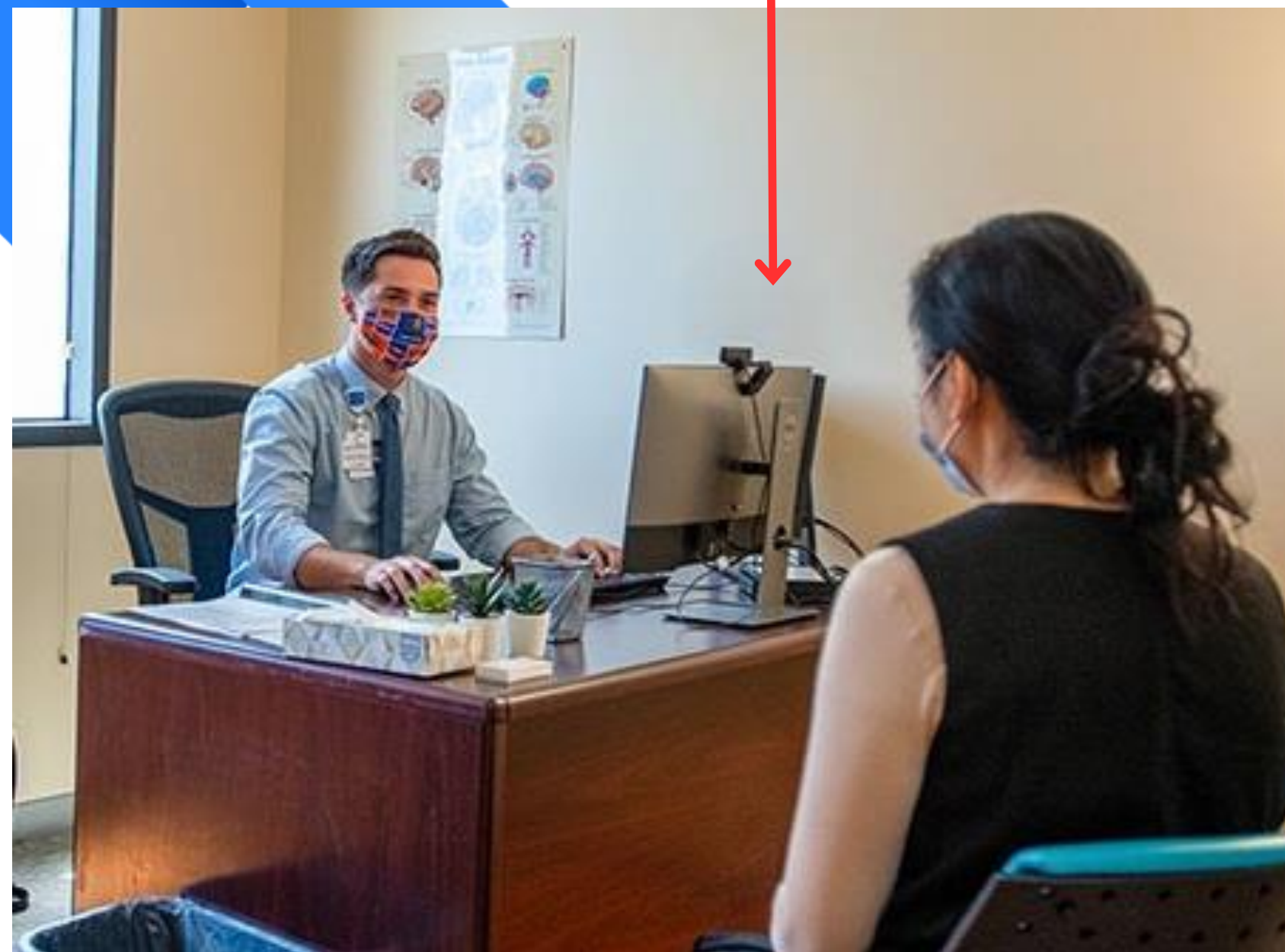


facial expression recognition

HOW DESTIGMA WORKS

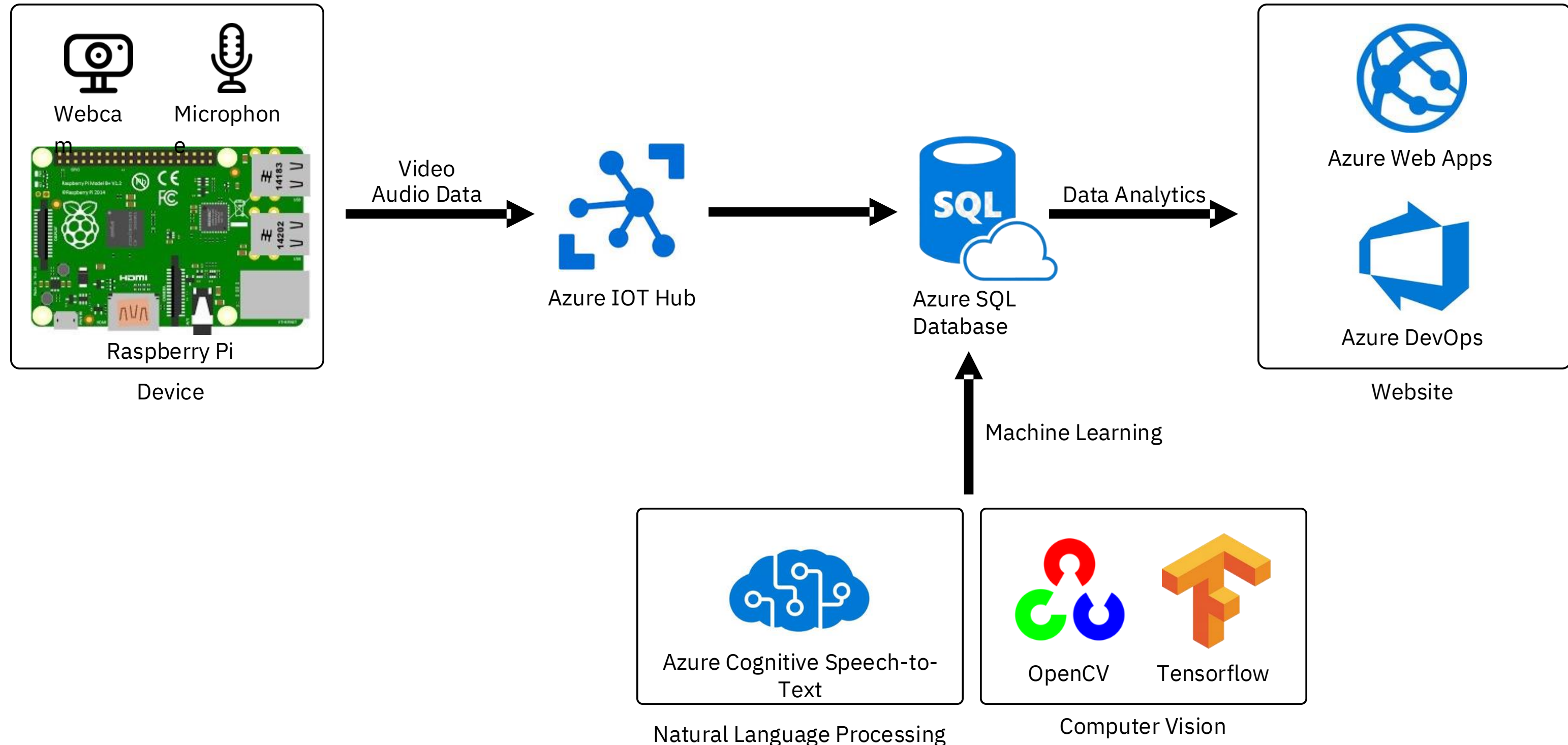
# Product Walkthrough

deStigma's  
Webcam



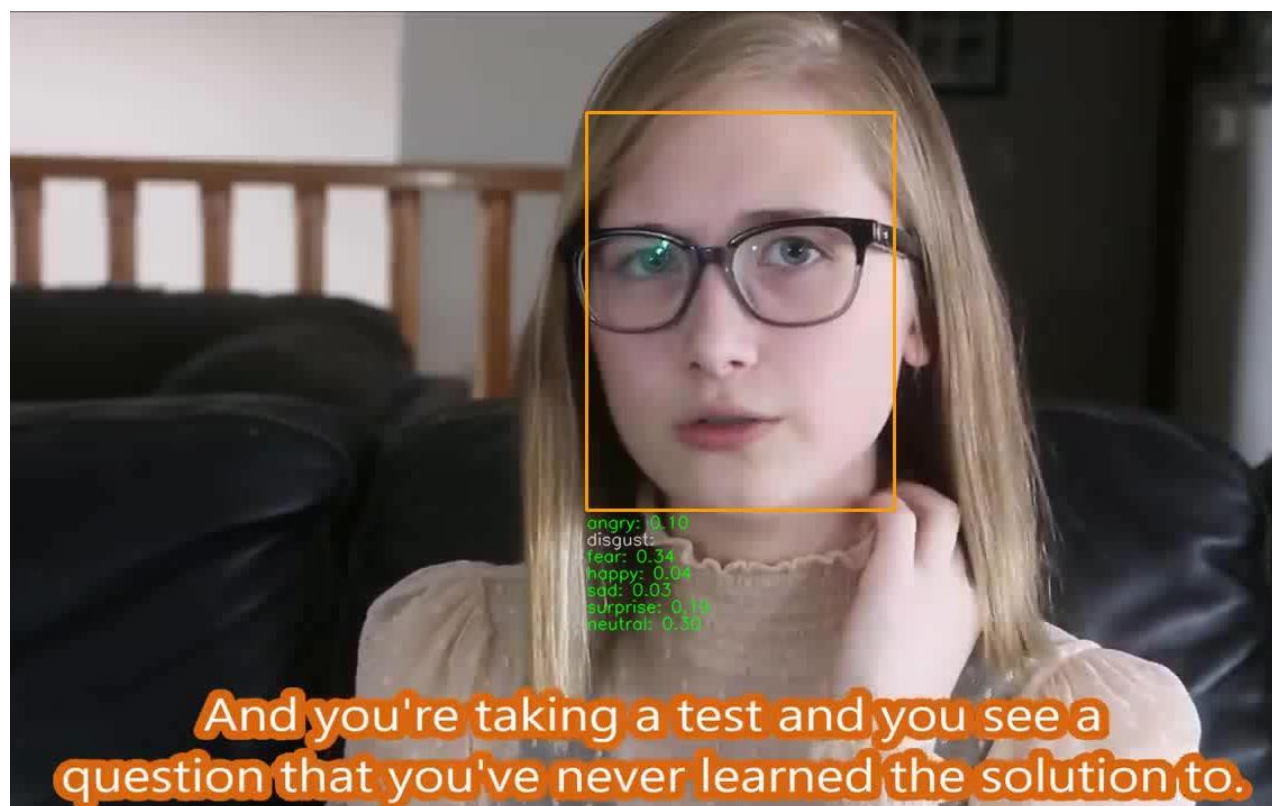


# Product Architecture

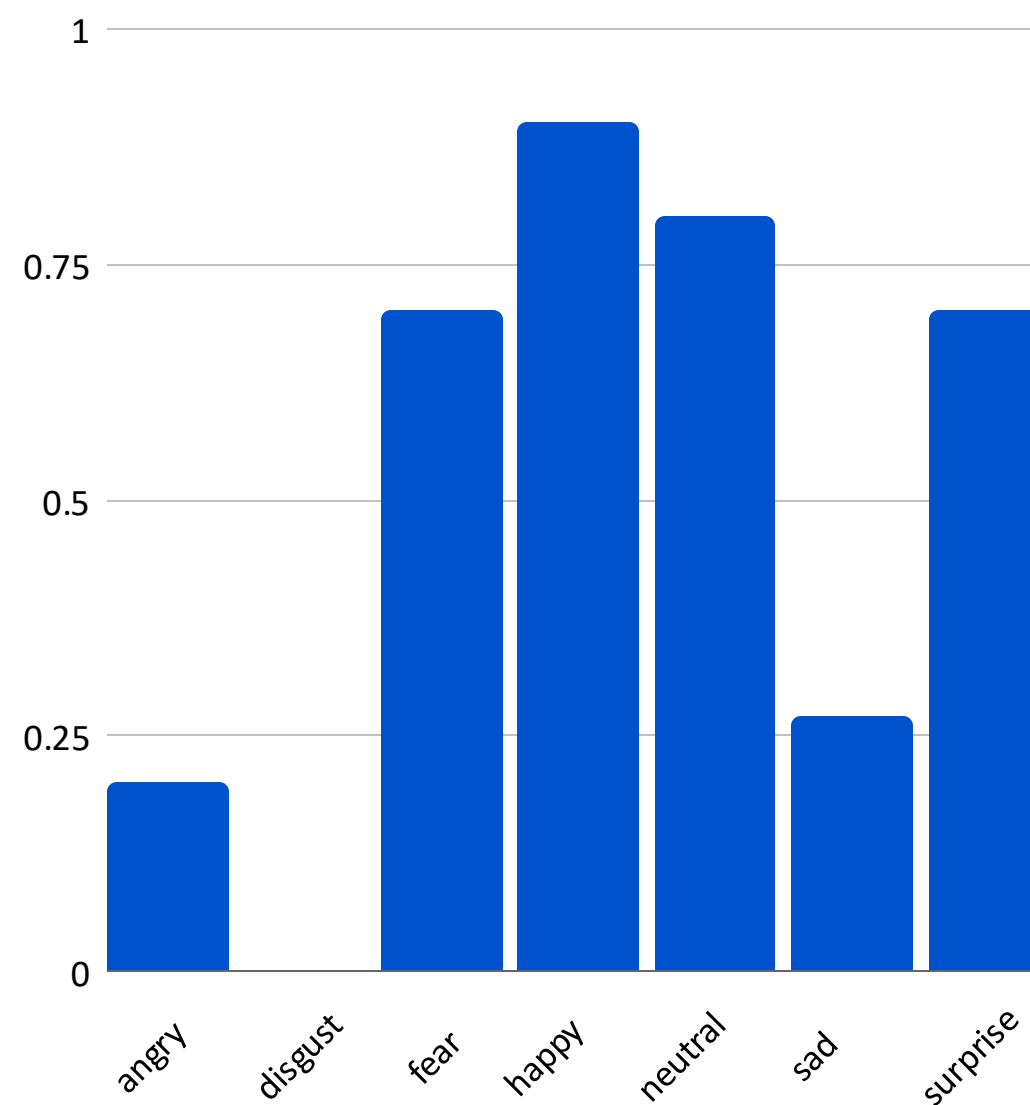


HOW DESTIGMA WORKS

# Product Demo



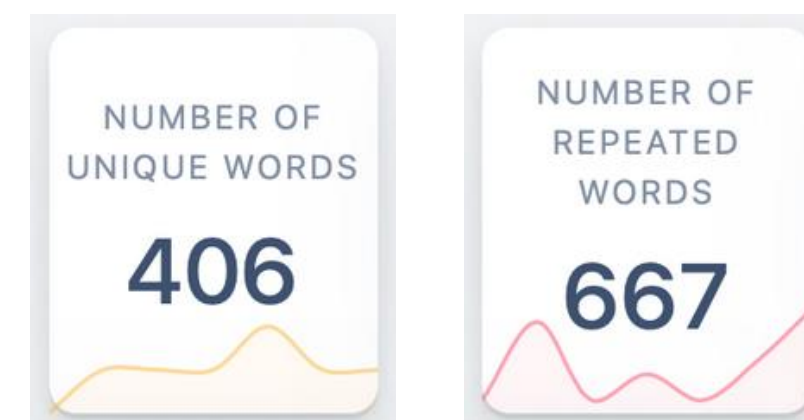
## Emotions



## Repetition of Words

|        |     |
|--------|-----|
| like   | 103 |
| just   | 53  |
| people | 27  |
| um     | 26  |
| im     | 25  |
| oh     | 22  |

## Lexical Diversity

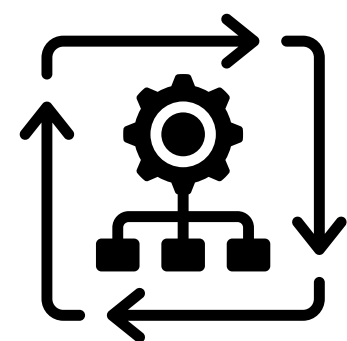


# Web Interface

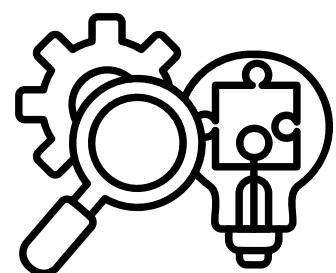


# Business Model

## Cost Structure



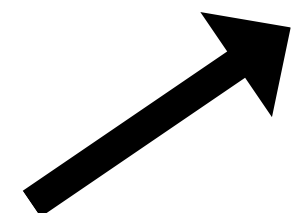
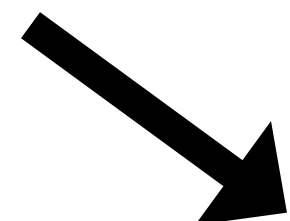
Operational Expenses  
(50% → 75%)



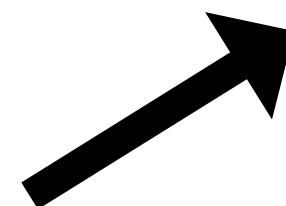
Research & Development  
(30% → 10%)



Marketing  
(20% → 15%)



Industry Partnership

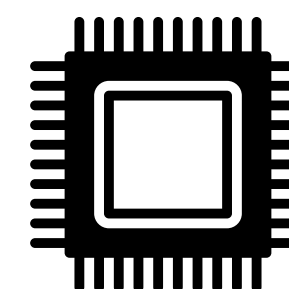


## Revenue Streams

Software-based Subscription  
(Majority)



Hardware stock & Maintenance



Patents & IP & Research Grants



# Pricing Strategy

CLINICAL

\$399

/per month

ORGANISATIONAL

( Min. 5 subscriptions )

\$349

/per setup  
/per month

ZERO SETUP CHARGE

\* If installed for at least 6 months





|                    | Brain Power         | Cognoa                               | deStigma                  |
|--------------------|---------------------|--------------------------------------|---------------------------|
| Product Type       | Wearable Assistance | Diagnostic Tool                      | Diagnostic Tool           |
| AI & ML Enabled    | ✓                   | ✓                                    | ✓                         |
| Methodology        | Smart Glasses       | Questionnaire +<br>2 Homemade Videos | Diagnostic Consultations  |
| Target Customers   | ASD patients        | Caregivers                           | Psychiatric Office        |
| Operational Region | United States       | United States                        | Singapore +<br>SEA Region |

WHY WE WILL SUCCEED

# Our Edge



Blue Ocean Strategy



Data-Driven



Cultivate Patient-Caregiver Trust

# Project Timeline



# Thank You