

"The Morphbots Cause is Robotics Literacy All Students Deserve"



MORPHBOTS®

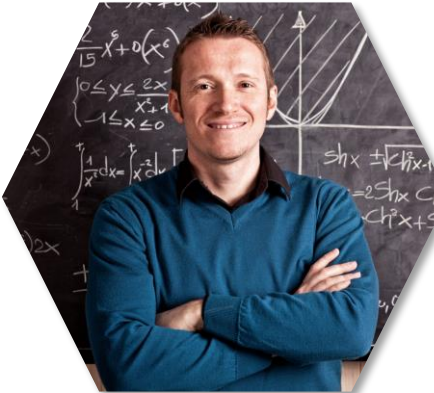
CONFIDENTIAL -Please do not distribute or forward

But...there's a PROBLEM



For schools and students :

- ☐ The cost of traveling to competitions and buying a \$1,000 robot kit limits robotics to “well off” schools & students.
- ☐ The perception robotics is only for the “smart” kids



For teachers :

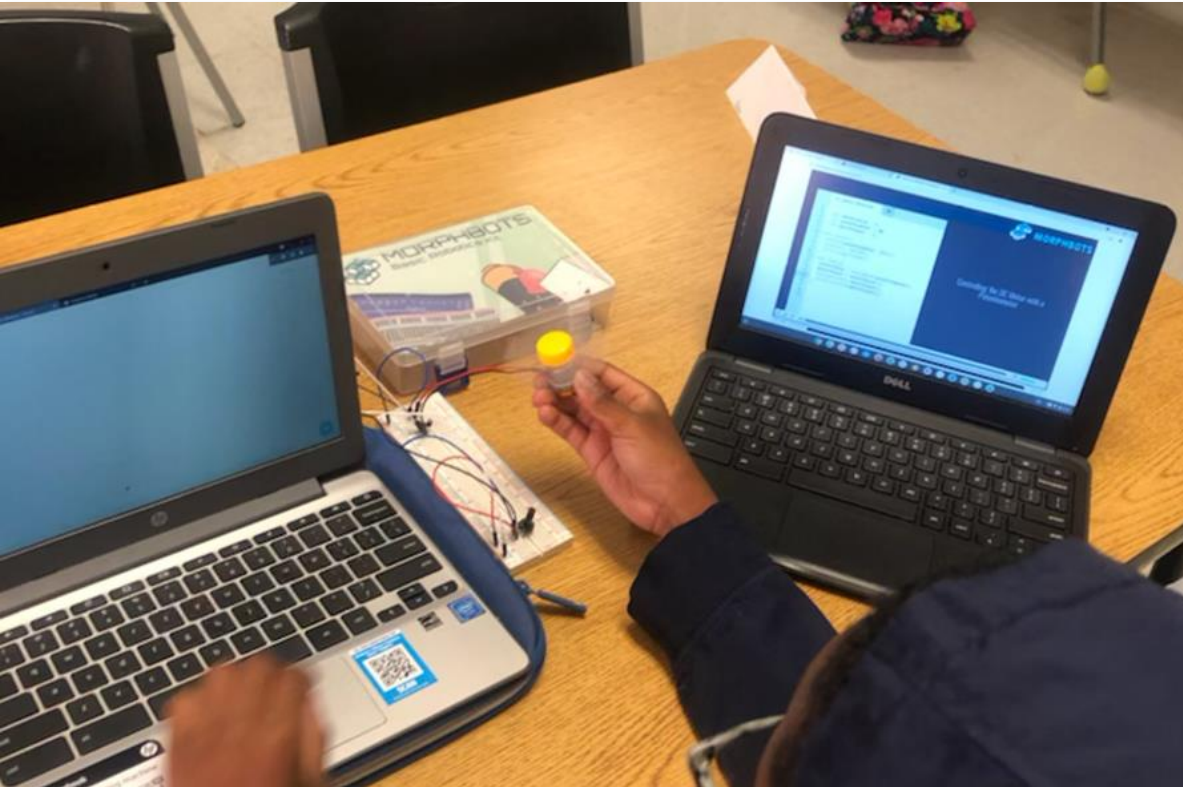
- ☐ Robotics is intimidating (perception)
- ☐ Lack of learning opportunities and or time-constraints

The future of education is here !

- ☐ **Robotics is an accelerator of STEM education because it requires knowledge & application of all four faculties**
- ☐ **Worldwide educational-based video games will reach \$17 billion in sales by 2023**
- ☐ **Worldwide educational robots will become a \$3.3 billion market in 2028**

OUR SOLUTION - MORPHBOTS®

Make robotics literacy a universal standard by making it easy to begin



For schools/teachers

- ☐ Dashboard for the instructor to monitor student progress.
- ☐ Customized robotic kit with online course.
- ☐ Aligned to STEM Curriculum standards.

For students

- ☐ Easy to begin, any student can do robotics.
- ☐ Success rate builds students confidence.
- ☐ Become robotic and computer literate in a fun way.
- ☐ Make robotics cool—motivating students to want it!

GO-TO-MARKET

Value Proposition

- ☐ Schools can do robotics with their Chromebook
- ☐ Educators can teach robotics without experience
- ☐ Students will learn robotics without even knowing it

Customer Segment

- ☐ The average student who has thought about robotics but has not tried yet (Early Majority)

Channels

- ☐ Morphbots.co and school.morphbots.co websites
- ☐ Word of Mouth (schools using the product now!)
- ☐ Social Media: Twitter, Facebook, LinkedIn

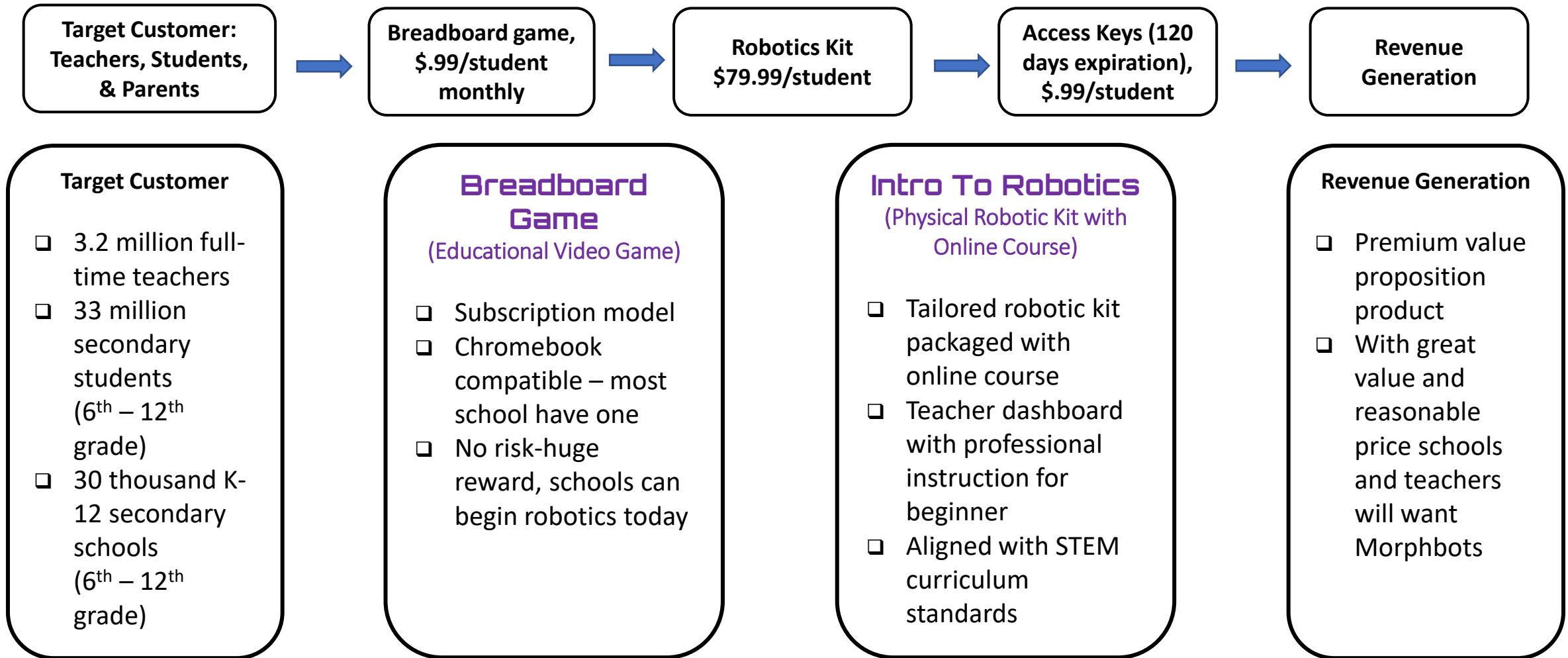
Marketing Strategy

- ☐ Target the mainstream student and educator – the early majority
- ☐ Focus on CTE school that receive Perkins Funding

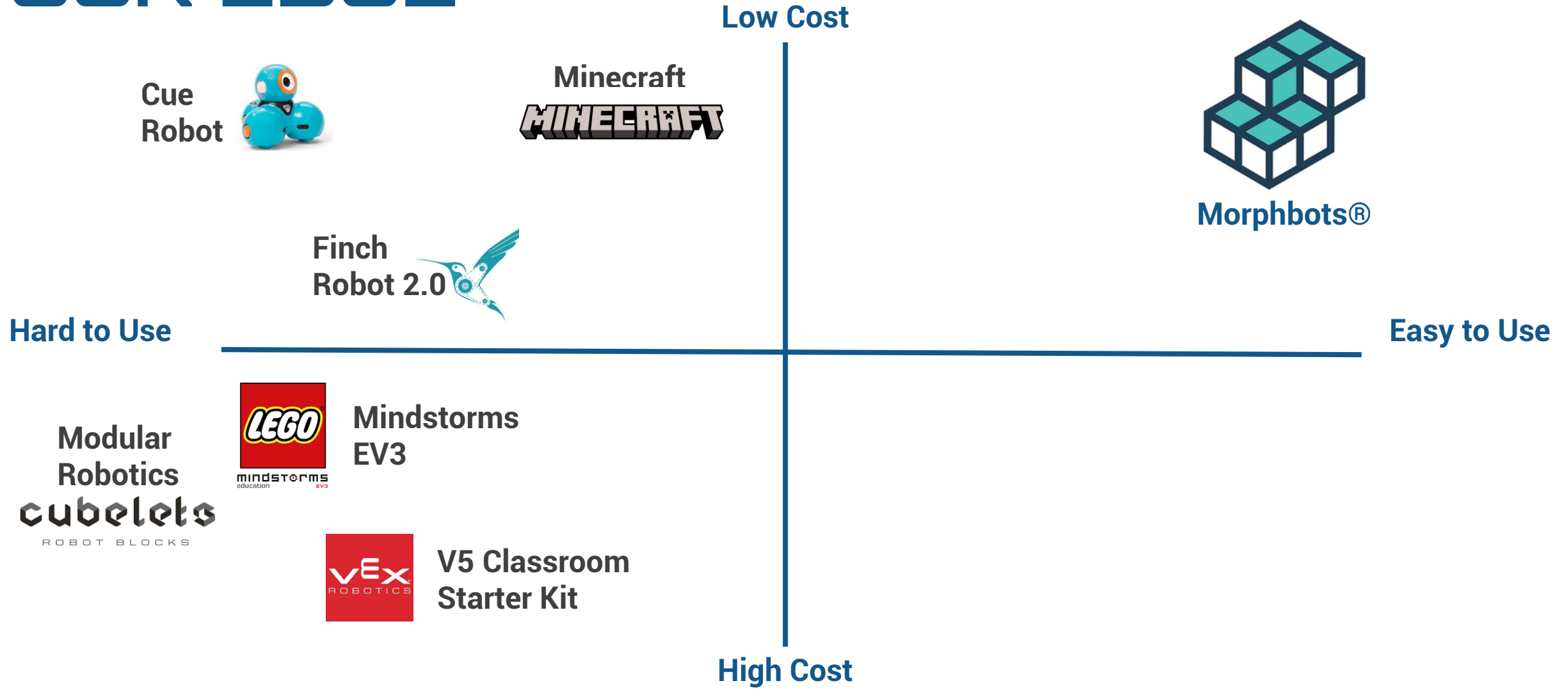
Piloting and selling to K12 schools now. Nurturing schools and educators as brand ambassadors of Morphbots as value proposition in product grows.



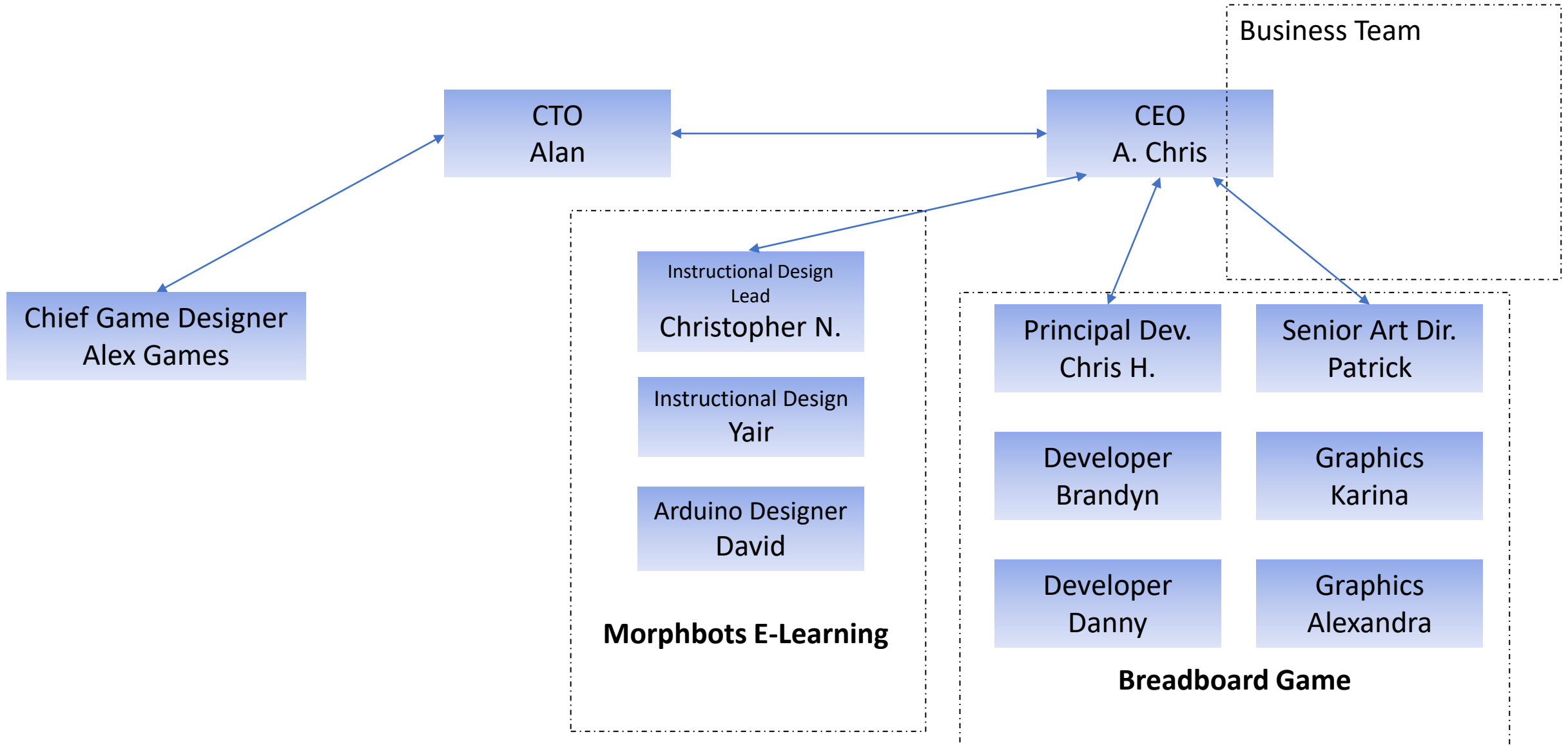
BUSINESS MODEL



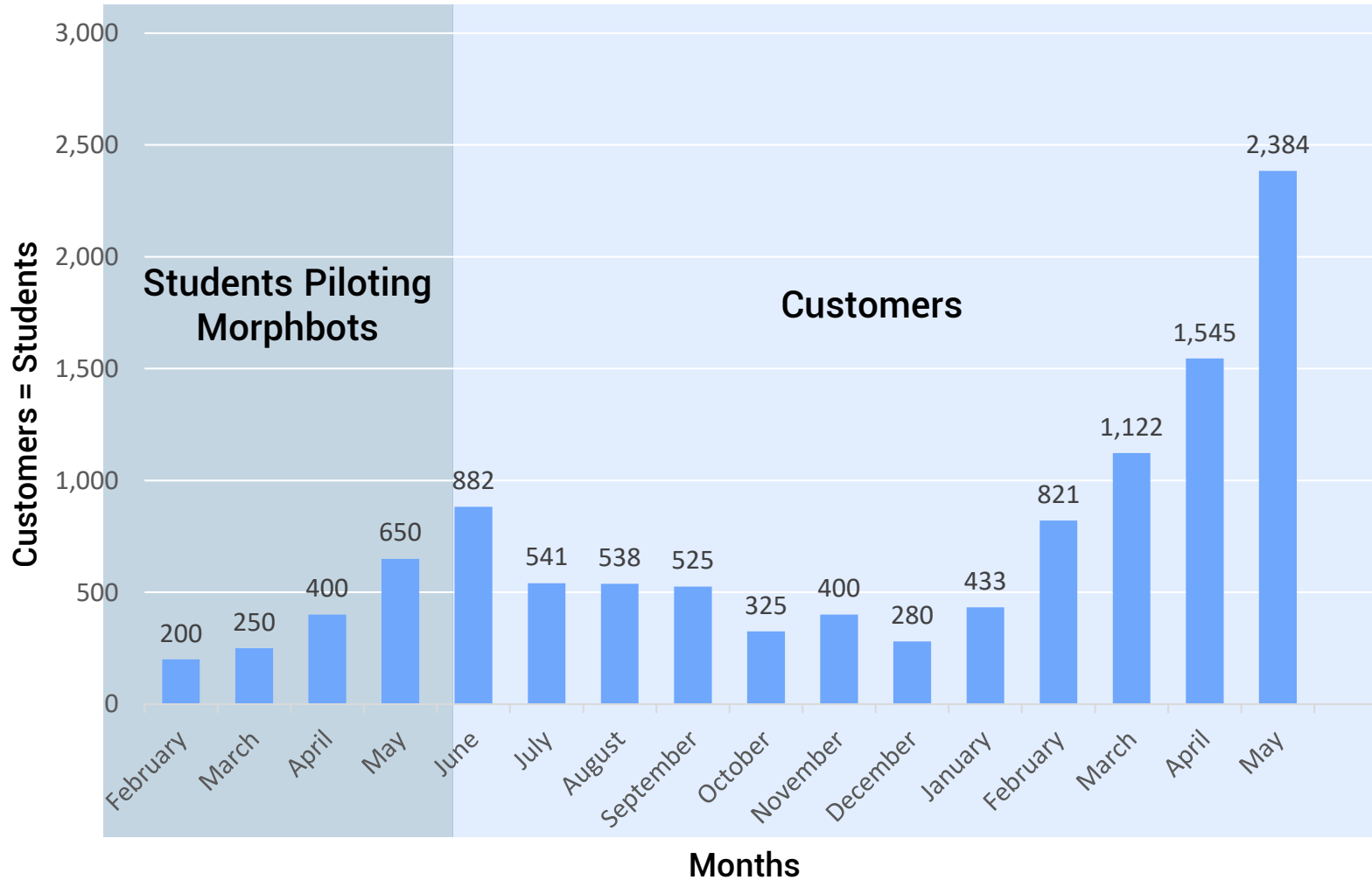
OUR EDGE



TEAM



TRACTION



- ❑ Sold 80 robotic kits in February 2022
- ❑ Over 250 students doing online course now
- ❑ Robotic kit with online course is \$79.99
- ❑ Schools purchasing cycle is between the months May – July
- ❑ Robotic sales pickup for students doing summer programs

MILESTONES

- ❑ **Sold \$4,500 of robotic kits in February 2022**
- ❑ **Over 250 students and 5 schools doing online course now**
- ❑ **Own MORPHBOTS® trademark – registered with USPTO**

ASK

OPPORTUNITY:

Pricing \$612K for 15% ownership and seeking an additional \$1M in 9-12 months.

\$612K
12-month Runway

\$5.1M
Post-Money Valuation

\$\$\$
Selling directly to US
school districts

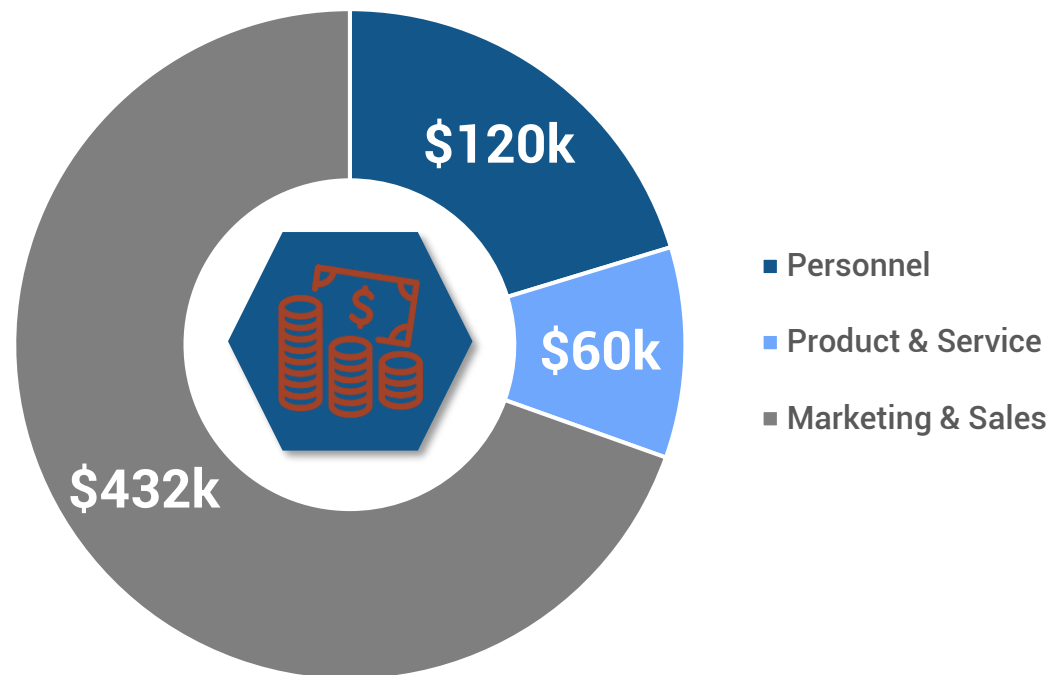
INVESTMENT

Post-Money SAFE

Equity \$612K = 225,000 Shares

15% fully diluted

USE OF FUNDS



FINANCIAL PROJECTION MODEL

Financials																
Monthly Analysis	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15	Month 16
Total Revenue	3,999	19,998	31,996	51,994	70,551	43,275	43,035	41,995	25,997	31,996	22,397	34,636	65,672	89,749	123,585	190,696
Profit/Loss	\$389	\$11,748	\$18,796	\$30,544	\$41,445	\$25,422	\$25,281	\$24,670	\$15,272	\$18,796	\$13,157	\$20,347	\$38,579	\$52,723	\$72,600	\$112,024

Assumptions

- ☐ We will be able to sell robotic kits with 60% margins
- ☐ Summer sells for robotic kits will do extremely well
- ☐ We will begin selling directly to school districts in 2022
- ☐ We can implement our curriculum in a school year program
- ☐ Begin selling Breadboard Game subscription to schools in 2022
- ☐ Launch Level 2 online curriculum in 2022