



MORPHBOTS

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**“To Become the
Gutenberg Press of
Robotics Literacy.”**

PROBLEM



Schools lack resources for robotics – Teachers are intimidated



Why do Schools not have robotics programs?

- Schools have not made robotics a priority because there is no incentive.
- Over 60% of US schools budget for Chromebooks but not robotics.
- The cost of traveling to competitions and buying a \$1,000 robot kit limits robotics to “well off” schools.



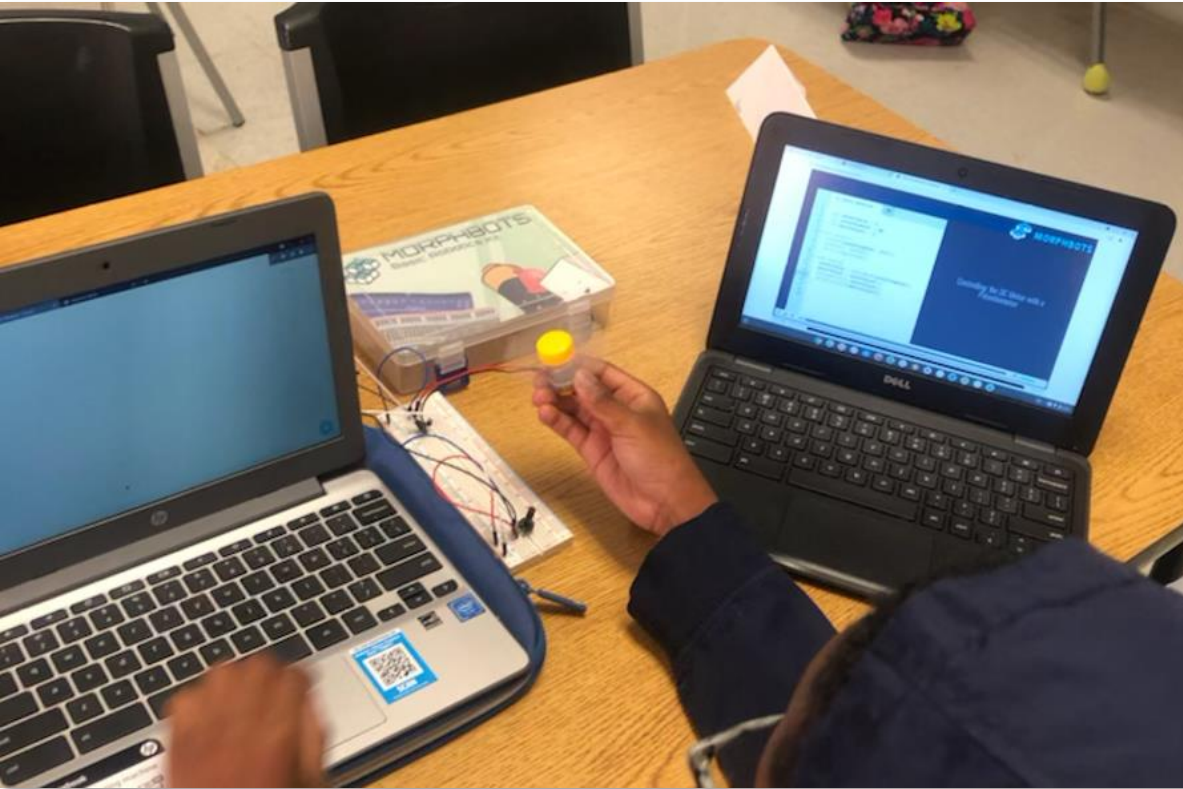
Why do teachers not teach robotics courses?

- Most teachers think robotics is intimidating.
- Teachers lack the experience and expertise to teach robotics.
- Teachers do not have the time to learn robotics because they're too busy.

SOLUTION



Morphbots is an EdTech company that offers products and services for robotics education



Schools

- Make robotics align with standardized testing so schools have incentive.
- Design a virtual robotics kit fully compatible on a Chromebook.
- Offer virtual competitions with “real” remote robots at a price schools will pay.

Teachers & Students

- Morphbots was designed to make a novice feel like a genius in robotics.
- Morphbots teaches the student because it is gamified and frees the teacher up to lead their class.
- Morphbots comes with professional instruction in the teacher dashboard to build confidence.

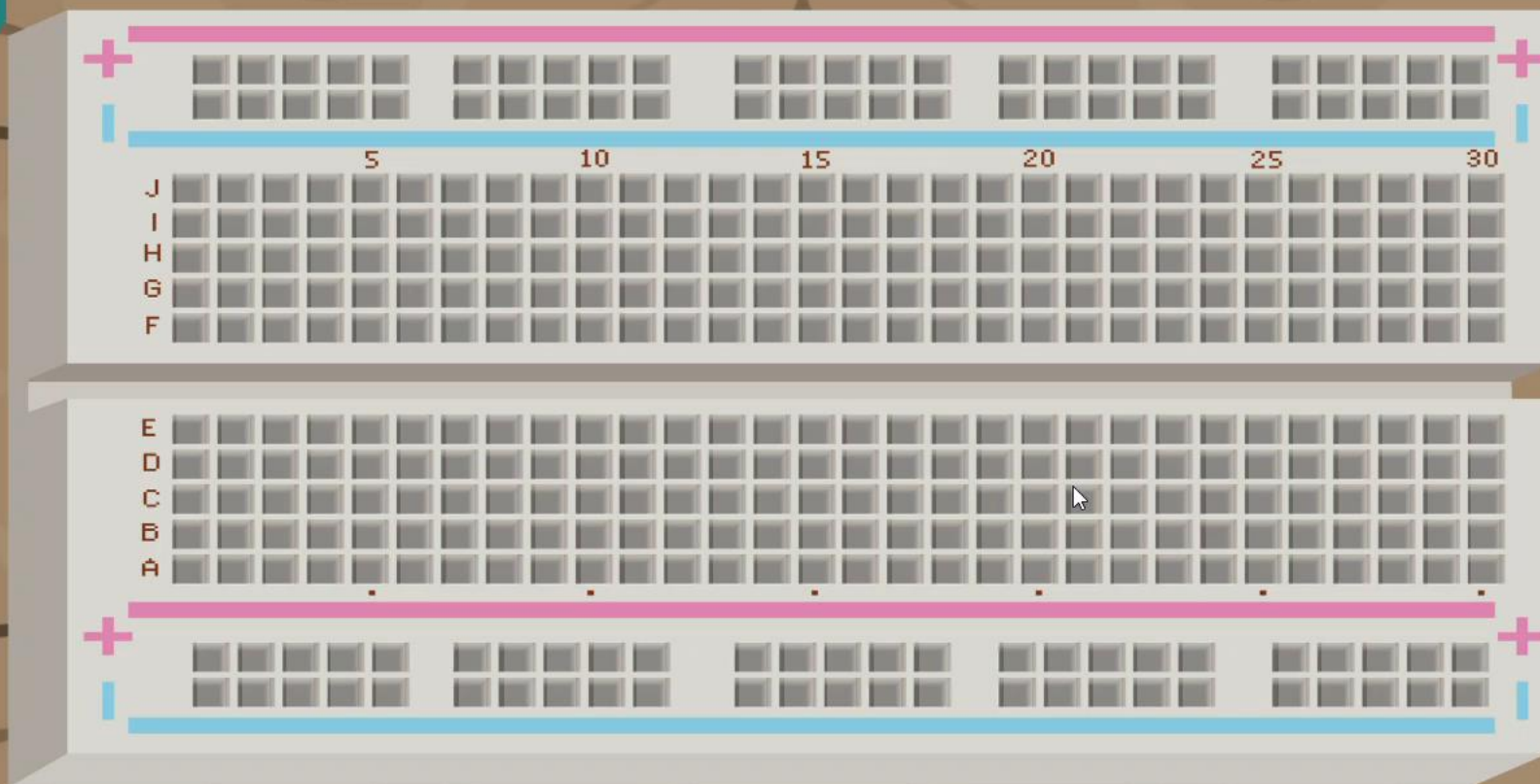
BREADBOARD GAME



- ☐ **The Breadboard Game simulates a physical robotics kit with nearly perfect accuracy**
- ☐ **Chromebooks make up 60 percent of all laptops purchased in U.S. K-12 classrooms**
- ☐ **The Breadboard Game is fully compatible on a Chromebook**
- ☐ **\$5 per student**

Tasks

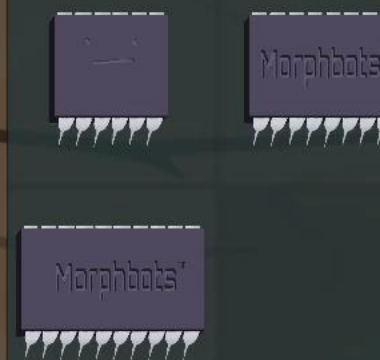
- Connect a Battery to the power rails.
- Make a simple series circuit.
- Make a circuit with a Resistor.
- Make a circuit with an LED.



LEDs



ICs



GO-TO-MARKET



TAM (total addressable market) is K-12 secondary students with market value = \$331 million

Value Proposition

Educators can begin robotics with no prior knowledge

Aligned with standardized testing makes schools want Morphbots

Compatible on a Chromebook makes purchase a no brainer

Customer Segment

32.8 million K-12 secondary students in the US

30,441 K-12 secondary schools in the US

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

Channels

Morphbots.co Website

Word of Mouth (brand ambassadors)

Conferences and Events

Social Media: Twitter, Facebook, LinkedIn

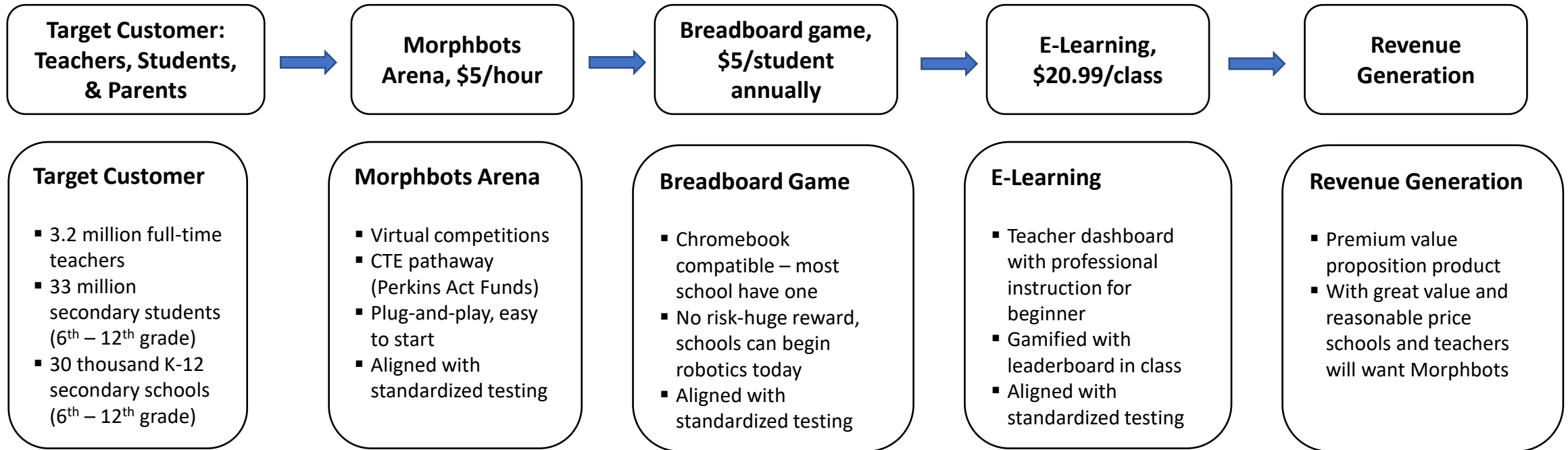
Marketing Strategy

Target the mainstream student and educator – the early majority

Pilot several schools and create brand ambassadors for word of mouth

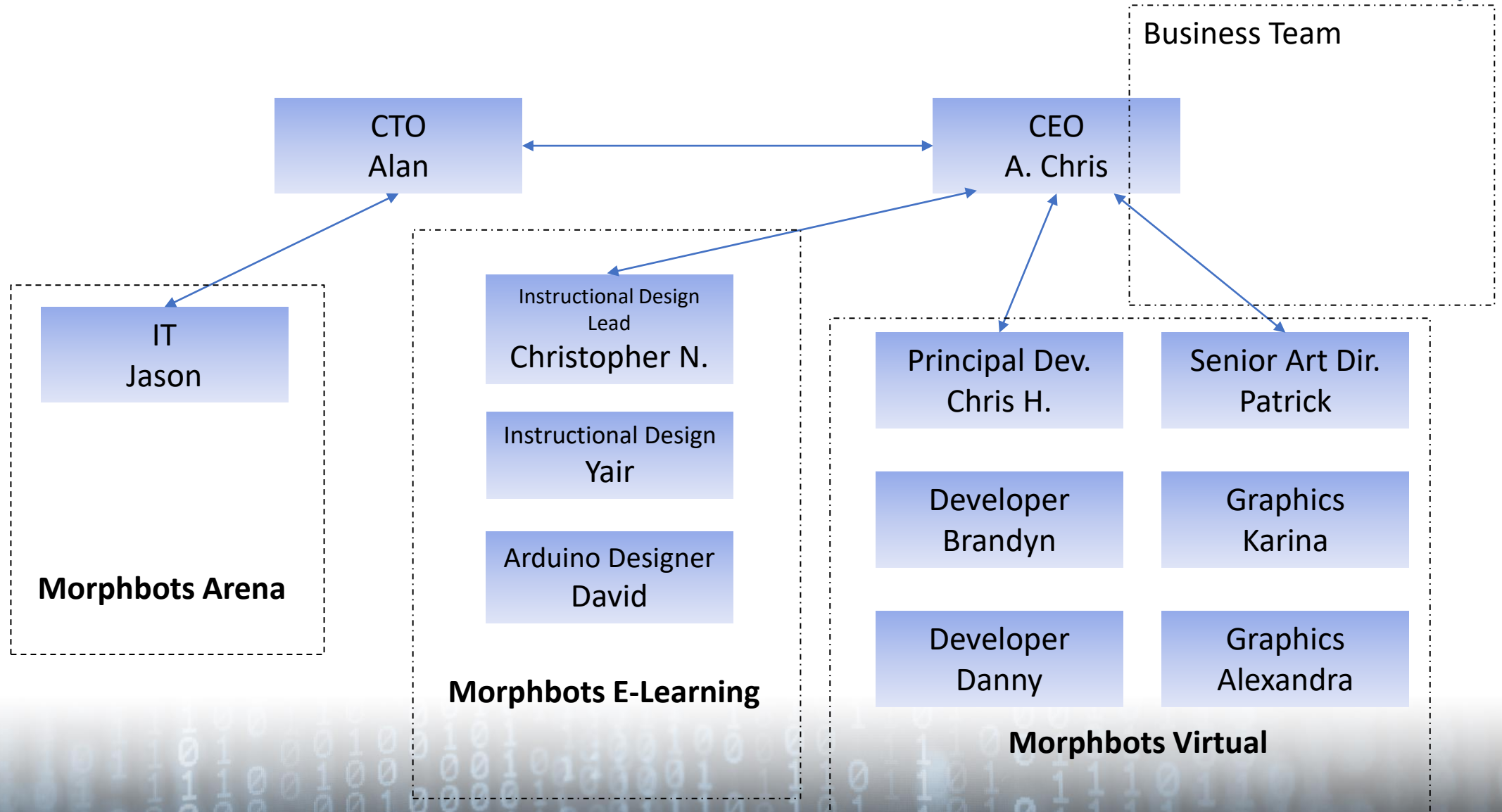
Morphbots national robotics competition with high profile panel of judges and prizes

BUSINESS MODEL

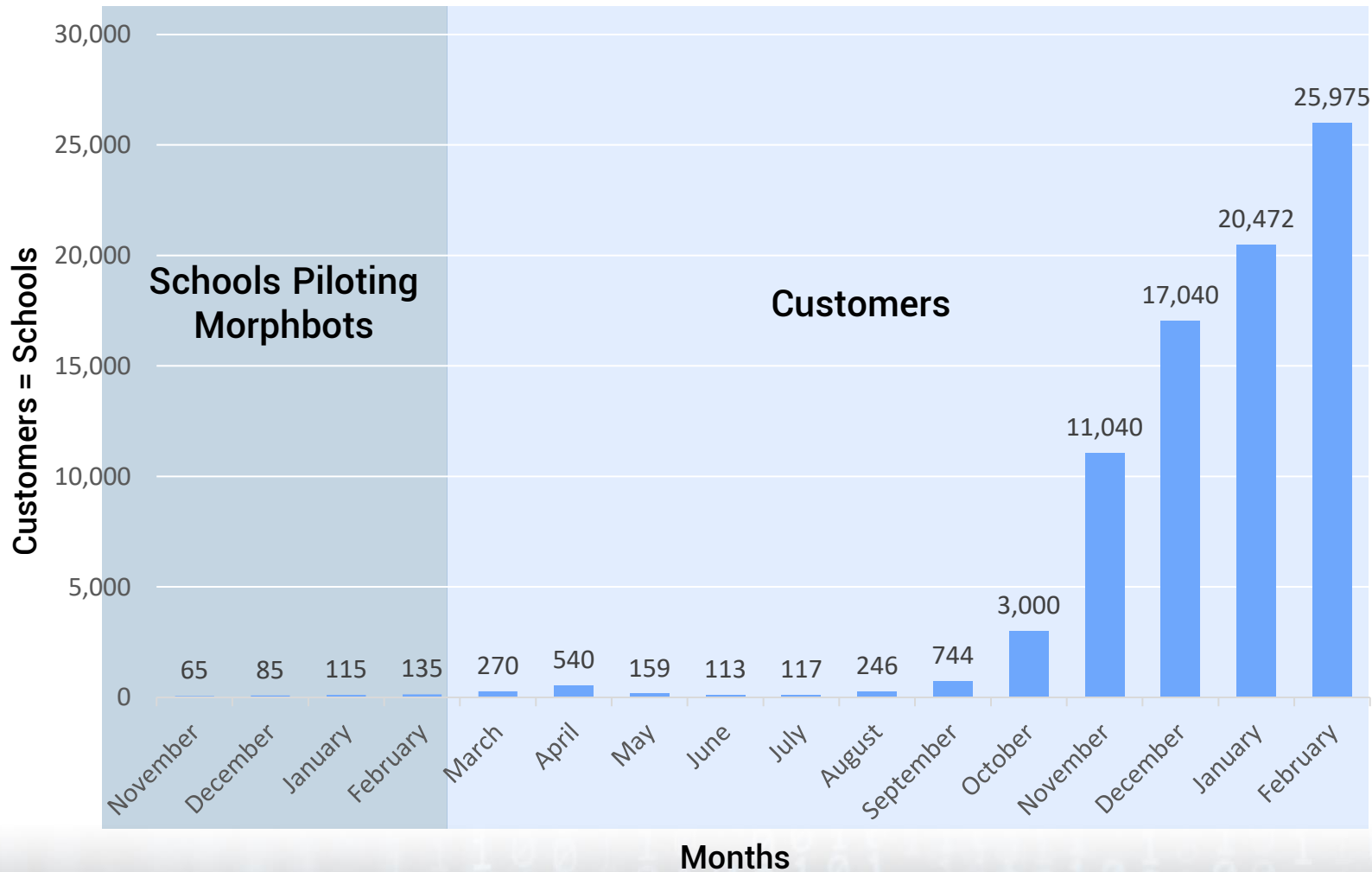


Piloting an increasing number of schools each month. Nurturing schools and educators as brand ambassadors of Morphbots as value proposition in product grows.

TEAM

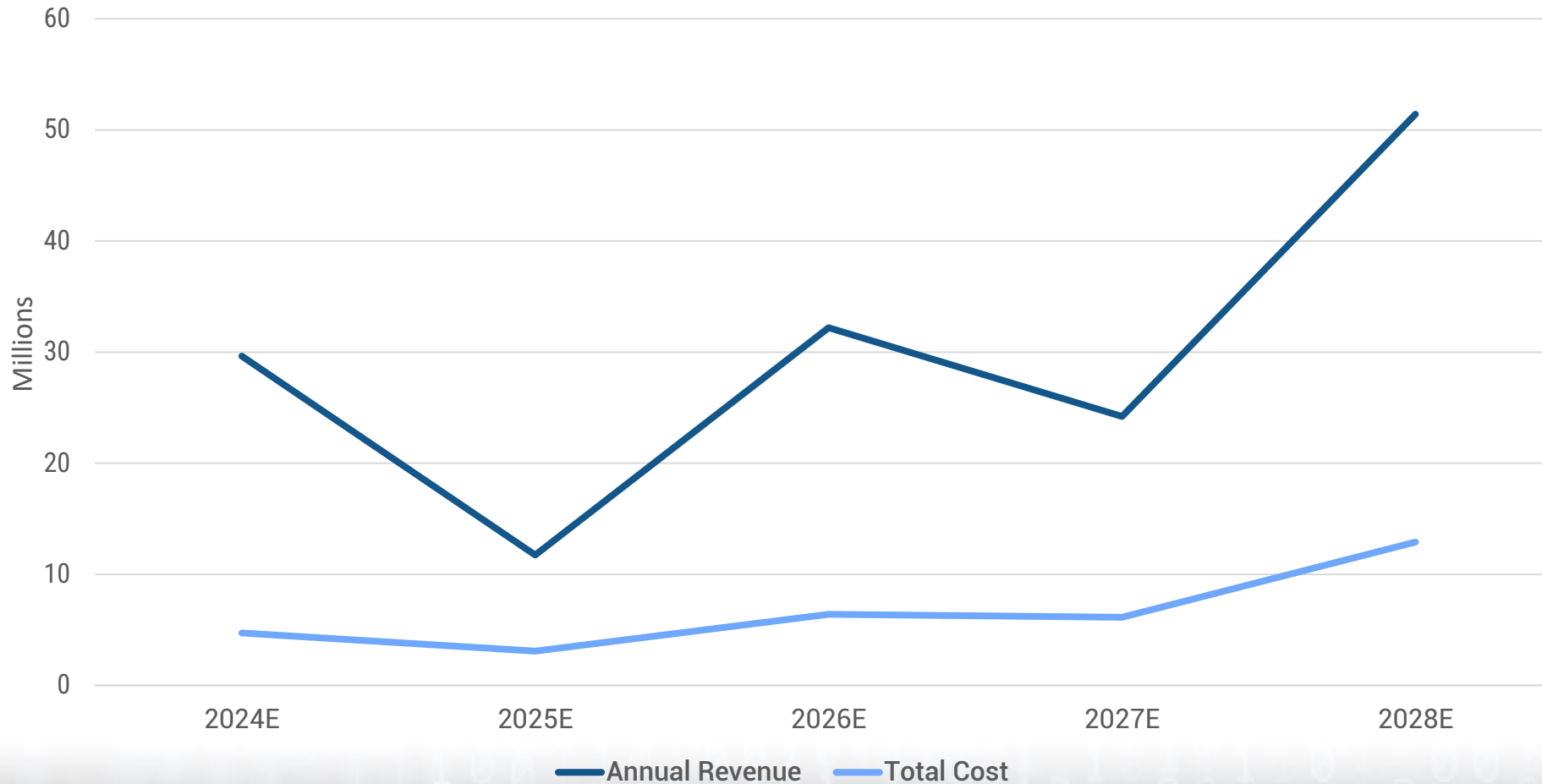


TRACTION



- M. e-course live with 5 schools in Oct. and expects 30 more in November
- M. Arena expected to pilot 5 schools in November
- M. Virtual expected to pilot 30 schools in November
- Commercially launch all products in March 2022
- Schools purchasing cycle is between the months May - July

PROJECTION



Assumptions

- That we can grow 200% month-over-month most months in 2022
- Can generate \$200/month for each school using the M. Arena
- Each school will purchase at 2 classes of the M. e-course
- Each school will purchase at least 20 student licenses for M. Virtual



OPPORTUNITY:

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

\$612K

12-month Runway

\$5.1M

Post-Money Valuation

\$\$\$

Sales of MorphBots Robotic Kit By Month 12

INVESTMENT

Post-Money SAFE

Equity \$612K = 204,545 Shares

12% fully diluted



MORPHOBOTS

APPENDIX

COMPETITION

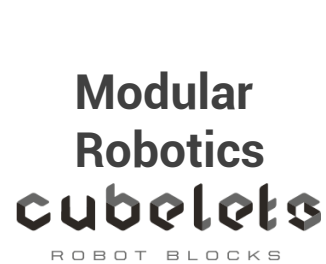


MorphBots



Hard to Use

Easy to Use



Mindstorms
EV3



V5 Classroom
Starter Kit

Low Cost

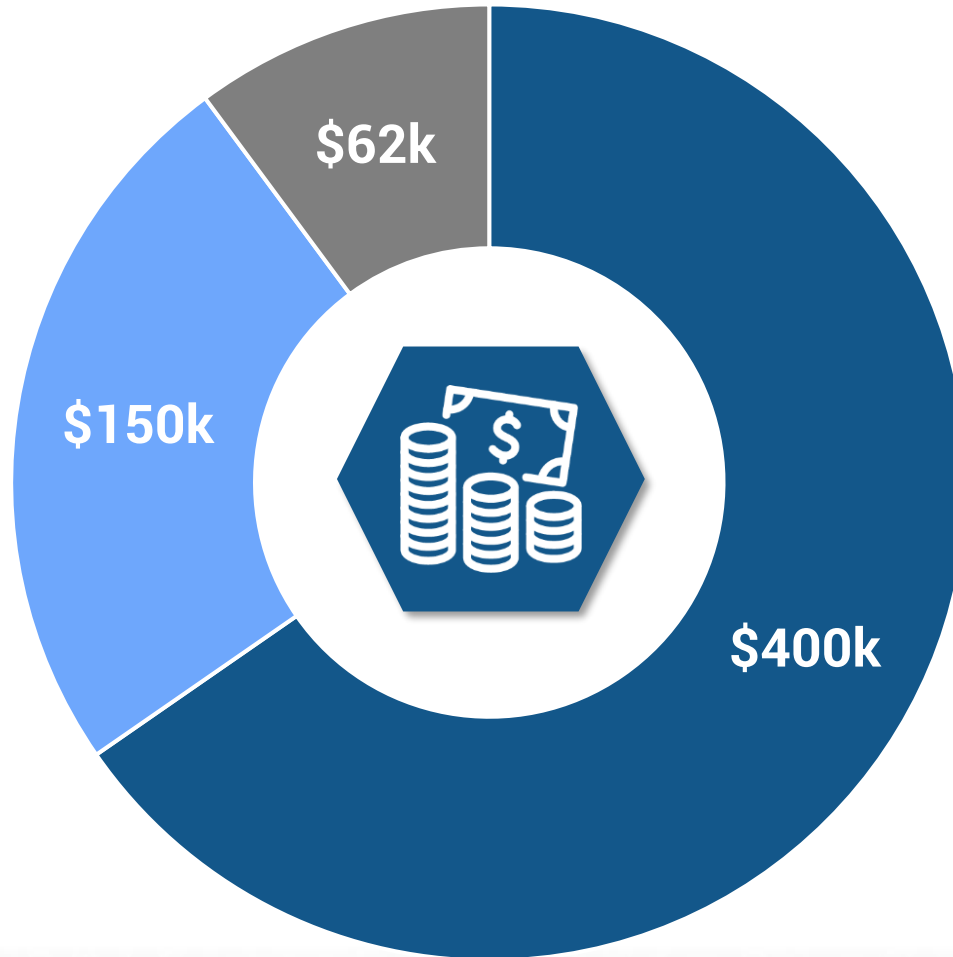
High Cost

USE OF FUNDS

\$612,000
(SAFE)

Milestones:

1. Begin sales of 3 products in March 2022
2. Generate over \$500k in revenue by October 2022
3. Create the Morphbots Arena nationwide robotics competition



- Personnel
- Product & Service
- Marketing & Sales

FINANCIAL PROJECTION MODEL



Profit & Loss Analysis (by year end 2023)

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	Total
Total Revenue	26,618	53,236	17,419	13,559	13,669	25,539	76,277	303,754	1,111,509	1,719,018	2,077,235	2,657,590	8,095,423
Profit/Loss	-\$34,906	-\$13,869	-\$42,968	-\$45,938	-\$45,828	-\$35,244	\$9,394	\$218,371	\$971,484	\$1,520,111	\$1,803,404	\$2,240,715	\$6,544,728

By Year End	2024E	2025E	2026E	2027E	2028E
Growth Rate	275%	-60%	175%	-25%	112%
Annual Revenue	29,653,275	11,731,418	32,204,334	24,201,239	51,415,225
EBITDA	21,674,858	7,223,907	21,153,457	14,091,123	28,262,598
EBITDA Margin	73.09%	61.58%	65.69%	58.22%	54.97%
EBIT	21,674,858	7,223,907	21,153,457	14,091,123	28,262,598
EBIT Margin	73.09%	61.58%	65.69%	58.22%	54.97%
Total Cost	4,718,676	3,090,708	6,400,186	6,138,324	12,912,195
Profit/Loss	\$24,934,598	\$8,640,710	\$25,804,148	\$18,062,914	\$38,503,030

MILESTONES



- Patent Pending - filed provisional patent in ("USPTO") on January 20, 2021 and bears Serial No. 63/139,520 for a self assembling modular system
- Piloting Morphbots e-course with 8 schools this November
- Piloting the Morphbots Arena and virtual kit mid November
- Own Morphbots trademark – registered with USPTO



CONTACT US

A. Chris Eslami

646.703.1699

chriseslami@selfassemblingsystems.com