



MORPHBOTS

CONTACT INFORMATION

Morphbots
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FINANCIAL INFORMATION

Company Stage: Pre-product
Capital Seeking: \$612,000

USE OF FUNDS

30% Marketing/Sales
30% Prototype/MVP
40% Personnel

MANAGEMENT TEAM

- CEO & Co-Founder: [A. Chris Eslami](#) has 20 years of sales and marketing experience at technology companies
- VP & Co-Founder: [Alan Jackson](#), Co-founder of Voxon Photonics. Innovating technology for over 4 decades

ADVISORS

- [Sudarshan Narayan](#), founder of Amplifi, expertise include strategy, enterprise sales, branding & marketing, product positioning & fundraising
- [Alex Games](#), He designed the Gamestar Mechanic video game that teaches K12 students how to develop their own video games.

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EXECUTIVE SUMMARY

PITCH

Making robotics literacy the standard in K12 education.

PROBLEM

The future of US students is despairing because they will not qualify for high-paying STEM jobs. Most schools do not have a robotics education program because the equipment, travelling, and competition fees are out of their budget.

SOLUTION

Make robotics education-the gateway to STEM learning-competitive, cool, and collaborative. The Breadboard Game engages students with robotics fast because it is gamified. Any school can do it because it's compatible on any device including a Chromebook.

MARKET

Our SOM for educational based video games is \$615M in the Northeast region of the US targeting school districts, superintendents, curriculum directors, the school board, and technology directors.

COMPETITORS

The competition is Minecraft, Gamestar Mechanics, Vex Robotics, Modular Robotics, and The Construct.

COMPETITIVE ADVANTAGE

Students can learn robotics on a Chromebook since over 60% of US schools own them; can compete in robotics remotely without huge upfront cost because school/students can rent hardware; offer robotics for visual and kinesthetic learners.

BUSINESS MODEL

The Breadboard Game is a subscription with seats at \$.99/month; the 2d robot lab is a booking site model at \$5/hour; selling our robotic starter kits to school districts