

**“Making Robotics Literacy the Standard in  
K12 Education”**



**MORPHBOTS®**

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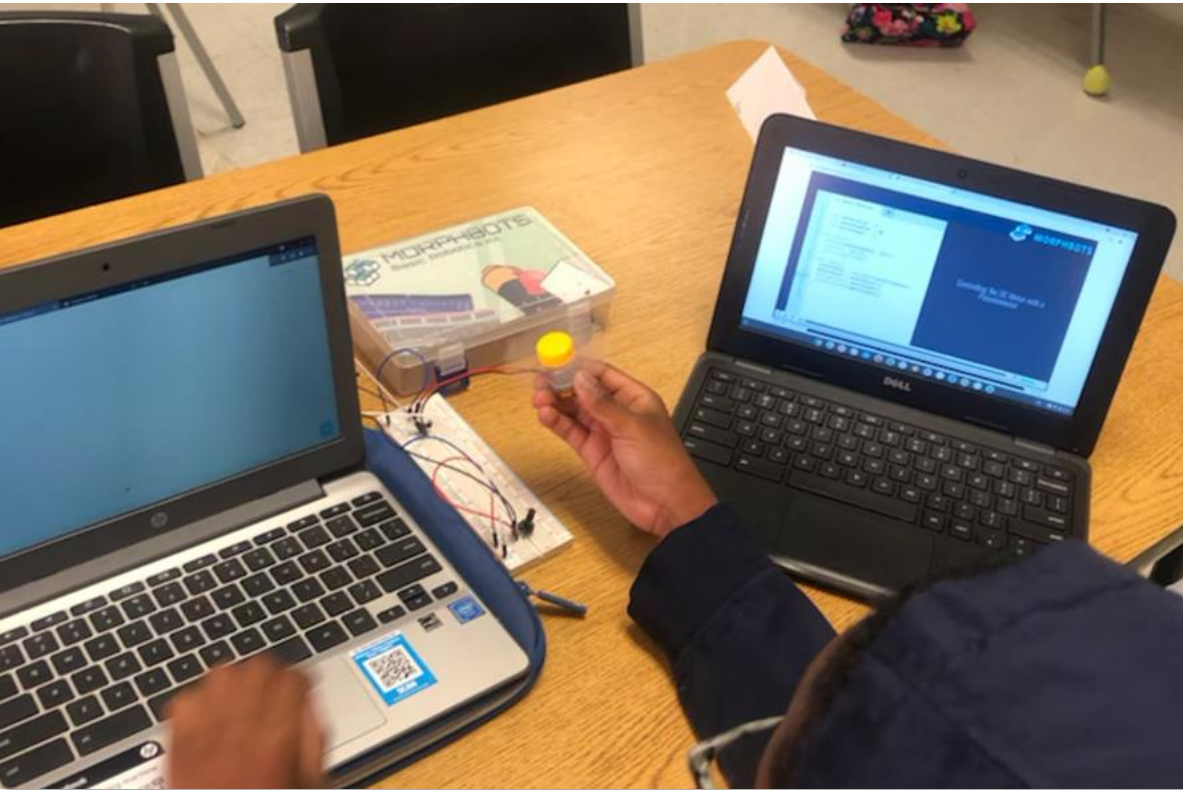
# **PROBLEM:** The Future of US Students is Despairing Because They Will Not Qualify for High-Paying STEM Jobs!



- ☐ Students will not be qualified for the future of work
- ☐ Millions of unfilled STEM jobs in 2025 because of skill gap
- ☐ American students are average in math and science compared to other advanced nations



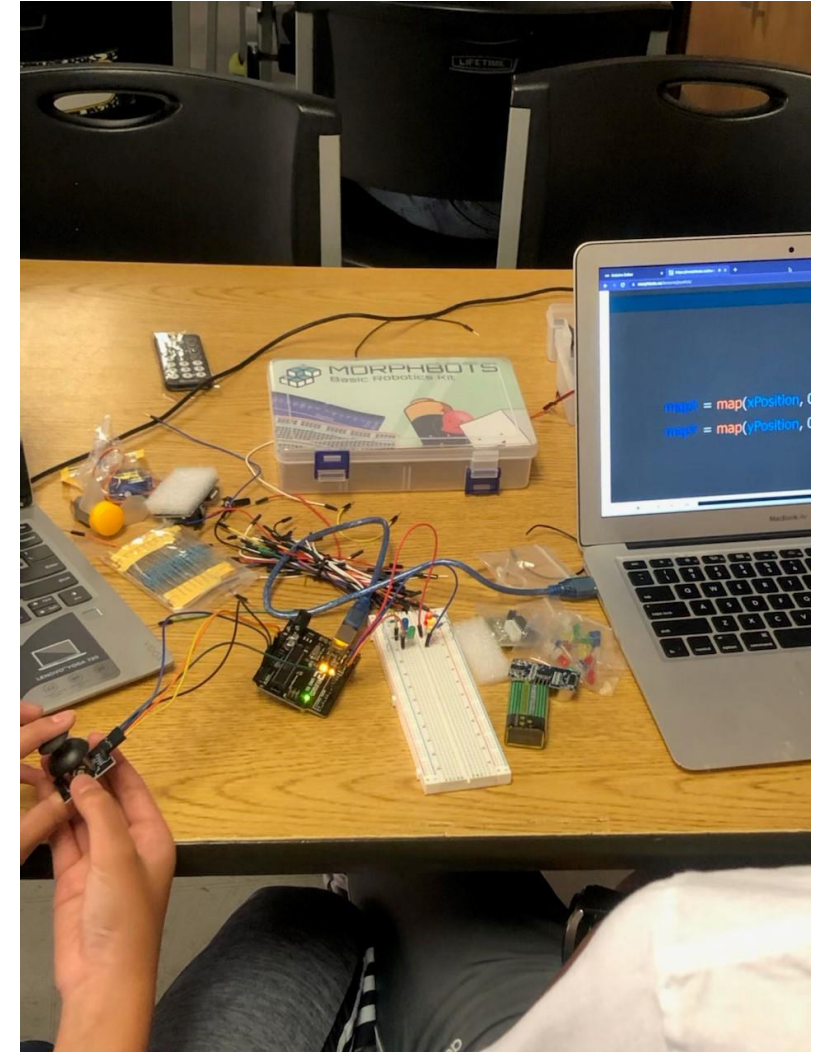
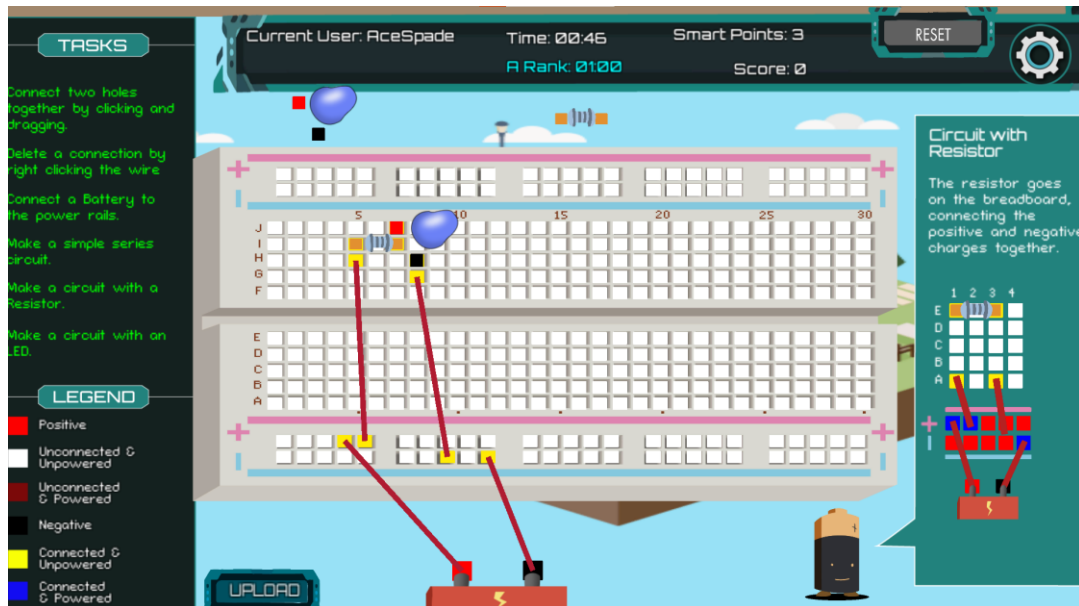
# **SOLUTION:** Make Robotics Education—the Gateway to STEM Learning—Competitive, Cool, and Collaborative!



- ☐ Capture the student's imagination with STEM learning
- ☐ Robotics is the gateway to STEM education
- ☐ STEM jobs pay 2.5 times more than non-STEM jobs now
- ☐ Access to robotics education to all kids in the US especially in disadvantaged, low-income areas

# PRODUCT

**Morphbots offers a virtual robotics kit in a gamified setting. Students progress to a physical kit where they apply the same principles, they learned in the Breadboard Game.**



# BUSINESS MODEL

**Target Customer:**  
School Districts,  
Teachers, and Parents



**Breadboard Game & 2d  
Robot Lab, subscription and  
booking model**



**Robotics Kit  
\$79.99/student**

## Target Customer

- ❑ 13,800 public school districts in the US
- ❑ 3.3 million full/part-time K12 teachers in US
- ❑ Over 63 million parents (children under 18) in US
- ❑ 34 million K12 students in US (4<sup>th</sup> – 12<sup>th</sup> grade)

## Breadboard Game

(Educational Video Game)

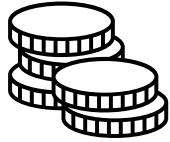
- ❑ Breadboard Game, \$.99(seat)/month
- ❑ Chromebook compatible – most school have one
- ❑ 2d Robot Lab, \$5/hour to rent robot remotely

## Intro To Robotics

(Physical Robotic Kit with Online Course)

- ❑ Tailored robotic kit packaged with online course
- ❑ Teacher dashboard with professional instruction for beginner
- ❑ Aligned with STEM curriculum standards

# TRACTION



- ☐ \$5k in lifetime sales

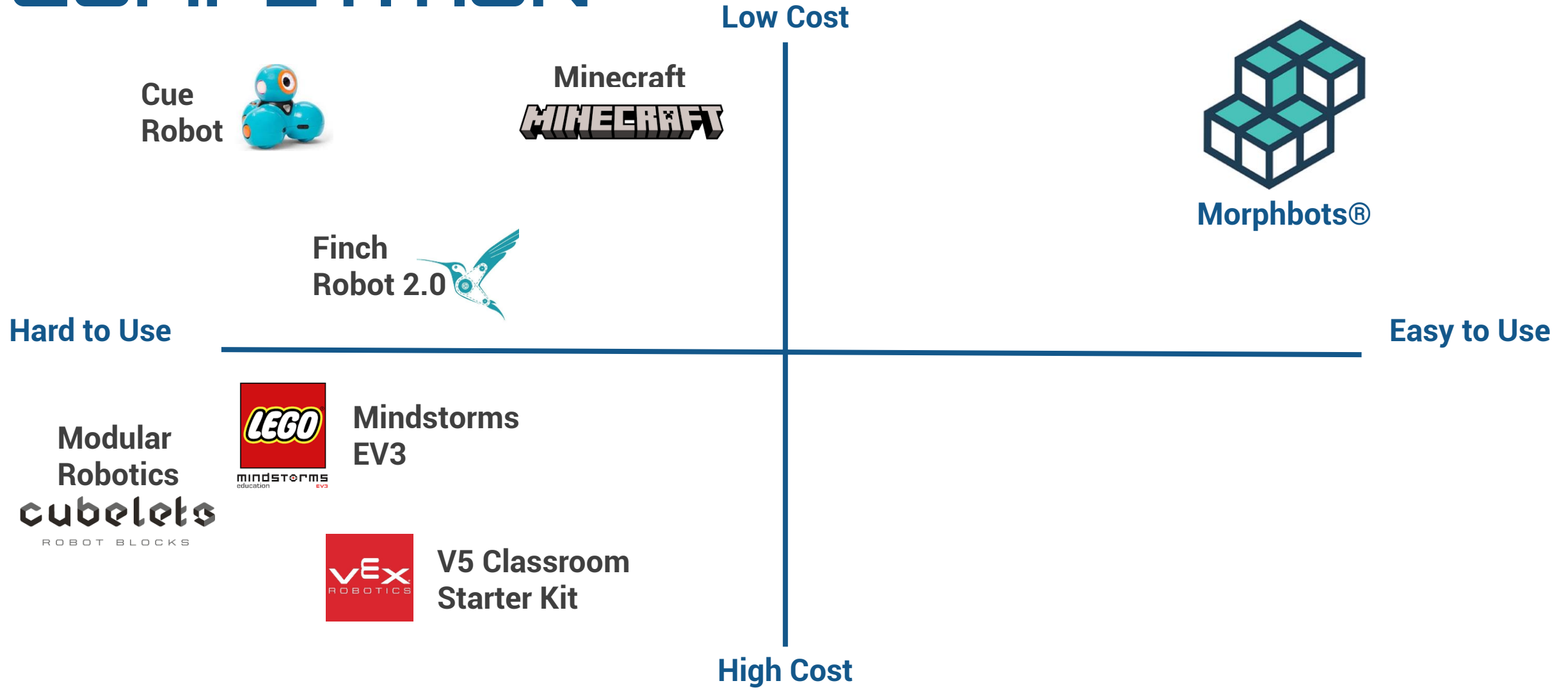
- ☐ Sales from robotic kit



- ☐ 220 users enrolled on online course

- ☐ Students from 3 different schools

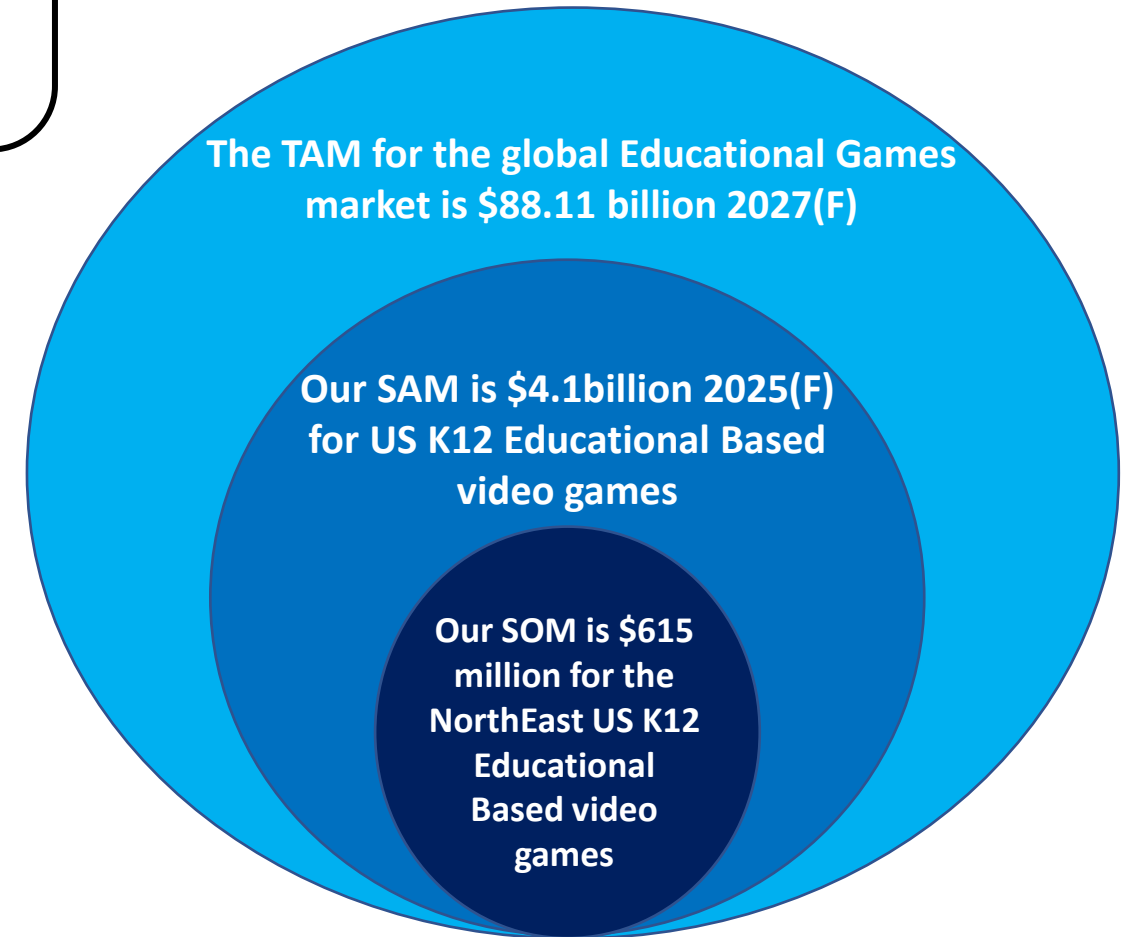
# COMPETITION



# GO-TO-MARKET

Customer acquisition will come from two strategies—direct sales: door knocking, physical presentations, and online presentations. The second strategy will be from online sales: Google ads, SEO to website, social media (Facebook, LinkedIn, and Twitter).

A major public relations strategy will be used to help market Morphbots as a leader in robotics education. Media relations, public speaking events, exclusive networking group, and a loyalty campaign will market Morphbots as the gamechanger in robotics education.





# TEAM



As the CEO of Morphbots, Chris is a selling machine that believes education is the key.



Alan is the CTO of Morphbots. In his last startup, Voxon, he created a 3-dimensional display that are sold around the world in educational settings.



Alex is the Playful Learning Science Advisor. He designed the Gamestar Mechanic video game that teaches K12 students how to develop their own video games.



Sudarshan is the Business Advisor of Morphbots. He brings experience with robotics with his own robotics company Coboticca.

# 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

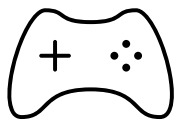
## Assumptions

- ☐ 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

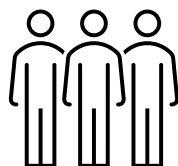
# ASK

## \$500,000

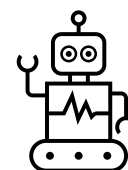
We are asking for \$500k for a 15% equity stake to finish developing the Breadboard Game, buy wholesale robotic kit material, and hire key staff for a 1-year run



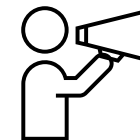
Product  
Development  
\$200k



New Hires  
\$200k



Buy Robotic Kits  
\$50k



Marketing &  
Sales  
\$50k



**THANK YOU!**

**CONTACT US**

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