

"The Morphbots Cause is Robotics Literacy All Students Deserve"



**MORPHBOTS®**

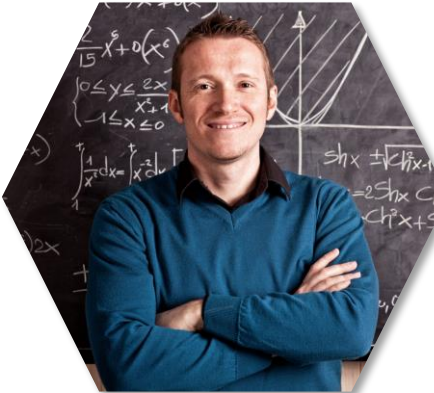
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# But...there's a PROBLEM



## 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



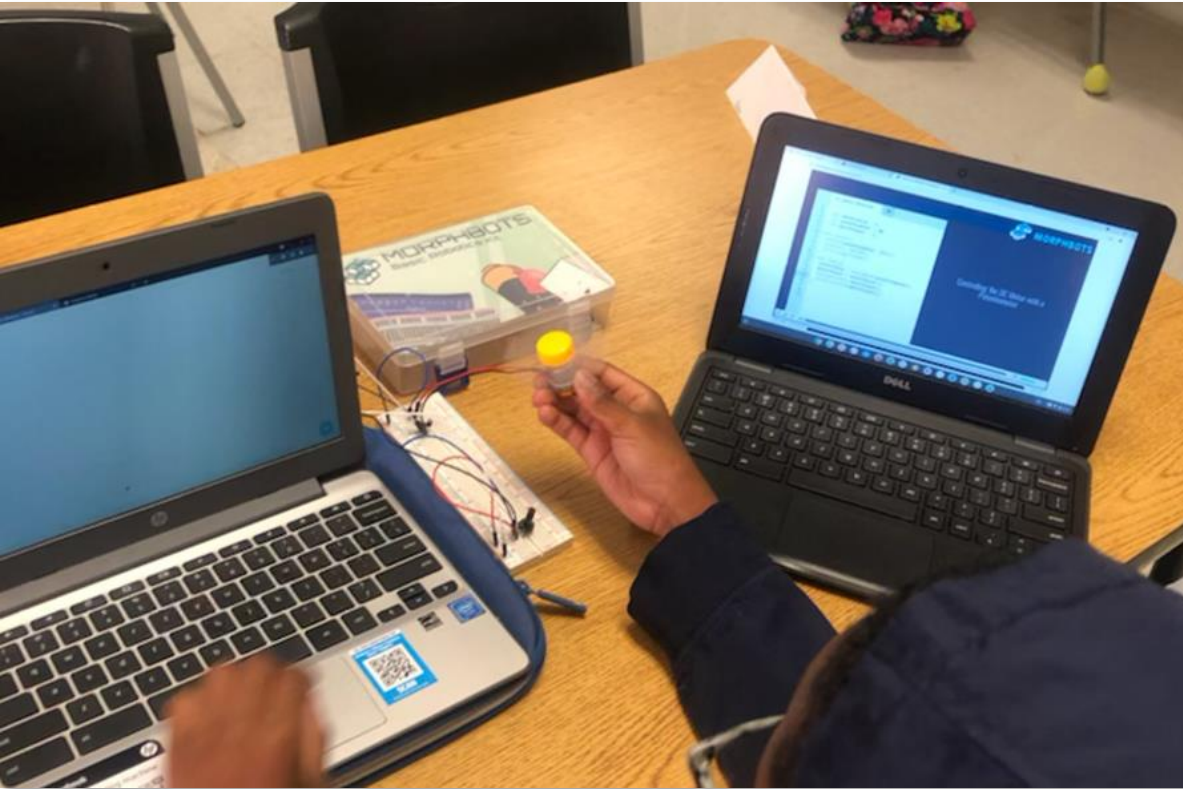
## For teachers :

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



# OUR SOLUTION - MORPHBOTS®

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



## For schools/teachers

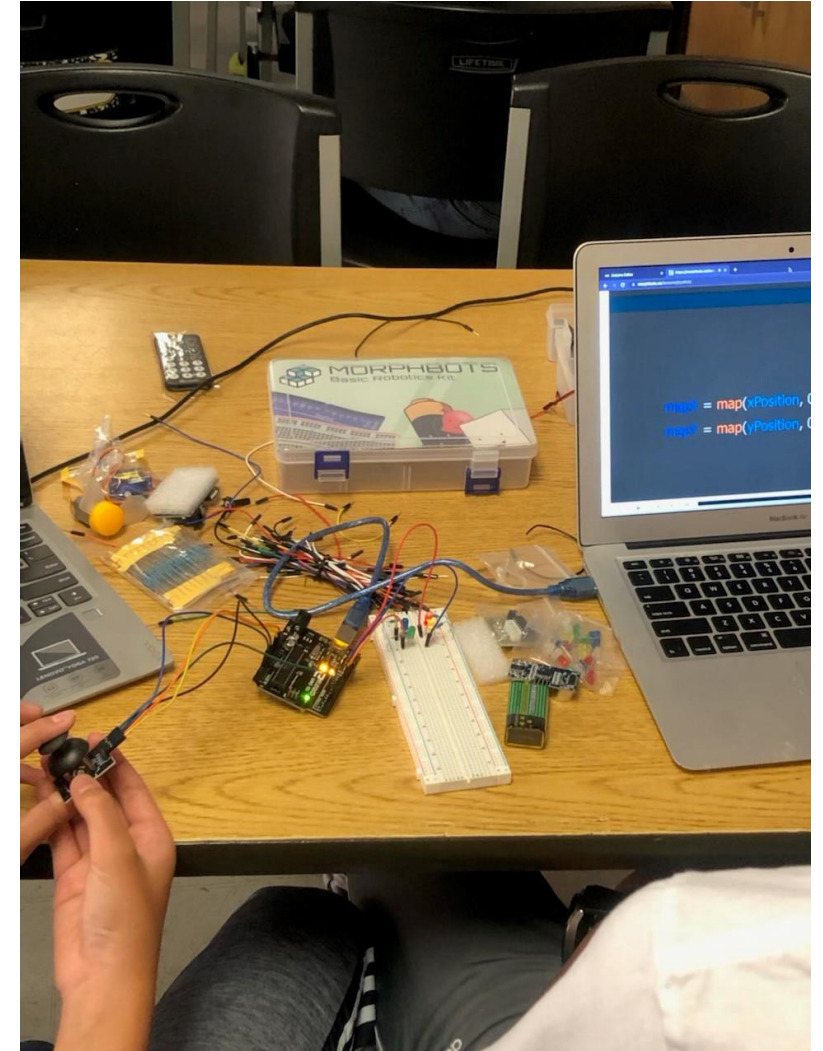
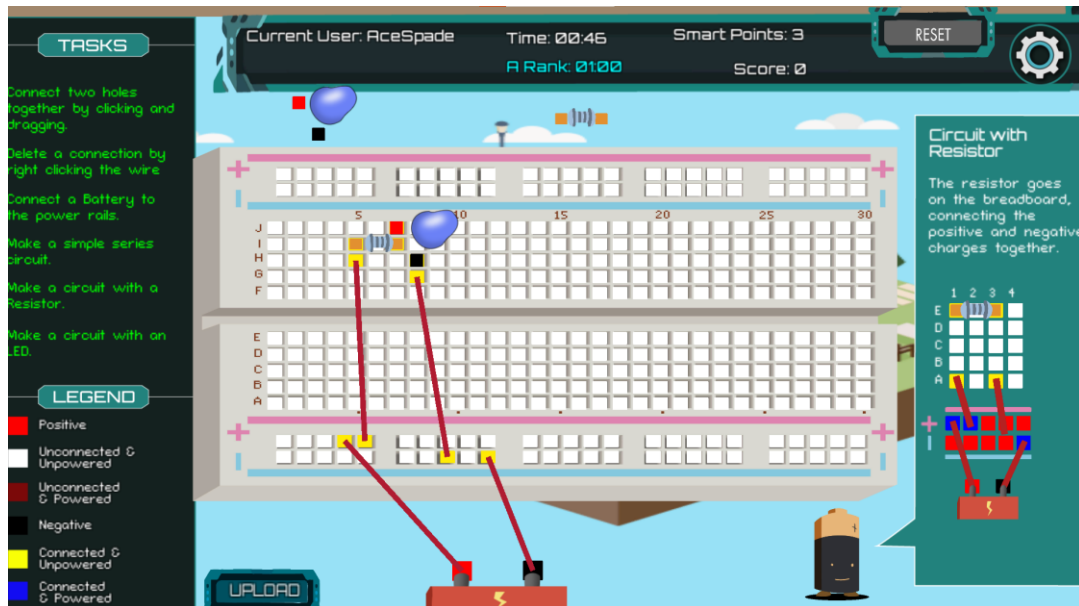
- ☐ Plug and Play requires no expertise from teacher!
- ☐ Automated system so schools have buy-in!
- ☐ Customized robotic kit with online course.
- ☐ Aligned to STEM Curriculum standards.

## For students

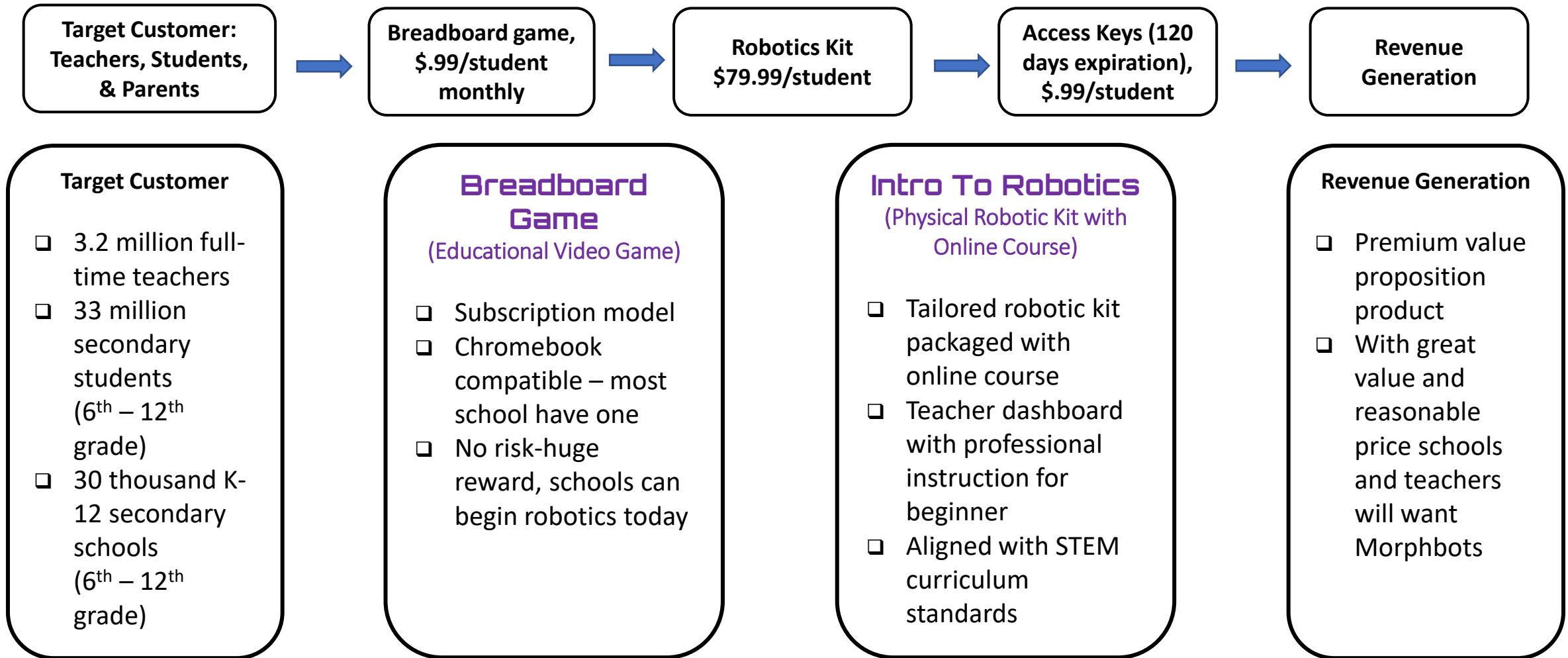
- ☐ Makes robotics fun because it is gamified!
- ☐ Leaderboard among students – competition breeds success!
- ☐ Students are motivated to be the best roboticists!

# PRODUCT

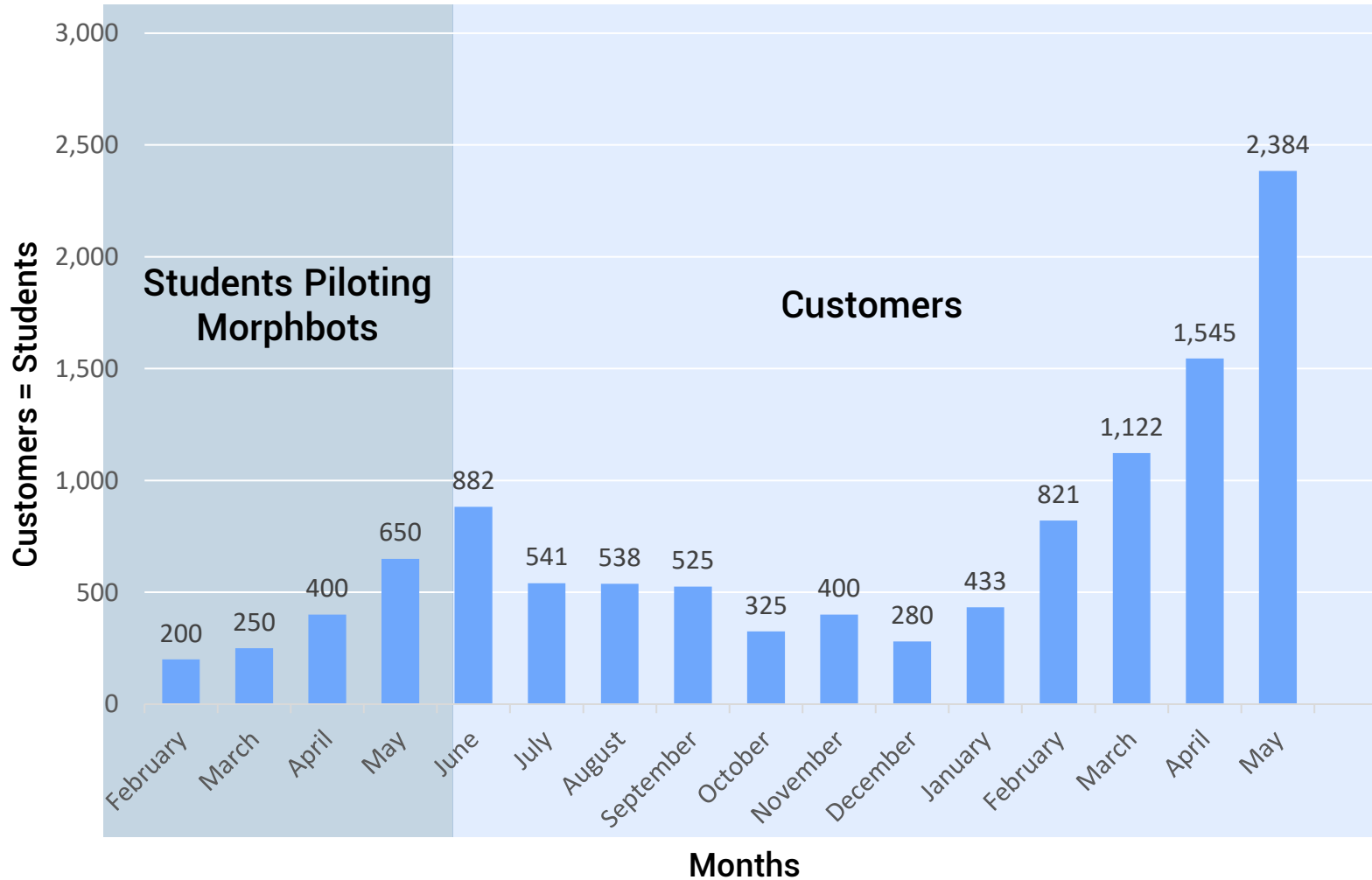
**Morphbots offers a virtual robotics kit in a gamified setting. Students progress to a physical kit where they apply the same principles, they learned in the Breadboard Game.**



# BUSINESS MODEL

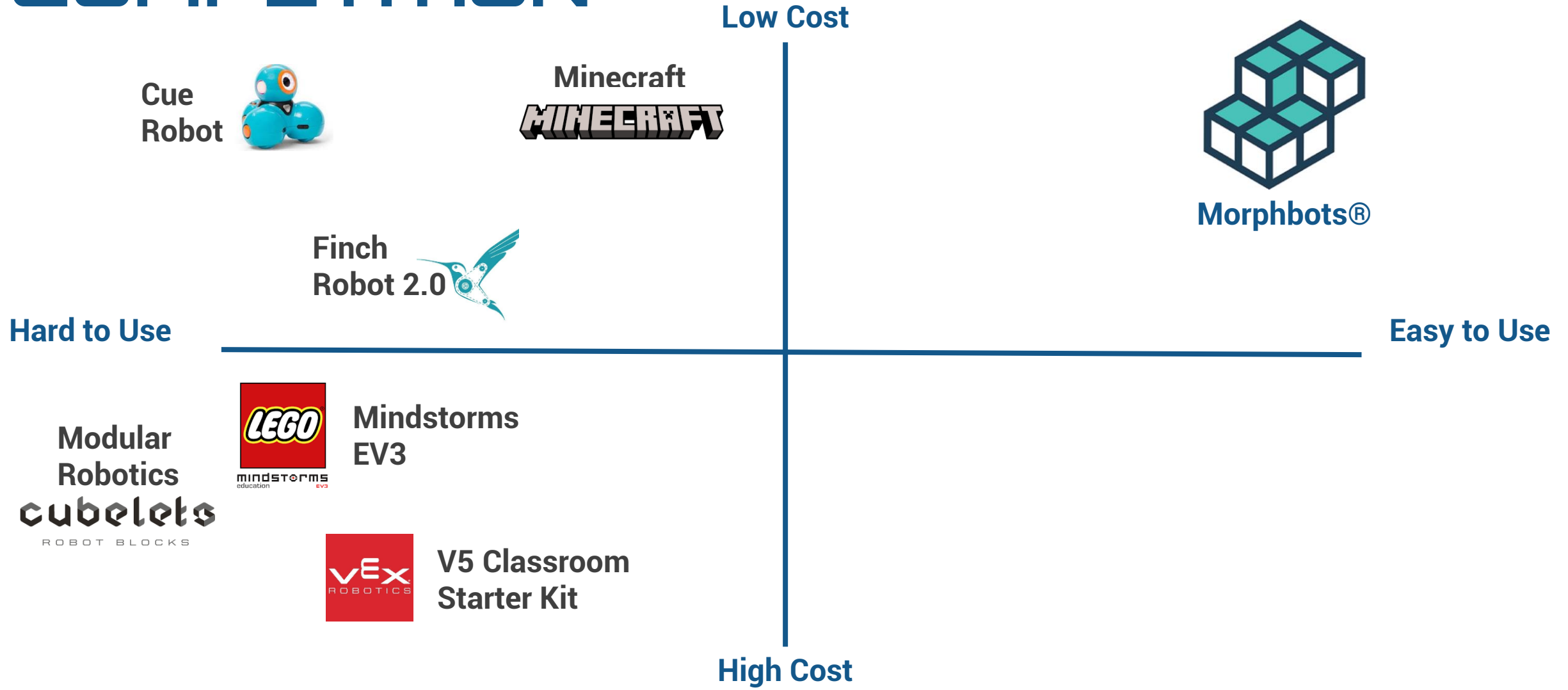


# TRACTION



- ❑ 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

# COMPETITION



# 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.

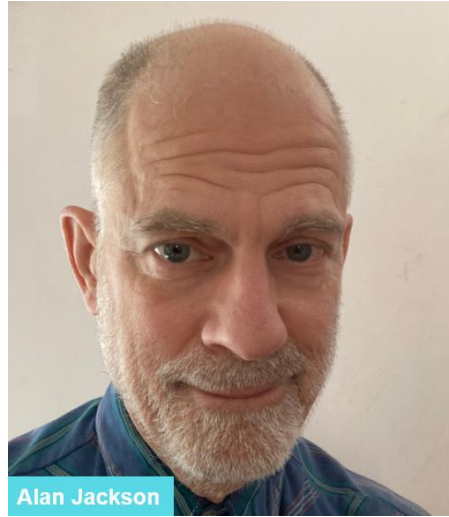




# TEAM



As the CEO of Morphbots, Chris brings a plethora of experience in sales and business development.



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.

# 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

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Selling directly to US  
school districts

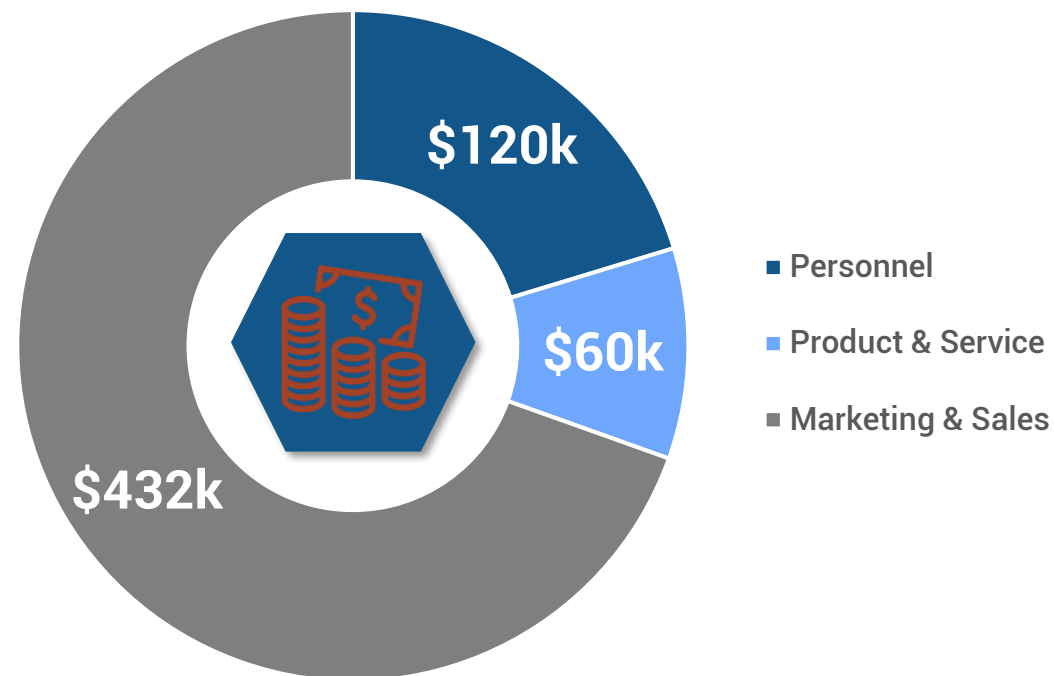
## INVESTMENT

Post-Money SAFE

Equity \$612K = 225,000 Shares

15% fully diluted

## USE OF FUNDS





**THANK YOU!**

**CONTACT US**

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