MORPHBOTS

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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