

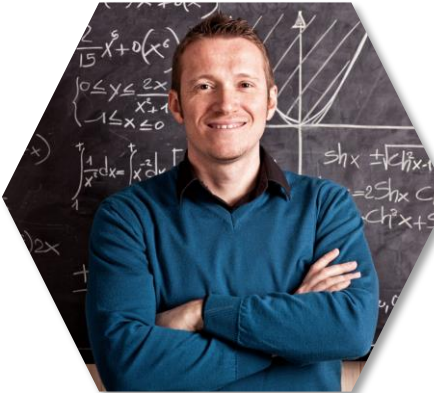
**“Making Robotics Literacy the Standard in  
K12 Education”**



**MORPHBOTS®**

CONFIDENTIAL -Please do not distribute or forward

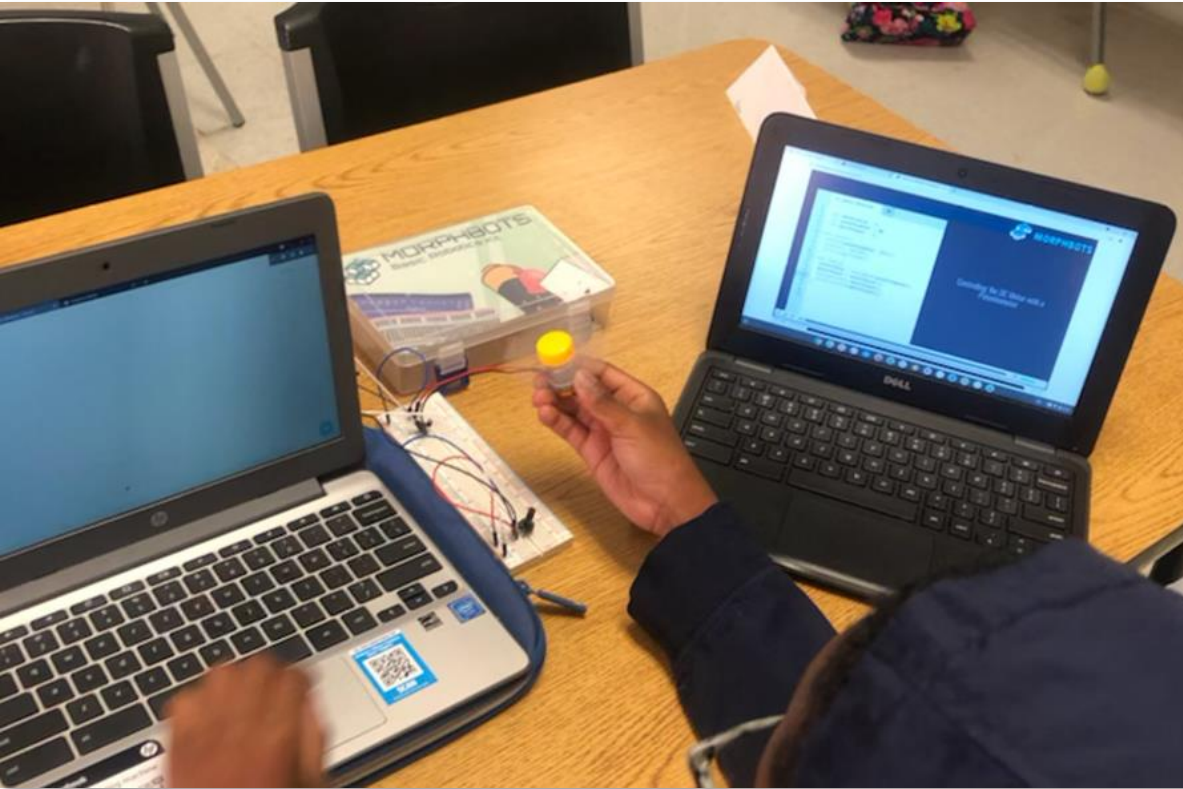
# **PROBLEM:** The Future of US Students is in Jeopardy Because Millions Will Not Qualify for High-Paying STEM Jobs!



- ☐ Students will not be qualified for the future of work
- ☐ STEM jobs pay 2.5 times more than non-STEM jobs now
- ☐ At least 3.5 million STEM jobs will go unfilled in 2025
- ☐ 78% of high school graduates don't meet the benchmarks for a college course in mathematics and science
- ☐ American students rank average in math and science testing compared to other advanced nations



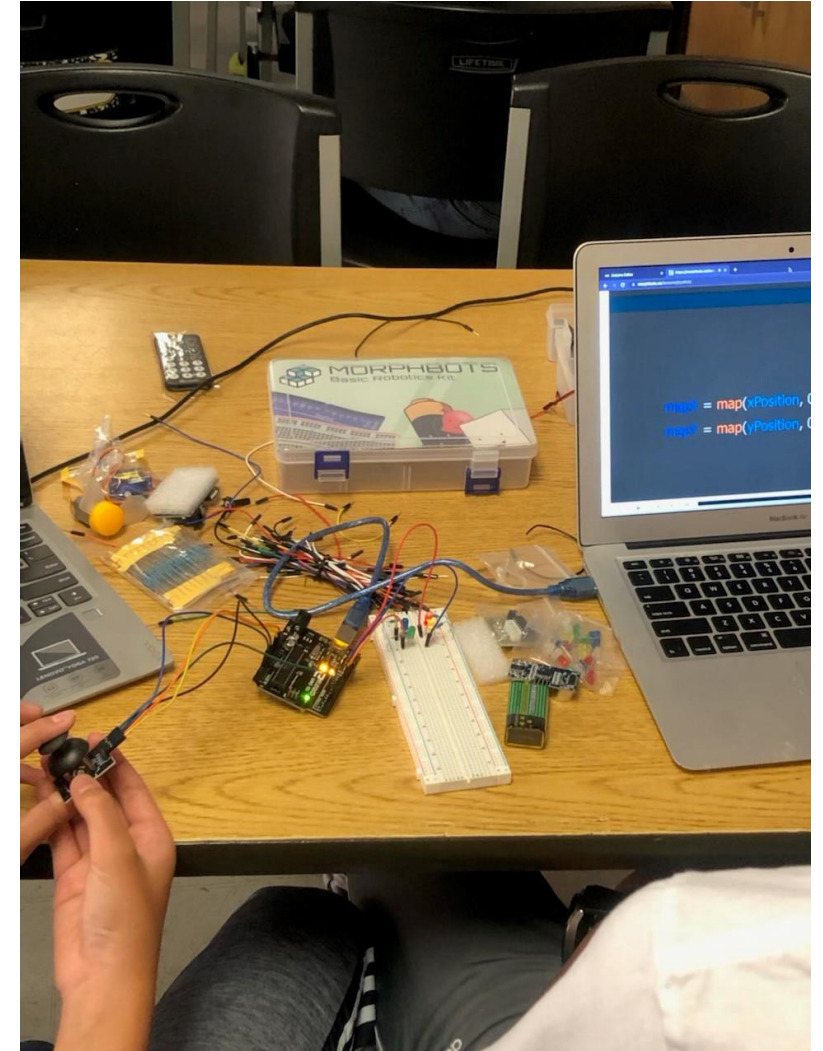
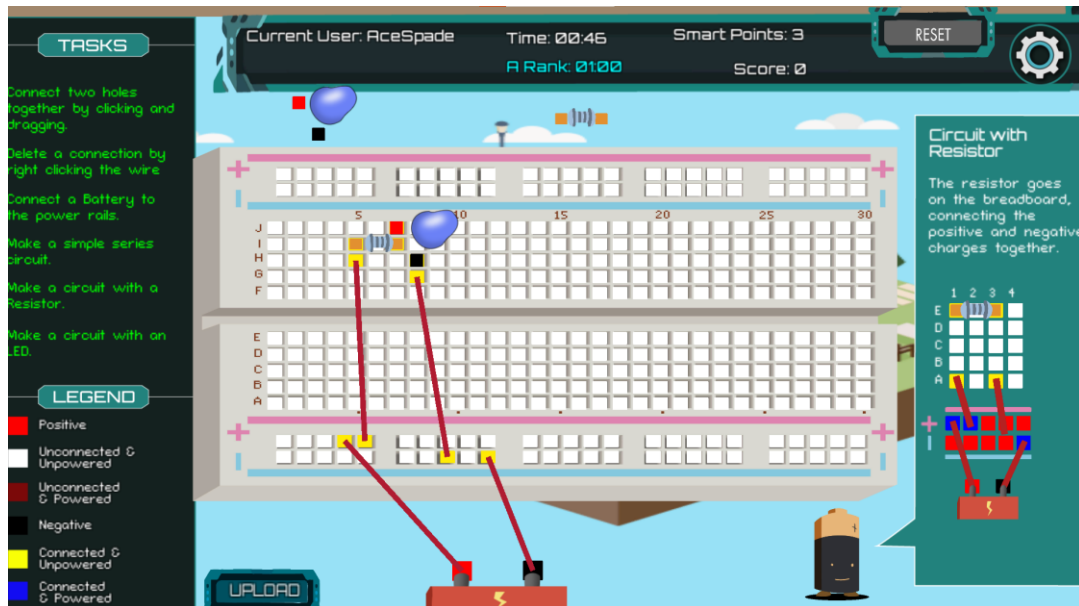
# **SOLUTION:** Make Robotics Education Cool and Competitive with Cryptocurrency!



- ❑ Students are incentivized to do robotics because now they “Learn to Earn”
- ❑ Robotics is the gateway to STEM education with a concentration in engineering and CS
- ❑ Focus selling to the 98% of K12 students not doing robotics now because greater revenue potential

# PRODUCT

The Breadboard Game simulates building a robot in a gamified setting. As students advance, they control a real robot remotely in the Morphbots Arena and can even try building their own robot with our Robotic Starter Kit using the online course.



# BUSINESS MODEL

Target DM in School Districts



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



Robotics Kit  
\$79.99/student

## Target Customer

- ❑ Public, Private, and Charter school districts in New York and New Jersey
- ❑ DM – School Boards, Superintendents, Curriculum Directors, Principals, Technology Directors

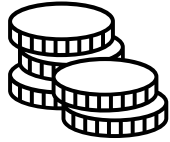
## Breadboard Game (Educational Video Game)

- ❑ Breadboard Game, \$.99(seat)/month
- ❑ Morphbots Arena, \$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

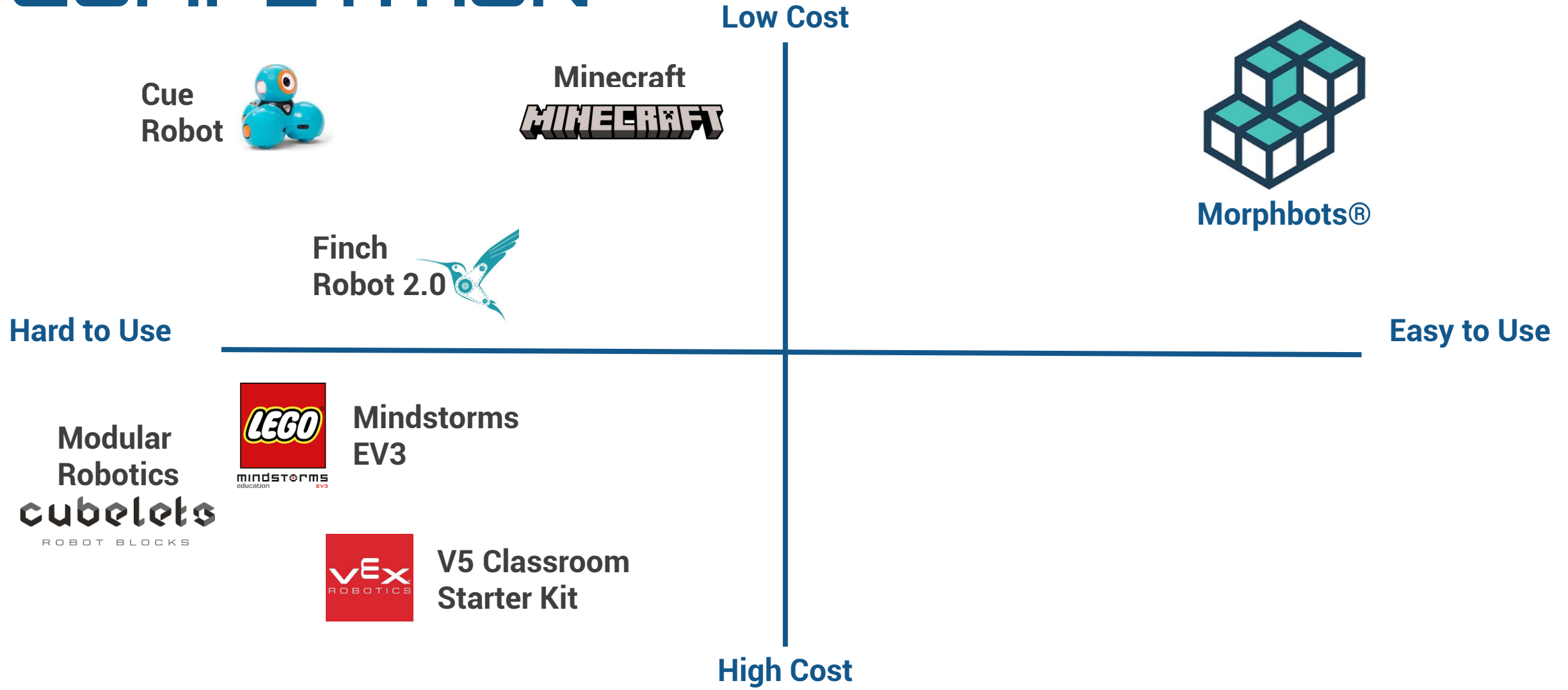
- ☐ Sales from robotic kit



- ☐ 220 users enrolled on online course

- ☐ Students from 3 different schools

# COMPETITION

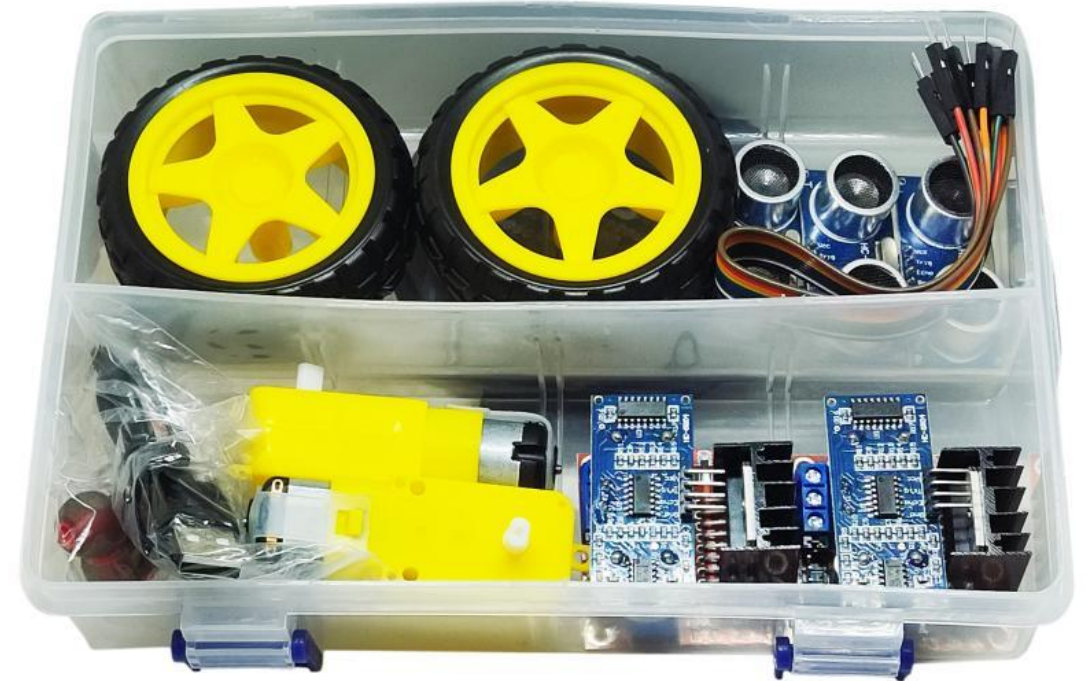




# GO-TO-MARKET

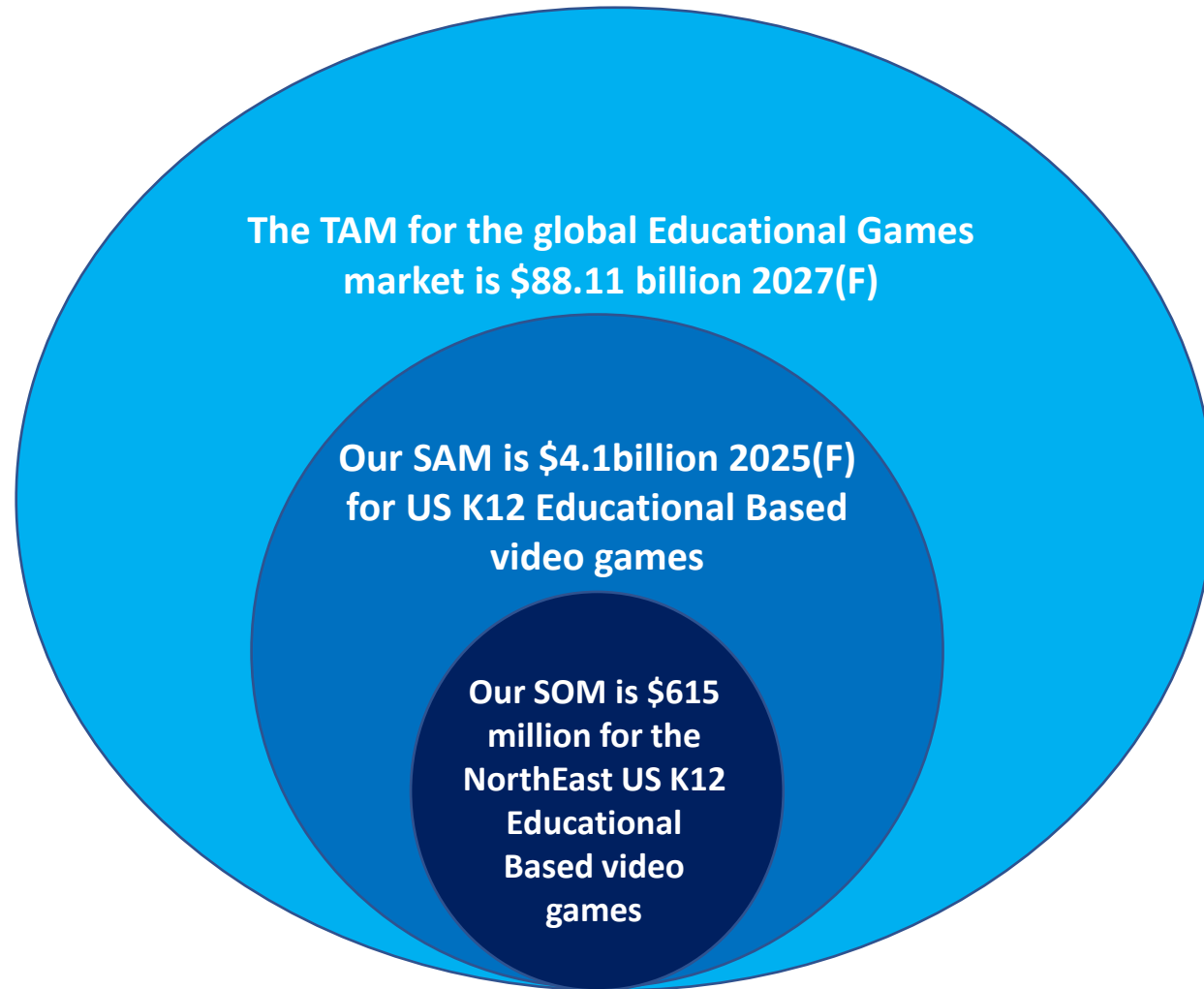
Our Customer Acquisition process will use a Public Relations team to build a media relations campaign in the form of white papers, news articles, and press releases.

- One-on-one sales presentations with DM on a school district level
- We will participate in public speaking events at K12 schools in the NE region
- Publish in major online magazines about how Morphbots is a leader in robotics
- Create a networking group that meets every month to focus exclusively on Morphbots
- Guest speaker on radio and podcast to build the hype about Morphbots





# MARKET OPPORTUNITY



# 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.



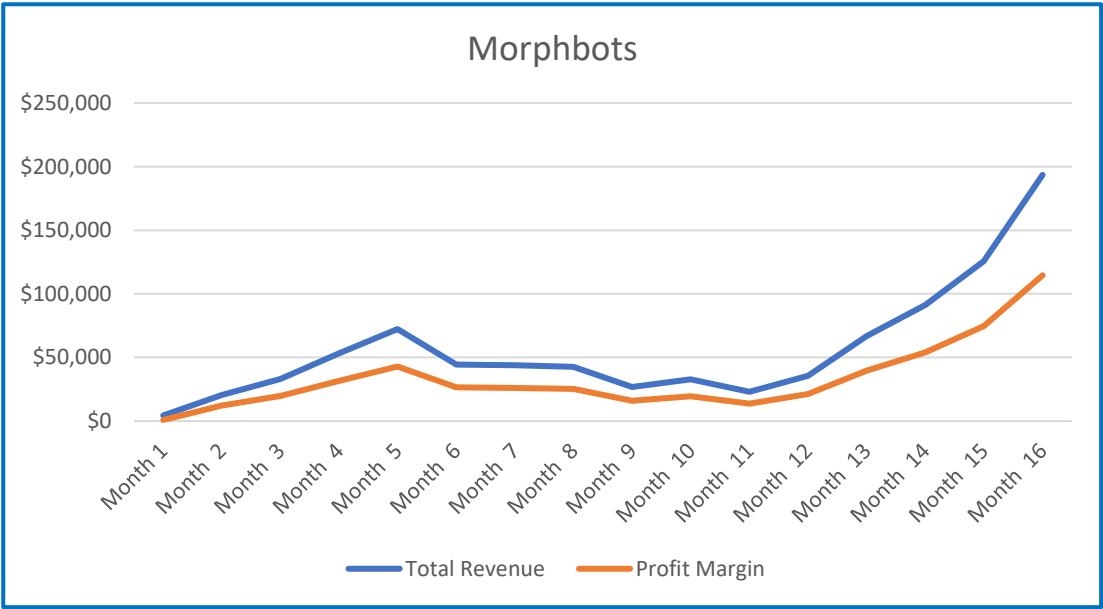
Sudarshan is the Business Advisor of Morphbots. He brings experience with robotics with his own robotics company Coboticca.

# 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	\$4,343	\$20,549	\$32,923	\$53,170	\$72,176	\$44,310	\$43,739	\$42,587	\$26,754	\$32,637	\$23,011	\$35,500	\$66,818	\$91,027	\$125,697	\$193,569
Profit/Loss	\$697	\$12,244	\$19,621	\$31,592	\$42,913	\$26,365	\$25,939	\$25,223	\$15,977	\$19,363	\$13,700	\$21,136	\$39,627	\$53,888	\$74,509	\$114,601

## Assumptions

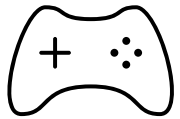
- ☐ We raise funds in January 2023
- ☐ Projections begin 2 months after raising \$500K
- ☐ We are selling 3 services (remote lab, video game, kits)
- ☐ We have productized the Breadboard Game
- ☐ We have productized the remote lab



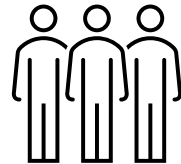


# \$500,000

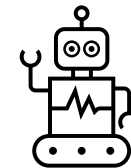
We are asking for \$500K on a SAFE note with a 20% discount and a \$5M valuation cap to productize the Breadboard Game and the Morphbots Arena. These funds will give us a 12-month runway enabling us to acquire 72 schools and reach an MRR of \$55K.



Product  
Development  
\$200k



New Hires  
\$200k



Manufacturing Kits  
\$50k



Marketing &  
Sales  
\$50k





**THANK YOU!**

**CONTACT US**

**A. Chris Eslami**

**646.703.1699**

**Brooklyn, NY**

**[chriseslami@selfassemblingsystems.com](mailto:chriseslami@selfassemblingsystems.com)**