

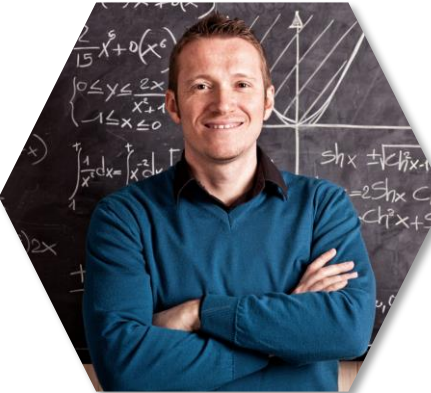
**“Making Robotics Literacy the Standard in
K12 Education”**



MORPHBOTS®

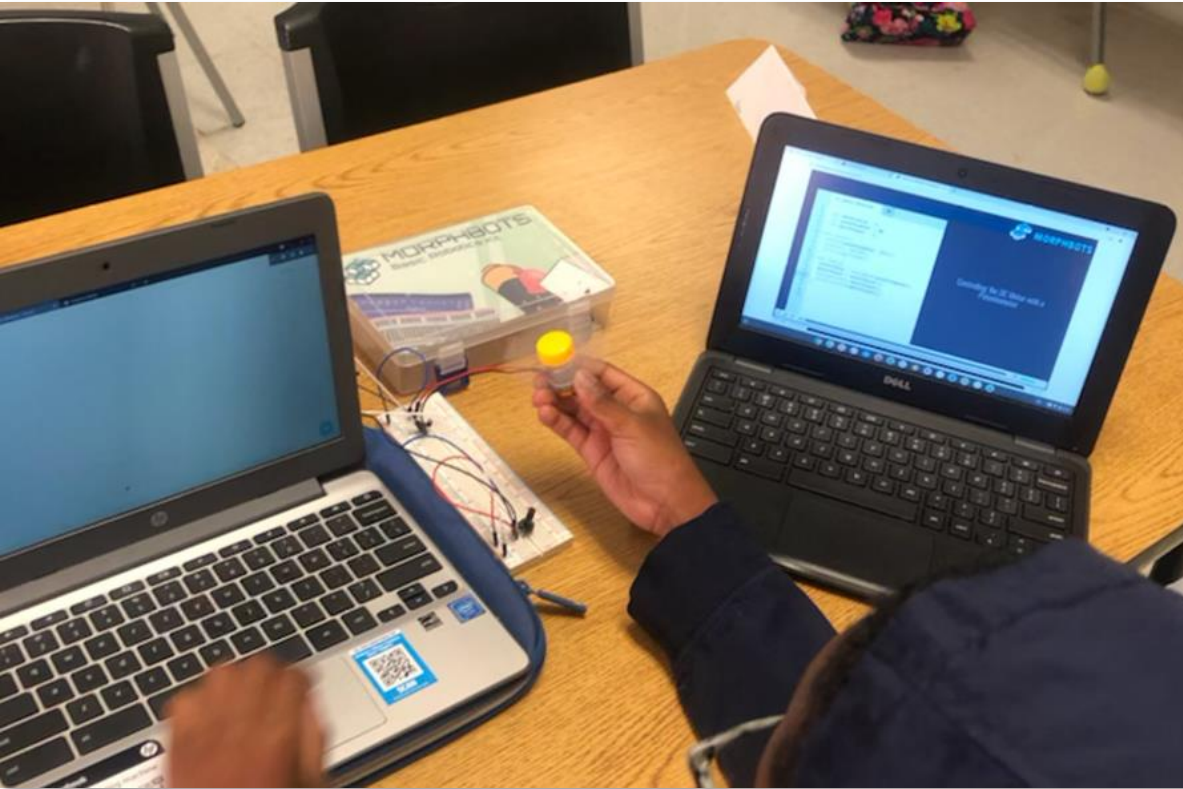
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PROBLEM: US Students Future is Despairing!



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

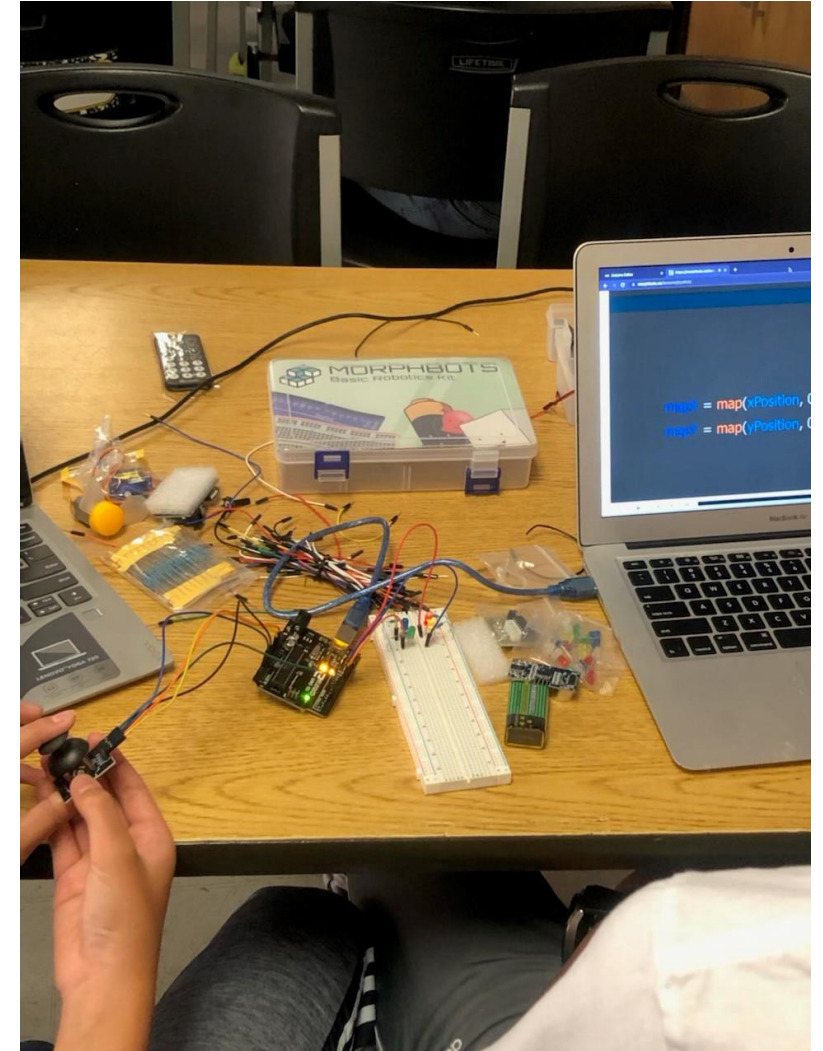
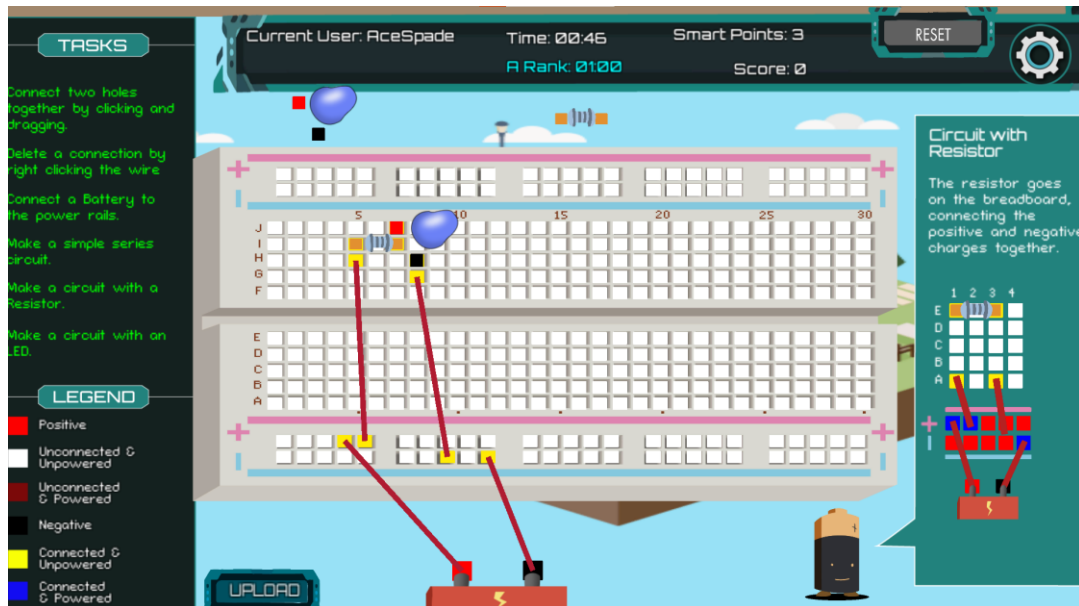
SOLUTION: Make Robotics Education Accessible, Engaging, and Cool



- ☐ 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:
Teachers, Students,
& Parents



Breadboard game,
\$.99/student
monthly



Robotics Kit
\$79.99/student

Target Customer

- ❑ 3.2 million full-time teachers
- ❑ 33 million secondary students (6th – 12th grade)
- ❑ 30 thousand K-12 secondary schools (6th – 12th grade)

Breadboard Game

(Educational Video Game)

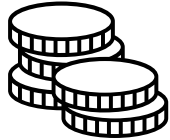
- ❑ Subscription model
- ❑ Chromebook compatible – most school have one
- ❑ No risk-huge reward, schools can begin robotics today

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

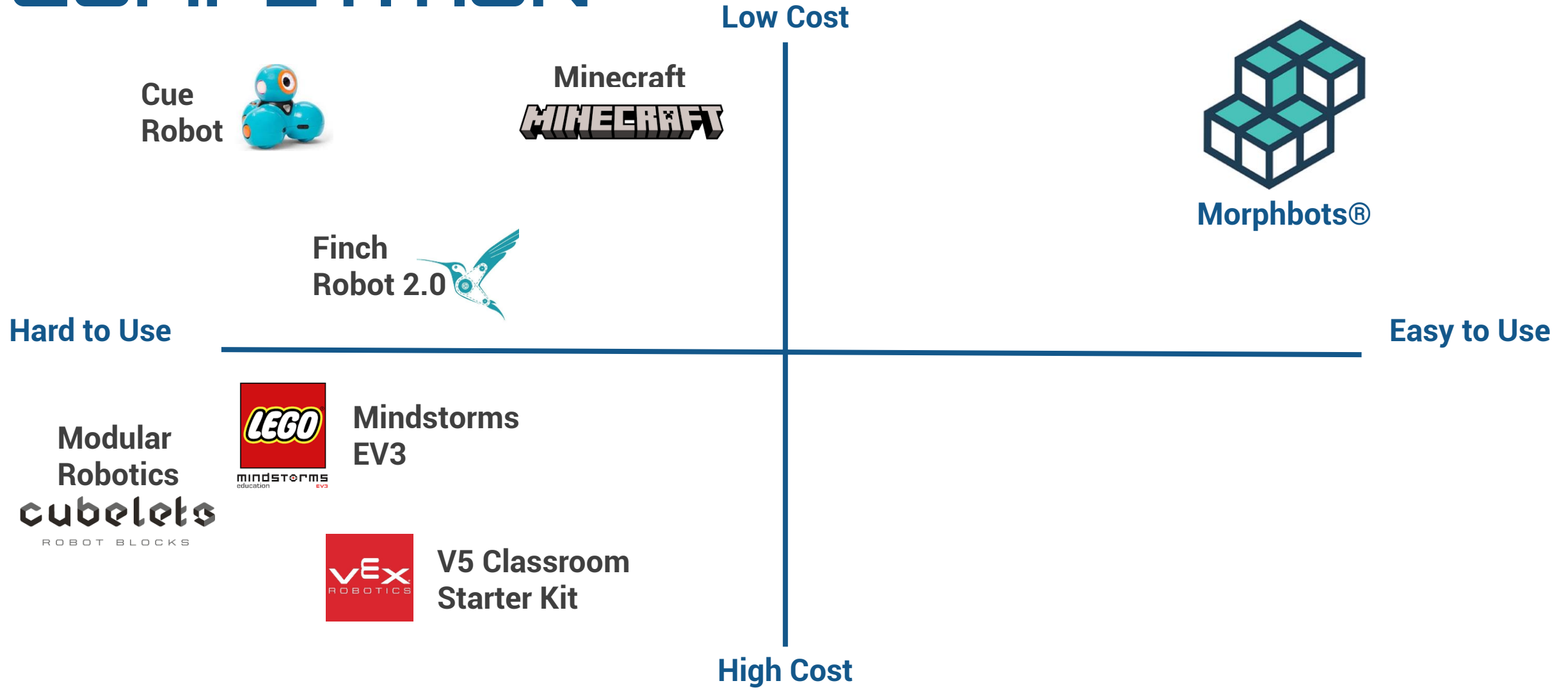
- ☐ Sales from robotic kit



- ☐ 220 users enrolled on online course

- ☐ Students from 3 different schools

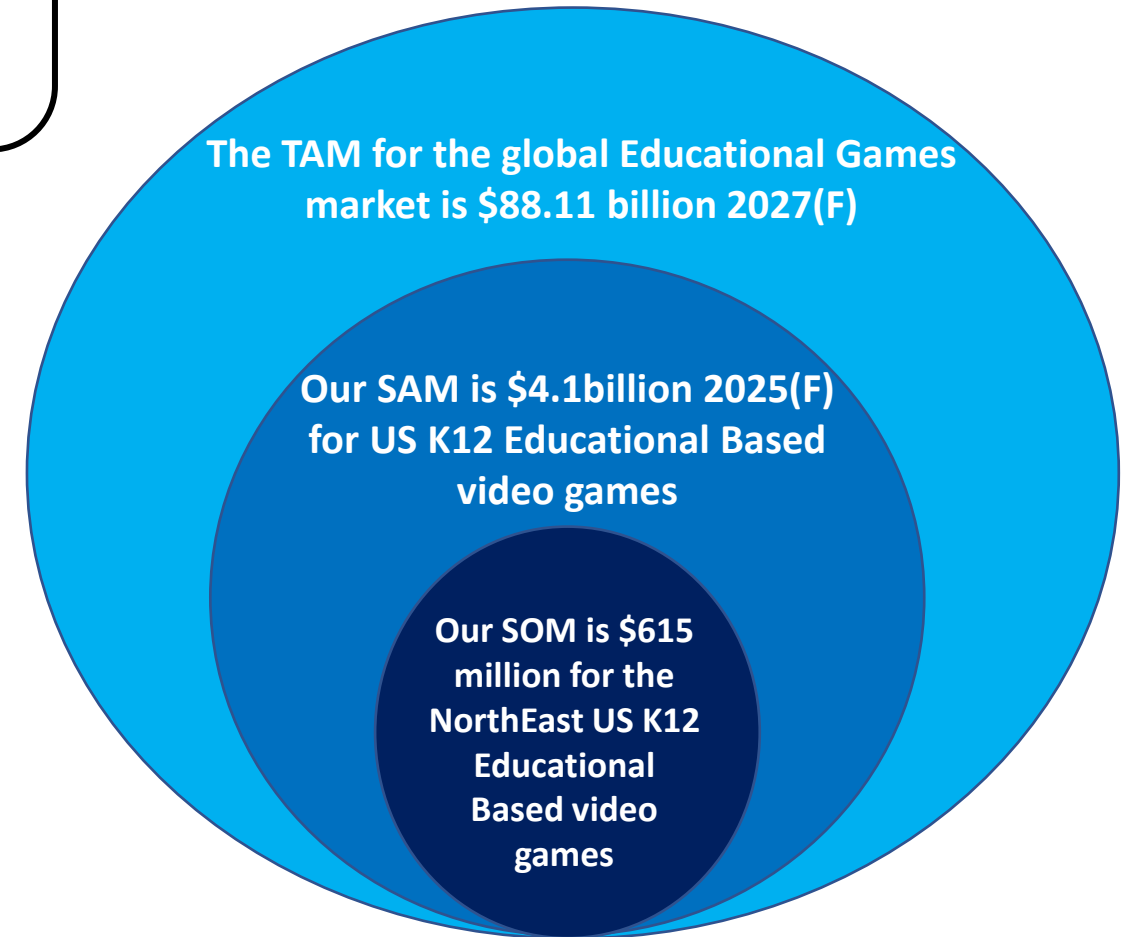
COMPETITION



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).

Our channels will be our website and a public relations strategy. Our Customer Acquisition will also incorporate one-on-one sales strategy with school district DMs like Superintendents, Principals, school board, technology director, and CFO.



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.

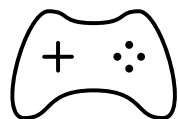


Sudarshan is the Business Advisor of Morphbots. He brings experience with robotics with his own robotics company Coboticca.

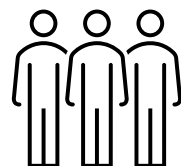
ASK

\$500,000

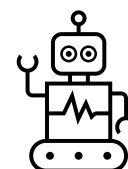
We are asking for \$500k to finish developing the Breadboard Game, buy wholesale robotic kit material, and hire key staff for a 1-year run



Product
Development
\$200k



New Hires
\$200k



Buy Robotic Kits
\$50k



Marketing &
Sales
\$50k



THANK YOU!

CONTACT US

A. Chris Eslami

646.703.1699

Brooklyn, NY

chriseslami@selfassemblingsystems.com