



MORPHBOTS

CONTACT INFORMATION

Morphbots
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FINANCIAL INFORMATION

Company Stage: Pre-product
Capital Seeking: \$612,000

USE OF FUNDS

30% Marketing/Sales
30% Prototype/MVP
40% Personnel

MANAGEMENT TEAM

- CEO & Co-Founder: [A. Chris Eslami](#) has 20 years of sales and marketing experience at technology companies
- VP & Co-Founder: [Alan Jackson](#), Co-founder of Voxon Photonics. Innovating technology for over 4 decades

ADVISORS

- [Sudarshan Narayan](#), founder of Amplifi, expertise include strategy, enterprise sales, branding & marketing, product positioning & fundraising
- [Alex Games](#), He designed the Gamestar Mechanic video game that teaches K12 students how to develop their own video games.

MORPHBOTS®

EXECUTIVE SUMMARY

PITCH

Morphbots is an EdTech company that offers products and services for robotics education. The Morphbots Virtual Robotics Kit engages students with robotics in a way that any student can do it. Robotics is the gateway to STEM education. The Morphbots mission is to help create a robotics revolution by capturing the student's imagination of what is possible with technology.

MARKET

The global EdTech market is expected to reach \$40 billion by 2022 – Robotics is a fast-growing segment within EdTech – Robotic education spend is expected to double by 2025 reaching over \$3 billion.

PROBLEM/OPPORTUNITY

The majority of schools do not have a robotics program either because the cost for physical kits is too much or the educators themselves do not have the expertise to teach robotics. Still, there are currently millions of unfilled, high-paying STEM jobs in America.

SOLUTION/PRODUCT

The Morphbots Virtual Robotics Kit engages students in a matter of seconds because it is gamified. All schools can get started with robotics because the kit is compatible on all devices including a Chromebook. No experience with robotics education is necessary from the teacher—in fact, it will teach the teacher!

BUSINESS MODEL

Sell our products directly to school districts. Partner with companies that offer education services who have large distribution channels but lack robotics education content although it is in high demand.

COMPETITORS

Vex Robotics, Wonder Workshop, Modular Robotics, LEGO, and Ozobot offer robotic products that usually require a steep learning curve, are expensive, and overall do not entice new students.

COMPETITIVE ADVANTAGE

Morphbots does not require teacher expertise in robotics. Morphbots offers an array of products and services all designed for students and teachers with no prior knowledge to maximize sales.

MILESTONES

Filed provisional patent for self-assembling modular robotic system. Begin MVP testing Morphbots Gamified Virtual Robotic Kit in June 2021.

EXECUTION PLAN

Piloting over 10 schools now. Plan to pilot over 200 schools in November. Commercialize product with latest date in March 2022.