



MORPHBOTS

#### CONTACT INFORMATION

Morphbots  
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#### FINANCIAL INFORMATION

Company Stage: Pre-product  
Capital Seeking: \$500,000 for 15%

#### USE OF FUNDS

40% Product Development  
40% New Hires  
20% Marketing/Sales & Material

#### 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

Making robotics literacy the standard in K12 education.

### PROBLEM

The future of US students is in jeopardy because millions will not qualify for high-paying STEM jobs. Robotics is the gateway to STEM learning. However, most schools do not have a robotics education program because the equipment, travelling, and competition fees are out of their budget and students are not interested.

### SOLUTION

Morphbots brings robotics education to the student in an educational based video game making it affordable even for the lowest income schools. Students are immediately engaged because now robotics is cool, competitive, and collaborative.

### 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. We are selling to the 7.8M students in the NE region.

### 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 a huge upfront cost because school/students can rent hardware; offer robotics for both visual and kinesthetic learners.

### BUSINESS MODEL

The Breadboard Game is a subscription with student seats at \$.99/month; the 2d robot lab is a booking site at \$5/hour to rent a robot; B2B – selling our robotic starter kits to school districts.