

**Adiu.ai**



What is the problem?

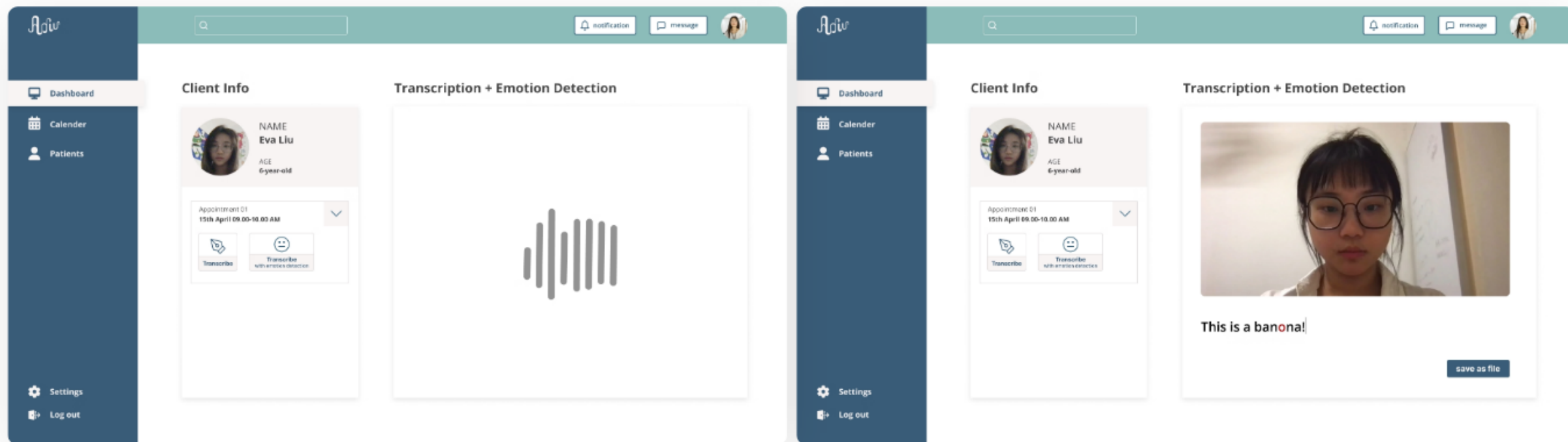
Speech therapists dedicate approximately **1-2**  
**hours** daily towards manual patient audio  
annotations for patient diagnosis and treatment  
plans.

Time

Effort

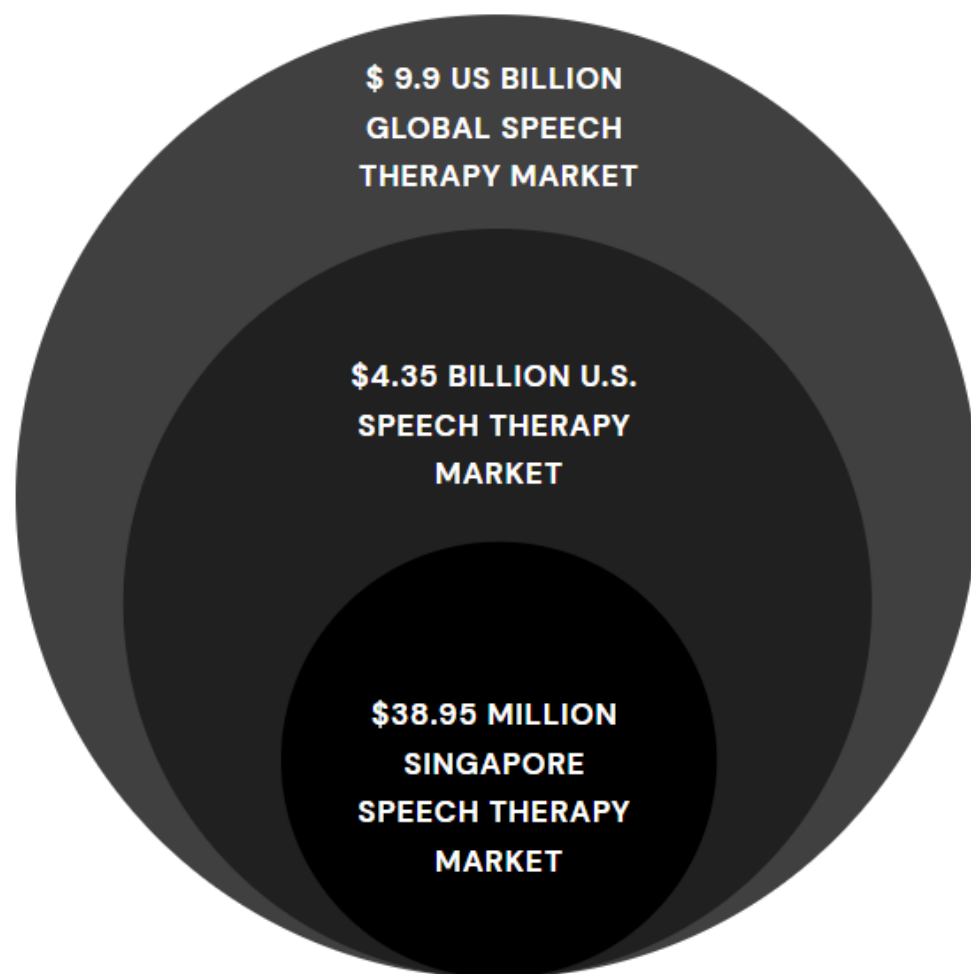
Client Experience

## The Solution



A **centralized source of truth** web platform where therapists can upload patient audio and visual assets for ease of transcription and annotation. Translating to an enhanced patient treatment plan and **eliminating tedious clinical tasks**. Increasing the capacity for speech therapists to treat the patients in need.

## Market Demand and Opportunity



How much do we have to play with?

\$38.95  
Million



**Singapore Speech Therapy Market**  
Serviceable Available Market

\$4.35  
Billion



**United States Speech Therapy Market**

\$9.9  
Billion



**Global Speech Therapy Market**  
Projected to reach \$17 billion in 2031  
growing at a CAGR of 5.6%

## Market Validation



Would you use Adiu with the features it has currently?



Would Adiu solve a problem that you face?

## Insights

12 professional speech therapists across organizations like Speech and Language Therapy Singapore and Singapore Institute of Technology Speech and Language Therapy were surveyed.

**75%** of users surveyed would use this product.

**58.3%** stated it would solve a pressing problem they have.

# Market Validation – Professional Speech Therapists' Testimony

Depends on the price...  
But I will consider buying this  
product. It looks good!

**Dr. Yen Wern,**  
Speech & Language Therapist @  
SPD (Singapore)

Anything that helps with  
transcription is always good...  
  
Also need to video their face  
not just the audio!

**Dr. Allison Lin,**  
Speech Language Pathologist @  
Better Rehab (Australia)

It's worth downloading. The product  
is cool, I like the drag and drop...  
it's good that it picks up on errors  
too!

**Dr. Denise Lee,**  
Speech Language Pathologist @ Woodlands  
Health (Singapore)

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**"Freemium" Monthly Pricing Approach**

- 3-Tiered Pricing
- Free, \$19/user, Enterprise Customer Pricing

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**Customer Channels**

- Hospitals and Clinics
- Educational Research Institutions
- Private Speech Therapy Clinics
- Speech Therapy Associations

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**Primary Business Costs**

- Primary business costs will lie in the R&D of the product as well as overall marketing efforts.
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# Founding Team



**Hanlin Cheng**

Chief Executive Officer

Systems Design Engineering  
In-charge of spearheading the vision  
and broader strategic development



**Adharsha Sam**

Chief Technology Officer

Engineering Systems Design  
In-charge of identifying  
innovative AI techniques  
for product development



**Eva Liu**

Chief Product Officer

Industrial Design Student  
In-charge of product positioning and  
improving the product for better user  
experience



**Jackie Hellsten**

Chief Design Officer

Media Production Teaching  
Assistant  
In-charge of product design,  
user research and developing a high-  
quality experience



The ask.

# \$5 000

We are looking for \$5K in funds to kick-off the R&D process of product development and releasing a beta for users.

## USE OF FUNDS

- Software platform development and infrastructure costs
- Product research and data acquisition
- Marketing and outreach
- Regulatory compliance

## YOUR PORTFOLIO GETS

To add an innovative social-impact start-up in the healthcare industry.

Thank you.



and product expertise. We are currently based in Singapore

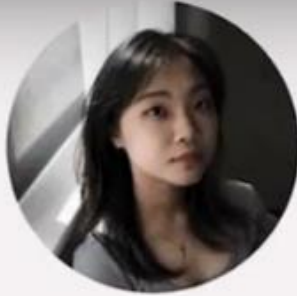


## Adiu Final Pitch Video



**Hanlin Cheng**

Chief Executive Officer



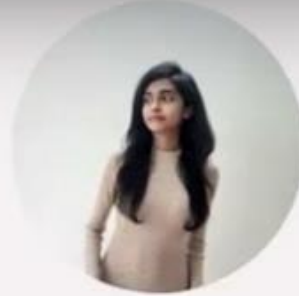
**Eva Liu**

Chief Product Officer



**Jackie Hellsten**

Chief Design Officer



**Adharsha Sam**

Chief Technology Officer



### Company

[How it works](#)

[Pricing](#)

### Quick Link

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Product Demo