

Adiu.ai

30.111

Spring 2023

Adiu



Agenda

1. Company Vision
2. Short-Term Product
3. Long-Term Products
4. Roles of Co-founders
5. Co-founder Relationships
6. Equity Split and Rewards
7. Team Management Measures

Serve for Speech

Adu is a homonym to "audio", derived from the Latin word "adiutor" which means "assistant".

We are currently developing a platform to help speech-language pathologists detect their patients' speech impairments with greater accuracy using AI.

1. Company Vision

Adiu.ai

With the number of speech-related disorders increasing in the recent years, there is a growing demand for **Speech-Language Pathologists** in Singapore to serve children who require early intervention, as well as aging populations who require speech therapy [1] [2].

160

qualified Singapore speech
therapists [3]

\$9.9B

global speech therapy market in
2021 [4]

[1] <https://www.sgh.com.sg/news/tomorrows-medicine/break-walls-between-pre-schools-and-early-intervention-study>

[2] Impacting Lives as a Speech-Language Therapist by Singapore Institute of Technology (https://www.youtube.com/watch?v=yYx_fmJ3OmY)

[3] <https://www.msf.gov.sg/media-room/Pages/Number-of-qualified-therapists-in-Singapore-for-special-needs-children.aspx>

[4] <https://www.globenewswire.com/en/news-release/2022/10/31/2544350/0/en/Global-Speech-Therapy-Market-is-Expected-to-Reach-USD-17-Billion-by-2031-Says-AMR.html>



1. Short-Term Product

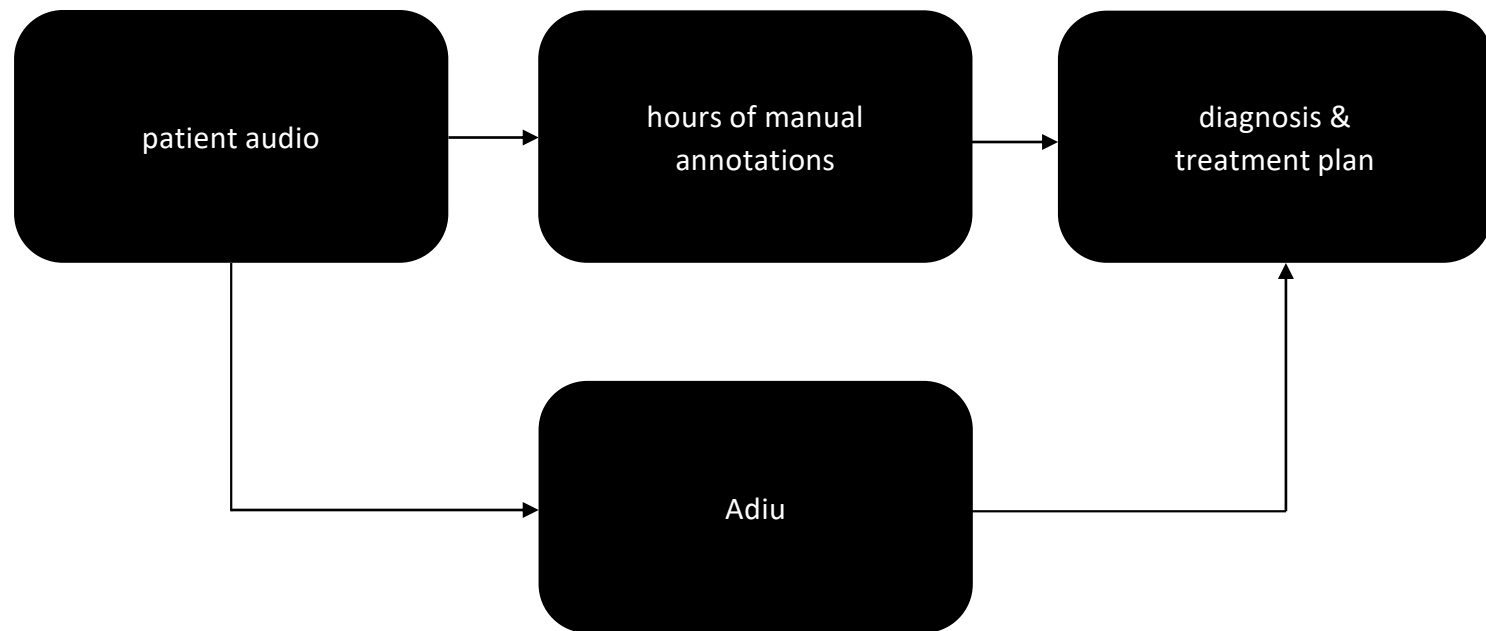
Adiu.ai

Reshaping Speech–Language Pathology Services using AI

- **Automatic Speech Recognition** is a Machine Learning technology that converts human speech into text.
- ASR ML–algorithms are trained on audio data produced by the general human population.
- Training the algorithm on audio data generated by patients with speech impairments can be used to detect characteristics of reduced speech intelligibility such as stuttering.
- Implementing AI technologies in the field of healthcare can eliminate tedious clinical tasks such as manual annotations so that the speech–language pathologists can spend more time on diagnosis and treatment for patients.
- Initial product will focus on determining a common neurodevelopmental disorder – stuttering.

1. Short-Term Product

Adiu.ai



3.Long-Term Products

Adu.ai

2023

→ **Automatic detection of one characteristic of speech impairments**

↓ **Early adopters**

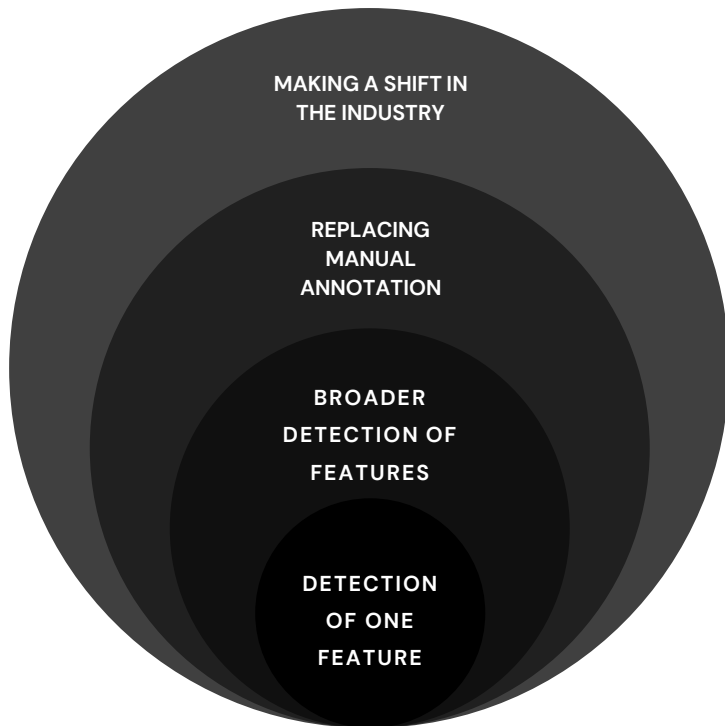
- Students enrolled in Speech and Language Therapy Undergraduate Programme at Singapore Institute of Technology.
- Students enrolled in Speech and Language Pathology Masters Programme at National University of Singapore.

Evaluation

Extension of product

Replacing manual annotation

Helping speech pathologists fully focus on what matters: serving their clients!



4.Roles of Co-Founders

Adiu.ai



Hanlin Cheng

Chief Executive Officer

CA Canada

In-charge of spearheading the vision and broader strategic development



Adharsha Sam

Chief Technology Officer

IN India

In-charge of identifying innovative AI techniques for product development



Eva Liu

Chief Product Officer

CN China

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



Jackie Hellsten

Chief Design Officer

SE Sweden

In-charge of product design, user research and developing a high-quality experience

Genesis

- Team formed during **30.111 Match-Making** studio session in Week 2.

Strengths

- **Shared Motivation:** Shared buy-in for term project success & the creation of a viable and valuable solution concept.
- **Diverse Team:** Variety in educational backgrounds, expertise & skillsets is a strength.

University of Waterloo
Systems Design Engineering

INTP (Logician)

- Analytical
- Original
- Open-minded
- Curious
- Objective

SUTD
Data Science & Financial Services

INTJ (Architect)

- Rational
- Informed
- Determined
- Curious
- Original

Shanghai Jiao Tong University
Industrial Design

ENFJ (Protagonist)

- Receptive
- Reliable
- Passionate
- Altruistic
- Charismatic

KTH Royal Institute of Technology
Interactive Media Technology

ENFJ (Protagonist)

- Receptive
- Reliable
- Passionate
- Altruistic
- Charismatic

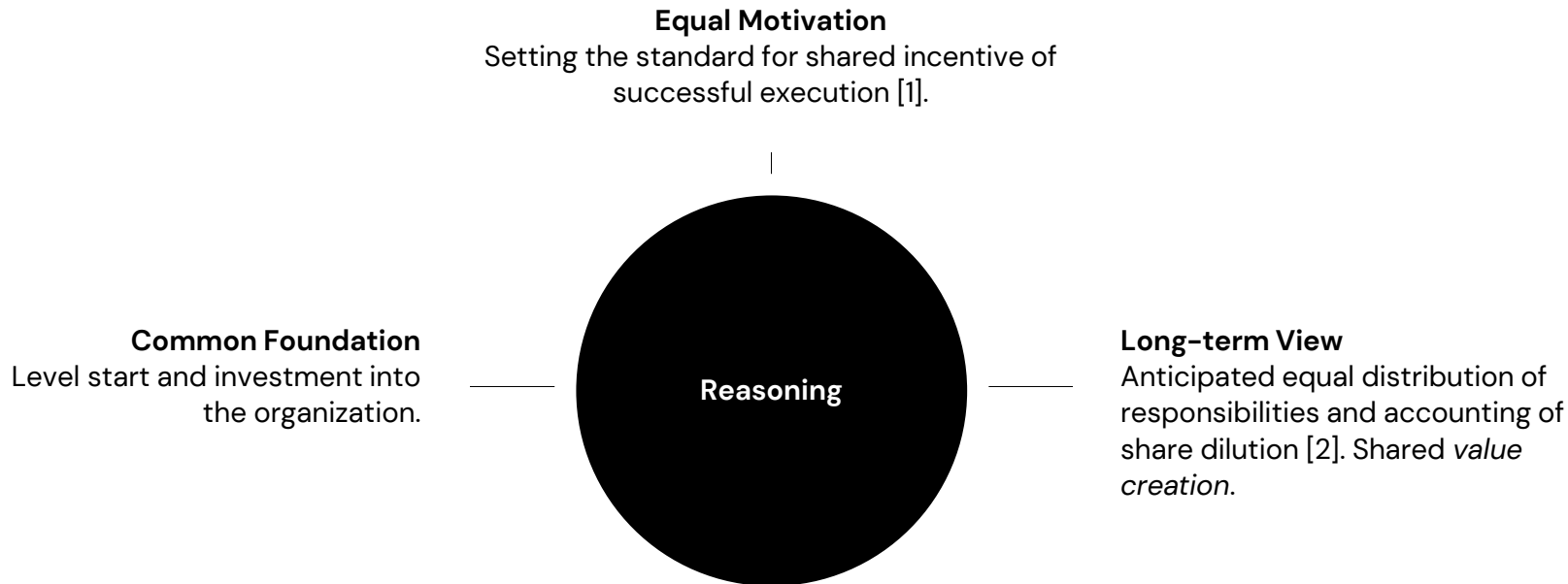
6.Equity Split and Rewards

Adu.ai



1. Equity Split and Rewards

Adu.ai



[1] <https://www.ycombinator.com/library/5x-how-to-split-equity-among-co-founders>

[2] <https://carta.com/blog/co-founder-equity-split/>

1.Equity Split and Rewards

Adiu.ai

	Venture Fundraising	Marketing	Technology	Operations
Stakeholder 1	CEO	CDO	CTO	CPO
Stakeholder 2	CTO	CPO	CPO	CDO
Stakeholder 3	CPO	CEO	CDO	CEO
Stakeholder 4	CDO	CTO	CEO	CTO

Vesting Schedule



CO-FOUNDERS

- 20% of total equities be granted to 4 co-founders at the very beginning.
- Remaining 80% vested gradually during the next 4 years.

CORE WORKERS

- Will hire field experts, software engineers, and marketing/growth folks to be core workers.
- Set an option pool (made up of 4 x 2.5% of the equity).

Finis

