



## Sentient Circuit

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**Solution Management:**

CEO Joseph Moran  
CTO Joseph Alexander

**Industry:**

Network Engineering & Cyber  
Security

**Number of Employees:**

2-5

**Financing Sought:**

\$1.3M

**Use of Funds:**

Product Development  
Marketing  
Distribution  
Legal  
UI/UX Developer  
Network Engineer  
3<sup>rd</sup> Party Pen Test  
Components  
Identifying US Fabrication Facility

**Mission:**

Sentient Circuit's mission is to better secure home networks by bringing the router to the center of the modern smart home.

**Business Description:**

Sentient Circuit is developing a touchscreen router to better secure home networks. Our touchscreen router allows users to control and monitor their network with ease.

**Company Background:**

Sentient Circuit was founded by tech enthusiasts who want to provide secure network solutions to everyone. Our company has an MVP and we are finishing development of our prototype.

**Products/Services:**

Sentient Circuit is bringing the router out from the back of the closet to the center of the modern smart home. Our easy-to-use touchscreen route brings network management to your fingertips. With just a touch, add devices to user avatars and create user profiles allowing parental controls and more.

**Technologies:**

There is one patent that is pertinent to our router, US8812827B2 Wi-Fi router with integrated touchscreen and enhanced security features. TP-link and another company have already brought touchscreen routers to market meaning there an avenue to implementing this IP. Moreover, we plan to file an improvement patent with our TPM security chip set and touchscreen Wi-Fi 6 router utilizing an ARM architecture.

**Markets:**

Initially, Sentient Circuit's target market will be tech savvy parents and homeowners. We tailored our go to market strategy to court these early adopters through social media, podcast and grass roots community building. The US router market is worth 5 billion dollars and the global market is worth 15.5 billion dollars. Furthermore, with an estimated CAGR of 20.5% over the next 8 years the global network solution market will reach nearly 100 billion dollars by 2030.

**Distribution Channels:**

Our Company will use channel partners to bring the touchscreen router to market. We have already connected with some Best Buy buyers and are looking to demo our router with them and other established electronics buyers.

**Competition:**

There are a few mesh routers on the market from major brands like Google, Netgear, Asus and TP-Link. Our competitive advantage is our touchscreen and easy to use features.

**Financial Projections:**

	FY 2023	FY 2024	FY 2025
Revenue	\$151,000	\$449,000	TBD
Operating Income	\$29,000	\$272,000	TBD