

# SYNCERE

FURNITURE THAT DOES YOUR CHORES.

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Engineered in Palo Alto, California  
<https://syncereai.github.io>

## The Problem

# Laundry Folding is Annoying.

- Folding takes ~30 minutes/load
- The average family does ~300 loads per year\*
- That's 150 hours spent folding each year
- Equivalent to 4 full 40-hour work weeks
- An extra month of "work" every year just folding laundry

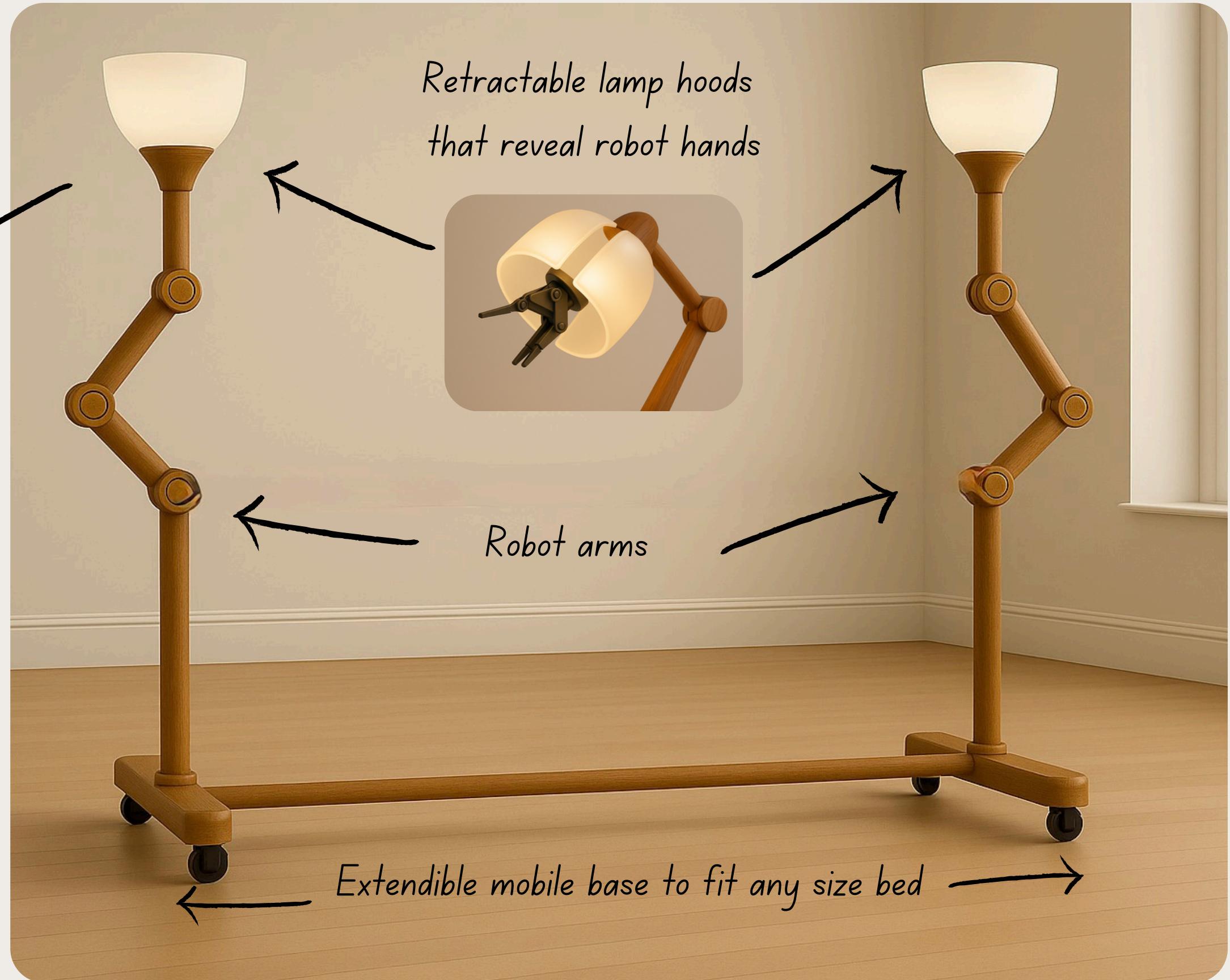


\* [https://www.energystar.gov/products/clothes\\_washers](https://www.energystar.gov/products/clothes_washers)

# Introducing Lume



- A pair of robotic lamps that can be retrofitted to any bed frame.
- When needed, the lamps transform into arms to fold laundry and assist with chores.
- When not in use, they function as lamps. Keeping your bedroom looking and feeling familiar.

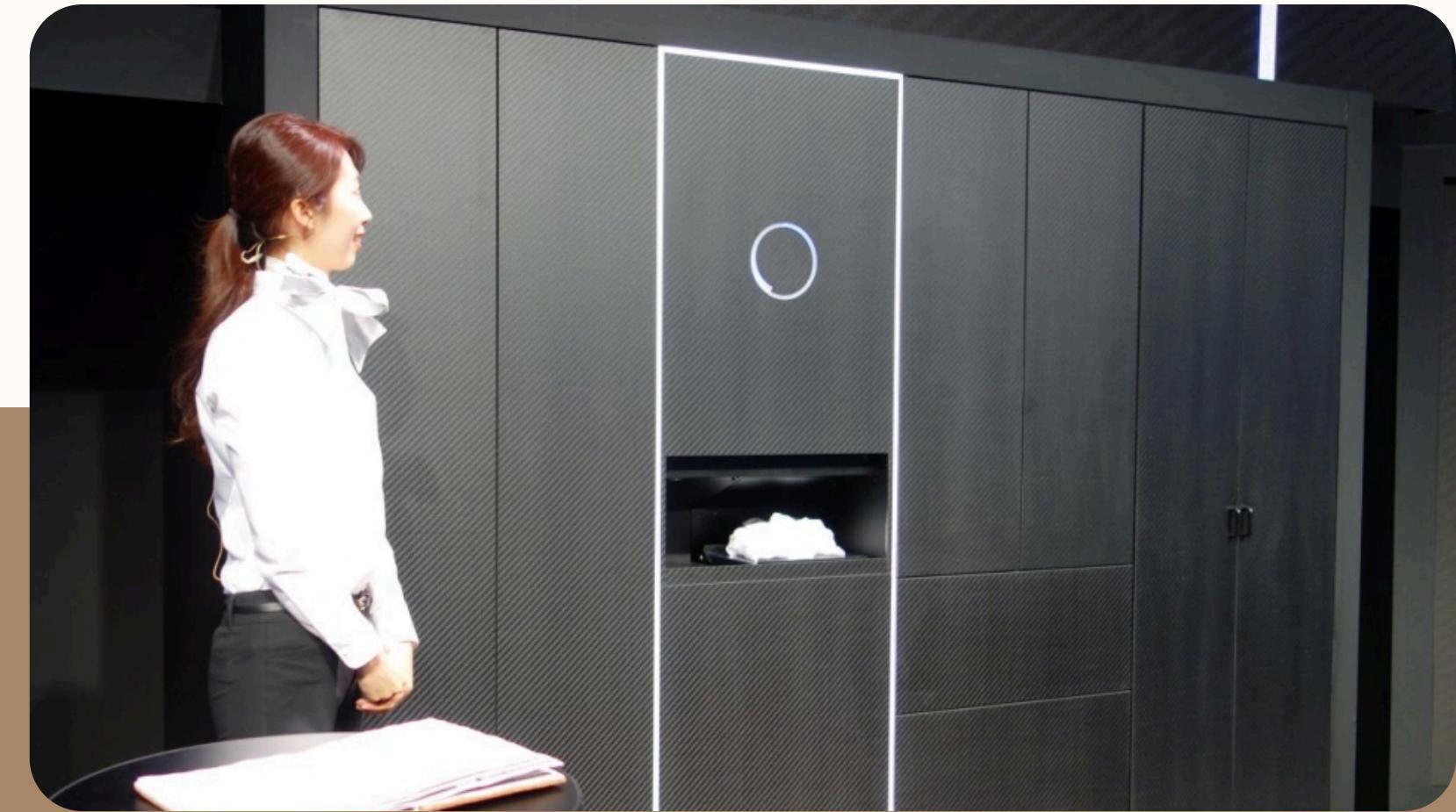


## The Product

# Laundry folding in 3 steps.

1. Dump your clean laundry on the bed.
2. The bedside lamps transform into robotic arms.
3. Folding begins. Automatically.





# Why previous solutions failed.

They were slow, unreliable, and too big to fit in to real homes.

## **FoldiMate (left), 2012-2021**

- Manual loading, one item at a time
- Bulky and slow

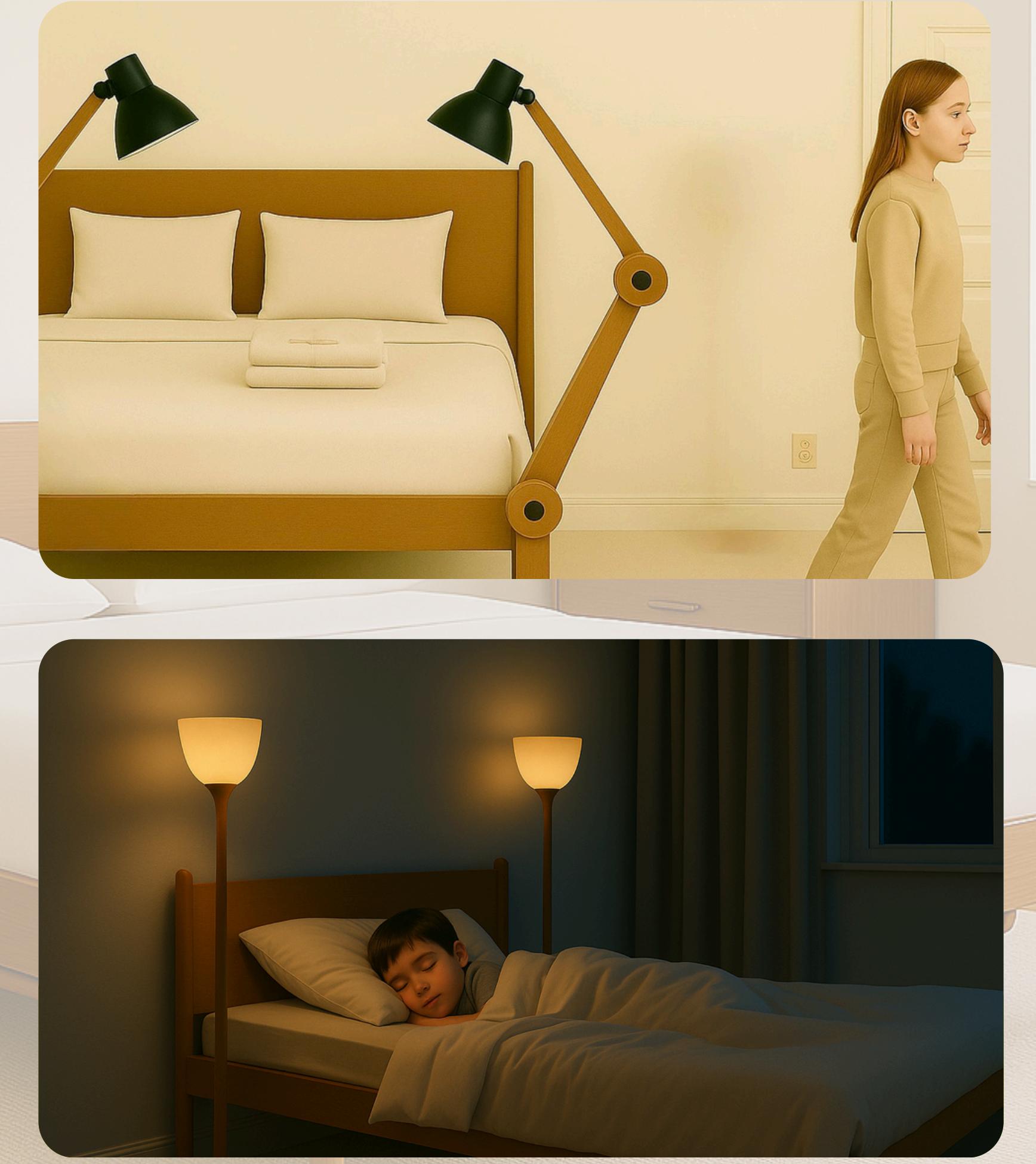
## **Laundroid (right), 2014-2019**

- ~10 minutes per item
- Couldn't fold dark fabrics
- Too large for most homes

# Why Lume is different.

Powered by our LumeOS

- Built on recent AI breakthroughs to achieve human-level folding speed and quality
- Generalizable across all clothing types and sizes
- No user behavior change, or learning curve
- Small footprint, easily blends in the home



# A \$238M Wedge in to a \$575B Market

## TAM (\$575B)

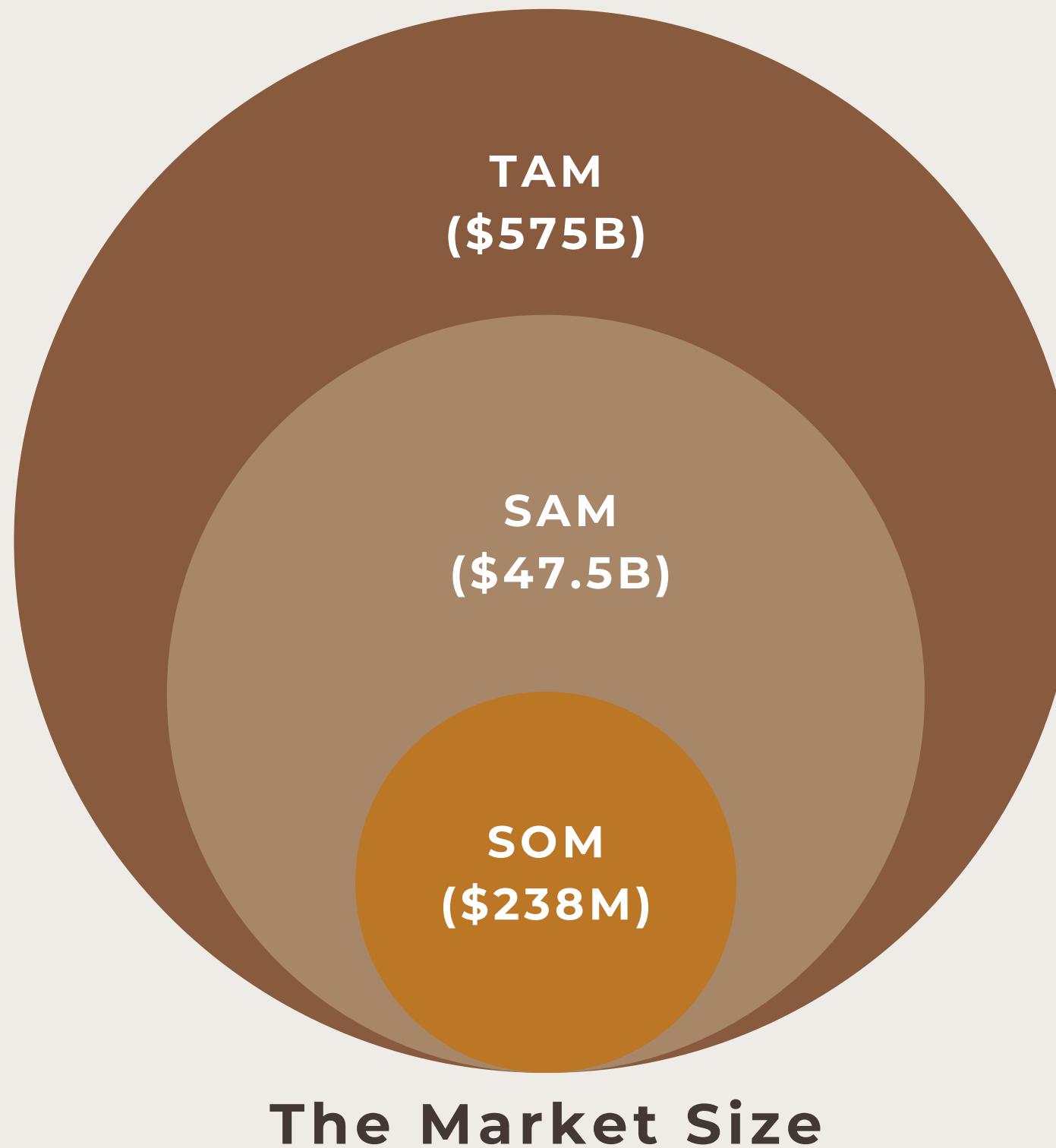
- 2.3B global households
- Assume 10% of global households have sufficient income = 230M households
- $230M \times \$2.5k = \$575B$

## SAM (\$47.5B)

- 19.2M households in the US with \$200k+ income
- $19.2M \times 2.5k = \$47.5B$

## SOM (\$238M)

- 0.5% conversion of SAM = \$238M
- 40k units/year = \$100M ARR



## Initial Target Customer:

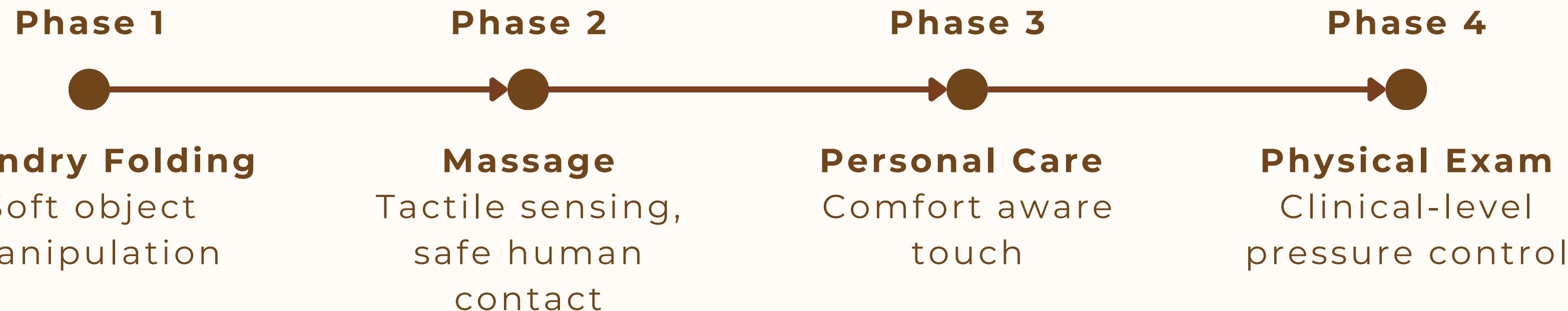
High-earning US couples (30-50) who outsource chores, buy smart home tech (Roomba, Peloton, etc), and care about saving time.

**Price of Lume:**  
\$2499 (Base Model)

## The Long Term Vision

# From House Chores to Home Health Care

We start with laundry folding because it's the ideal real-world problem for teaching a robot to safely handle soft, deformable objects, requiring real-time sensing and adaptation. These are the same skills essential for safely touching and caring for people. By learning this at scale in real homes, we're building the foundation for robotic in-home healthcare.



Each phase builds the skills needed for the next, ultimately enabling a scalable solution for home healthcare. As the population ages and more seniors choose to live at home, Lume is uniquely positioned to meet this growing demand.

# A deep tech team with an even deeper conviction.

## Dr. Aaron Tan, MSc, PhD (CEO)

- Robotics/AI Postdoc @ Stanford
- Robotics/AI PhD @ U of Toronto
- Autonomy @ GM

## Dr. Angus Fung, PhD (CTO)

- Robotics/AI PhD @ U of Toronto
- ML @ AMD, Vector

## Founding Engineers

- Robot Safety @ Figure
- Robotics @ CMU, Tencent



FIGURE



VECTOR  
INSTITUTE



Combined 20+ years of robotics and AI research.

# \$1M PRE-SEED.

## Main Milestones

- Complete MVP
- Validate demand

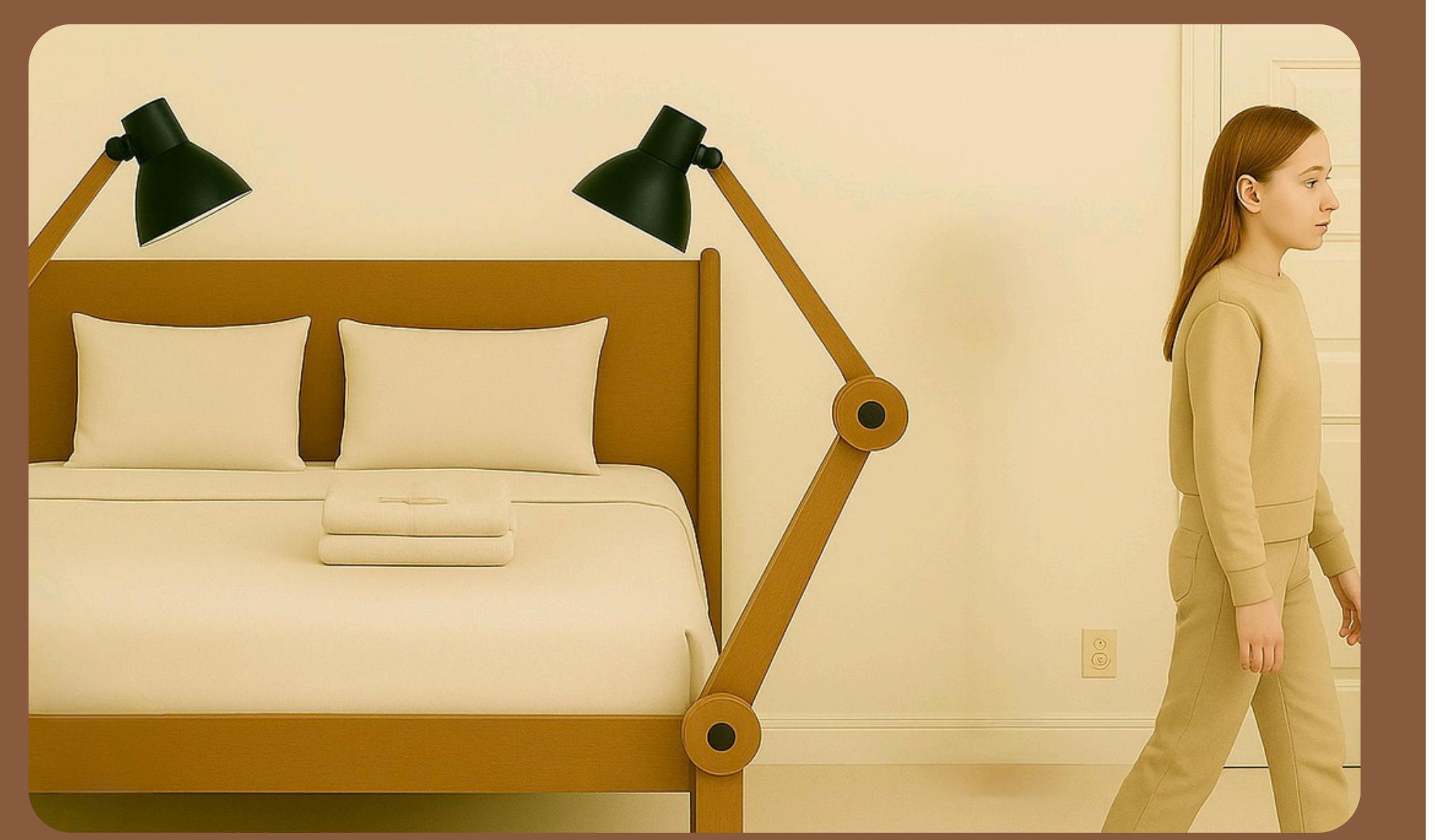
## 16 month runway

- 500k Team Salaries (4 - 5 people)
- 300k MVP Build (5 iterations)
- 50k Demand Validation
- 50k Legal, Admin, Ops
- 100k Buffer

## Timeline

- 0-6 Months: Working Prototype
- 7-12 Months: Onsite Pilots
- 12-16 Months: LOIs, Raise Seed

## The Raise + Milestones



# JOIN US TO BUILD THE FUTURE OF AMBIENT ROBOTICS.



hello@syncereai.com



<https://syncereai.github.io>



No new devices. No roaming machines in your home.  
Just **intelligent furniture** that quietly helps with everyday tasks.