

SYNCERE

FURNITURE THAT DOES YOUR CHORES.



Designed in San Francisco, 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

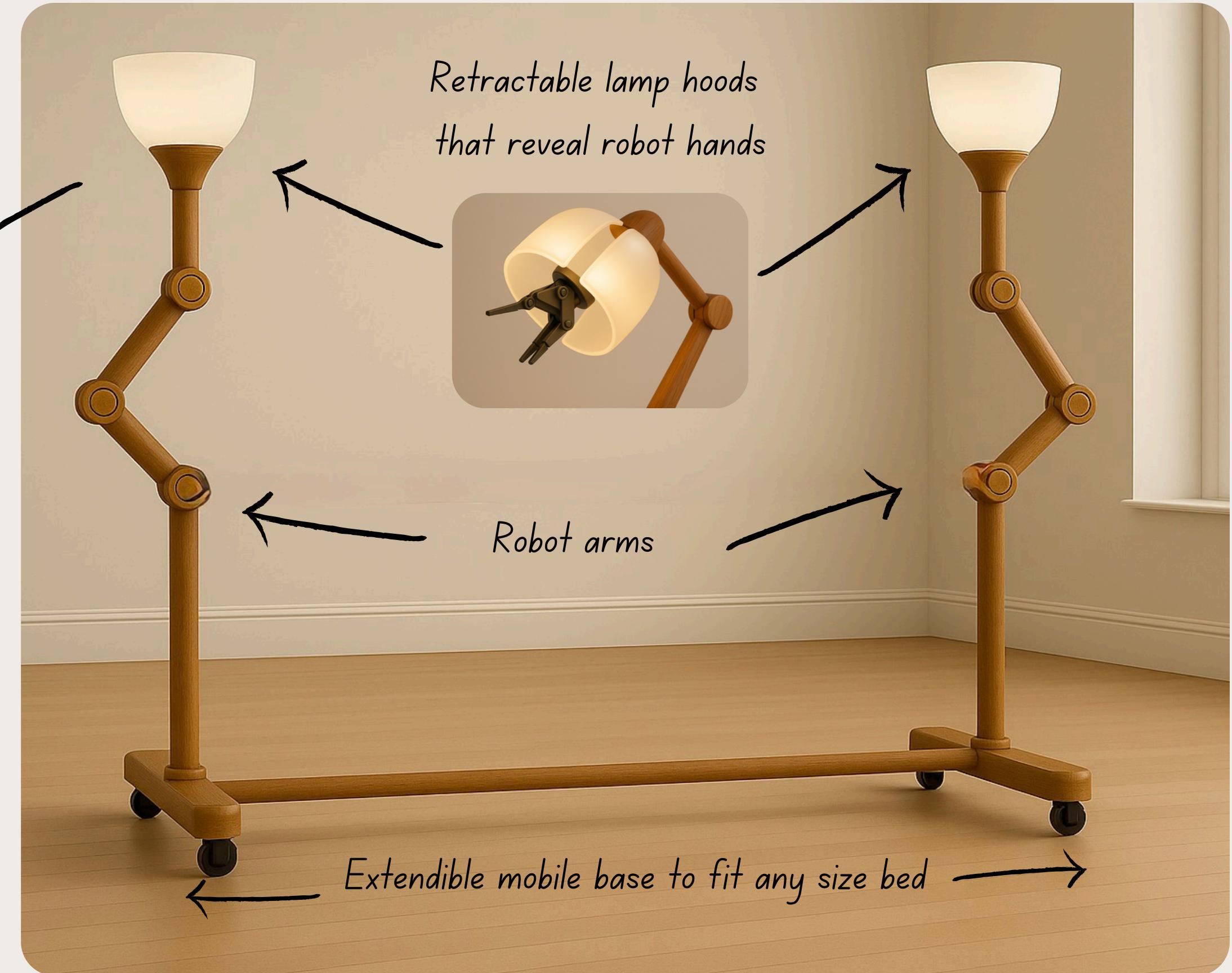


* https://www.energystar.gov/products/clothes_washers

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.

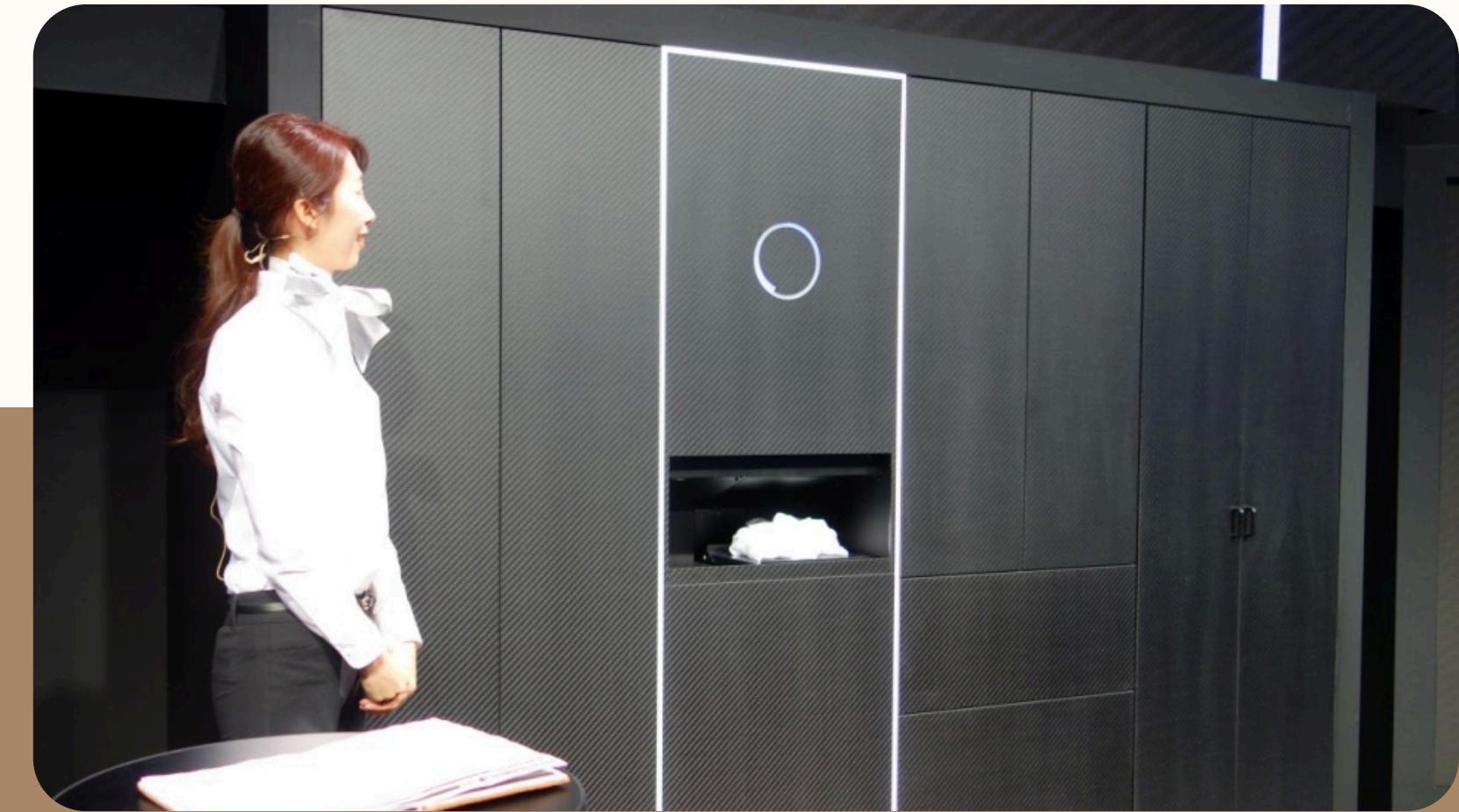


The Product

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 laundry folding 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

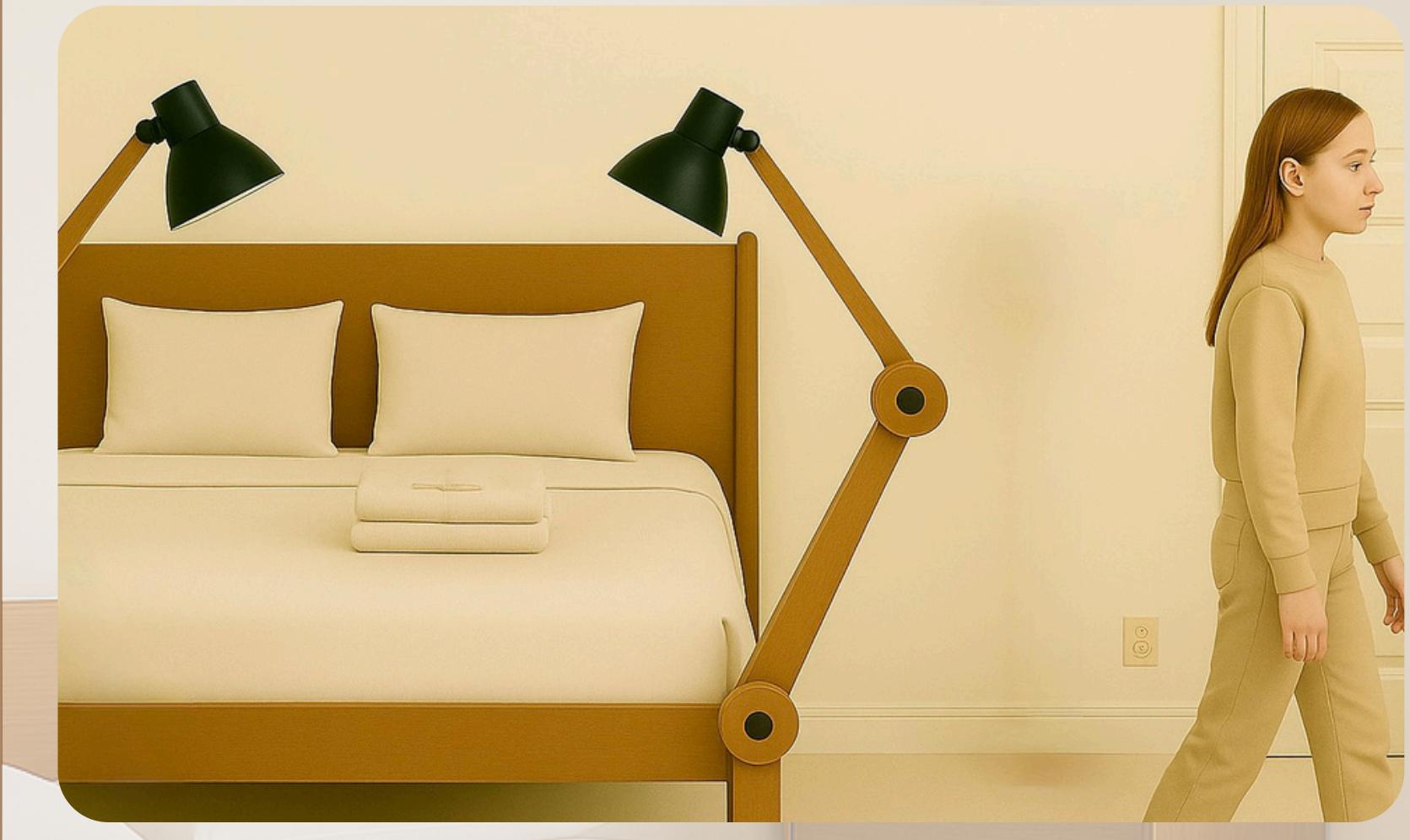
Laundroid (right), 2014-2019

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

Our Approach

Why Lume is Different.

- Human-level folding speed and quality because of recent AI breakthroughs
- Works on all clothing types and sizes
- No behavior change: blends with existing routines
- Fixed in place: safe, familiar, and home-friendly
- Small footprint: functions as everyday furniture



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

TAM (\$575B)

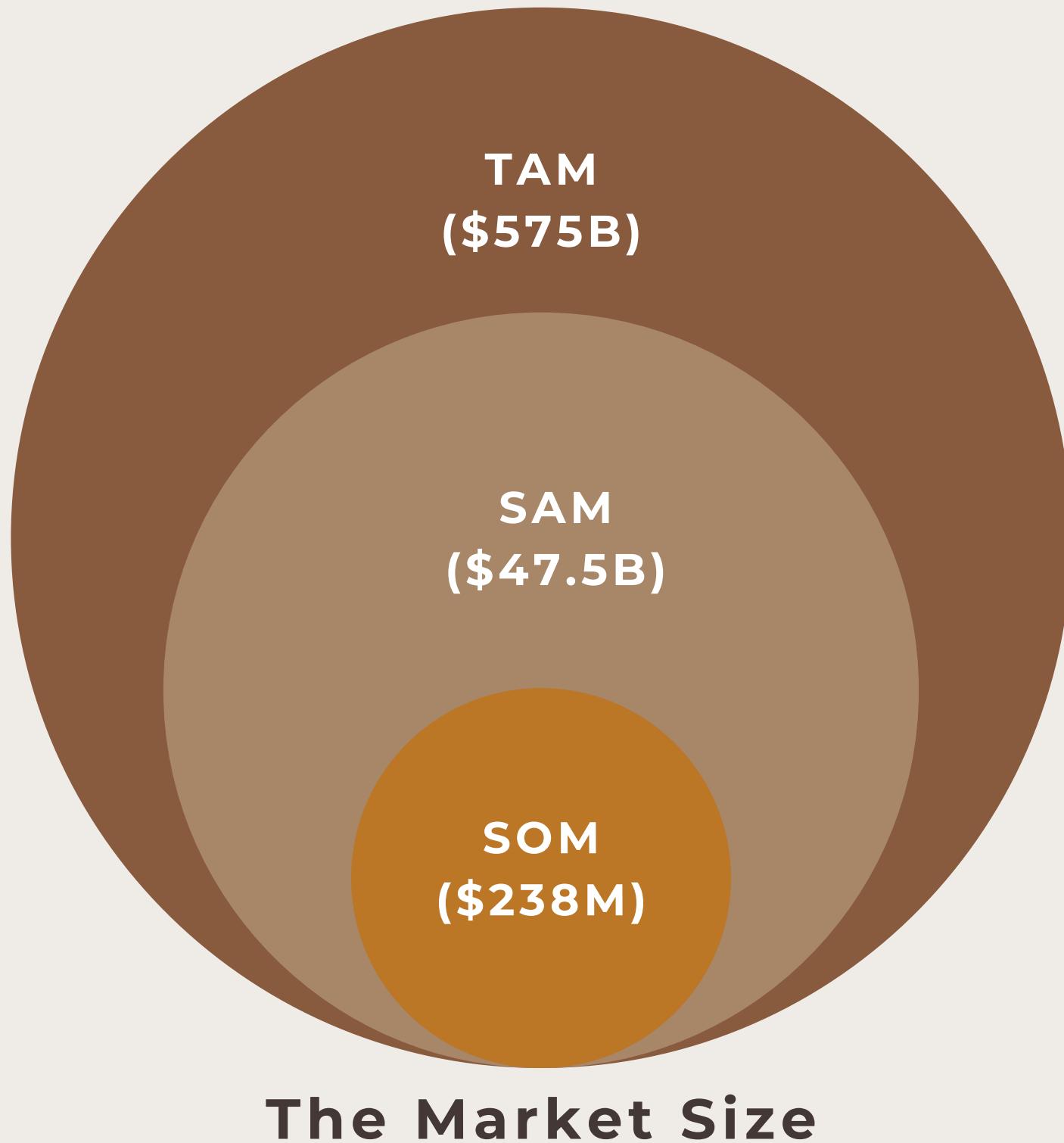
- 2.3B global households
- Assume 10% of global households have sufficient income = 230M households
- $230M \times \$2.5k = \$575B$

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



Initial Customer Profile:

Affluent US households (\$200k+), ages 30-55. Early adopters of smart home tech (Roomba, Peloton, Eight Sleep), value time savings, comfort and design.

Price of Lume:

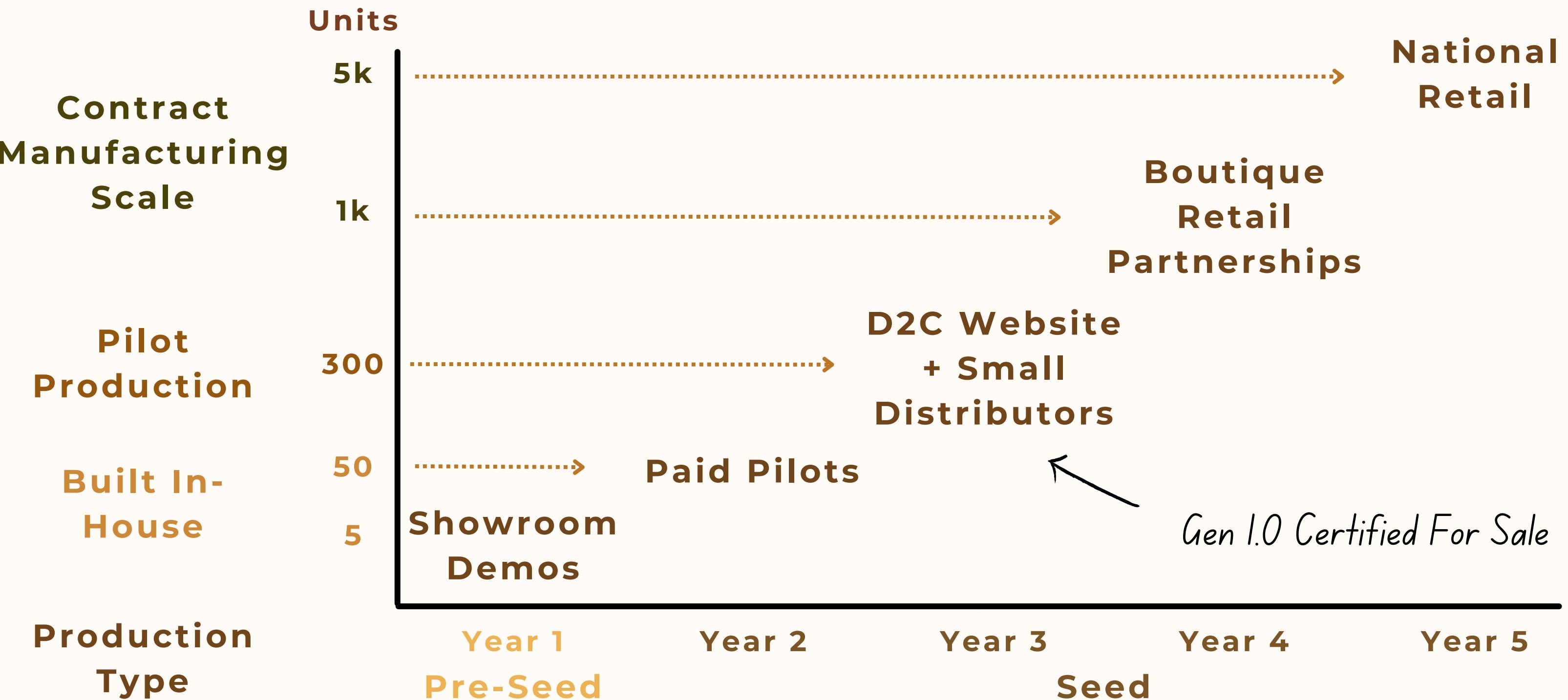
\$2499 (Base Model)

Premium Subscription:

\$49/month for custom folding modes, faster speed, warranty/support

Scaling Roadmap

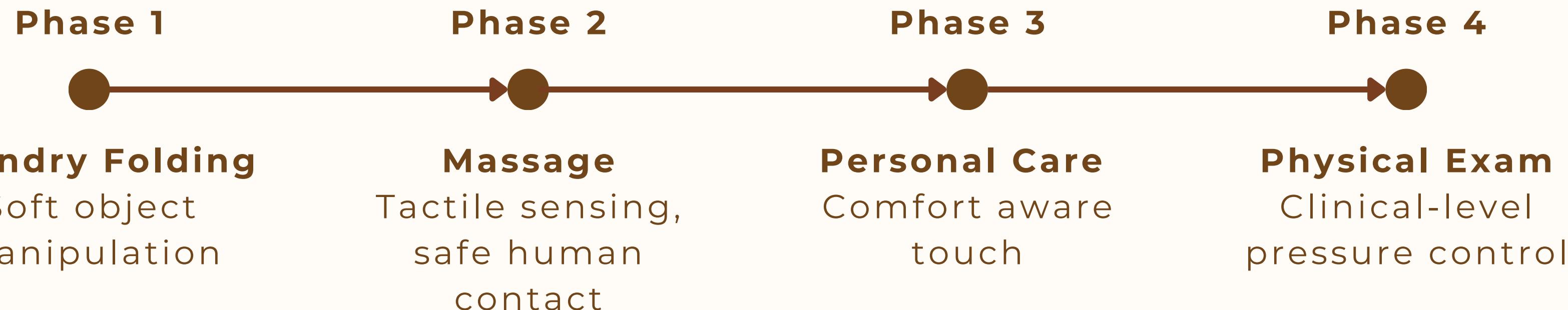
From 5 Units to 5k Units in 5 Years



The Inevitable Future

From House Chores to Home Health Care

Aging population + shrinking household labor = inevitable demand for in-home assistive robotics. We start with laundry folding because it's the best real-world problem for teaching a robot to safely handle soft, deformable objects. These are the same skills essential for safely touching and caring for people.



Each phase builds core capabilities for the next. Our first product, Lume, uniquely positions us to start building towards the foundation for safe, effective robotic care in the home.

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.

The Raise and Milestones

\$1M PRE-SEED

Where Are We So Far

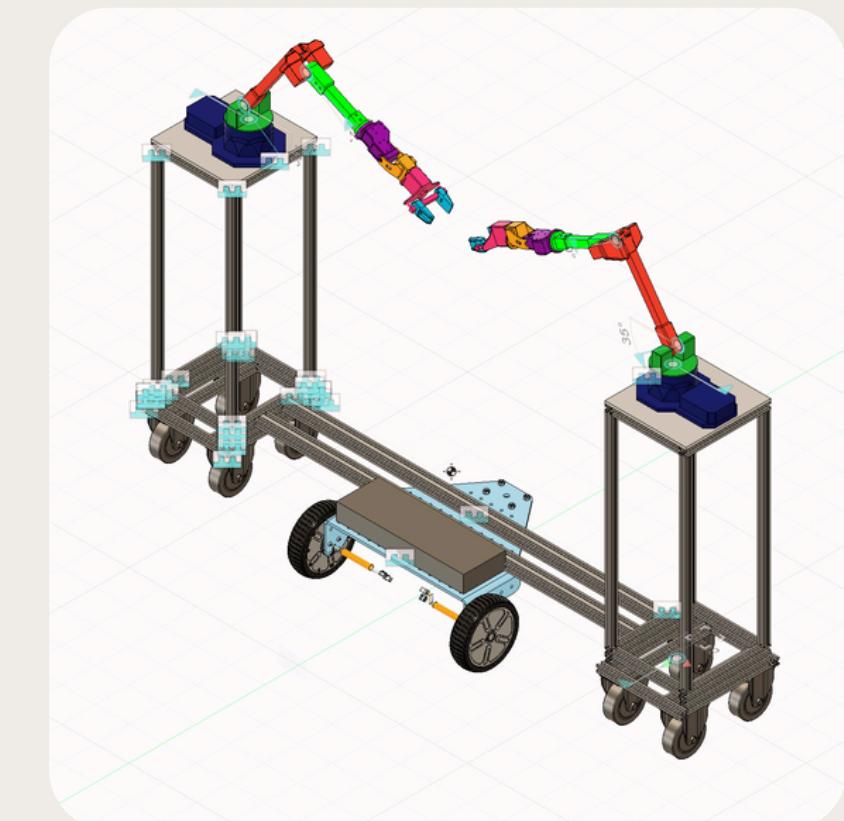
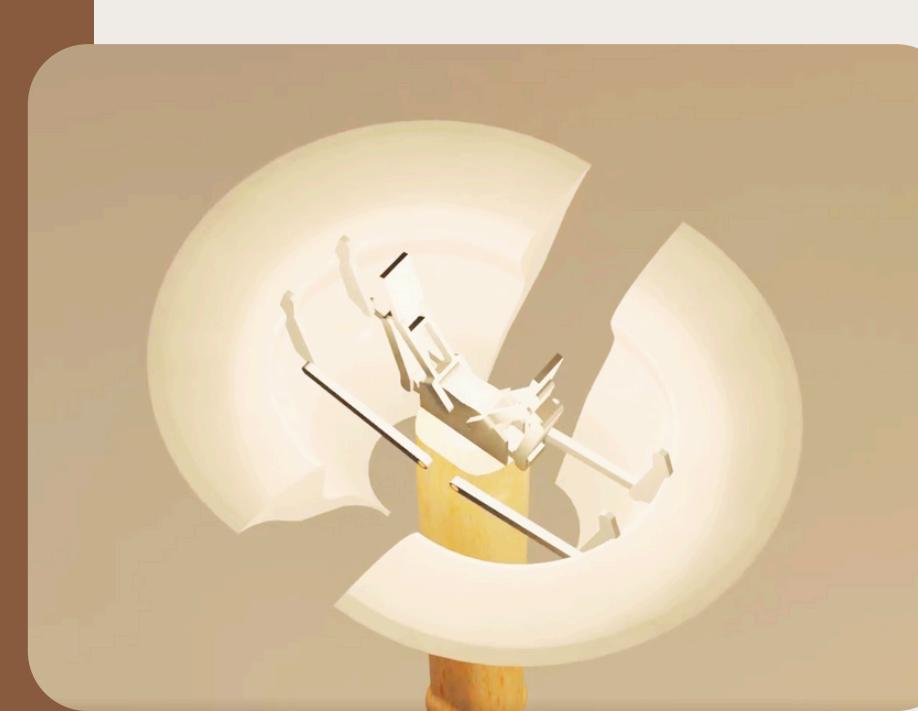
- MVP complete
- 100+ customer calls
- Showroom demos
- Waitlist launching soon

16 Month Runway

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

Major Milestones

- 0-6 Months: Human-level Folding
- 7-12 Months: 25+ Onsite Pilots
- 12-16 Months: LOIs, Raise Seed



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.