'AUTICARE' – XR based Assistive Technology Learning Platform for ASD (Autism Spectrum Disorder) & Special Education.
THE PROBLEM

- 1 in 59 children is Autistic and Learning Disability.
- Global need for improved therapy interventions in intellectual disability.
- Around 2 Million Autism kids in India.
- Need of quality BCBA Therapist.
- Lack of Patient behavior performance data.
VISION

- Our vision is to become the best XR-AI Technology company in India and Globally, and a respected company as measured by our employees, our shareholders, and the community we live in.
OURSOLUTION

- The module can provide affordable therapy to a large number of people with data backup.
- A single Doctor can monitor multiple patients even from a remote location.
- Integrated sensors give valuable data about the patient behavior.
- Contents based on social, cognitive and self-care skill development are included.
<table>
<thead>
<tr>
<th>Problems</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delayed and time taking diagnosis</td>
<td>Faster and effective diagnosis</td>
</tr>
<tr>
<td>Restrictions in conventional mode of therapies</td>
<td>Focus on holistic training and development of cognitive,</td>
</tr>
<tr>
<td></td>
<td>social and daily life skills using ABA therapy</td>
</tr>
<tr>
<td>Time taking, less engaging and difficult therapy sessions</td>
<td>Less time, more engaging and effortless therapy sessions</td>
</tr>
<tr>
<td>Lack of productive patient behaviour data</td>
<td>Effective assessment data/computing platform for patient</td>
</tr>
<tr>
<td>Expensive treatment centres</td>
<td>Cost effective product</td>
</tr>
<tr>
<td>Need for quality BCBA therapists</td>
<td>Ensures effective therapy and training sessions with less</td>
</tr>
<tr>
<td></td>
<td>assistance</td>
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</tbody>
</table>
Solution
XR based Assistive Technology Learning Platform - Virtual Reality Theraphy

Virtual Reality Module for ABA Therapy
BCI Diagnosis while in Intervention
AI based Behavior Performance data on cloud.
Exclusion criteria – Severe Autism cases

Inclusion criteria – High Functional Autism cases between 6-14 years.

Random = R  Pre-test = O₁  Intervention= X  Control Group = C  Post-test = O₂

**O₂**
Post Test
Changes in:
- Behaviour patterns
- Cognitive component
- Social reciprocity
- Emotional responsiveness
- Sensory aspect
- Speech-Language & Communication

**O₂**
Post Test:
- Object use component
- Listening response component
- Activity level component
Preliminary Sample Data

No of Interventions

Success Count

Baseline  Rehearsal Version 1  Rehearsal Version 2  Rehearsal Version 3  Rehearsal Version 4

Success Count

No of Interventions

Patient code A4

Patient code A7

Patient code A10

Embright Infotech
Diagnosis items from CARS

- Object Use
- Adaptation to change
- Visual Response
- Listening response
- Anxiety Level
- Non verbal communication
- Activity Level
- Response to environmental cues
- Social Interaction
- Aggressiveness
- Sensitivity to Stimuli
- Joint Attention
- Level consistency of intellectual response
UNIQUE VALUE PROPOSITION

1. Early intervention is the best in Intellectual Disability.
2. Children as young as 8yrs can start doing the therapy.
3. Multiple skills get enhanced through the therapy platform.
Benefits

Immersive & Fun to Learn

01. **AFFORDABLE & IMMERSIVE**
   Kids can experience an Affordable Interactive 3D Virtual Environment that Teaches them Real Life Skills.

02. **Safe & Fun**
    Doctor Guided Modules Ensures a Safe & Fun Environment for the Kids to Build their Knowledge.

03. **Parental Involvement**
    Home based Therapy helps Kids to Enjoy the learnings with the support of their Parents.

04. **Data Capture**
    Doctors get Valuable Data from the Interactive Sessions which Helps in providing better Therapy.

05. **AI Cloud Support**
    The AI Cloud Platform Analyses the Performance Data and Generates Patient Performance Graph.

[Embright Infotech logo]
Target Customers

- Autism Associations and Government Organisations
- Clinics and Special Education Schools
- Parents - Home care product Auticare Lite
Average Revenue per product
$16000

Revenue stream

Target customers
- Hospitals, Clinics and Special Education Schools
- Autism Association and Government Organization
- Individual Users.
Market Opportunity

**Current Size**
USD 3.90 Billion

**Market growth**
The global virtual reality in therapy market as Assistive Technology is expected to reach approximately USD 30.9 billion by the end of 2021 with 32% CAGR during forecast period 2017-2023.

**Growth Goals**
300 Units per year

**Present Value**
$0.3M in annual recurring revenue @ a growth of 3x each year
GO TO MARKET STRATEGY

- Direct sales – to various Clinics and Schools.
- Through channel partners.
- Govt. Organisation like NISH, NIPMR, NIMHAS etc.
- Social media, print and visual media promotions.
GO TO MARKETING STRATEGY

Primary Focus
- Clinics, Hospitals.
- Government Wellness centres.

Inbound Sales
- Private Practice
- Partnered Companies

Secondary Focus
- Special Schools
- Individuals/Parents

Direct Sales
- Novel Use
- Diagnosis device providers
- Medical Supply

Partnership/Franchises

Primary Focus
- Direct Sales

Secondary Focus
- Inbound Sales
- Partnership/Franchises
Pricing Model

Autficore Standard $15,000
Autficore Premium $20,000
Autficore Premium + Lite $25,000

$16,000
Average Revenue per Transaction
TRACTION METRICS

$0.3 million (Will increase to 30% in 18 Months, Increase to 35% once the Phase One is completed, and 55% with Phase 2)

$16000

B2G and B2B

- Received >12 orders
- Govt Sector >9
- Private Sector >3

Profit margin

- Average Revenue per traction
## CURRENT FINANCIALS & PROJECTIONS

<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td><strong>CAPITAL EXPENDITURE</strong></td>
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<tr>
<td>1</td>
<td>Hardware Purchases</td>
<td>$5,07,246</td>
<td>$6,95,652</td>
<td>$8,69,565</td>
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<td>2</td>
<td><strong>OPERATIONAL EXPENDITURE</strong></td>
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<tr>
<td>2</td>
<td>Salary</td>
<td>$1,01,449</td>
<td>$1,44,928</td>
<td>$2,02,899</td>
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<td>3</td>
<td>Customer Acquisition Cost</td>
<td>$36,232</td>
<td>$36,232</td>
<td>$50,725</td>
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<td>4</td>
<td>Marketing Expenses and BD</td>
<td>$94,203</td>
<td>$94,203</td>
<td>$1,15,942</td>
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<tr>
<td>5</td>
<td>Software Licence fee</td>
<td>$43,478</td>
<td>$43,478</td>
<td>$57,971</td>
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<tr>
<td>6</td>
<td>Travel Expenses</td>
<td>$21,739</td>
<td>$36,232</td>
<td>$50,725</td>
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<tr>
<td>7</td>
<td>Infrastructure and IT</td>
<td>$36,232</td>
<td>$36,232</td>
<td>$57,971</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td>$8,40,580</td>
<td>$10,86,957</td>
<td>$14,05,797</td>
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<td><strong>REVENUE SOURCE</strong></td>
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<tr>
<td>1</td>
<td>Product Revenue</td>
<td>$10,14,493</td>
<td>$14,49,275</td>
<td>$19,13,043</td>
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<td></td>
<td><strong>NET PROFIT/LOSS</strong></td>
<td>$1,73,913</td>
<td>$3,62,319</td>
<td>$5,07,246</td>
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</table>
WHAT WE ARE ASKING FOR

$ 0.5 Million
Current Stage
Bootstrap/Revenue

$1.5 Million

• We are looking to raise Angel/ VC/ Series A Funding.
• In the next 10 months boost our sales to 3x with setting up BD teams and Demo units in 10 cities (India)
• Enhance the XR-AI platform and Data security.
• Customer out reach- International market GCC, Europe and US.
EXIT STRATEGY

- Strategic Acquisition or Buy out is an Exit Option for the investor during such an event.
- Secondary Sales of Equity by Early stage Investors during VC Investment of Series B, Series C & Series D.
COMPETITION

- Competitors such as Floreo and Recoup uses simulated environments but do not have any data capturing mechanism.

- Auticare provides Virtual Reality based Therapy environments and also captures relevant session data which helps in improved diagnosis.
### COMPARATIVE MARKET CHART

<table>
<thead>
<tr>
<th></th>
<th>Neuro Rehab VR (TExAS)</th>
<th>Auticare</th>
<th>Recoup (Bangalore)</th>
<th>Floreo (USA)</th>
<th>VHAB (TCS Bangalore)</th>
<th>Brain Power (Boston)</th>
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</thead>
<tbody>
<tr>
<td>VR Therapy</td>
<td>Yes</td>
<td>Yes</td>
<td>Games</td>
<td>Yes</td>
<td>Kinect Games</td>
<td>No (AR)</td>
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<tr>
<td>Bio sensory</td>
<td>1</td>
<td>3 Sensors</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>1 Gesture</td>
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<tr>
<td>Data Logging and Scoring</td>
<td>App data</td>
<td>Yes</td>
<td>No</td>
<td>App data</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>AI Avatar</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Behavior Dashboard</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Novelty of Proposed Solution

Doctors have a deeper understanding of Patient Profile.

Patients are encouraged to do their tasks and improve their skills.

Safe and Fun

Value Proposition

Early Intervention is the best in Intellectual Disability.

Children as young as 8yrs can start doing the therapy.

Multiple skills get enhanced through the therapy platform.

IP Strategy

India – Provisional Patent Application No.: 201941044629

Dated : November 04, 2019

Title.: A SYSTEM AND METHOD OF DIAGNOSING OR PREDICTING THE LEVELS OF AUTISM SPECTRUM DISORDERS (ASD) USING XR-AI PLATFORM
CURRENT & FUTURE PROJECTS

Indian

National Institute of Physical Medicine and Rehabilitation

International

Ministry of Health - State of Kuwait
FUND’S RECEIVED

Kerala Startup Mission SEED Loan & Grand - $7,000
Bootstrap fund - $28,000
KSIDC Soft Loan - $35,000 (Sanctioned)
Nidhi PRAYAS (Vel Tech)- $14,000 (Sanctioned)
BIRAC Innovation Grant- $70,000 (Sanctioned)
RECENT ACHIEVEMENTS

Finalist
GITEX 2019 SUPERNova CHALLENGE

Partner
XR ACCELERATOR PROGRAM BY UNITY/HTC/AWS/INSAR

Finalist
BIOTECHNOLOGY IGNITION GRAND/NIDHI PRAYAS

Finalist
SPACE APPS CHALLENGE BY NASA
Development Team

Developers & Team:
5- Unity & AI Developers.
3- 3D Modelers & VFX Artist.
2- Field Testers.
4- Operations & Management.

Doctors & Mentors:
Dr. Suresh Kumar. Neurologist, Director, ICCONS, Kerala, India.
Dr. Rema Bai, Post Doctoral in Clinical Linguistics, Self-Practice.
Dr. Joseph Bose HH, Senior Occupational Therapist, Kuwait Health Ministry.
Dan Philips, Founder, Tech Resource Centre, Marin, California, USA.
Dr. Ralph Sperry, Board Certified Clinical Psychologist, Chief at Boston Higashi International School, Boston, USA.

Hardware Mentor:
Vinay Narayan, Vice President, Platform Strategy and Developer Community at HTC Vive.
FOUNDING TEAM

Sathyanarayanan A R - CEO
BTECH- Kerala University
- 10 years of experience in IT industry.
- Experience as a leading innovation specialist
- have expertise in VR/AR

Bobin Chandra- CFO
MBA- Kerala University
BTECH-Kerala University
-9 years of experience in IT industry.
-have strong skill in connecting and closing business prospectus