“Translating motion into meaning”

MOTIONSAVVY

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Companies are required to accommodate Deaf individuals by law. Enforcement is aggressive & expensive.

The Deaf are often unable to communicate in business transactions without an Interpreter.
Communication tool for your Deaf customers & employees

Works with tablets and phablets.

Uses advanced machine learning to interpret in real time without a 3rd Party

Economical subscription model – Available 24x7
Deaf individuals are 3% to 5% of the global population.

In the US the Americans with Disabilities act requires accommodation of these individuals.

Current use of translators and video conference tools is both expensive and cumbersome.

Companies like Disney, Burger King and Wells Fargo see the deaf as an untapped market which can be captured by using MotionSavvy.
Cost Comparison per Month

*VRI (Video Remote Interpretation) cost service based on $4.00 per minute.
**Interpreter cost based on $100 per hour.
# UNI Market Size for selected US Industries*

*This represents 100% market penetration across 4 industry segments. Foreign markets only increases the size.

<table>
<thead>
<tr>
<th>Industry Company</th>
<th>Total Sites</th>
<th>Avg # Subs per Site</th>
<th>Per Sub $</th>
<th>Annual Revenue @ 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banks</td>
<td>94,275</td>
<td>2</td>
<td>$350</td>
<td>$791,910,000</td>
</tr>
<tr>
<td>WELLS FARGO</td>
<td>6,348</td>
<td>2</td>
<td>$350</td>
<td>$53,323,200</td>
</tr>
<tr>
<td>Fast Food</td>
<td>72,564</td>
<td>2</td>
<td>$350</td>
<td>$609,537,600</td>
</tr>
<tr>
<td>BURGER KING®</td>
<td>7,233</td>
<td>2</td>
<td>$350</td>
<td>$30,378,600</td>
</tr>
<tr>
<td>Government</td>
<td>10,000</td>
<td>10</td>
<td>$350</td>
<td>$420,000,000</td>
</tr>
</tbody>
</table>
Current Traction for Pilots in 2016/2017

- 70 Locations
- Pharmacy & Customer Service
- Guest Services
- Mortgage Banking
- Teller Positions
- Information Kiosks
## Competition

<table>
<thead>
<tr>
<th>Company</th>
<th>Type</th>
<th>Pro</th>
<th>Con</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZVRS</td>
<td>Video Translation</td>
<td>Person to Person translation</td>
<td>Expensive. High Bandwidth required for mobile client.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Translator may not understand transaction - Banking, Healthcare.</td>
</tr>
<tr>
<td>SVRS</td>
<td>Video Translation</td>
<td>Person to Person translation</td>
<td>Does not provide for normal communication.</td>
</tr>
<tr>
<td>Convo</td>
<td>Video Translation</td>
<td>Person to Person translation</td>
<td></td>
</tr>
<tr>
<td>SignAll</td>
<td>Machine translation</td>
<td>No interpreter needed</td>
<td>Requires PC &amp; multiple sensors. Current array is unwieldy and expensive.</td>
</tr>
<tr>
<td>MOTIONSAVVY</td>
<td>Machine translation</td>
<td>No interpreter. Uses off the shelf HW. Integrates to other systems. Domain Languages</td>
<td></td>
</tr>
</tbody>
</table>
• Real time machine learned recognition.

• Easy for organizations to add their own domain language.

• Uses off the shelf hardware that works in either a fixed or mobile position.

• Patents filed for and granted provisional status.
### Pro Forma Budget

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNI SaaS Platform</td>
<td>$2,714,173</td>
<td>$10,966,636</td>
<td>$22,148,671</td>
</tr>
<tr>
<td>Other</td>
<td>$620,000</td>
<td>$2,134,200</td>
<td>$9,972,000</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>$3,334,173</td>
<td>$13,100,836</td>
<td>$32,120,671</td>
</tr>
<tr>
<td><strong>Cost of Goods</strong></td>
<td>$2,466,434</td>
<td>$5,122,316</td>
<td>$7,727,593</td>
</tr>
<tr>
<td><strong>Gross Profit (Loss)</strong></td>
<td>$867,739</td>
<td>$7,978,521</td>
<td>$24,393,079</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>61%</td>
<td>76%</td>
</tr>
<tr>
<td><strong>OPERATING EXPENSES</strong></td>
<td>$1,448,098</td>
<td>$3,867,595</td>
<td>$7,257,369</td>
</tr>
<tr>
<td><strong>OPERATING PROFIT (LOSS)</strong></td>
<td>-$580,359</td>
<td>$4,110,926</td>
<td>$17,135,710</td>
</tr>
<tr>
<td></td>
<td>-17%</td>
<td>31%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Number of Subscribers</strong></td>
<td>2047</td>
<td>4376</td>
<td>8561</td>
</tr>
<tr>
<td><strong>Number of Employees</strong></td>
<td>40</td>
<td>59</td>
<td>68</td>
</tr>
</tbody>
</table>

*Assuming an annual churn rate of 8% on subscribers.
Based upon a $350/month subscription fee assuming an average discount of 20%
Team

**CEO**
Ron Pettengill - Entrepreneur. 5 Startups - 2 public (NASDAQ & LSE)

**Machine Engineer Lead**
Ben Miller-Jacobson

**Software Engineer**
Daniel Mooney

**Co-Founder & CTO**
Alex Opalka

**Co-Founder & Marketing**
Ryan Hait-Campbell

**Co-Founder & Data Coordinator**
Wade Kellard
<table>
<thead>
<tr>
<th>Year</th>
<th>Milestones</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>Wells Fargo Accelerator Seed Round A Investors:</td>
</tr>
<tr>
<td></td>
<td>UNI version 1.0 Beta release Q4 2016</td>
</tr>
<tr>
<td></td>
<td>Close Pilots</td>
</tr>
<tr>
<td></td>
<td>Start Rochester Airport Project in Q4</td>
</tr>
<tr>
<td></td>
<td>Complete dictionary datasets.</td>
</tr>
<tr>
<td></td>
<td>Finalize Seed B raise</td>
</tr>
<tr>
<td>2016</td>
<td>Close partnerships for development and vertical sales channels</td>
</tr>
<tr>
<td></td>
<td>Create Domain Dictionary revenue line</td>
</tr>
<tr>
<td></td>
<td>Get FCC approval for sale of service to subsidized customers</td>
</tr>
<tr>
<td>2017</td>
<td>Release SDK platform for licensing</td>
</tr>
<tr>
<td></td>
<td>Expand use of product beyond just ASL interpretation - security, home monitoring, industrial, vehicle safety</td>
</tr>
</tbody>
</table>
Next Steps

• Company is Raising $1.0m – 1.25m that will get us through 2017.

• Hire Systems Engineers to successfully complete Pilots.

• Recruit top Machine Learning developers.

• Implement social media sales strategy using Hubspot or Marketo.
• Solving the problem of Compliance with the Americans with Disabilities Act.

• Traction with major companies & institutions – Disney, Wegmans, Wells Fargo, Rochester Airport and more.

• The accessibility technology marketplace is a billion dollar opportunity.
MotionSavvy in the News!
Appendix
### Key Partners
- Current:
  1. ZVRS
  2. LeapMotion
- Future:
  1. Vertical Consultants like KPMG, Accenture, etc.
  2. Technical Partners like Samsung, IBM, ATT, etc.
  3. NGO Partners like NAD, etc.

### Key Activities
- Speaking & Publishing
- Security Clearances (potentially)
- Certifications if necessary - Intel, etc.

### Value Propositions
- Compliance with US and International accessibility laws.
- Much less expensive than current options.
- A better, more natural communication experience.
- Ability to customize dictionary in order to recognize enterprise specific terms, e.g., Banking Products, Inventory names, etc.

### Customer Relationships
- Wells Fargo
- Disney
- Rochester Airport
- Wegmans
- CIA
- CNB
- City of Rochester
* The first customers are PoC w/ high touch. Except for CIA which is a data/SW license.

### Customer Segments
- Primary
  1. Banking
  2. Resorts
  3. Supermarkets
  4. Government
  5. Airports
- Secondary
  1. Healthcare
  2. Retail
  3. Fast Food
  4. Education
- SDK Licensing Sales

### Key Resources
- Machine Learning engineers
- Systems Engineers
- Computational Linguists
- UI/UX engineers
- Sales & Marketing

### Channels
- Direct using social media and outreach
- Indirect - via Key Partners

### Cost Structure
- Majority of costs will be direct labor (developers), Dataset infrastructure cost (hosting), Sales & Marketing.

### Revenue Streams
- Run as a SaaS at $350/month per unit subscribed.
- Recurring revenue from model based on monthly, quarterly, annual subscription contract.
- We will also provide an SDK in 2017 that will allow companies to build motion based interfaces.
We provide accessibility technology which provides an important function to the deaf community - the ability to be understood by the hearing.

*PwD = People with Disabilities