



MOTIONSAVVY

“Translating motion into meaning”

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PROBLEM

The Deaf are often unable to communicate in business transactions without an Interpreter.



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

Communication tool for your Deaf customers & employees

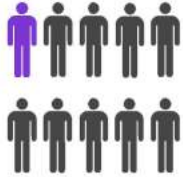


Works with tablets and phablets.

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

Economical subscription model – Available 24x7

Market



Deaf individuals are 3% to 5% of the global population.



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

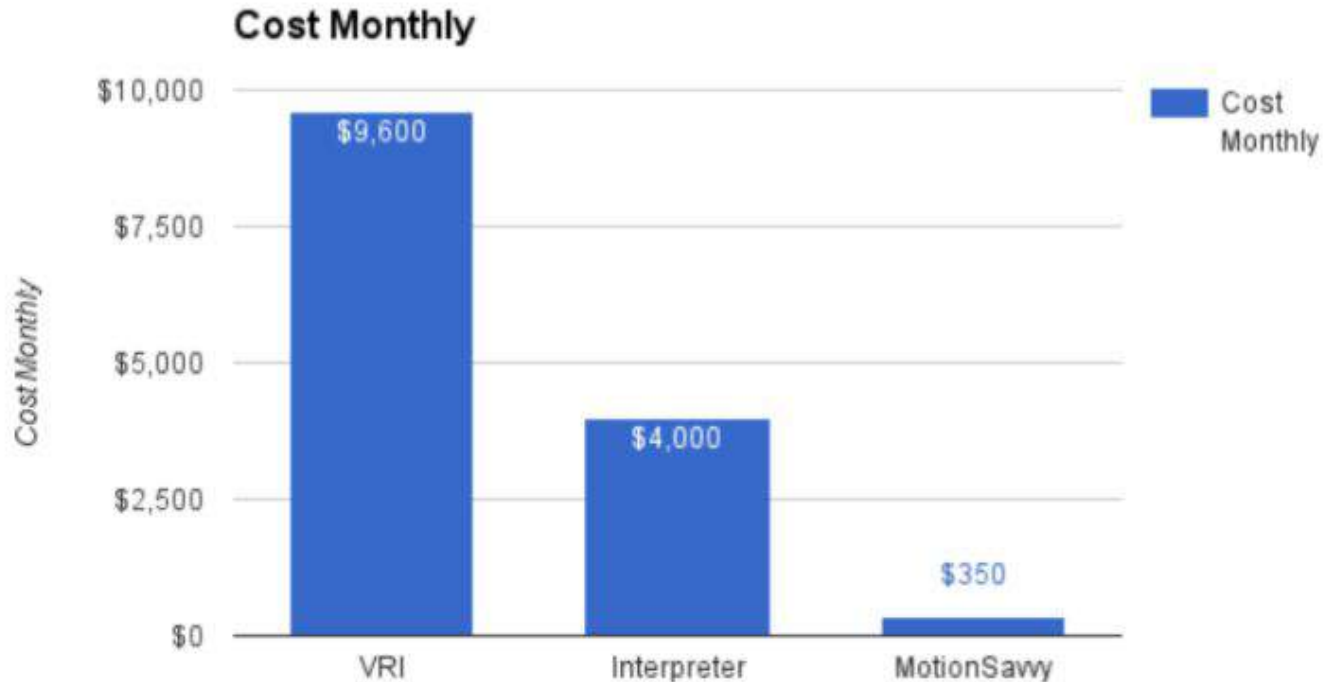


Current use of translators and video conference tools is both expensive and cumbersome.



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*

Industry Company	Total Sites	Avg # Subs per Site	Per Sub \$	Annual Revenue @ 100%
Banks	94,275	2	\$350	\$791,910,000
	6,348	2	\$350	\$53,323,200
Fast Food	72,564	2	\$350	\$609,537,600
	7,233	2	\$350	\$30,378,600
Government	10,000	10	\$350	\$420,000,000

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

Current Traction for Pilots in 2016/2017



70
Locations

Pharmacy
&
Customer
Service



Guest
Services

Mortgage
Banking








**WELLS
FARGO**

Teller
Positions

Information
Kiosks



Competition

Company	Type	Pro	Con
 ZVRS	Video Translation	Person to Person translation	Expensive. High Bandwidth required for mobile client.
 SVRS	Video Translation	Person to Person translation	Translator may not understand transaction - Banking, Healthcare.
 CONVO	Video Translation	Person to Person translation	Does not provide for normal communication.
 SignAll	Machine translation	No interpreter needed	Requires PC & multiple sensors. Current array is unwieldy and expensive.
 MOTIONSAVVY	Machine translation	No interpreter. Uses off the shelf HW. Integrates to other systems. Domain Languages	



MOTIONSAVVY Technology Innovation

- **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

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

*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

TimeLine - Milestones

2015

**WELLS
FARGO**

Wells Fargo
Accelerator

Seed Round A Investors:

SOS VENTURES
international

**WELLS
FARGO**



2016

UNI version 1.0 Beta
release Q4 2016

Close Pilots

Start Rochester
Airport Project in Q4

Complete dictionary
datasets.

Finalize Seed B raise

2017

Close partnerships
for development and
vertical sales
channels

Create Domain
Dictionary revenue
line

Get FCC approval for
sale of service to
subsidized
customers

2018

Release SDK
platform for
licensing

Expand use of
product beyond just
ASL interpretation -
security, home
monitoring,
industrial, vehicle
safety



MOTIONSAVVY 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.**



MOTIONSAVVY










- **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!

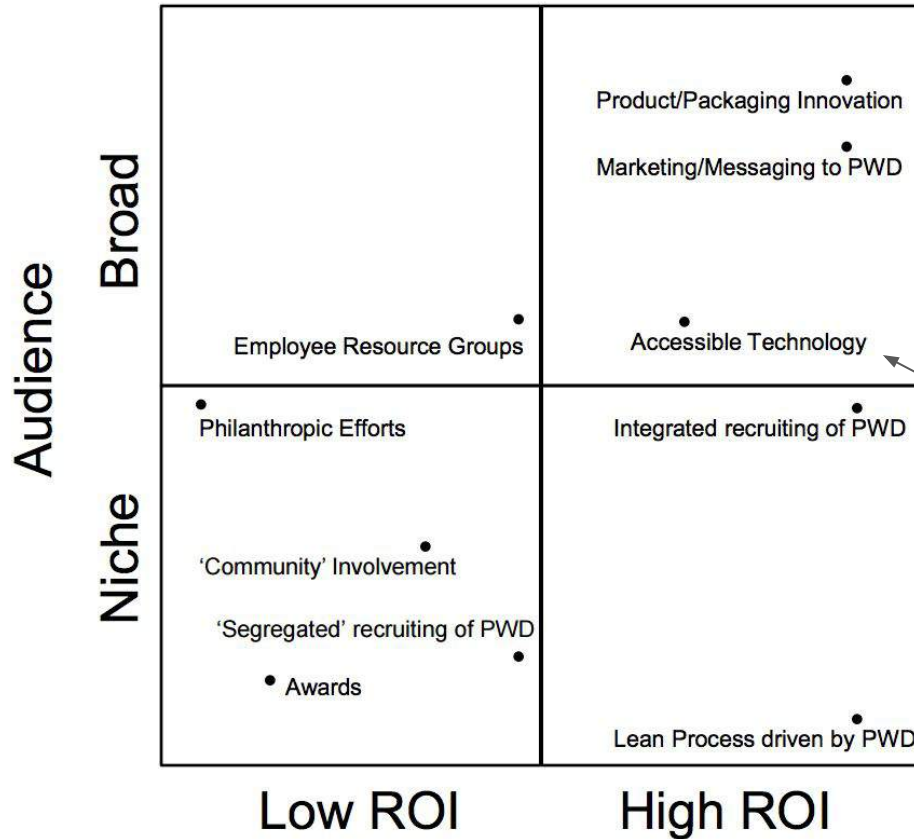


Appendix

MotionSavvy Business Model Canvas -

 <p>Key Partners</p> <p>Current:</p> <ol style="list-style-type: none"> 1. ZVRS 2. LeapMotion <p>Future:</p> <ol style="list-style-type: none"> 1. Vertical Consultants like KPMG, Accenture, etc. 2. Technical Partners like Samsung, IBM, ATT, etc. 3. NGO Partners like NAD, etc. 	 <p>Key Activities</p> <ol style="list-style-type: none"> 1. Speaking & Publishing 2. Security Clearances (potentially) 3. Certifications if necessary - Intel, etc. 	 <p>Value Propositions</p> <ol style="list-style-type: none"> 1. Compliance with US and International accessibility laws. 2. Much less expensive than current options. 3. A better, more natural communication experience. 4. Ability to customize dictionary in order to recognize enterprise specific terms, eg., Banking Products, Inventory names, etc. 	 <p>Customer Relationships</p> <ol style="list-style-type: none"> 1. Wells Fargo 2. Disney 3. Rochester Airport 4. Wegmans 5. CIA 6. CNB 7. City of Rochester <p>* The first customers are PoC w/ high touch. Except for CIA which is a data/SW license.</p>	 <p>Customer Segments</p> <ol style="list-style-type: none"> 1. Primary <ol style="list-style-type: none"> 1. Banking 2. Resorts 3. Supermarkets 4. Government 5. Airports 2. Secondary <ol style="list-style-type: none"> 1. Healthcare 2. Retail 3. Fast Food 4. Education 3. SDK Licensing Sales
 <p>Key Resources</p> <ol style="list-style-type: none"> 1. Machine Learning engineers 2. Systems Engineers 3. Computational Linguists 4. UI/UX engineers 5. Sales & Marketing 		 <p>Channels</p> <ol style="list-style-type: none"> 1. Direct using social media and outreach 2. Indirect - via Key Partners 		
 <p>Cost Structure</p> <p>Majority of costs will be direct labor (developers), Dataset infrastructure cost (hosting), Sales & Marketing.</p>		 <p>Revenue Streams</p> <p>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.</p>		

PwD* Market Magic Quadrant (by 5 Quadrant Analytics)



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

