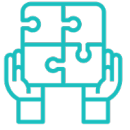


# Natitu

Let that robot **make your kids**  
**fluent English speakers!**



# We develop an innovative toy-tablet with AI voice assistant that helps children to become native English speakers from the very first years of life



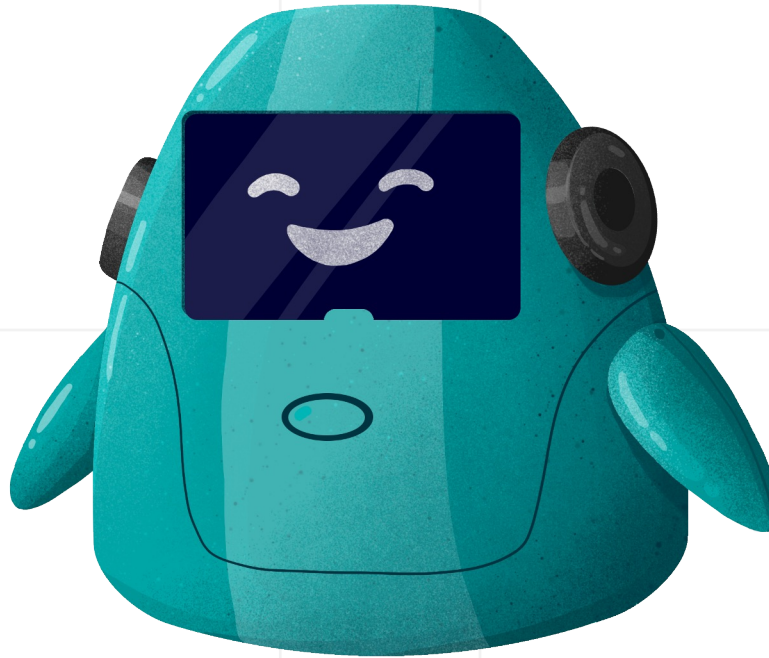
Combination  
of an **attractive toy**  
with **built-in Android tablet**



Parent's control  
by **iOS/Android app**  
for **parents**



**Educational games**  
and **apps** for 2-7 years  
old children



**Software + Hardware**  
system



Built-in **innovative**  
**educational practices**  
in English



**Voice Assistant**

# The importance of English is obvious for parents from non-English speaking areas however there is no reasonable solution yet

## Current solutions



Language kindergarten

Expensive



Private tutors

Expensive



Summer camps

Expensive



Online videos and apps

Low efficiency

## Our approach



Inexpensive solution



Real communication with AI voice assistant



Best, proven methodology



Variety of techniques (apps, games, built-in dialogues etc.)

# We are working on the **ultimate teaching methodology** – combination of best **practices** applicable for children from only 2 years old



## **Daily communication.**

The robot as a 24/day partner

Daily routines (brushing your teeth, wash your hands etc):

- Initiator: Natitu involves a child into convo by asking questions and suggesting activities
- Assistant: ability to answer child's questions



**Game** as the main form of educational process

- Situational role play as a teaching method for preschoolers
- Music games
- Scenes and plays
- Word games



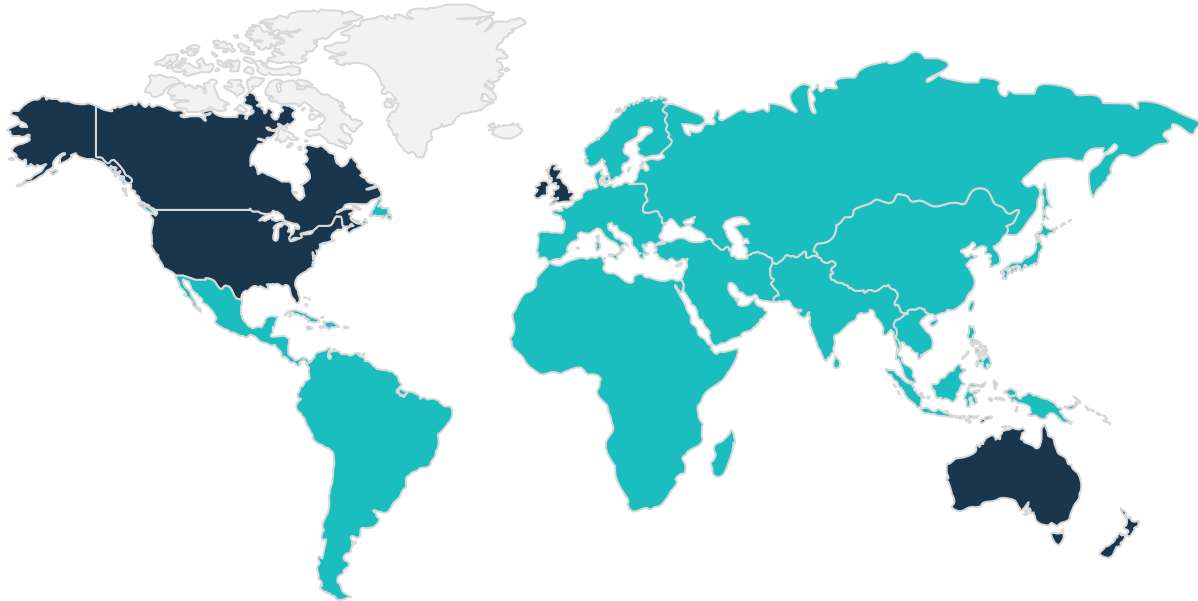
**Video** support

- Combination of audio and video helps children to faster learn and understand new words and phrases

# 700 million families are waiting for our solution

English speaking countries

Not English speaking countries



**4 billion people** considered as the middle class, with the majority living in Asia and Europe with less than 10% born in English speaking families



**3.6 bln. middle class people** are possibly forming (conservatively) **700 mln. families** – potential clients

# The long-term 10 years goal is set as 10% of the middle-class families – 150M



**Device sales**

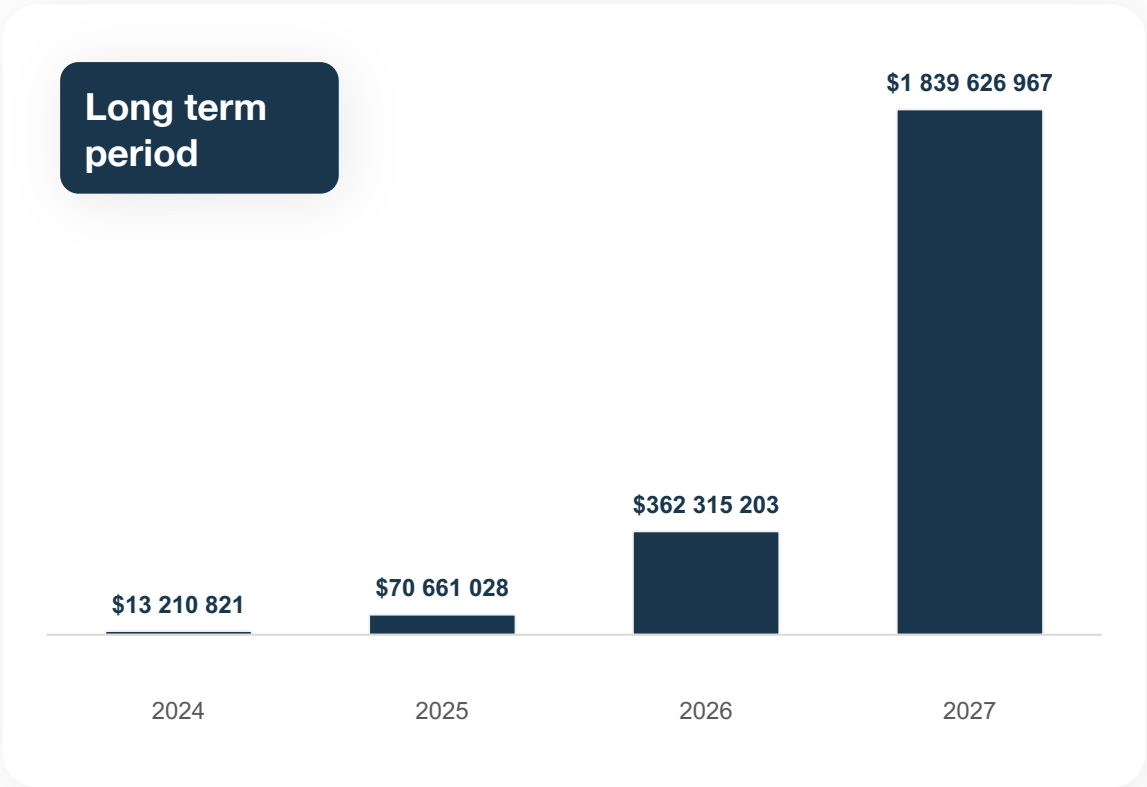
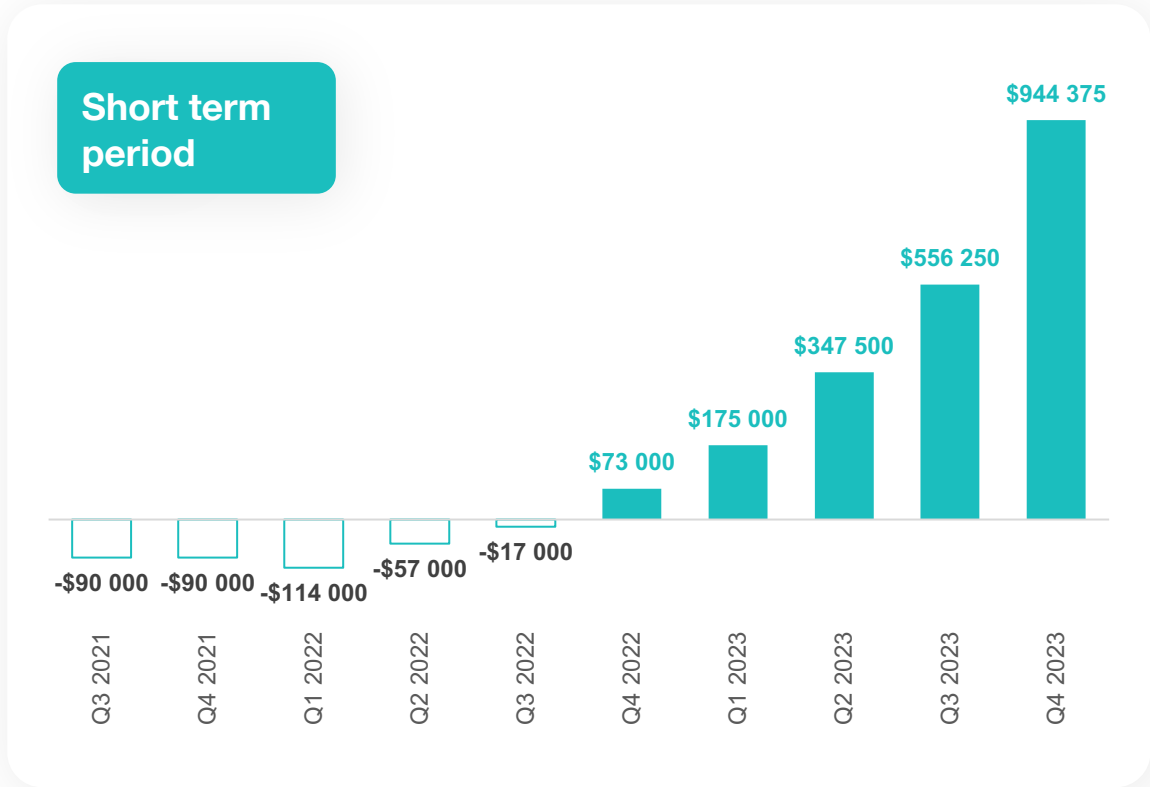


**Monthly subscriptions**



**White labeling for big corporations**

**Most of the income will come from subscriptions with expected median LTV \$150 (\$30 from the device and \$120 from subscriptions)**



# We developed a working model with **step by step way to market**



# Our plan is to raise \$378K on a pre-seed stage for our 1-year launch plan



## 1-st year objectives:

- Build a team
- R&D on the teaching methodologies, best techniques
- R&D on the hardware design and production
- Android shell with built-in apps, games, videos
- AI voice assistant as part of the shell
- iOS/Android app for parents



## We analyzed all the risks and are confident in our strategy

- if** **New strong competitors** go for our market **OK, BUT** the teaching methodology is not something you can easily find/create and implement. **We'll be at least 1 year ahead**
- if** **Same features become available with existing voice assistants** **OK, BUT** our device is built especially for kids, so we are more than just a voice assistant, and more than just an app



## Our options:

Become profitable from the year 3  
and **head to the IPO**

Being **acquired by some of the market leaders** (Amazon, Google)



## We use competitors' flaws to make our product perfect



### Miko 2 Robot



Very expensive



Not dedicated to the language learning



### Mishka



Not dedicated to the language learning



Doesn't have a built-in tablet (touch screen)



Very vulnerable form of soft toy



Animal Island  
Learning Adventure™ (AILA)

### AILA Sit & Play



Not dedicated to the language learning



Only for toddlers



No AI/voice assistant component

# Contact me:



@ambitionlabs



anatski.k@gmail.com

