



sensswitch

Smart force sensors for amazing gaming experiences



Institute for Engineering Leadership
Faculty of Engineering

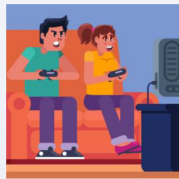
Problem

Game designer:

To enhance gaming experience, more detailed inputs from player is needed. Normally we resolve this issue by adding more buttons.

having too many buttons makes game difficult. Don't want too many buttons.

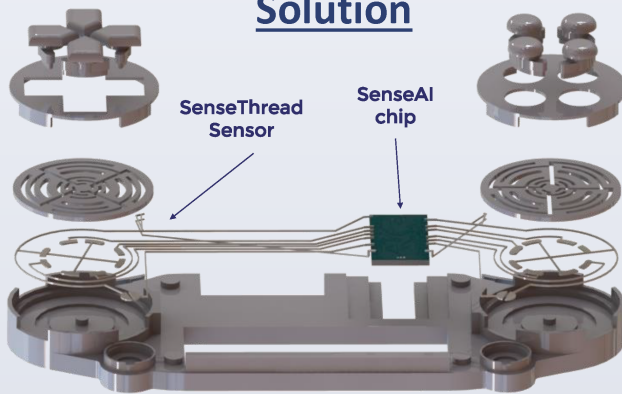
Gamers:



Console designer:

latest controller already have 3 axis and 18 buttons, very difficult to add more.

Solution



SenseThread™, Hair size flexible force sensor, Smallest in the world, with SenseAI chip for signal processing. This enables all conventional buttons to be force sensitive.

½ number of buttons, more choices of actions

Competition

	Technology	Thickness	Minimum Size	Price	Flexibility	Noise Differentiation
sensswitch	Micro tube	0.1mm	0.0785 mm ³	S\$ 7	YES	YES
Interlink Electronics FSR 400	Thin film	0.2mm or higher (2X)	9.11 mm ³ (116X)	S\$ 9	YES	NO
Tekscan A101	Thin film	0.2mm or higher (2X)	2.26 mm ³ (29X)	\$ 50	YES	NO
ALPS HSPAR003 A	MEMS	0.66mm (6X)	1.58 mm ³ (20X)	S\$ 27	NO	NO

Market Size

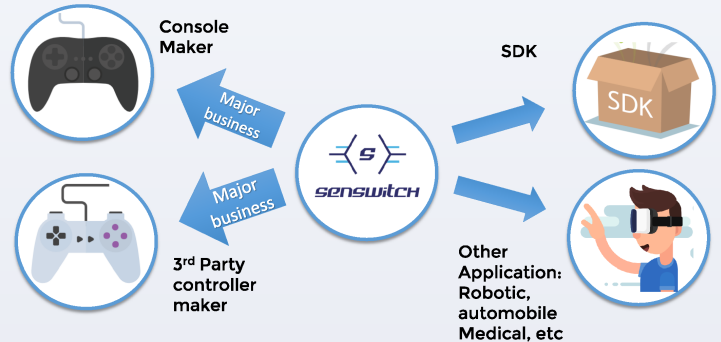
Gaming/VR Controllers
\$2.8 B / Yr
(58% CAGR for VR HW)

Force sensor in controller
\$366 M / Yr

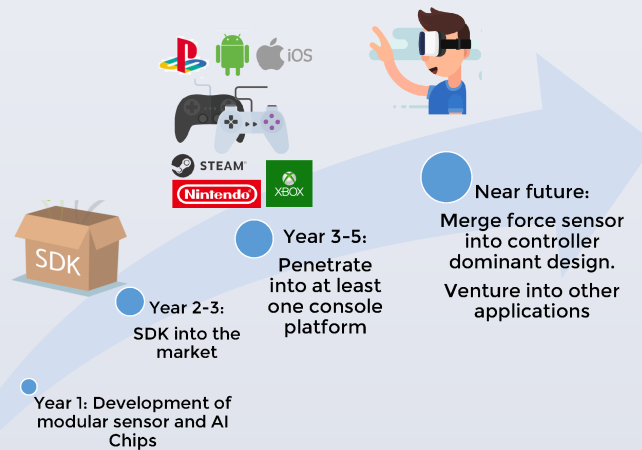
Revenue
\$75 M / Yr
(capture any 1 key player)

Data Source: Frost Sullivan, Newzoo, IDC

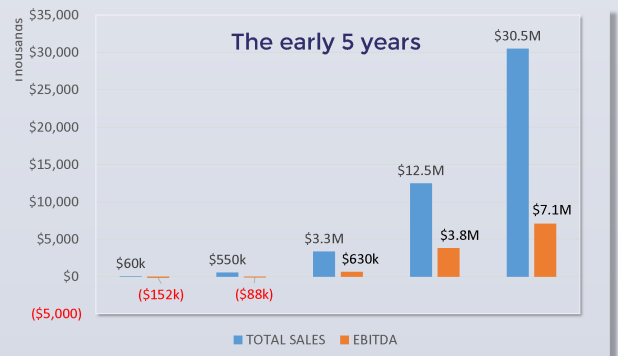
Business Model



Go to Market Plan



Financial Highlights



EBITDA Margin at ramp:

23~30%

Funding requirement:

\$500K

5 Year valuation after A round:

\$60 M

Contact Us



Simply scan the QR code to visit our website to leave a message. Or reach us at our mailbox:
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