

## Problem

Game designer:



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

Gamers:



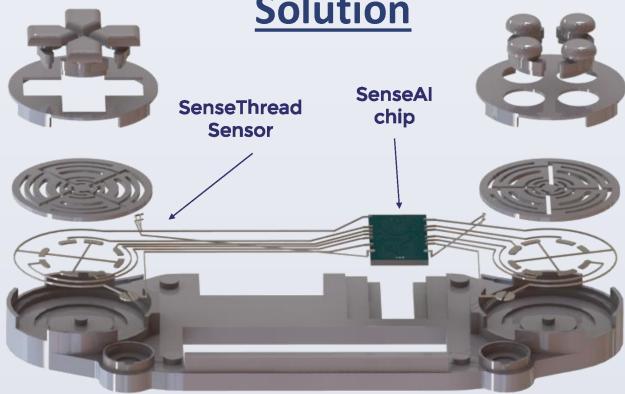
having too many buttons makes game difficult. Don't want too many buttons.



Console designer:

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

## Solution



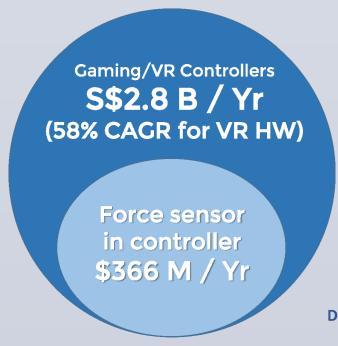
SenseThread™, Hair size flexible force sensor, Smallest in the world, with SenseAI chip for signal processing. This enables all conventional buttons to be force sensitive.

½ number of buttons, more choices of actions

## Competition

	Technology	Thickness	Minimum Size	Price	Flexibility	Noise Differentiation
 <b>senswitch</b>	Micro tube	0.1mm	0.0785 mm <sup>3</sup>	S\$ 7	YES	YES
<i>Interlink Electronics FSR 400</i>	Thin film	0.2mm or higher (2X)	9.11 mm <sup>3</sup> (116X)	S\$ 9	YES	NO
<i>Tekscan A101</i>	Thin film	0.2mm or higher (2X)	2.26 mm <sup>3</sup> (29X)	\$ 50	YES	NO
<i>ALPS HSFPAR003 A</i>	MEMS	0.66mm (6X)	1.58 mm <sup>3</sup> (20X)	S\$ 27	NO	NO

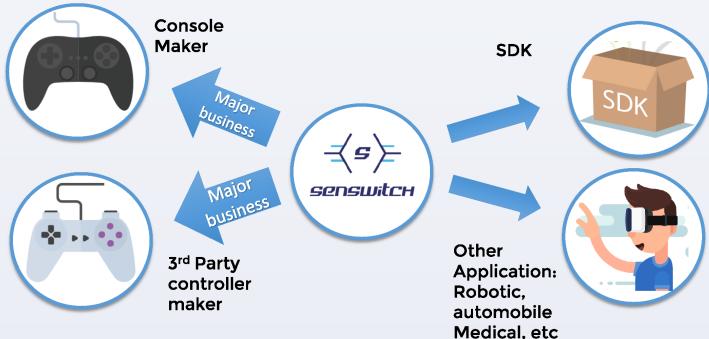
## Market Size



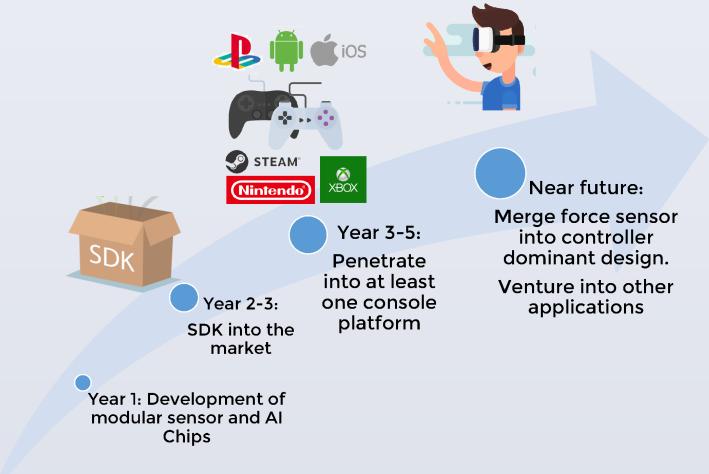
**Revenue**  
**S\$75 M / Yr**  
(capture any 1 key player)

Data Source: Frost Sullivan, Newzoo, IDC

## Business Model



## Go to Market Plan



## Financial Highlights



EBITDA Margin at ramp:

**23~30%**

Funding requirement:

**S\$ 500K**

5 Year valuation after A round:

**S\$ 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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