nugen.ai

Forging a New Generation of Learners
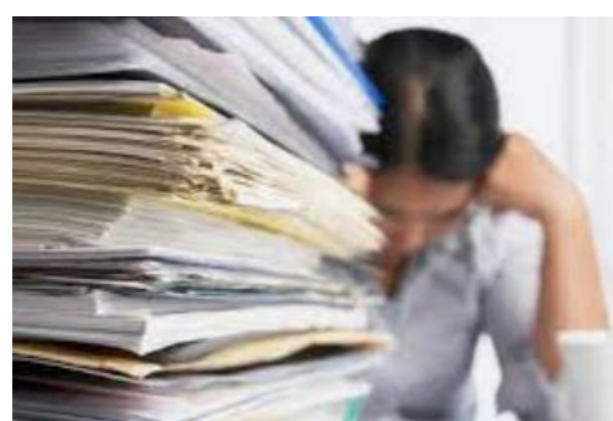## Provide a wearable to track social, emotional and physical development of student with special needs

PROBLEM & SOLUTION STATEMENT

Problem
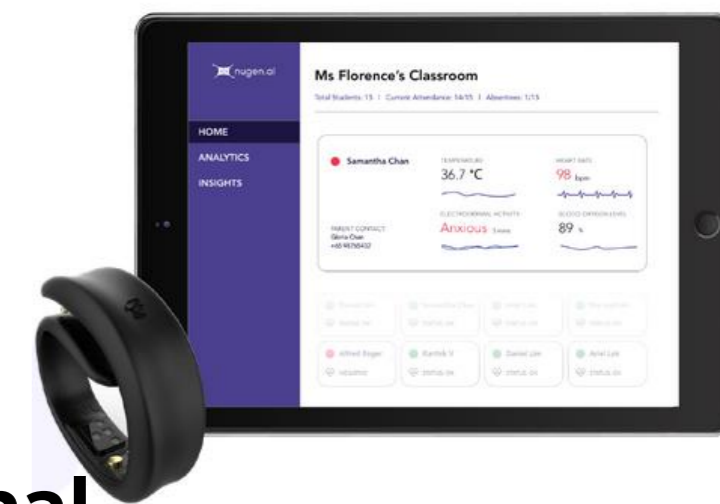**Inadequate tool that generate personalize learning experience *for special need kid during school.***
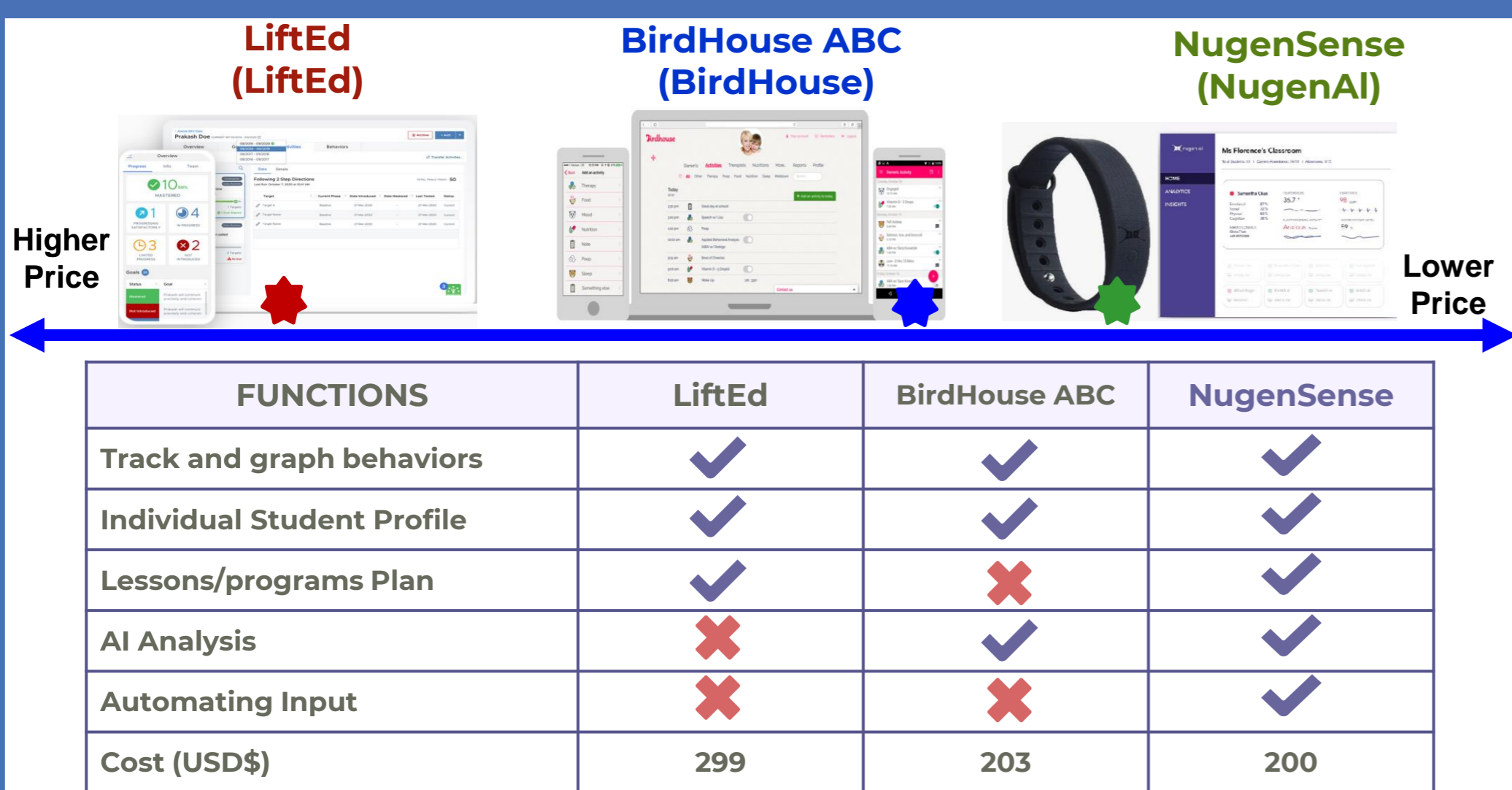
➤ *Resulting in an increase in workload for teachers.*

Solution
A safe, non invasive device using
➤ **Biometric Sensors**
➤ **Hebbian Learning AI**
Summaries child's emotional to understand Social Learning, Emotional Learning & Physical behaviour in special needs environment

Data will be used to assist teachers and caregivers to ease their workload and provided customised guidance.
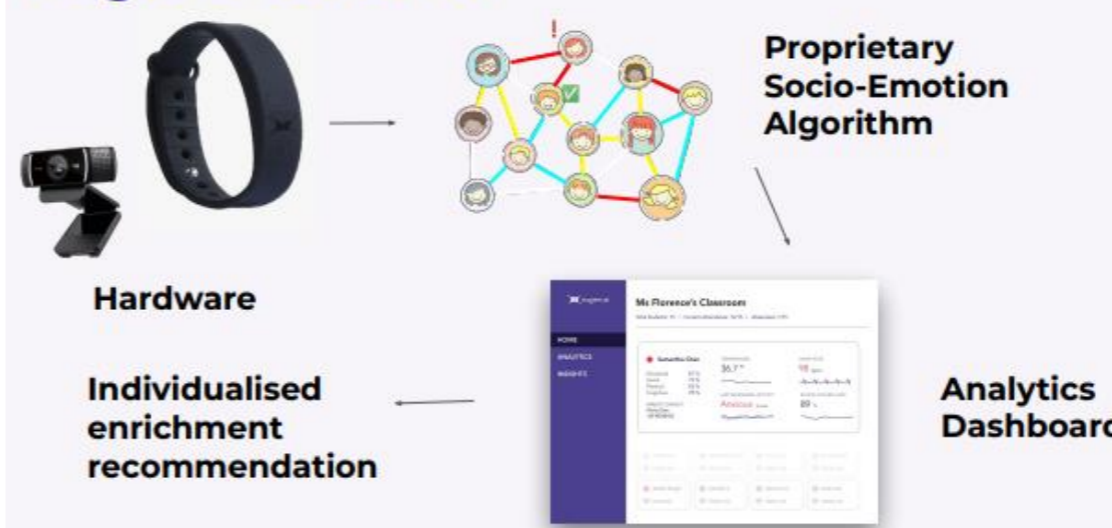
COMPETITIVE ANALYSIS

LiftEd (LiftEd) — **BirdHouse ABC (BirdHouse)** — **NugenSense (NugenAI)**

Higher Price ←————————————————→ Lower Price

FUNCTIONS	LiftEd	BirdHouse ABC	NugenSense
Track and graph behaviors	✔	✔	✔
Individual Student Profile	✔	✔	✔
Lessons/programs Plan	✔	✘	✔
AI Analysis	✘	✔	✔
Automating Input	✘	✘	✔
Cost (USD$)	299	203	200

PRODUCT DETAILS

NugenSense

Nugen's Solution

Hardware → Proprietary Socio-Emotion Algorithm

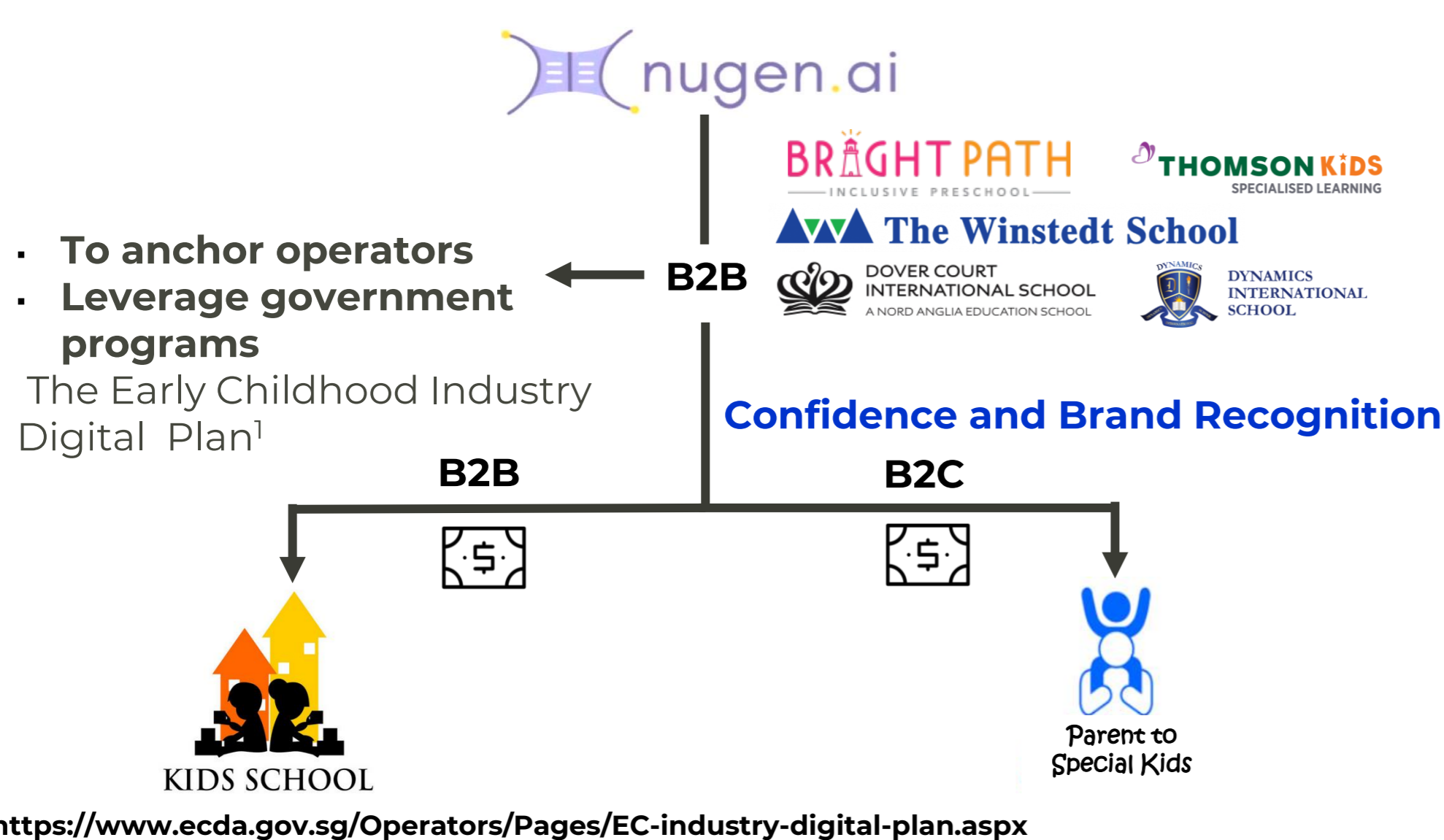Individualised enrichment recommendation → Analytics Dashboard
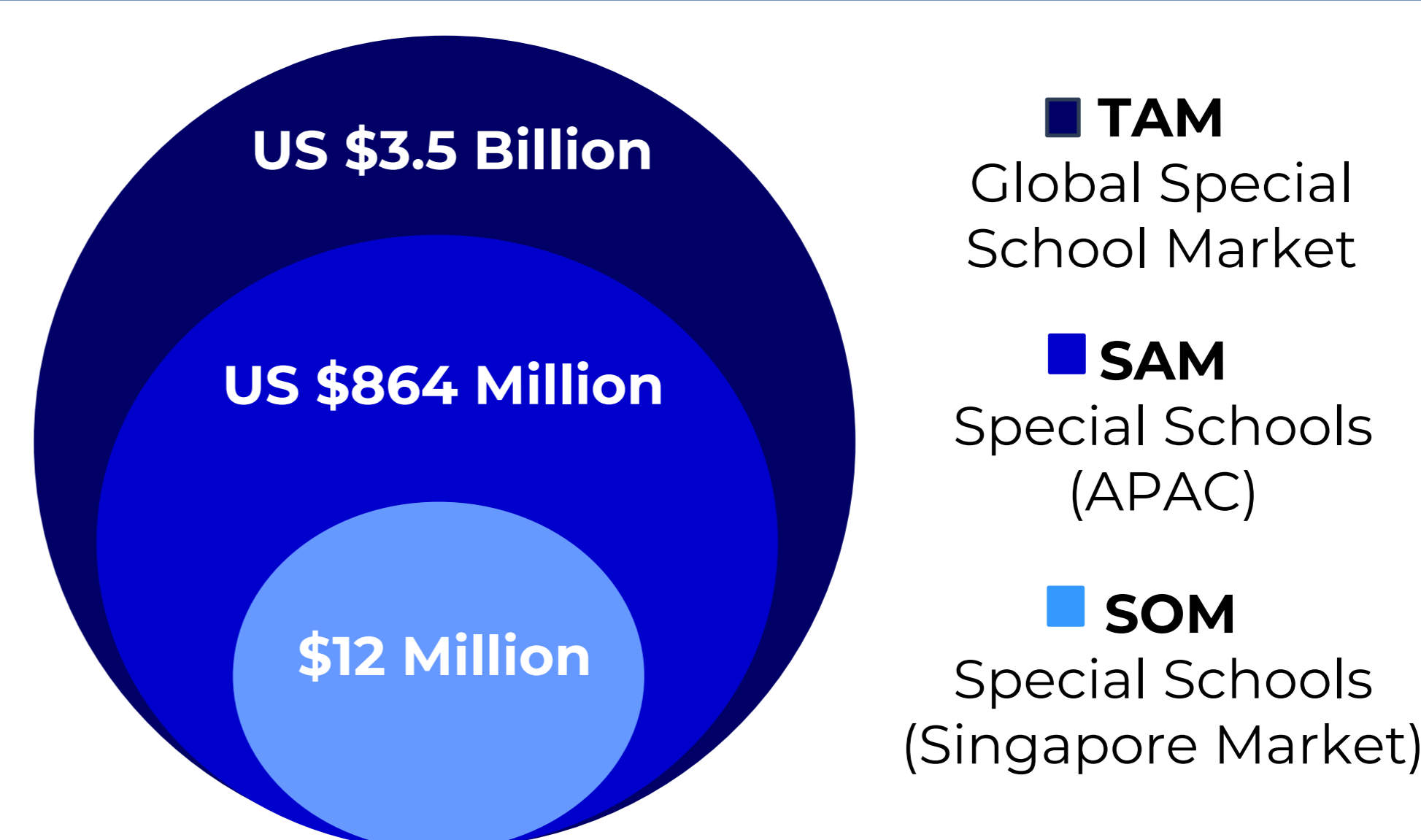
Using sensors such as
1. **Photoplethysmogram sensor:** measures changes in heart rate
2. **Electrodermal Activity sensor:** measure stress levels of the human body.
3. **Infrared light sensor:** measure skin temperature
4. **Accelerometer:** detect frequency and intensity of human movement
5. **Microphone:** accuracy to detect emotion

Wearable technologies with **advanced biometric sensors**, paired with real-time data processing and analysis in order to **gain insights into emotional, social and physical development of a child.**
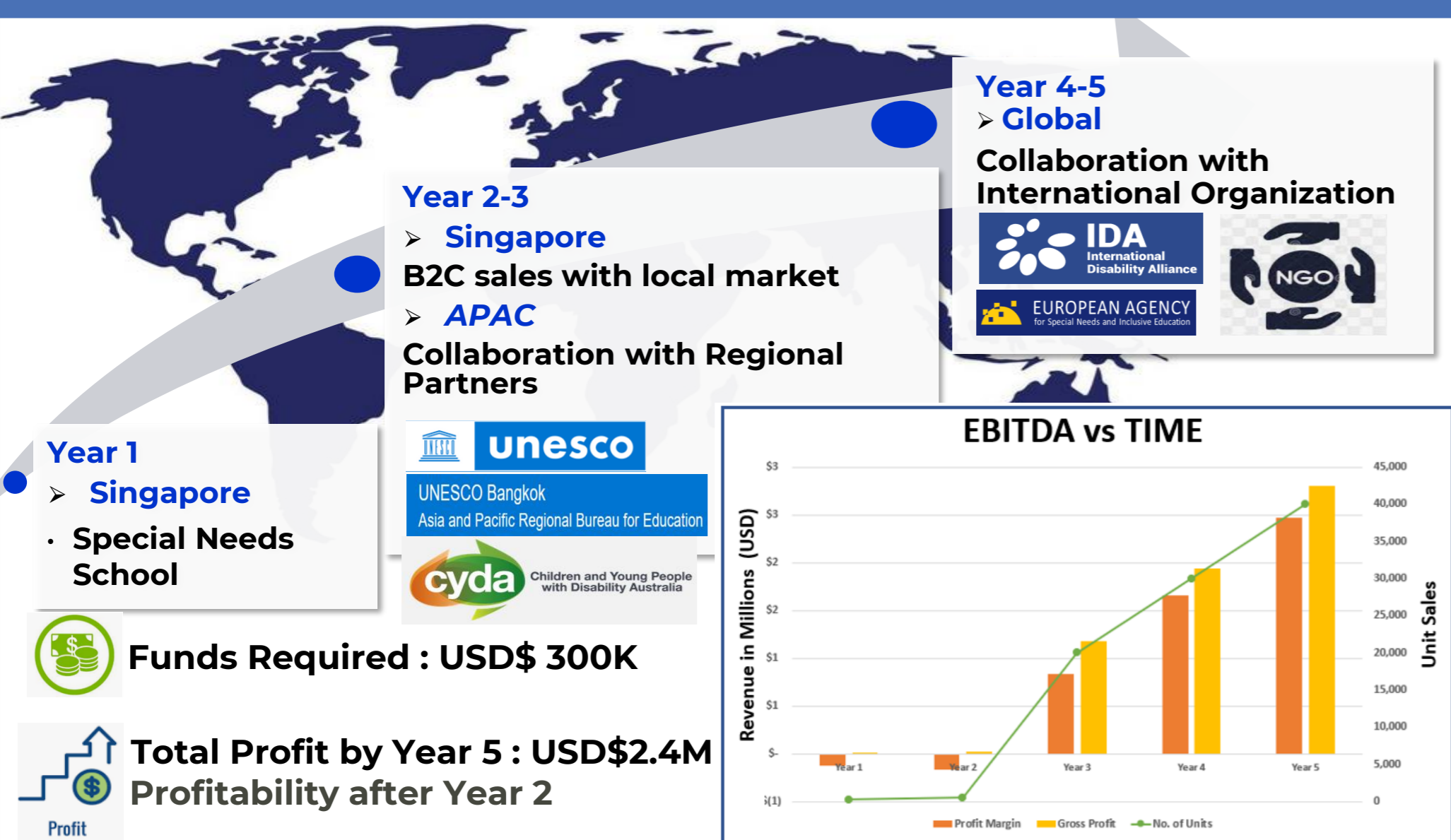
BUSINESS MODEL

nugen.ai

BRIGHT PATH INCLUSIVE PRESCHOOL
THOMSON KIDS SPECIALISED LEARNING
The Winstedt School
DOVER COURT INTERNATIONAL SCHOOL A NORD ANGLIA EDUCATION SCHOOL
DYNAMICS INTERNATIONAL SCHOOL

- **To anchor operators**
- **Leverage government programs**
  The Early Childhood Industry Digital Plan[1]

B2B

Confidence and Brand Recognition

B2B — **B2C**

KIDS SCHOOL — Parent to Special Kids

1. https://www.ecda.gov.sg/Operators/Pages/EC-industry-digital-plan.aspx

POTENTIAL MARKET

US $3.5 Billion
US $864 Million
$12 Million

■ **TAM** Global Special School Market
■ **SAM** Special Schools (APAC)
■ **SOM** Special Schools (Singapore Market)

ROLLOUT PLAN & BUSINESS PLAN

Year 4-5
➤ **Global**
Collaboration with International Organization
IDA International Disability Alliance
EUROPEAN AGENCY for Special Needs and Inclusive Education
NGO

Year 2-3
➤ **Singapore**
B2C sales with local market
➤ *APAC*
Collaboration with Regional Partners
unesco UNESCO Bangkok Asia and Pacific Regional Bureau for Education
cyda Children and Young People with Disability Australia

Year 1
➤ **Singapore**
- Special Needs School

💰 **Funds Required : USD$ 300K**

Total Profit by Year 5 : USD$2.4M
Profitability after Year 2

EBITDA vs TIME

TEAM & CONTACT

Founding Team

ganesh@nugen.ai

CEO Ganesh — PhD in Neuroscience & AI | Early Childhood Education

CTO Rama — Software and Data Engineer | EdTech startup

COO Liyi — Product Manager | Ex-Teacher at Pathlight

Scientific Advisor Dr. Cheston Tan — Deputy Executive Director AI, Analytics and Informatics, A*STAR

TechLaunch Team

Joyce Liu **MSc. EE** 2 years of hardware system developing experience

Chu Ming **MSc. MPST** 7 years of research experience

James **MSc. MSE** 4 years of materials research experience

Norhanani **MSc. MSE** 14 years of Process Manufacturing & R&D Experience

Charles **MSc. MOT** 4 years of mechanical engineering experience

Joanne **MSc. SHE** 5 years of environmental engineering experience