

Organic Robotics Corporation

Executive Summary

Muscle activity on the field, in real time.

Contact Information

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Industry

IOT/Hardware

Development stage

Startup

Year founded

2018

Number of Employees

5

Funding Opportunity

\$150,000

Use of Fund

40% Product Development

40% Payroll

10% Operation/Inventory

7% Legal/Other

3% Marketing/Sales

Current Monthly Burn Rate

\$29000

Current Monthly Revenue

N/A

Existing Debt

\$100,000 SAFE Note

Existing Investors

\$100,000 SAFE Note from

Nextcorps

THE GRAB

Through light, Light Lace™ measures muscle fatigue, respiration and motion. All at the speed of light.

PROBLEM/OPPORTUNITY

Athletes get injured often, therefore causing them to miss days due to prolonged recovery times. As a result, teams lose millions of dollars in revenue due to player unavailability and salaries. Currently, there is no good way to track motion and measure muscle activity on the field, without being constrained to a location.

SOLUTION/PRODUCT

Light Lace is a fiberoptic sensor technology. Light Lace sensors can bend and twist with the human form, for measuring muscle activity, respiration and motion. Light Lace sensors are soft, stretchable, easy to use and calibrate and can survive washer and dryer cycles. By integrating Light Lace sensors into garments we can provide a non-intrusive solution for the athletes.

POTENTIAL RETURN/REVENUE MODEL

Our revenue model is based on a tier based subscription model. The teams and consumers alike can subscribe to our software to monitor their progress and receive insights on their fatigue levels. The market size for sports technology is over 22\$ Bn with 4\$ Bn of it belonging wearable technologies. With our product Light Lace™ we are projecting to dominate \$400 M of this market. Our long term goal is to supply Light Lace sensors to other markets as well, such as but not limited to AR/VR, automotive and robotics.

COMPETITION

Our biggest competitors are IMU, EMG and heartrate variability based systems. However, these are electronics based solutions and hence are not as durable and are not washable. Further, our solution is the only solution that can measure muscle activity on the field, without interfering with the motion of the athlete.

EXECUTION PLAN/GO TO MARKET STRATEGY

Our plan is to enter the market through professional athletes and move down the latter to average consumer. Further, we will be increasing our partnerships by identifying and partnering with sportswear brands.

FINANCIALS

We have received a SAFE note of \$100,000 from Luminare, an accelerator we have completed. We have also received a Phase 1 SBIR grant from the NSF, in the amount of \$255,000. We have recently won NFL's 1st and Future competition and received \$50,000 grant. To keep growing, we will raise \$150,000 in order to grow our team and improve our products.

THE TEAM/RELEVANT EXPERIENCE

Our founding team consists of Rob Shepherd and Ilayda Samilgil. Rob, holds a PhD in Material Science and an MBA in marketing. He is a professor of Mechanical Engineering at Cornell University and is currently on sabbatical working for the company. Ilayda, is the CEO of Organic Robotics. She has graduated from Cornell where she majored in Mechanical Engineering and completed a minor in Entrepreneurship and Innovation. Our advisory board includes John Balen, Aaron Pempel, Dr. Luke Oh and Everette Phillips who provide us with expertise in orthopaedics, business operations, manufacturing as well as sportswear.