



AISTHESIS

OUR TECHNOLOGY EMPOWERS CAREGIVERS TO
PREVENT SENSORY MELTDOWNS IN CHILDREN

www.aisthesis.tech



Google for Startups ¹

SENSORY PROCESSING DIFFICULTIES PREVALENCE*

90% IN AUTISM

47% IN ADHD

35% IN GIFTED PEOPLE

85% IN OTHER DISABILITIES:

MULTIPLE PALSY

ANXIETY

SCHIZOPHRENIA

BIPOLAR DISORDER

OPPOSITIONAL DEFIANT DISORDER

TOURETTE'S

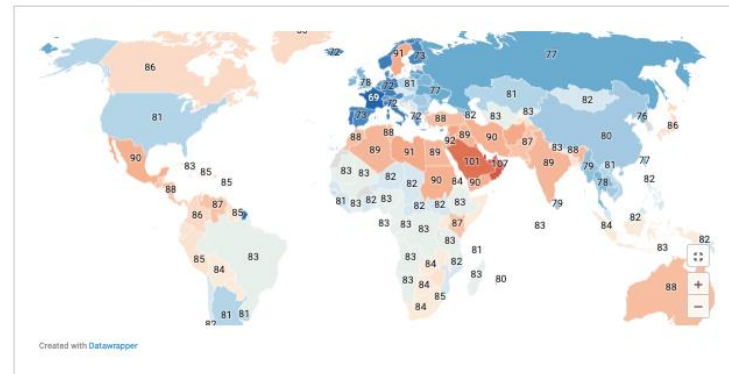
* <https://www.occupationaltherapy.com/articles/making-sense-meltdowns-to-identify-3474>



MULTIPLE TIMES A DAY, THESE CHILDREN EXPERIENCE
SUDDEN AND EXHAUSTING **SENSORY MELTDOWNS**

FOR PARENTS, IT'S A **\$15,000-PER-MONTH** JOURNEY TO NOWHERE

Autism Rate (Per 10K) The highest autism rates are in the Gulf countries:



* <https://dohanews.co/new-special-needs-center-opens-demand-support-services-rises/>
* <https://gulfnews.com/uae/one-child-diagnosed-with-autism-every-20-minutes-1.1172282>
* <https://www.goldenstepsaba.com/resources/how-much-autism-treatment-cost>
* <https://www.datapandas.org/ranking/autism-rates-by-country>

THE CONSEQUENCES OF THE PROBLEM

1. Sensory impairments **limit social and work engagement**, reducing participation and success.
2. Sensory impairments **hinder academic outcomes** for children with disabilities.
3. Sensory challenges and behavioral issues **intensify parental stress** and strain family dynamics.
4. Caregivers lack understanding and support needed to respond effectively.
5. Preventing meltdowns requires identifying triggers and providing regulation tools.

https://sensoryhealth.org/basic/latest-research-findings?utm_source=chatgpt.com

<https://www.mdpi.com/2077-0383/10/17/3961>

<https://pmc.ncbi.nlm.nih.gov/articles/PMC3891772/>

https://www.researchgate.net/publication/340843877_Impact_of_Sensory_Processing_on_School_Performance_Outcomes_in_High_Functioning_Individuals_with_Autism_Spectrum_Disorder



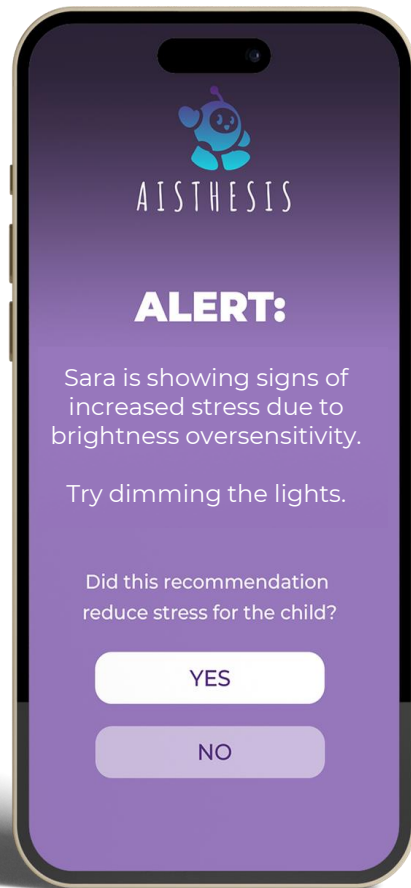
PREVENTING SENSORY MELTDOWNS
IS VITAL FOR THE QUALITY OF LIFE OF
CHILDREN WITH DISABILITIES*

...BUT THE BIGGEST BOTTLENECK IN CAREGIVING LIES IN
COMPLEXITY OF TAILORING APPROACHES TO EACH PERSONS'S UNIQUE NEEDS



OUR RESPONSE TO PERSONALIZATION NEEDS:

SYSTEM CAPABLE OF DETECTING TRIGGERS AND GUIDING CAREGIVERS TO **PREVENT** SENSORY MELTDOWNS IN CHILDREN, IN UP TO 90% OF CASES



OUR SOLUTION: HOW IT WORKS

Example: Auditory hypersensitivity



The child is stressed due to noise, leading to a decline in their focus



Software detects the stress and the cause (by combining data from the child's physiological sensor with environmental sensor)



AISTHESIS New alert
Your child is feeling stressed due to loud noises. Provide them with noise-canceling headphones.

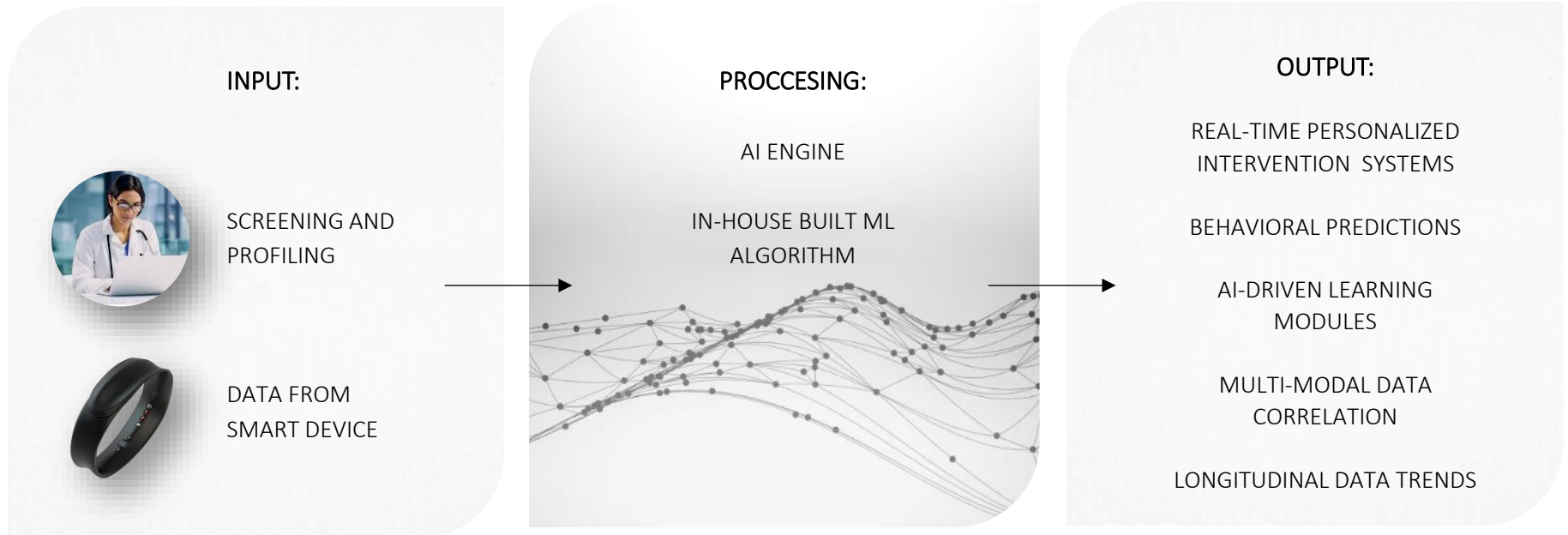
Caregiver receives immediate alert:
"The recommendation is for the child to use noise-canceling headphones"



Caregiver intervenes with appropriate support

Sensory meltdown is prevented

PERSONALIZED CARE THAT ACTUALLY **SCALES**



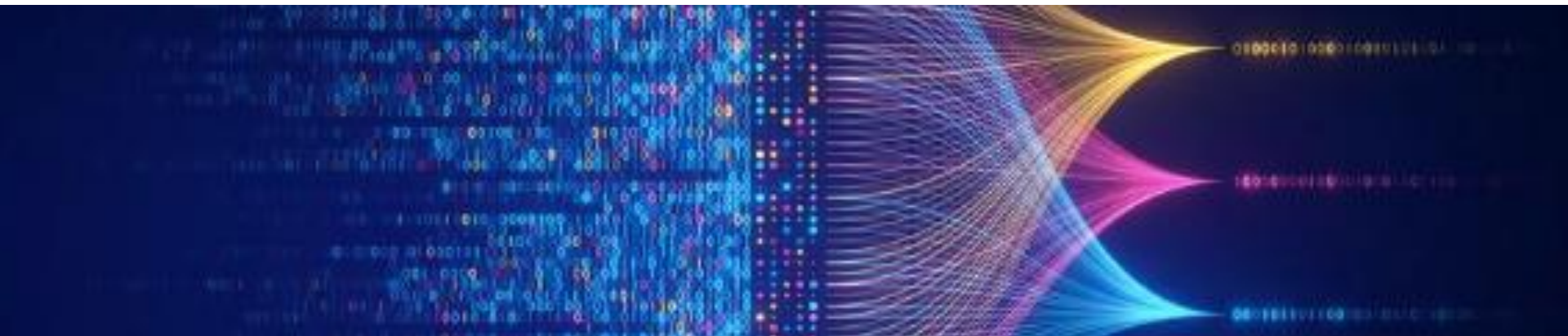


WE ARE ON A MISSION TO DISRUPT THE **\$654 B MARKET***

SAM
\$12 B

SOM
\$600 M

* <https://www.thebusinessresearchcompany.com/report/services-for-the-elderly-and-persons-with-disabilities-global-market-report>



THROUGH OUR ADVANCED DATA-DRIVEN
PLATFORM, WE AIM TO UNLOCK THE
TRANSFORMATIVE POTENTIAL OF **DEEP TECH**



PRODUCT-MARKET FIT VIA B2C, MARKET DOMINANCE VIA B2B

B2C

Parents
Private caregivers
Therapists in private practice

Smart wearable bundled with premium app subscription

B2B2C

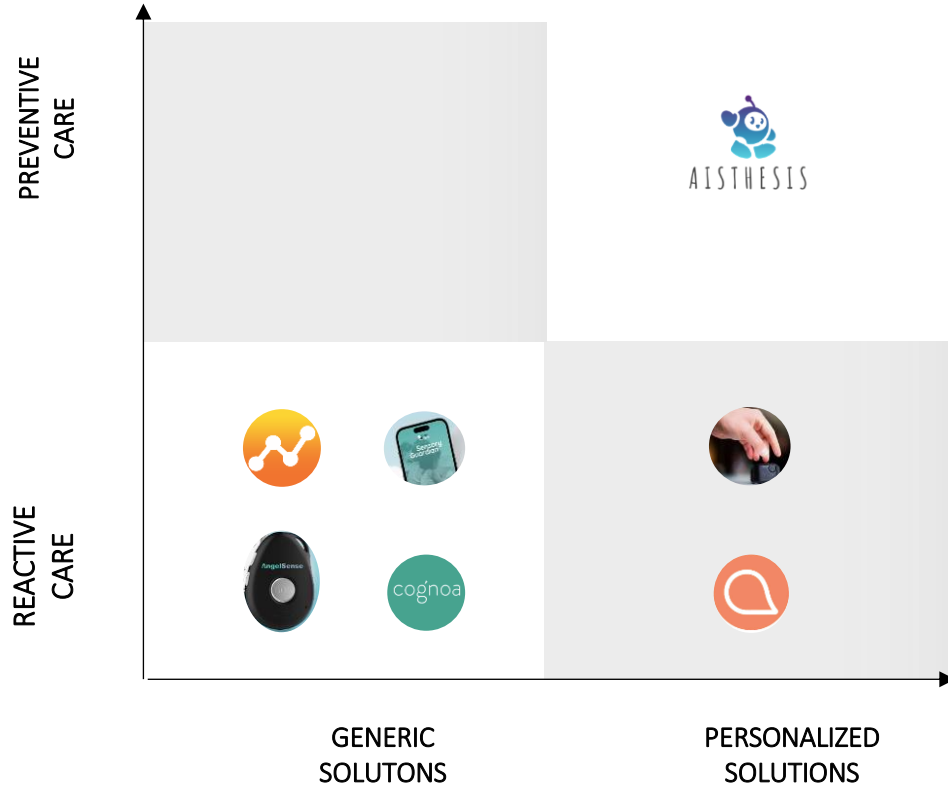
Healthcare Institutions
Educational Institutions

Offering platform as part of their services
Child wellness programs

B2B

Specialized Clinics and Hospitals
Specialized Schools
Research Partnerships
Government

Tailored interventions
Analytics platforms
Data Monetization



WE STAND OUT WITH:

1. RECOMMENDATION SYSTEM THAT PREVENTS MELTDOWN
2. HOLISTIC APPROACH (PHYSIOLOGICAL DATA, ENVIRONMENTAL DATA, CAREGIVERS' INPUT)
3. THE POTENTIAL OF DEEP TECH

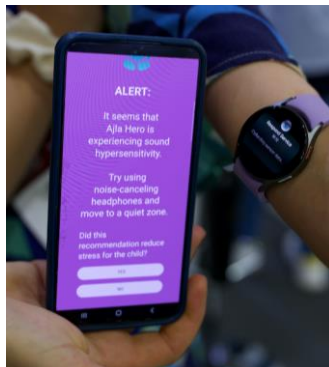


STRONG VALIDATION PROVES THAT OUR APPROACH WORKS – NOW WE ARE **READY TO BUILD**

STRONG INTEREST FROM
BIG TECH COMPANIES



EARLY **MVP** BUILT TOGETHER
WITH EARLY ADOPTERS



GLOBAL INTEREST AND
RECOGNITION



A TEAM OF WORLD-CLASS EXPERTS

DEEP TECH



Seif Eddine Mouelhi

AI and Innovation



Yasmin Al Enazi

Product and Technology Process



CUSTOMERS & GROWTH



Dragana Mujanović

Finance /
Business Operations



Ajla Ličina

Business Development /
Marketing



SCIENCE & HEALTH



Prof. dr. Luis R. Saraiva

Research
Precision Medicine,
Neurogeneticist



Semir Salkić

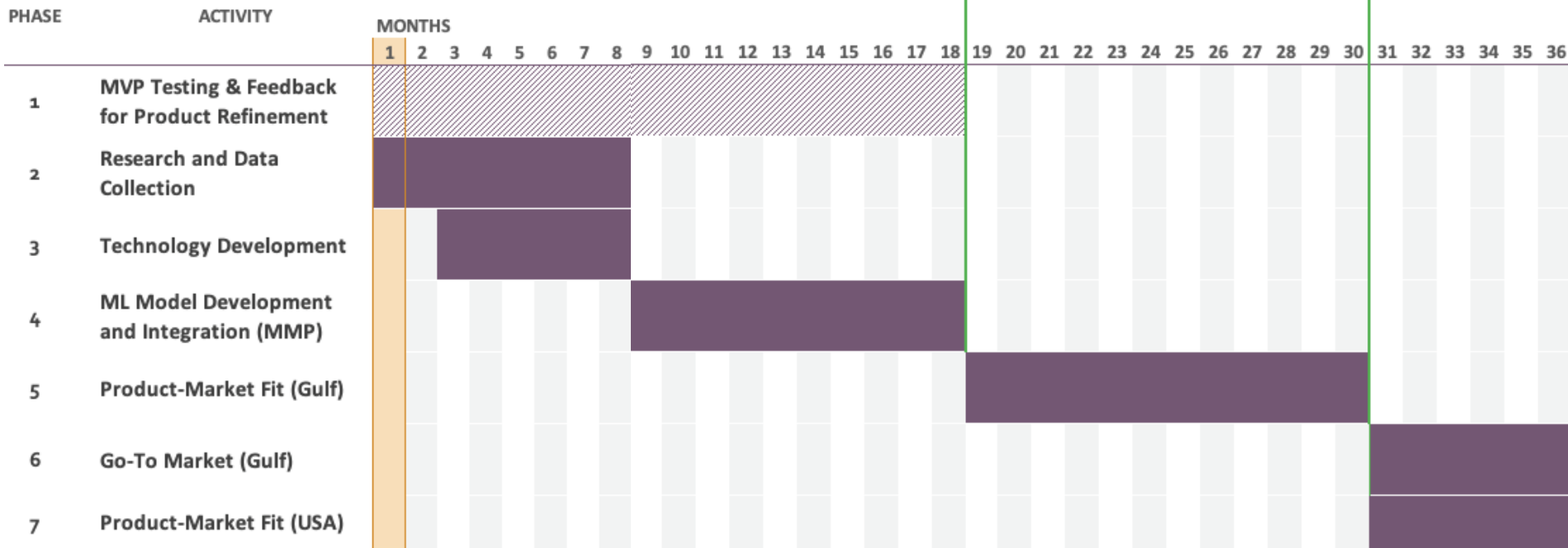
Edge Computing and
Wearable Sensor Research
Senior Data Architect



OUR ROADMAP TO IMPACT

Minimum Marketable Product (MMP) Launch

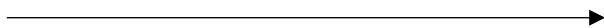
Achieving Product-Market Fit (Gulf)



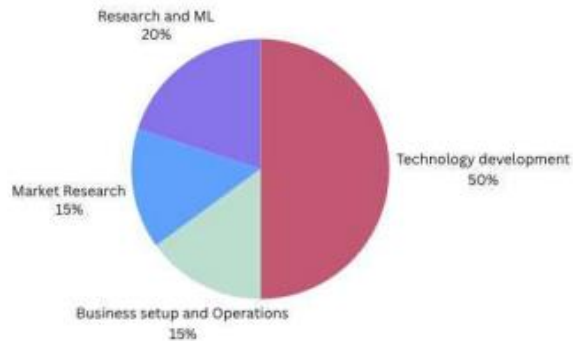


WE ARE RAISING \$2.3 MILLION TO SECURE AN 18-MONTH RUNWAY

Early MVP



Minimum
Marketable Product
(MMP) Launch

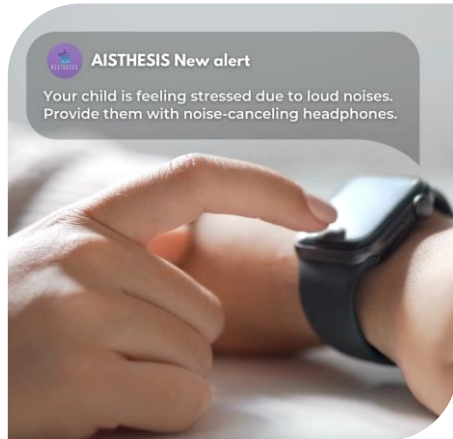


FOCUS AREAS	2025	2026	2027
Main activities	MVP Testing, Data Collection and ML Model Dev, Tech Development	Minimum Marketable Product, Product-Market Fit	Go-To-Market (Early Adoption Gulf), Product-Market Fit USA
Revenue	-	\$ 2M from Initial market entry (Qatar, UAE)	\$ 10M (1% Gulf Market), \$ 2M (0.1% CA, FL Market)



A GLOBAL LEADER IN AI-DRIVEN SOLUTIONS FOR SENSORY PROCESSING SUPPORT,
EMPOWERING **PEOPLE OF DETERMINATION** TO THRIVE.

2024
MVP



2027
Smart Textiles



2028
Connected Homes



2030
Smart Education

