



# ROYBI

An AI-powered Companion Robot for Young Children In Language Learning



## Company Overview

ROYBI is an AI-powered, educational companion robot, currently targeting 3-7-year-old children focusing on language learning. ROYBI provides a uniquely tailored teaching experience, utilizing its machine learning technology to deliver content based on kids' ability. ROYBI interacts with kids as well as their supervisors, including teachers, parents, and grandparents.

ROYBI guides children's linguistic development beyond traditional pedagogies, facilitating collaboration between home and school contexts. ROYBI's cloud platform creates a shareable learner profile, enabling parents and teachers to come together through shared communication about each child's developing skills and needs.

## Problem

Our education system needs fundamental change, and the way our children are being educated at an early age need to be changed. As we prepare children to become leaders in a future far different from our own, we at ROYBI feel it is necessary to revise our current educational practices to meet children's changing needs better.

## Highlights

- Closed seed financing \$4.2M in May 2019• Presented to Members of Congress In Washington D. C.
- Signed a partnership agreement in the Asia Pacific to pilot on a small scale in Hong Kong, Singapore, China
- Fast Company World Changing Idea Award <http://bit.ly/2J9XITz>
- Katerva Award Finalist in Behavioral Change <http://bit.ly/2H7HOBo>
- Indiegogo Pitch Contest winner at CES 2019
- Milken-UPenn GSE Business Plan Competition Semifinalist <http://bit.ly/2VbrldR>
- EdTech Award Finalist in Robotics and Learning by EdTech Digest <http://bit.ly/2Hb9yng>
- Featured on CNN <https://cnn.it/2YcLsQb>
- Alibaba Cloud partnership <http://bit.ly/305uWDq>
- xEdu – Accepted into xEdu's Accelerator program in Helsinki, Finland. xEdu's partners include the United Nations Technology Innovation Labs (UNTIL), Samsung, GEMS Education, and GSVLabs among other leading educational institutions. Finland still has the world's #1 educational system. By getting into xEdu, we will have access to schools, institutions, and government incentives all across Europe and the Middle East <http://bit.ly/2DZCyOd>
- United Nations Technology Innovation Labs (UNTIL) – Accepted into UNTIL incubation program.
- Silicon Valley Top 30 Innovation Award
- Promise Venture Studio – Accepted into Promise Venture Studio's Early Futures: Innovation + Impact! program. (Co-Hosts – Omidyar Network and Sesame Workshop)
- Alibaba Cloud Contest – 1 of 3 winners out of 10 finalist startups (5 representing North America and 5 representing China).
- Nasdaq Entrepreneurial Center – Graduated from the Summer 2018 Milestone Maker program

## Financial Info

### Business Stage

Series A

### Business Type

B2C, B2B2C, Technology, Education

## Meet the Team



Elnaz Sarraf  
CEO

(<http://bit.ly/2LrPjaj>)

- RobotX / WeCan / G-Startup Worldwide / GWC Innovator Fund – 1 of 3 Silicon Valley Startups winners (out of 772 Startups)

CES / CTA Startup of the Year – Top 100 Semifinalist (<https://www.startupofyear.com/2018-semifinalists>)

- Pepperdine University – Semifinalist Most Fundable Startup 2018

- Partnership with United Innovations Services (UIS)

([http://prweb.com/releases/roybi\\_robot\\_and\\_united\\_innovations\\_services\\_announce\\_partnership\\_to\\_expand\\_in\\_china/prweb15628344.htm](http://prweb.com/releases/roybi_robot_and_united_innovations_services_announce_partnership_to_expand_in_china/prweb15628344.htm))

## **Go-To-Market Strategy**

Sales:

We already have the connection with retailers which saw the prototype and are interested in placing it in stores. A few include Apple, Amazon, Bed Bath & Beyond, Best Buy, & QVC.

The secondary market for us will be the schools.

With our past experience in tech business and hardware, we have 10K journalist to contact in the beginning to focus on PR. Affiliate & influencers marketing is our biggest marketing approach. Attending kids consumer show, toy show, and trade shows like CES.

## **What Makes Us Special**

What ROYBI does is different than social robots or chatbots already available on the market. We designed and developed a curriculum in-house to teach and practice with children. Our focus is not 'chatting,' but it is to teach children, assess their learning progress, create academic and scientific growth reports and assessments, correct pronunciations (coming a little later), and more.

Ultimately, we use true AI to gradually adjust the content based on the child's learning capabilities and providing a vast ecosystem of learning activities. Our platform guides parents and teachers with its automated / pre-developed content rather than just having conversations.

ROYBI's platform is firmly grounded not only in cognitive development but also in social-pragmatic, interactive principles of children's learning. ROYBI promotes active language learning beyond vocabulary and phrases toward developing meaningful, ecologically-valid communication skills.

ROYBI continuously analyzes children's speech, including turn-taking, talkativeness, and vocabulary, getting to know each child's unique communicative behaviors and skills across languages. As a result, ROYBI can grow individually with each child, sensitively tailoring its teaching to their specific needs over time. Furthermore, ROYBI can recognize faces and emotions and to laugh, cry, and entertain children in an authentic, interactive manner.