eMotion™, LLC
Connecting people wirelessly
Company: eMotion™

Product: BFF<3™ Necklace
Problem

Do you think your child is safe at home... on the computer talking to this person?
Goals
Progress so far...
Team eMotion

Advisors

Startup Resources

Avelo Roy
Ed Suda

Product Development

Operations

Marketing
Professor Jim Braband
Angel Investor &
Faculty Advisor
(Business)

Professor Vida Winans
Faculty Advisor
(Technical)

Dr. David Pistrui
Managing Director,
Accumen Dynamics, LLC

Dr. Dennis Roberson
Ex CTO, Motorola
Associate Provost,
Illinois Institute of Technology

Nik Rokop
President & CEO
nLake Technology Partners

Professor John Stoner
Legal Advisor

Louise Howson
Executive
Liz Claiborne

Innovation and
Entrepreneurship
Academy

Avelo Roy
Cofounder &
Interim CEO

Ed Suda
Cofounder &
Interim COO

Dan Sochor
Market researcher

Lory Mishra
Focus Group Analyst

Monica Hernandez
Market Analyst

Alex Segre
Technical Manager &
Circuit designer

Haojie Luan
Software Developer

Vivek Sharma
Software Developer

John Graziano
Software Developer

Anica Jovanova
Website Project Manager

Andy Lau
Legal Analyst
Major obstacles and their resolution

- Issues related to software
- Prototyping of casing
- Go-to–market strategy
- Lack of industrial designer

Need Help!!!
Future Challenges

• Beta testing
  – BFF<3 Necklace
  – Website
  – Desktop software

• Molding and manufacturing
• Assembling
• Packaging
Thank you

Please provide your valuable feedback