

eMotion™, LLC

Connecting people wirelessly



Company: eMotion™

Product: BFF<3™ Necklace

Problem



Do you think your computer is safe at home....

Bobbiem



Goals



Progress so far...

The screenshot displays the BFF<3 website interface. At the top left is a purple heart logo with 'BFF' and a white heart with '<3'. Navigation links include 'Shop BFF<3', 'BFF Shout-outs', 'Gemz Login', and 'What's New'. A yellow callout bubble says 'Enter your BFF<3 World!'. A progress bar shows four steps: 1 Link, 2 Think, 3 Sync, and 4 Blink. The 'Link' step is active, showing an illustration of a heart necklace connected to a computer tower and monitor. Text next to the illustration reads 'Link' and 'Connect your BFF<3 necklace with your computer'. The footer contains links: 'Affiliates | BFF < 3 Credit | Site Map | Investors | Contact Us | For Parents | Careers'.

BFF <3

Shop BFF<3

BFF Shout-outs

Gemz Login

What's New

Enter your BFF<3 World!

Best Friends Forever

1 Link

2 Think

3 Sync

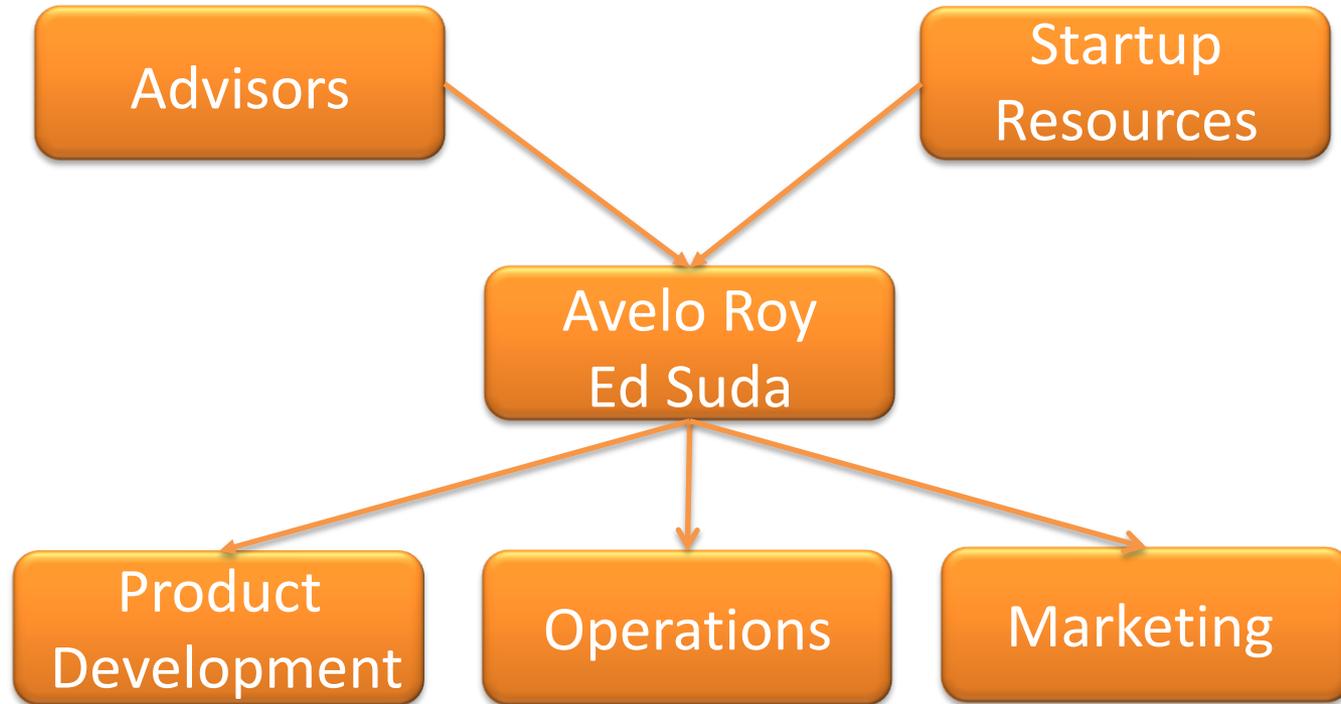
4 Blink

Link

Connect your BFF<3 necklace with your computer

Affiliates | BFF < 3 Credit | Site Map | Investors | Contact Us | For Parents | Careers

Team eMotion





Prof. Jim Braband
Angel Investor &
Faculty Advisor
(Business)

Prof. 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

Prof. John Stoner
Legal Advisor

Louise Howson
Executive
Liz Claiborne



Innovation and
Entrepreneurship



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



Future Challenges

- Beta testing
 - BFF<3 Necklace
 - Website
 - Desktop software



- Molding and manufacturing
- Assembling
- Packaging



Thank you

Please provide your valuable
feedback