

The Problem

Communication difficulties are common in ASD (Autism Spectrum Disorder) and SAD (Social Anxiety Disorder), hence, individuals need integration with social interactions.

The Vision

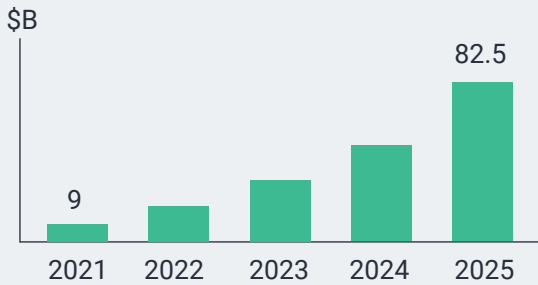
Becoming a key factor in the communication assistive market empowering individuals with impaired social skills.

The Solution

Arrows is an app implemented on Augmented Reality glasses. It functions by projecting visual holographic feedbacks, while socializing, for users to react according to situations. Feedbacks such as turn taking, adjusting tone of voice and avoiding stimming are presented as common animated icons for fast recognition and social performance.

Market overview

Smart Glasses CAGR 73.8% (2021-2025)



Disorder	Diagnosed	Market Size
Autism	1 of 54 CDC (2018)	\$4.5B By 2027 CAGR 4.3%
Social Anxiety	1 of 15 CDC (2018)	\$7.4B By 2023 CAGR 2.5%

The Technology

Powered by Artificial Intelligence and smart AR glasses, enabling the recognition of social situations and projection of visual feedbacks accordingly, acting as a "virtual personal assistant".

Augmented Reality has a proven experience in the medical and military domains and is becoming the next generation common device.

Business models

B2B: Supportive technology distributors (B2B2C) Healthcare insurance companies (Clalit, Macabi) Private organizations (Beit Ekshtein, Alut)

B2C: Psychologists, Speech therapists and families with an ASD member.

B2G: Education ministry. Health ministry, Innovation departments.

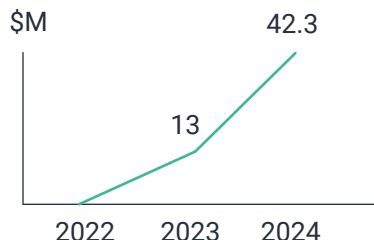
Milestones & Forecast



What we need

\$400K for MVP + \$800K go-to-market

Cumulative net income for investors



The Team

Eran Dvir, CEO

A parent of a teenage girl with autism.
A Product Designer.

Biran Shaar, CTO

A developer specializing in mixed reality and Artificial Intelligence.

- Experts from both the technology, therapeutic and business domains.