

HAPTECH HOLDINGS INC.

# Vibration to Amplify Your Senses and Mood



[haptchholdings.com](https://haptchholdings.com) Los Angeles, CA 

## Highlights

- 1 On the forefront of audio-haptic development, pioneering innovative uses of vibrational frequencies
- 2 Owns 16 patents allowing for 360-degree audio-haptic feedback
- 3 Sia became a significant investor
- 4 Established partnerships with leading research hospitals, universities, and government organizations
- 5 Fully immersive entertainment & healthcare solution
- 6 Has met every benchmark since inception
- 7 Potential collaborative relationships under discussion: Sony, Apple, Meta, and Gaming accessory co's

- 8
- Work with 3000 mental health providers with over 40,000 patients

## Featured Investors



Sia

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Sia is a multi-platinum, Grammy-nominated recording artist known for her captivating vocals and genre-defying music. Her chart-topping hits have solidified her status as one of the most influential and successful singers of her generation.  
[siamusic.net](http://siamusic.net)

"I'm gonna live like tomorrow doesn't exist."



**Kenneth Willman**  
Syndicate Lead

Follow

Invested \$135,000 ⓘ

"HapTech Holdings stands on the verge of commercializing its patented audio haptic technology to provide enhanced user experiences in gaming and other forms of entertainment while continuing to provide critical mental health training and services (already revenue generating) focused on addressing trauma and addiction. HapTech Holdings is also leveraging its widening range of healthcare relationships to explore the efficacy of using its technology to treat or enhance the treatment of other neurological conditions. Over the past two years of getting to know the co-founders, being an advisor to the company since early 2023, and deciding to invest in the company, I have come to admire their depth of knowledge, work ethic, commitment to commercial success, and dedication to using HapTech's products, service, and technology to achieve the dual objectives of enhancing and energizing positive experiences and alleviating suffering."

## Our Team



**Brent Williams** CEO & Co-Founder

Global executive leader with 20+ years of expertise within the consumer goods sector. My experience includes senior leadership roles developing and integrating business operations, M&A, infrastructure, technology, and the scaling of revenues.



**Stephen Dansiger** Co-Founder and Head of Health & Wellness

Built health biz plan. Led friends/family rounds. Author of six books. Thought/Action Leader: Mindfulness/EMDR. Doctorate in Psych. MA Health Care Innovation @ Penn. Music: CBGB and Max's Kansas City late 70s, dozen recordings/touring over 20 year career.



**Chris Long** Chief Financial Officer

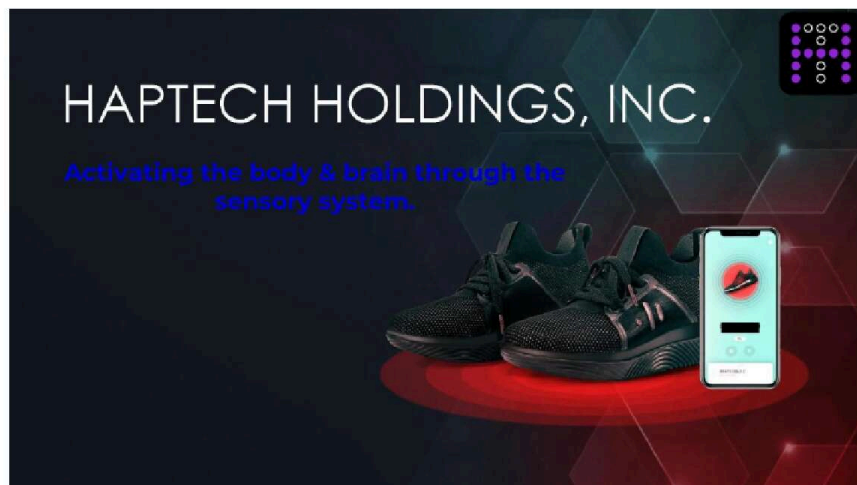
Experienced finance professional, CFO at previous startup which developed the technology, over 30 years in investment management, and former bandmate of the inventor of this technology.



**Tom Moyland** Chief Architect

20-year Silicon Valley veteran deeply motivated and focused on bringing hardware products to market, emphasizing end-to-end product design and product launch.

## Let Music Heal You, Feel Like You Are Part of the Game





AUDIO INTO VIBRATIONS YOU CAN FEEL FROM YOUR FEET THROUGH YOUR ENTIRE BODY. THE TECHNOLOGY PROVIDES NUMEROUS REAL-WORLD HEALTH AND WELLBEING APPLICATIONS AS WELL AS MULTIPLE ENTERTAINMENT USES. THE RESULT ALLOWS USERS TO EXPERIENCE SYNCHRONIZED, TACTILE SOUND AND VIBRATION DRIVEN FROM AN AUDIO SOURCE. WE INTEND TO LEVERAGE THIS TECHNOLOGY IN BOTH THE ENTERTAINMENT AND HEALTHCARE MARKETS

## HTH: TARGET MARKETS

- **Entertainment:**

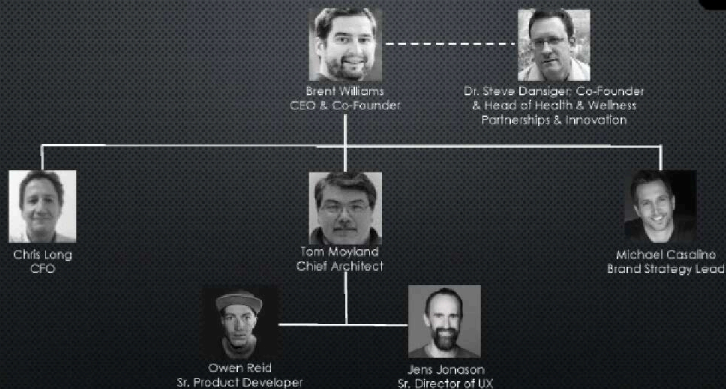
- Music: Improved Immersion and enhanced experience for all things audio, including streaming, live entertainment, and home entertainment systems
- Gaming: enhanced experience and IRL feeling of game playing for console gameplay, PC, and Mac gamers
- Live Entertainment: live theater & live immersive events, for increased audience experience of feeling and intensity from the show



- **Health & Wellness:**

- EMDR Therapy partners via Start Again Associates (an HTH subsidiary)
- PTSD, Anxiety, & Trauma Focused Treatments (VA, Wounded Warriors Project, other medical institutions & recovery centers)
- Wellness centers, Corporate retreat centers, and Spas
- Sensory rooms for Stress management and anxiety reduction (universities and schools initially)

## HTH ORG CHART



## HTH: KEY ACHIEVEMENTS

- Company has met every benchmark since inception in 2022 including:
  - Gen2 development of the technology, sampling, and testing (both H/W & S/W)
  - Formulated sales pipelines & key relationships in music, gaming, live theater, and the health & wellness markets.
  - Supply chain set-up with key manufacturing & distribution partners
  - Studies completed that include proof of concept in health & wellness treatments leveraging the technology with several mental and/or physical diagnosis
- Built Core Infrastructure (HTH team + Key advisors & partners)
- Successful development & test of Gen2 samples (insoles, sandals, and pedestals)
- New Patent for "The Puck" (a connector device); all other patents maintained and in good standing
- Website Build Complete
- Several pilot studies completed with key medical treatment facilities (Trauma and Addiction Recovery, Stress and Anxiety Reduction, and Improved Motor Skills for Parkinson's and Traumatic Brain Injury Patients)



# HTH: CURRENT POINTS OF FOCUS



- StartAgain Associates (SAA) Integration: Training, Consultation and Sales Pipeline in Mental Health and Wellness Care
- Create WebStore: Q3/2024
- Marketing & Influencer Partnerships
- Continued Studies for Health Applications
- Launch of Gen2 product to market: Q3'24
- HTH Partnerships: Key Focus throughout 2024
  - Sales Pipeline Partnerships (Key Focus in Q2/Q3'24)
    - Wholesale (Dream Team partnership)
    - Licensing with Gaming Accessories Companies (thru established gaming partners)
    - Live Theater & Entertainment partnerships (thru established marketing agency)
    - Health & Wellness Centers (thru subsidiary SAA)

## ENTERTAINMENT PARTNERSHIPS:



- Dream Team: Wholesale Sales & Biz Dev Consultants
- The Situation Group: Live Theater Marketers (On and Off Broadway)
- Sia
  - Strategic Investor
  - Millions of followers and fans
  - Personal passion for Health & Wellness
- Currently Working Toward Gaming Console Partnerships

## PRODUCT DEVELOPMENT

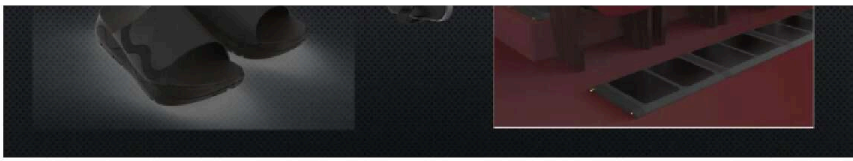
- OUTLINE OF:
- GEN2 DEVELOPMENT
  - FORM FACTORS & GO TO MARKET PRODUCT
  - PRODUCT ROADMAP (TIMELINE AND BENCHMARKS)



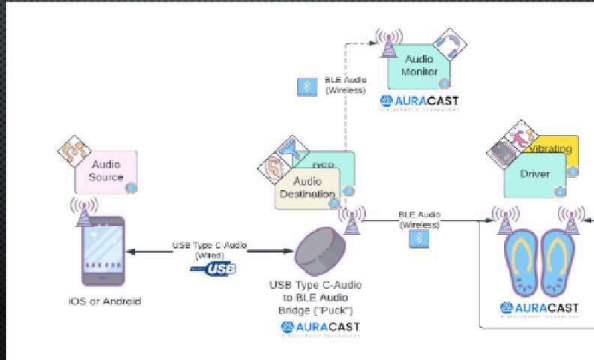
## GEN2: FORM FACTORS







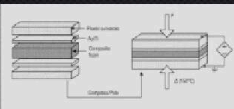
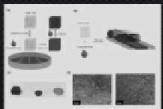
## GEN2: SYSTEM BLOCK DIAGRAM



## GEN2: Piezo and eTextile Materials



- Piezo material is a material that generates an electrical charge from applied pressure, eliminating a need for an external power source. *(exclusively licensed from UCSD)*
- Invented & patented by Professor Don Sirbully at UCSD.
- Applications for Insole:
  - Pressure sensor (foot detection) replaces need for a power button.
- An eTextile that is conductive, washable, and flexible.
- Applications for Insole:
  - Wireless charging antenna
  - Replace wired interconnections

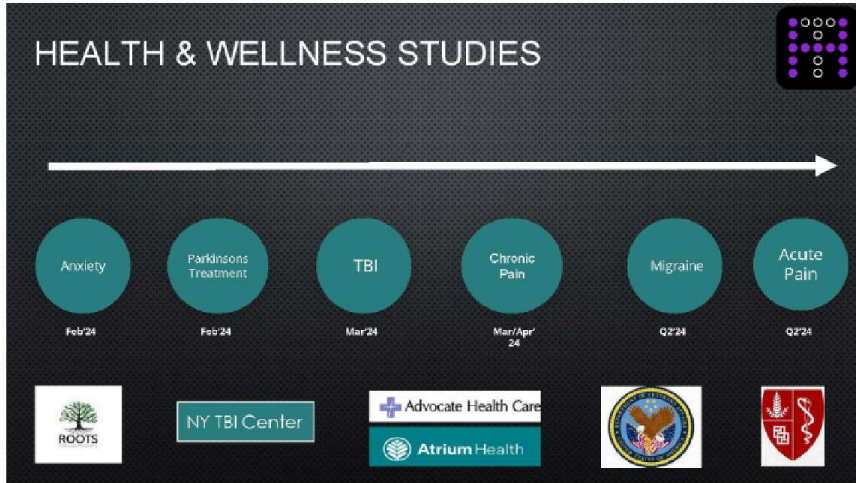
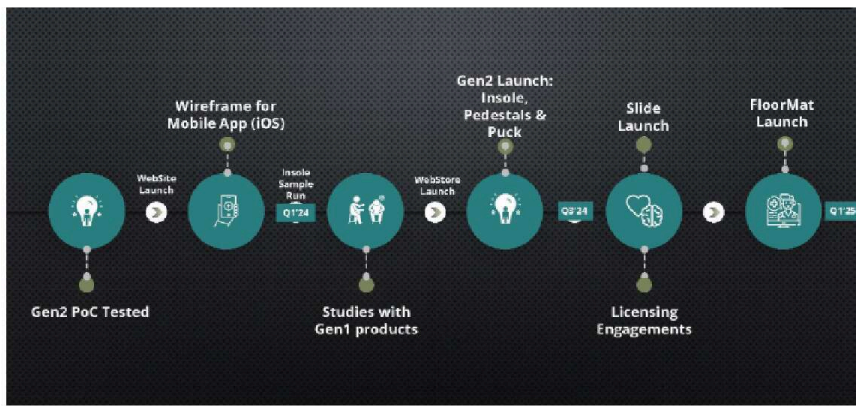


## GEN2: KEY IMPROVEMENTS

- Uses BLE Audio (an industry standard) and Auracast as the core wireless audio platform
- Fewer components in a smaller form factor allowing more efficient (i.e., lower power) processing at a lower cost.
- Supports multiple transducers with different geometries in a smaller package (i.e., insole), allowing for improved audio tactile sensation.
- Availability of new materials (Piezo & eTextile) eliminates significant blockers to licensing opportunities (no physical charging port, no physical on/off switch)

## PRODUCT ROADMAP





## HTH SALES: ROUTE TO MARKET

- ENTERTAINMENT:
  - DIRECT TO CONSUMER (DTC)
  - WHOLESALE
  - LICENSING
- HEALTH:
  - CURRENT PARTNERSHIPS AND RELATIONSHIPS THRU SAA
  - LEVERAGING OF RESEARCH & STUDY PARTNERSHIPS
  - AUDIO-THERAPY PARTNERSHIPS

## ROUTE TO MARKET: HTH ENTERTAINMENT

- DTC (HTH WebStore) EARLY Q3'24
- SOCIAL MEDIA & MARKETING PARTNERSHIP FOR LIVE THEATER REPRESENTATION. TARGETED TIMELINE: Q1'25
- DREAM TEAM: WHOLESALE REPS
  - BEST BUY US & CANADA
  - GAMESTOP
  - GUITAR CENTER
  - APPLE
- LICENSING OPPORTUNITIES WITH GAMING ACCESSORY COMPANIES (GRT RACING & SKYTECH SPORTS)
- SPATIAL AUDIO MARKET
- PARTNERSHIP WITH GAMING COMPANIES



## ROUTE TO MARKET: HTH HEALTH

- LETTERS OF INTENT & PURCHASE ORDERS WITH INSTITUTIONS THROUGH SAA PARTNERSHIPS & RELATIONSHIPS
- EXPANSION TO UK THROUGH IRELAND OFFICE (HEALTH CENTERS AND UNIVERSITIES)
- LEVERAGE STUDY RESULTS AND PAPERS FROM HEALTH RESEARCH AND PROOF OF CONCEPT (BENEFITS OF TECH TREATMENT)
- LEVERAGE RELATIONS WITH MENTAL HEALTH AUDIO-TECH COMPANY: (3,200 PROVIDERS WITH 40,000 PATIENTS BUILT IN)



## MARKETING STRATEGY

- OUTREACH TO CURRENT PARTNERS IN HEALTHCARE IN THE EMDR AND GENERAL THERAPY COMMUNITIES (SAA)
- CELEBRITY OUTREACH: Sia (8.3M IG FOLLOWERS) AND OTHERS IN DEVELOPMENT
- 30,000 PERSON EMAIL LIST FROM ACQUIRED COMPANY
- INFLUENCER REACH (TARGETED MICRO-INFLUENCERS IN GAMING AND MENTAL HEALTH)
- PARTNER WITH E-SPORTS TEAMS
- LEVERAGE LICENSING PARTNERS SOCIAL MEDIA REACH
- LIVE THEATER PARTNERS AND CORPORATE SPONSORS



## HTH: FINANCE RECAP & POTENTIAL MARKETS

- USE OF FUNDS FROM WEFUNDER RAISE
- POTENTIAL ADDRESSABLE MARKETS IN ENTERTAINMENT AND HEALTH

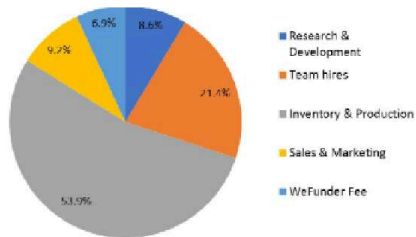


## Use of Funds

Initial Use of funds planned for:  
Research & Development







- Research & Development
- Team hires

Spending in the Second Half of 2024 will be skewed towards:

- Production / Launch
- Sales & Marketing

## MARKET STATS & ASSUMPTIONS (HEALTH):

**INITIAL MARKET: EMDR CERTIFIED CLINICIANS:**  
OVER 100,000 CLINICIANS THROUGHOUT THE WORLD USE EMDR

### BRINGING US INTO:

6,145 HOSPITALS IN US  
14,500 SPECIALIZED DRUG TREATMENT FACILITIES  
10,000 STATE/COUNTY AFFILIATED MENTAL HEALTH TREATMENT CENTERS  
TOTAL NUMBER OF MENTAL HEALTH PRACTITIONERS IN US 1,745,000



### MARKET GROWTH

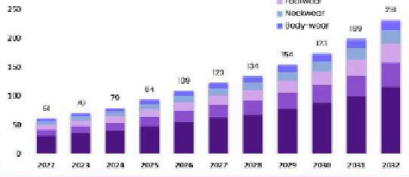
Wearable Tech Market:  
\$94B By 2025

Telemedicine:  
\$175B By 2026

Digital Health:  
\$700B By 2025

### Global Wearable Technology Market

Size, by Product, 2022-2032 (USD Billion)



The Market will Grow At the CAGR of: 14.6% The forecasted market size for 2032 is USD: \$231.8 B. @ market.us

Based on chart above, the Footwear category alone is estimated at \$12-\$15B by 2026

According to Statista, the size of wearable medical device market is expected to be \$84B globally by 2026

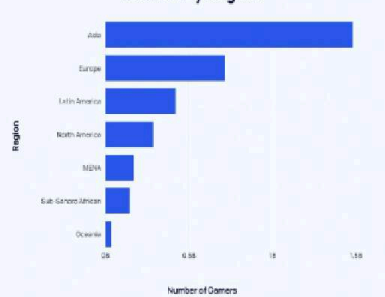
## MARKET STATS & ASSUMPTIONS (ENTERTAINMENT):

### Spotify at 15: Half a Billion Users, 220M Subs

Spotify's worldwide monthly active users and premium subscribers



### Gamers By Region



## BOARD & ADVISORY TEAM



**Kenneth Willman**  
Board Member,  
Treasurer, Advisor



**Rick Keller**  
Advisor,  
General Asset  
Manager, Board  
Engineer



**Yasmine Van Wilt**  
Chief Science Advisor



**Rosini Chabria**  
Investor, Advisor, HR  
Chief Clinical Officer, SAA



**Dr. Alan Stinger**  
Advisor, Health Studies  
& Medical Lead



**Anita Waxman**  
Investor, Advisor, and Partnership  
Development (ITB),  
Co-Founder & Director, Corvus Health



**Paddy Creedon**  
Advisor, International  
Sales/Business  
Development, Ireland

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# HAPTECH HOLDINGS, INC.



THANK YOU,  
**THE HTH TEAM**

[www.hapttechholdings.com](http://www.hapttechholdings.com)

BRENT L. WILLIAMS  
CEO & Co-FOUNDER

DR. STEPHEN DANSIGER  
Co-FOUNDER & HEAD OF HEALTH &  
WELLNESS PARTNERSHIPS