

THE CHALLENGE

PEOPLE WITH AUTISM ARE NEURODIVERSE.
THEY THINK, LEARN, SENSE AND COMMUNICATE DIFFERENTLY.

BECAUSE OF THAT, THEY MISS OUT ON MANY IMPORTANT OPPORTUNITIES
FOR LEARNING – WHICH ARE NEEDED FOR INDEPENDENT LIFE.

THE SOLUTION

SNOWFLIX ANALYSES THE SPECIFIC BEHAVIORS AND CONTENT
PREFERENCES OF NEURODIVERSE INDIVIDUALS AND RENDERS VIDEOS FOR
PERSONALIZED, OPTIMAL CONTENT CONSUMPTION.

THE OUTCOME INCLUDES A HYPER-PERSONAL CONTENT SYSTEM THAT CAN
BE IMPLEMENTED AND USED ON ANY CONTENT PLATFORM.

TECHNOLOGY

USING MACHINE LEARNING, BEHAVIOR ANALYSIS AND AI WE CREATE:

- AUTISM USER PROFILE ANALYSIS
- REAL-TIME VIDEO MANIPULATION ENGINE
- PERSONAL “REAL” CONTENT SUGGESTION ENGINE

STATUS

- PROOF OF CONCEPT – (LAUNCH OCTOBER 2020)
- MVP WITH A MAJOR LOCAL BROADCASTER IS SCHEDULED TO
LAUNCH BY JANUARY 2022.
- SEED ROUND FUNDING OPENS APRIL 2021.



SNOWFLIX

VISUALLY TRANSFORMS VIDEOS TO IMPROVE
COMMUNICATION, COMPREHENSION AND
TREATMENT STRATEGIES FOR PEOPLE WITH
AUTISM

COMPETITION

YOUTUBE, NETFLIX, SOCIAL NETWORKS, AND OTHER BIG DATA COMPANIES
ARE NOT EQUIPPED TO SERVE PEOPLE WITH UNIQUELY DIFFERENT ONLINE
PREFERENCES AND ENTERTAINMENT INTERESTS.
ONLINE, NEURODIVERSE PEOPLE ARE A FORGOTTEN MINORITY.

THE MARKET

- 180 MILLION PEOPLE WITH AUTISM WORLDWIDE
- 2000 AUTISM TREATMENT CENTERS (USA)
- 140 COMMERCIAL TV CHANNELS (USA)
- 14 MAJOR OTT VIDEO PLATFORMS (USA)
- GROWING DEMAND FOR SOLUTIONS AND SUPPORT FOR ADULTS
WITH AUTISM.
- CURRENT SOLUTIONS REQUIRES MAJOR IMPROVEMENT

REVENUE MODEL

- ENTERPRISE LICENSING – SNOWFLIX VIDEO ADD-ON FOR
BROADCASTERS, MEDIA PLATFORMS AND OTT SERVICES.
- SUBSCRIPTION B2B – SAAS ANALYSIS TOOL FOR TREATMENT
CENTERS AND THERAPISTS.
- SUBSCRIPTION B2C – PARENTS DASHBOARD AND INSIGHTS.

WHAT WE NEED

- \$850K INVESTMENT TO COVER COSTS OF MVP DEVELOPMENT, DATA
ANALYSIS, SALES, MARKETING AND ONGOING R&D.
- PARTNERS INTERESTED IN CHANGING THE LIVES OF OVER 180
MILLION PEOPLE WITH AUTISM & 360 MILLION PARENTS.



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SHANI
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GENIGAR
FOUNDER & BD



GILAD
ARIAV
FOUNDER & CTO



SHAHAR
BAR YEHUDA
AUTISM CONSULTANT



MAYA
FUDIM
DATA SCIENTIST

