

iQsonics LLC 2016 Annual Report

Welcome to the story of our enterprise, summing up our accomplishments to date and what we anticipate to come in the near future. We are grateful to all who have contributed and those who will be inspired to participate in helping us reach our goals.

Our Mission



iQsonics integrates sound and neuroscience for health, education and fun. Our team of researchers, neuroscientists, programmers, musicians, artists, therapists and educators are designing products and services that reach the target population in clinics, schools and families at home.

The beginning of iQsonics

This has been the year of the startup, bootstrapping, go for it energy to launch iQsonics and our first working prototype of Sing and Speak 4 Kids (SS4Kids). It's been an interesting path so far.

The kernel of SS4Kids began with my strong desire to bring the benefits of listening to professional and university level sound designers for film. Using my textbook ***Sound Design: The Expressive Power of Music, Voice and Sound Effects for Cinema***, I offered students “Try This” experiments to exercise their brains to become both receptive and expressive in the world of audio.

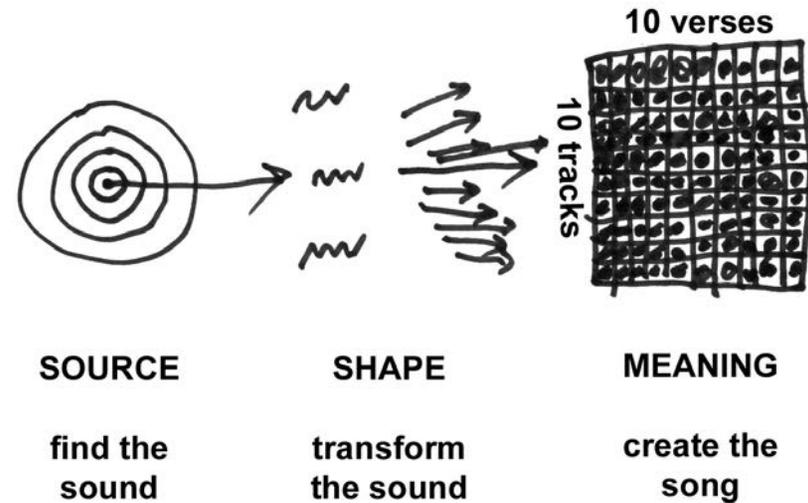


Teaching Sound Design principles to K-12 teachers at Walt Disney Family Museum

With cell phone video cameras, digital editing and Youtube distribution, these movie making tools are now in the hands of everyone. It just made sense to offer the sound lessons to children too, eager to learn, full of young potential, but not through a book or classes... do it with games! So birthed a series of interactive music-audio-based projects that morphed into fun educational STEM curriculum games with brain enhancing qualities.



3 DEAF MICE - GAME STRUCTURE



One of these games, **3 Deaf Mice**, developed into a Kickstarter project that missed its total funding goal, but along the way really helped define the evolving direction, demographics and business model.

While teaching a class in Sound Design in Singapore to TV pros, I met Joseph (Joe) Khan who embraced the genre of music games and enthusiastically joined forces to help develop the business and marketing strategies for this enterprise that we named iQsonics.

***Sing and Speak 4 Kids* comes into being**

From an entrepreneurial point of view, we asked the question, “What problem exists that we can solve with our music games?” The answer appeared in a clinical study by music therapist Dr. Hayoung Lim, [The Effect of "Developmental Speech-Language Training through Music" on Speech Production in Children with Autism Spectrum Disorders](#) (DSLIM).

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The Effect of "Developmental Speech-Language Training through Music" on Speech Production in Children with Autism Spectrum Disorders

Hayoung Audrey Lim
University of Miami, hayoung_l@hotmail.com



She had proven the greater effectiveness of speech therapy with song, compared to speech therapy alone, for teaching kids to speak with autism who were severely disabled.

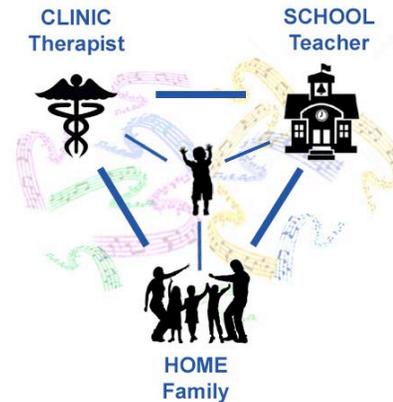
Problem: Child can't enter mainstream kindergarten because of delayed speech-language.

Solution: Online DSLIM with ***Sing and Speak 4 Kids*** (SS4Kids) and community support.



SING AND SPEAK

Training Team Support and Real-time Monitoring



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With Dr. Lim's collaboration, we expanded the design to include both formal (therapists and teachers) and informal (parents) caregivers of the children, creating the Training Team to link the school-clinic-home settings. Our professional network includes Music Therapists (MT), Speech Language Pathologists (SLP), Occupational Therapists (OT), Behavioral Interventionists (BI) and Special Education teachers, as well as families eager to join our efforts.

Building our team

With a plan in place we needed to actually show that it could work with the kids. Enter Kyle Hillbrand, talented Unity 3D programmer and composer, cinematographer Richard Ollis and sweet-voiced singer Jahna Perricone. Over several months we converted six songs (with six target words each) composed by Dr. Lim and myself into videos clips that became program assets to play interactively with the logic of the DSLM technique. (We are planning to eventually have approximately 100 songs that will provide the full vocabulary list recommended by educators for being kindergarten-ready.)



To help build our program, Annie Goeke, Director of nonprofit **Earth Rights Institute (ERI)**, offered fiscal sponsorship, helped strategize and attract interns in marketing, administration, accounting and research, and accessed Foundation Search to develop a list of potential granting foundations. We are grateful to all who have contributed their volunteer hours, with special thanks to Julius Blaisse (healthcare market researcher), Dylan Clark (tech development), Drew Aresca (business development legal counsel) and Mark Nevada (intellectual property coordinator). Joel Anderson created really fun animation reward sequences for SS4Kids. Alix Generous (TedTalk presenter and autism advocate) and Roy Salguero (tech management) also contributed generously, along with assistance from Joyce Alexson, Rita Beransky, Neda Azizi, Alex Perez, Misty Gardner, Amy Neifield, Scarlet Mupo, Adriana Jarquin, Blake Turner, Maria Barron, Matt Ruderman and Mai Fukata. Great networking support from Keri Bowers, Debra Muzikar, Sandi Anderson, Ruth Rosner, Nora Daley, Julie Teran, Iao Katagiri, Jean Novak, Lael Belove and so many others, thank you!



Bootstrapping the startup

Our enterprise has a hybrid business structure, combining the advantages of the nonprofit fiscal sponsor ERI with the formation of iQsonics LLC to establish a for profit business entity. The nonprofit arm will seek grants and donations to conduct research, training, education and scholarship activities, while the commercial arm will produce and market the SS4Kids program and hold the intellectual property rights and assets. Our operating capital to date is supported by personal loans to iQsonics, and of course lots of sweat equity.

We are aiming at offering the solution of SS4Kids as quickly, efficiently and cost-effectively as possible, employing a philosophy of business agility that allows us to respond rapidly to changes in the internal and external environments without losing momentum or vision. Adaptability, flexibility and balance are three qualities essential to our long-term growth.



EXPERT
DOJO



iQsonics receives support from **SCORE** (national nonprofit association dedicated to helping small businesses achieve their goals through education and mentorship) and **Expert Dojo** (Santa Monica-based networking club for entrepreneurs and start-ups).

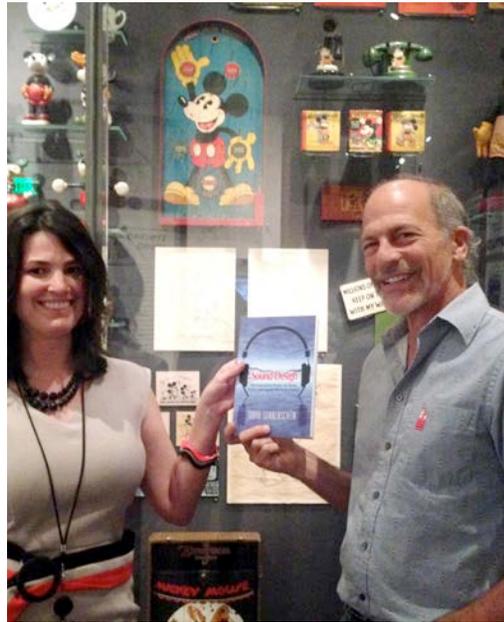
Success this year

We're getting a thumbs up from everyone who has heard, read, seen or used SS4Kids. The kids are engaged and performing well, parents are requesting more songs, therapists see improvements with their kiddos (big thanks to speech-language pathologists LeeAnn Roca and Christine Sofiane Katzenmaier, and occupational therapist Devorah Cohen), and teachers are eager to incorporate the program in their classrooms (Montana Preschool and Step-by-Step in Santa Monica). We also have received support of mentors and advisors from top academic institutes, including David Boyns and Ivor Weiner at CSU Northridge, Lynn Crandall and Jim Beddows at USC, and Mark Tramo at UCLA, and clinicians Lara Sando at Child & Family Development Center Providence Saint John's Health Center and Robin Millar at Child Development Center Simi Valley Hospital.



Speech Language therapist Christine Sofiane Katzenmaier using SS4Kids with young client

Our team is growing and the business strategies are being implemented. We have become an active member of **Santa Monica Child Care & Early Education Task Force**, that unites city government, Rand research institute, school districts and local child care providers.



iQsonics has presented and networked at USC Medical School IGM Art Gallery, Experiential Technology and Neurogaming conference in San Francisco, Autism Tree Project Neuroscience Conference at UCSD, Walt Disney Family Museum hands-on Sound Workshop to K-12 teachers, and Art Therapy Conference in Beijing.

Goals for the next 6 months:

Seek funding

- Identify foundations best suited for our program
- Prep/submit grant proposals
- Crowdfunding / fundraising campaigns

Prepare presentation to investors

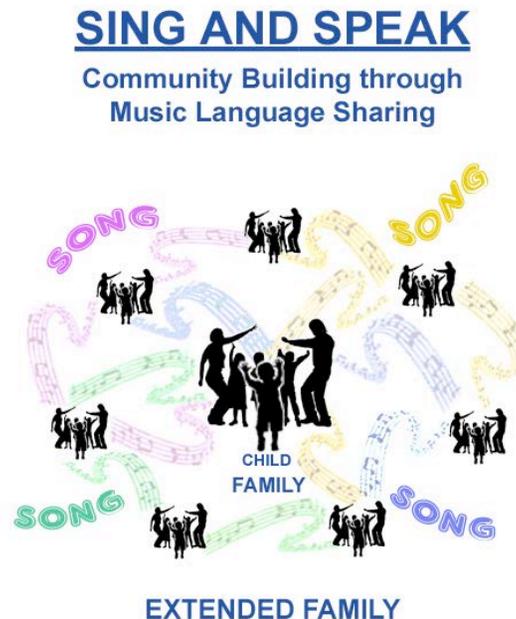
- Formation of professional team and advisory board
- IT plan (website, database, social media)
- Marketing plan (competitive analysis, branding, metrics, strategy)
- Budget and Profit/Loss projections

SS4Kids development and trials

- Evidence-based research studies
- Feedback and testimonials from families
- Updated versions of the program
- Vocabulary list for kindergarten-readiness
- New song production and images for target words
- Fully functioning assessment and reporting tools

And beyond...

We have a long-range vision of how SS4Kids can expand beyond a prepared program to become an activator of creativity and connection, supporting socialization and greater well-being.



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Imagine caregivers, families and children inspired to create their own songs and sharing with the community! We want to nourish this personal expression by offering an online portal for training in DSLM song composition, uploading user generated content and singing in harmony with the world.

Onwards to 2017 and thanks again for your great support!

David Sonnenschein, iQsonics CEO and Co-Founder