



We bring robots to life.

SCALING NEW HEIGHTS

INFORMATION PACKAGE

April 2019

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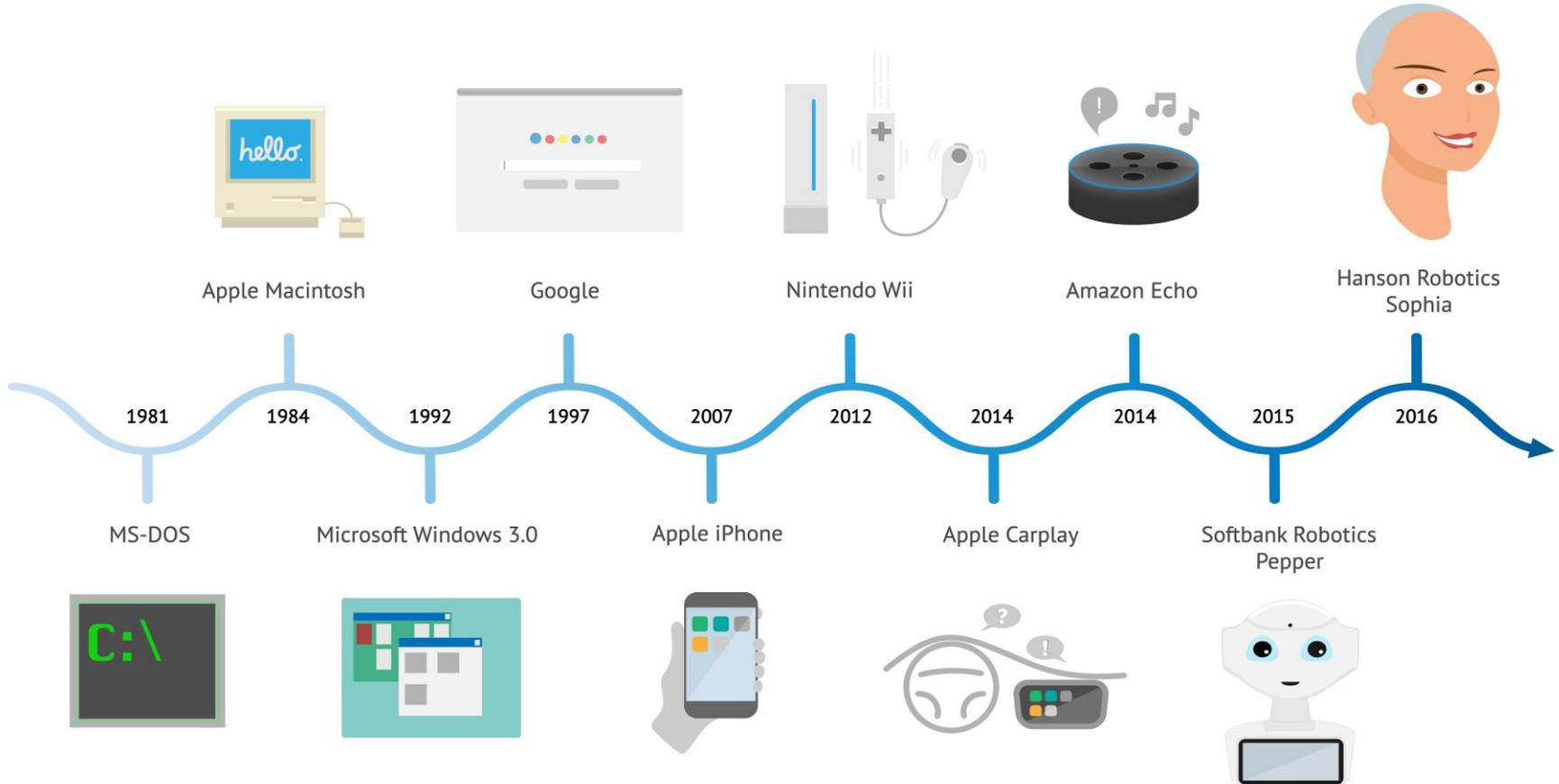
- Spring Power Holdings Limited (“Hanson Robotics” or the “Company”) is an AI and robotics company founded by Dr. David Hanson.
- Established December 2013 in Hong Kong.
- Currently has 50 staff in Hong Kong and the U.S.
- Diverse team in arts, science, engineering, IT, media, toys and games, manufacturing
- Product lines include human-size robots, consumer robots, virtual AI characters, AI software.





Hanson Robotics is an AI and robotics company dedicated to creating empathetic, intelligent living machines that enrich our lives.

EVOLUTION OF HUMAN-MACHINE INTERFACE



Humanlike robots deliver the richest, most naturalistic user experience and is the next-generation interface for human and AI.

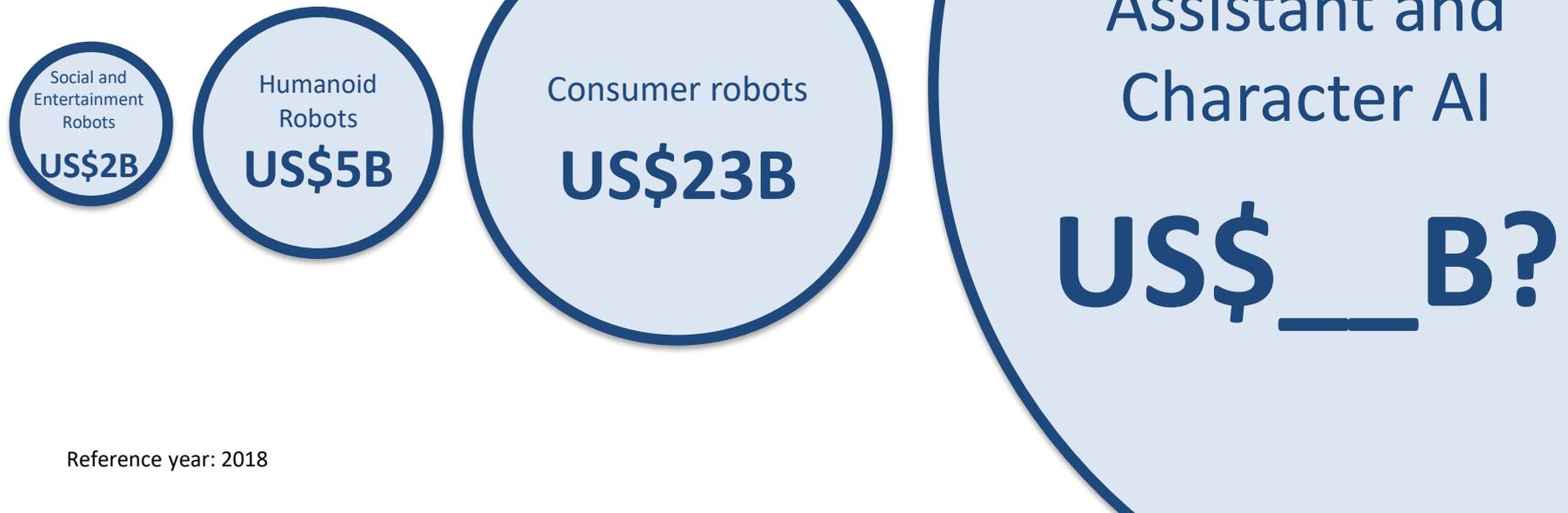


Sophia validates the value of AI as a character.

Celebrated media personality loved by many. Press coverage has potential reach of >10B.

UNDP Innovation Champion. China's Belt and Road Ambassador. China education Ambassador.



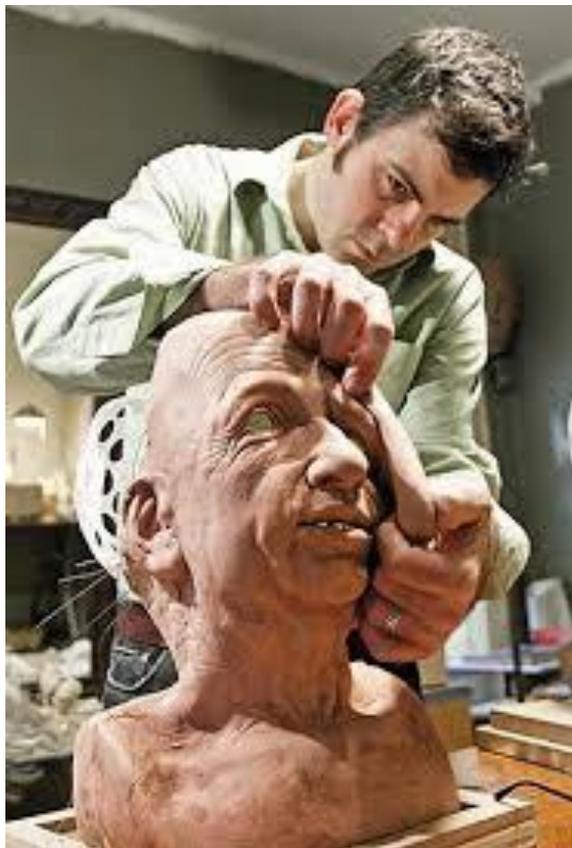




- **Lack of affinity and engagement**
 - Many social robots lack personality and have limited emotional connection and engagement with users
 - Often perceived as one-off novelties or glorified kiosks
- **Virtual-only interaction not sufficient**
 - The richest communication is whole body to whole body; physical robots capture nonverbal cues (90%+ of communication is nonverbal) and are needed to augment AI training data
- **One-way, reactive design**
 - Human-human interaction is dynamic and two-way, but most social robots are not designed as conversationalists but to respond to enquiries and questions
 - Emotion sensing is not sufficient; It is not just about capturing the emotion of the human, the human responds differently to the emotionality of the robot/AI
- **Focus on quantity rather than quality**
 - Human-machine interaction is not just about collecting a lot of data
 - Emotional engagement = true user intent = high-quality data = deep insights about machine intelligence



- **Recognized leader in creating the most humanlike robots**
 - Proprietary Frubber™ bio-inspired material and animation mechanisms
 - Verbal and nonverbal interactivity driven by character design and narrative arts
 - Setting a standard for the next-generation humanoid robot
- **Recognized leader in creating the most appealing AI as a character**
 - Sophia has mass public appeal and following
- **Unique development and design principles**
 - Delivers extraordinary human-robot experience with technology serving artistic goals
 - Holistic approach in AI design and development – from cognitive architecture to goal design, perception, emotion, planning systems.
- **Cross-disciplinary team**
 - Integration of arts, science, engineering, AI, robotics, media, technology marketing.



- Bio-inspired patented material: Frubber™
- More expressions, using 23x less power
- Lightweight, low-cost, robust
- Controllable like computer animation

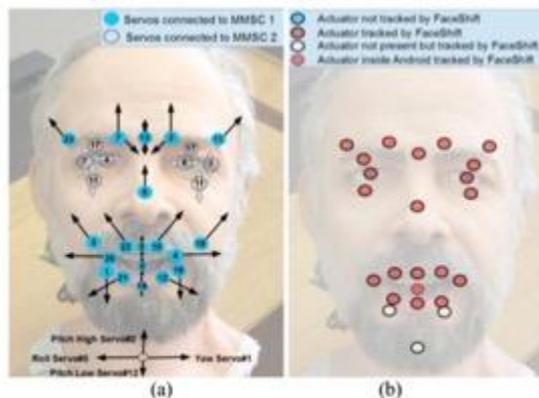


Figure 2. (a) Servo position on the PKD Android and its direction of motion (b) Position of Servo and Facial feature Points.

PHASE I

Brand building and
market validation

Create demand for robots and AI as
a character

Validate the value of character AI
with Sophia

Develop Sophia as a AI and robotics
platform

<2019

PHASE II

Establish robotics platform standard
and build out commercial-ready AI

Build next-gen robotics platform for deployment in research labs

Build/license next-gen robotics service robotics platform for deployment
in customer-facing sites

Build/license next-gen consumer robots to scale deployment to homes

Develop and deploy virtual AI characters to extend service offering and
scale faster

Develop commercial-ready AI platform, products, tools, data and service
infrastructure

2019-21

PHASE III

Hanson AI deployed across
platforms and devices

AI trained with high-quality and nonverbal
data – achieves humanlike wisdom that is
more versatile and empathetic

Deployed across robotics platforms, virtual
agents, smart devices, media and games.

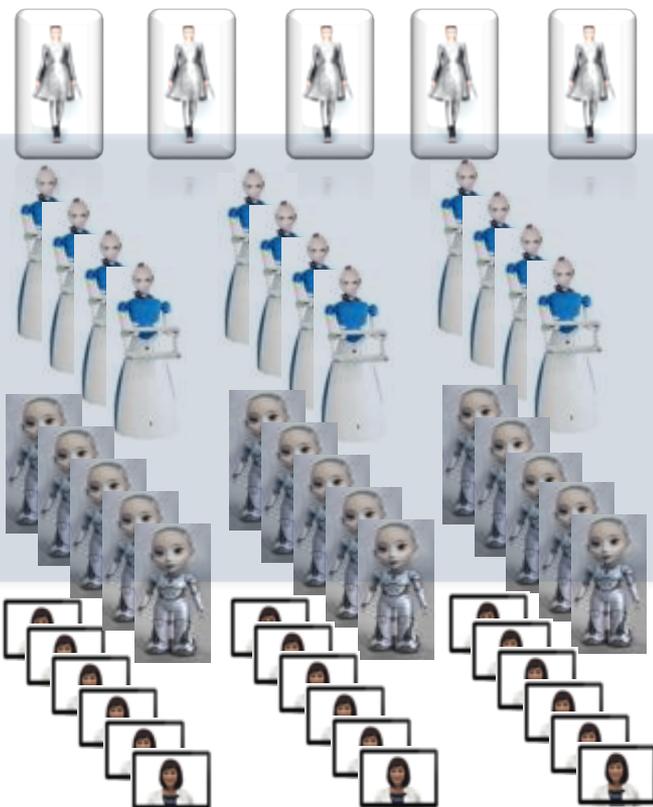
Hanson AI becomes the richest and most
valuable AI

2021+

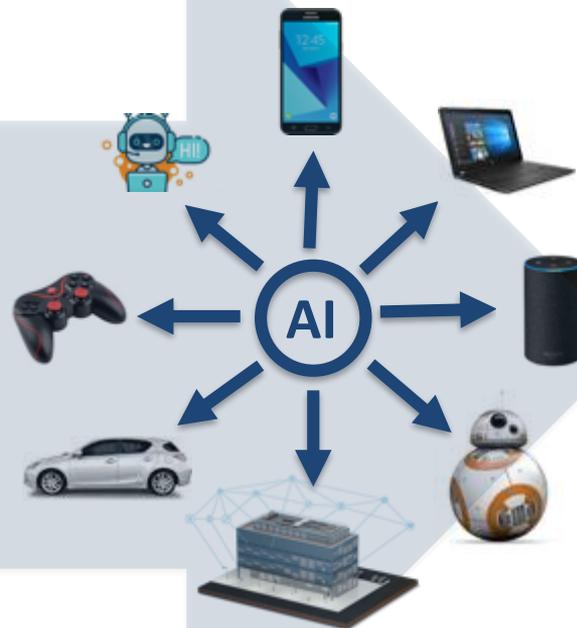
PHASE I



PHASE II



PHASE III



HANSON AI

OUR BIG GOAL

- Create significant IP value through humanizing AI
 - AI infused with character arts and storytelling.
 - We will be “The Disney of AI”
- Create the most valuable AI with humanlike wisdom
 - Hanson AI trained by high-quality social data and nonverbal data from meaningful interactions between humans, robots, and virtual characters.



Human-Size Robots



Sophia

Owned character;
advanced research



Sage

Research & service
robot platform



Custom

Bespoke robot
characters

Small Robots



**Professor
Einstein**



**Little
Sophia**



Zeno



Roboto

Small robot platform

Virtual AI Character



Sophia XR

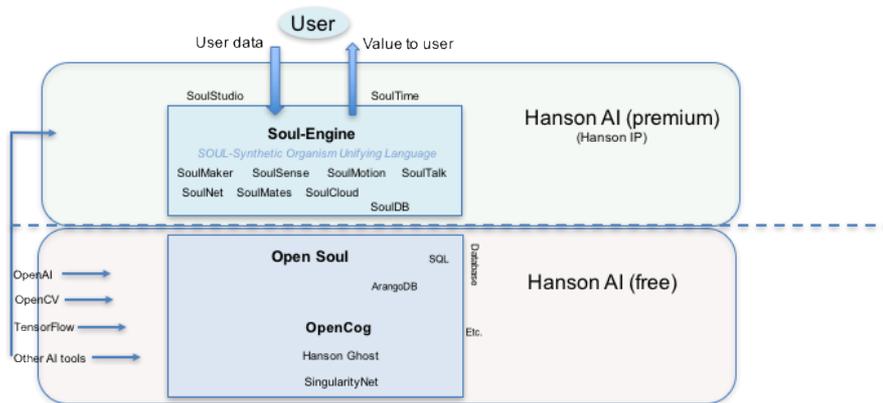
Virtual Sophia



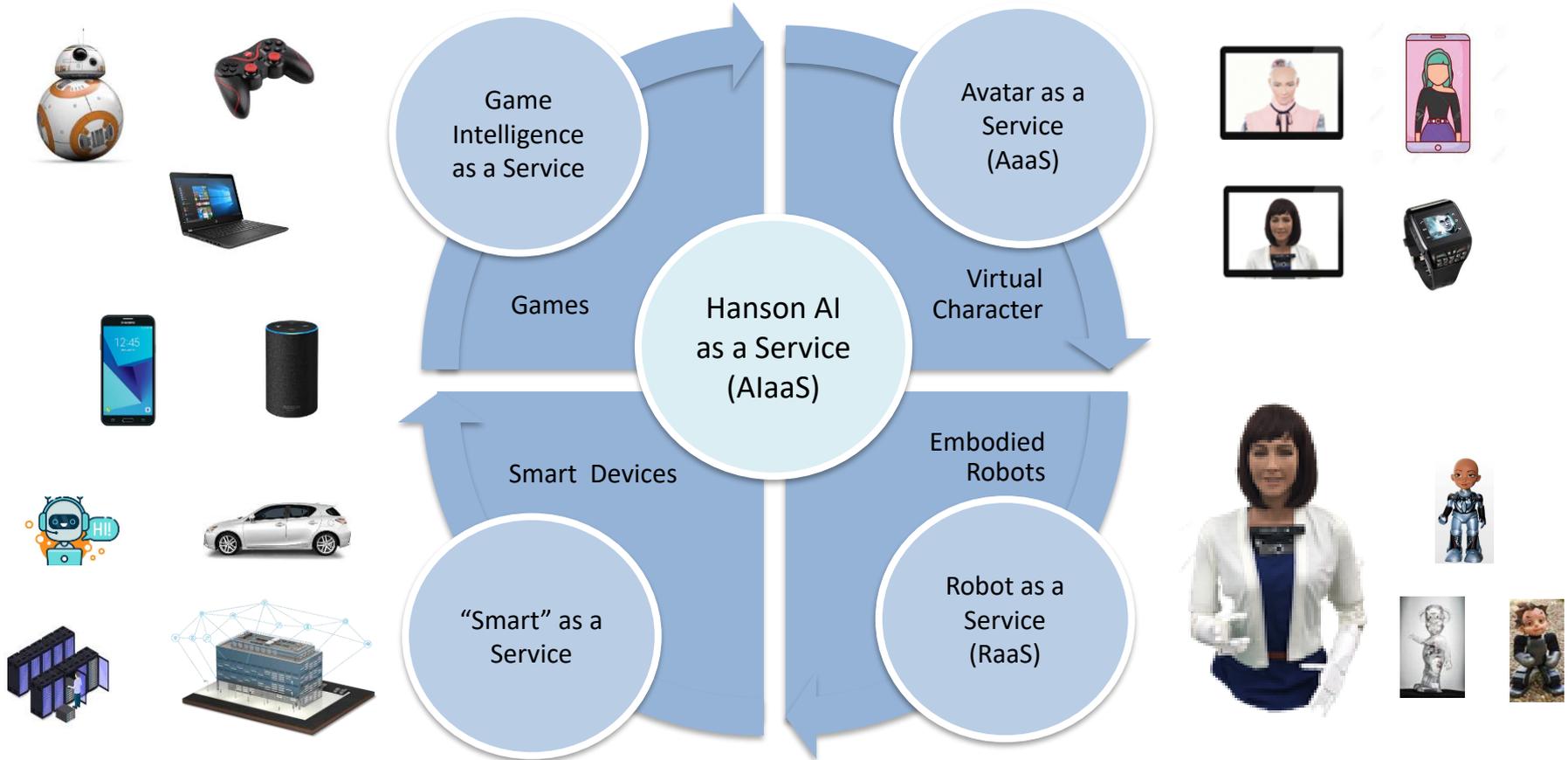
Sage XR

Virtual AI platform

AI Platform



HANSON AI AT THE CORE OF ALL USER INTERFACES



- **Brand building**
 - Recognized leader in AI and robotics
 - Sophia as face of AI, cultural icon, and UNDA Innovation Champion for 2nd year
- **Industry validation**
 - Hundreds of published research papers
 - Key accolades and awards - David Hanson and Sophia
- **Sophia development as a platform**
 - Advancement in talents in capabilities: Enhanced arms, walking legs, mobile base, facial recognition, and performing talents e.g., drawing, singing, playing the keyboard
- **Commercial traction**
 - Generated service revenues from 100+ event engagements in 2018
 - Signed multi-million dollars contract in January 2019 for Sophia endorsement and application contract with a leading education company in Greater China.
 - In advanced discussions with some of the biggest companies in automotive, banking, telecommunications.





accenture

AI for Good
FOUNDATION

altice



BARCLAYS

BBC

Capgemini

CEBIT

CISCO

citi

CREDIT SUISSE

DAIMLER



Deloitte.

DEPAUW
UNIVERSITY

DLD

ebay

ETIHAD
AIRWAYS
ADU GROUP

EY
Building a better
working world

FT
FINANCIAL
TIMES



Forbes
CEO

FOREVERMARK
A DIAMOND IS FOREVER



GITEX
TECHNOLOGY
WEEK

groupm

HARVARD
BUSINESS SCHOOL

HSBC



IDC
ANALYZE THE FUTURE



iTutor

Jefferies

J.P.Morgan

L CATTERTON

MetLife

MILKEN INSTITUTE



Red Bull



SAP

STAR

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

Nasdaq



Vanguard



UBS



Volkswagen



WPP

- Sales team
 - Sales manager and agents for event sales in the US, Europe, Asia
- Sales partners
 - Sales agents by geographical region - Russia, Greater China
 - Sales agents by market segment – media, brand
 - Exploring sales partnership with tech consulting firms / systems integrators / service providers:
- Key accounts across industry segments
 - Education, Automotive, Telecom, Banking

 accenture IBM Infosys OPTUS PCCW
Solutions

		Phase 1	Phase 2	Phase 3	Phase 4
Education	<i>iTutorGroup</i>	<p>Sophia brand endorsement</p> <p>Revenue model: 3-year leasing contract for US\$1.5M </p>	<p>Pre-recorded (no live interaction) virtual Sophia classes – POC in progress</p> <p>Revenue model – setup and royalties per session</p>	<p>Live virtual Sophia classes with SDK</p> <p>Revenue model - setup and royalties per session</p>	<p>Little Sophia as home tutor</p> <p>Revenue model – wholesale margin</p>
Automobile	World largest automobile group	<p>Brand AI character creation</p> <p>Revenue model – consulting and character development fees for US\$130K </p>	<p>Robot as brand ambassador</p> <p>Revenue model – 1/2 year leasing contract at US\$518K</p>	<p>Virtual character integrated with in-car infotainment system</p> <p>Revenue model – royalties per car deployment, per month</p>	<p>Service robots at showrooms and dealers</p> <p>Revenue model – leasing/sales and maintenance fees</p>
Telecom	One of the world largest telecoms in Europe & US	<p>Brand AI character creation</p> <p>Revenue model – consulting and character development fees</p>	<p>Chatbot and virtual character on website</p> <p>Revenue model – setup and royalties per session</p>	<p>Service robot at retail stores</p> <p>Revenue model – leasing/sales and maintenance fees</p>	<p>Consumer robot sold through retail stores</p> <p>Revenue model – wholesale margin</p>
Banking	One of the world largest banks	<p>Brand AI character creation</p>	<p>Custom AI character chatbot to teach children finances</p> <p>Revenue model – setup and royalties per session</p>	<p>Custom character service robot in banks</p> <p>Revenue model – leasing/sales and maintenance fees</p>	<p>Custom character robot to engage with children on finances</p> <p>Revenue model – wholesale margin</p>

Development/Production:

Human-size robots:

- 6 Sophia X (media)
- 20 Sage R (research platform)
- 10 Sage II (service platform)

Small robots:

- Little Sophia

AI/software

- VRAI prototype
- Soul Engine development
- Data and cloud service infrastructure

Development/Production:

Human-size robots:

- 10 Sophia X (media)
- 40 Sage R (research platform)
- 100 Sage II (outsourced service platform)

Small robots:

- Little Sophia, Roboto, Zeno

AI/software

- Soul Engine development
- Machine learning and data analytics

Development/Production:

Human-size robots:

- 15 Sophia X (media)
- 60 Sage R (research platform)
- 300 Sage III (outsourced service platform)

Small robots:

- Little Sophia II, Roboto II, Zeno II

AI/software

- Soul Engine deployment
- Machine learning and data analytics

Development/Production:

Human-size robots:

- 20 Sophia X (media)
- 100 Sage R (research platform)
- 1000 Sage X (outsourced service platform)

Small robots:

- Little Sophia II, Roboto II, Zeno II

AI/software

- Soul Engine deployment
- Machine learning and data analytics

2019

Commercialization

Human-size robots:

- 100+ media events, brand campaigns
- 20 Sage R to research labs

Small robots:

- Little Sophia crowdfunding

Character AI:

- 1-2 character AI consulting and development contracts
- 1-2 virtual character AI proof of concept deployments

2020

Commercialization

Human-size robots:

- 120+ media events, brand campaigns
- 40 Sage R to research labs
- 5 Sage deployment sites

Small robots:

- Online, direct ed sales

Character AI

- 20 virtual character AI deployments

2021

Commercialization

Human-size robots:

- 140+ media events, brand campaigns
- 60 Sage R to research labs
- 20 Sage deployment sites

Small robots:

- Online, direct ed sales, mass retail

Character AI

- 10,000 virtual character AI deployments

2022

Commercialization

Human-size robots:

- 160+ media events, brand campaigns
- 80 Sage R to research labs
- 400 Sage deployment sites

Small robots:

- Online, direct ed sales, mass retail

Character AI

- 1M virtual character AI deployments

**David Hanson, Ph.D**

Chairman, Founder & Chief Creative Officer

Former Walt Disney Imagineering designer, recipient of awards from NASA, NSF, AAAI, Tech Titans' Innovator of the Year, and Cooper Hewitt Design Triennial. BFA film/video Rhode Island School of Design, Ph.D. in Interactive Arts & Engineering / Aesthetic Studies University of Texas, additional studies at Brown, UCLA & UCSD.

**Jeanne Lim, Ph.D**

CEO

Former CMO and brand manager/character lead/writer/editor for Sophia. 20+ years' experience in tech marketing. Product and business manager for Apple, marketing director for Cisco-Tandberg, Dell, Danaher. Corporate head of marketing at an internet startup. MBA, Ph.D in Energy Medicine.

**Amit Kumar Pandey, Ph.D**

CTO & Chief Science Officer

Chief Scientist of Softbank Robotics. Research Scientist at Alderbaran Robotics. MS Computer Science & Engineering with a specialisation in robotics (IIIT, India), Ph.D. in Robotics & AI from CNRS-LAAS in France, recognised as submitting one of the top 3 thesis' in robotics in Europe.

**Ben Goertzel, Ph.D**

Chief Science Advisor

Thought leader in AI and AGI. CEO of SingularityNET. Developed trading and sentiment analysis systems for Webmind, Clarium Capital, StockMood, Cerrid Capital, and Chaikin Trading. PhD in Mathematics from Temple University, adjunct professor at Xiamen University.

**David Chen**

CFO

Early investor of company, founded AngelVest Group Led investments in over 20 companies. Former investment banker at US/ China bulge bracket and boutique firms. MBA from Harvard Business School, BS Electrical Engineering from University of Rochester.

**Eddie Lee**

Co-CFO

13 years' experience in international business and finance management in the US, China, Hong Kong, Europe. Former Group Assistant CFO of Thunder Power, Managing Director of Max Group, MBA HKUST, BS Electrical Engineering and Computer Science, UC Berkeley. CFA and FRM charter holder.

**Doug Glen**

Chief Strategy Officer

Investor. Former CEO of Imagi Animation Studios, Chief Strategy Officer of Mattel Toys, President of Mattel Media, Group Vice President of Sega of America, Founding Director of Harmonix, General Manager of LucasArts Entertainment, and Managing Partner at ProVen Private Equity. Undergraduate education at MIT.

SUMMARY

- Sophia as a character and inspiration for next-generation research and service robotics platform
- Three phases of execution:
 - Phase I: Market validation and early revenue
 - Phase II: Revenue growth from robot and virtual character deployment
 - Phase III: Full AI play
- Commercial readiness
 - Existing proof-of-concept / sales pipeline
 - Direct access to C-level decision makers; well positioned to close major strategic deals



- Current round fundraising size: US\$5-10 million
- Use of proceeds:
 1. Commercial traction - Execute proof-of-concept projects with strategic customers with large scale deployment opportunities – prototypes and service infrastructure
 2. Hanson AI development - Expand AI and software development team, including critical hires such as VP software to accelerate build-out of Hanson AI architecture and Soul Engine
 3. Little Sophia development and launch - tooling and production of Little Sophia as the first robot deployed on Soul Engine beta
 4. Robot platform development - Complete research and service robot platform development and tools to prepare to scale through licensing and co-development partnerships



We bring robots to life.

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