Business Summary
InteliSENSE offers parents, teachers and therapists an opportunity to collaborate more efficiently on the learning and therapy experiences of a child diagnosed in the autism spectrum.

The Problem
All learning and therapy, including health records of a child diagnosed in the autism spectrum is currently stored in manual records. This makes it difficult for parents to carefully monitor progress of his child over time. Therapists and teachers also rely on these records to evaluate these children, and it is difficult for them to correlate effects of protocols over time.

The Solution
InteliSENSE offers a web-based portal for parents, teachers and therapists so that results of all activities, therapies, protocols and their effects, are all stored online. These results can be summarized and visualized per week, per month as preferred by the user. Access to records are available 24/7. Videos can also be viewed on demand, with the schools’ and clinics’ consent.

Target Market
- Parents of children diagnosed in the autism spectrum
- Schools and Therapy Centers

Marketing Strategy
InteliSENSE will be demonstrated in all Autism-related conferences in the country including special education conferences. Furthermore, InteliSENSE will build relationships with parents’ organizations, special education teachers’ professional organizations, and those for speech and occupational therapists.

Competitive Advantage
InteliSENSE is the first of its kind in the market to integrate all records of a child undergoing therapy in one site, easily accessible and very convenient to parents. It offers value to teachers and therapists as it allows them to perform evidence-based evaluation using more detailed data.

Business Model
Subscription model per month by parents, teachers and therapists.

Financials
Company Stage: Start-up (Pre-revenue)
Capital Seeking: PhP 3,500,000 for productization, market study and validation

Team
- Merlin Teodosia Suarez (Project Lead)
- Gregory Cu (Wireless Sensor Network)
- Jocelynn Cu (Video Analysis)
- Rhia Trogo (Behavior Analysis)

INTERESTED? Email me at merlin.suarez@dlsu.edu.ph