

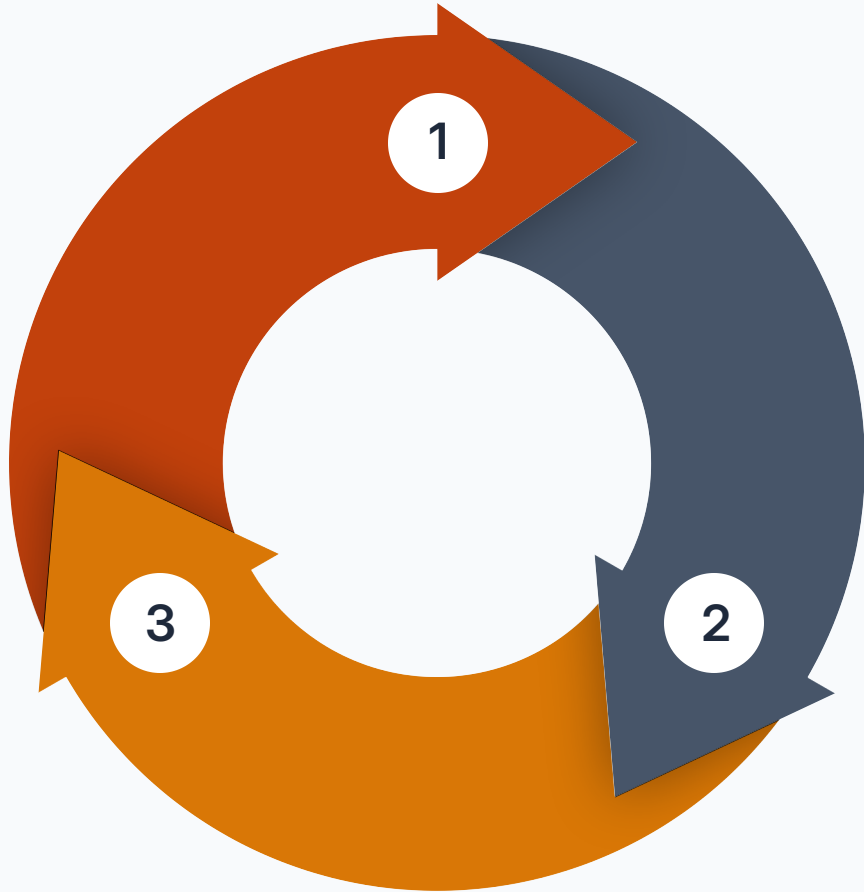
# *hairchair*

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The next evolution of haircare isn't a new product. It is an intelligent ecosystem

-Eva-Jessy Guech

# Salons Suffer Systematic Inefficiency



## 1 Lack of Diagnostic Tools

Stylists lack trichology-based diagnostic tools, forcing clients into a cycle of expensive product guesswork.

## 2 Client Guesswork

A decline in certified technicians combined with high client volume compromises the quality of hair health.

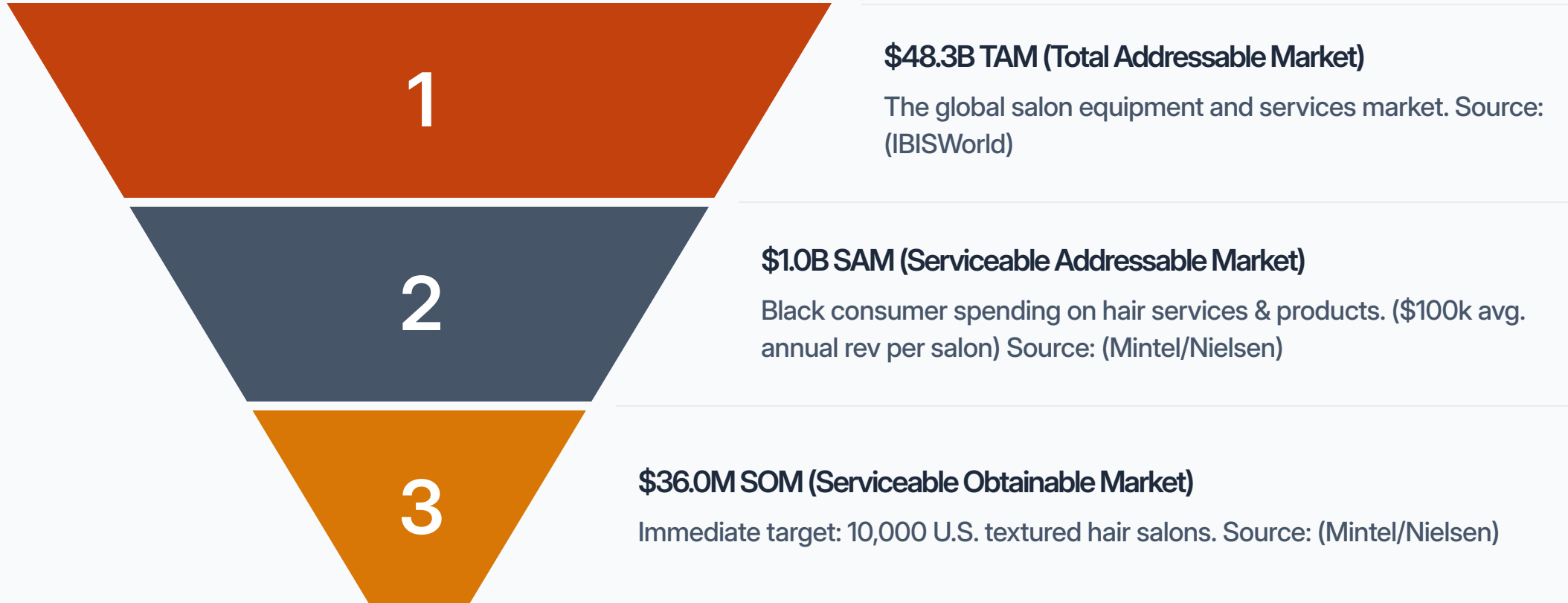
## 3 Sacrificed Time & Revenue

Outdated administrative and analog workflows force owners to sacrifice styling time for backend management.

**\$100B+ in undiagnosed scalp damage accumulates annually.**

# MARKET OPPORTUNITY

\$2.5B+ Textured Hair Vertical



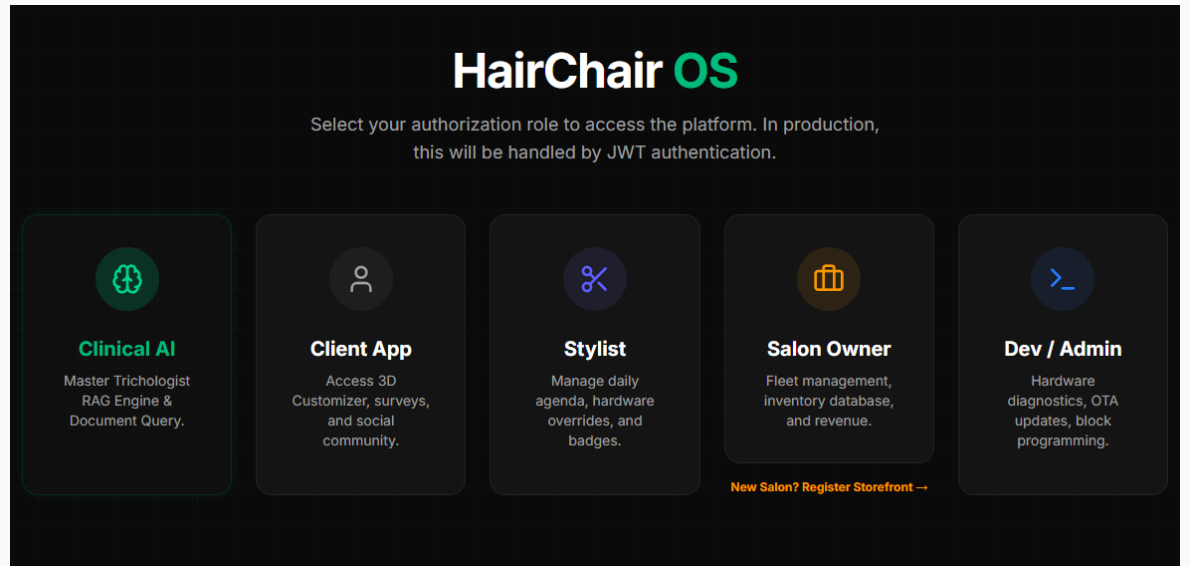
**\$1B → \$2B SOM Trajectory**

# hairchair

A "Smart" Workstation for Salons



A robotic chair that automates diagnostics and physically assists with repetitive, straining tasks.

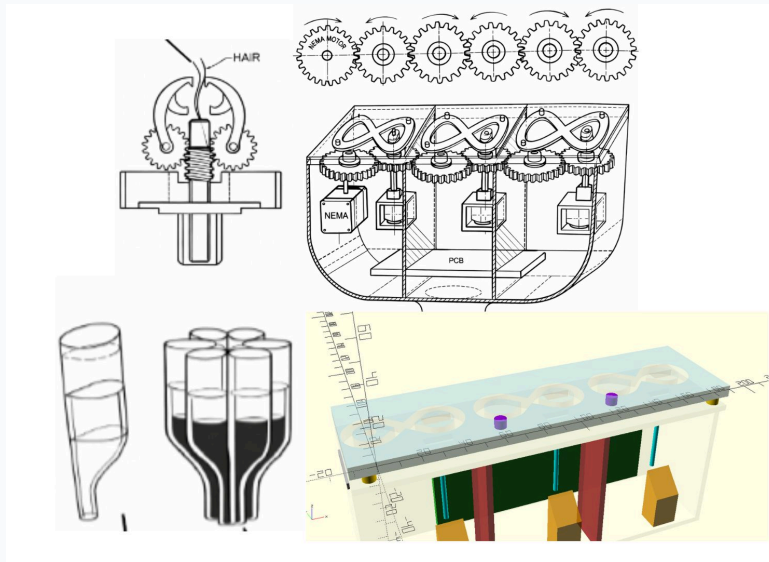


A complimentary OS that consolidates administrative, analytical, and employee management workflows.

# Integrated Hardware and Software Ecosystem

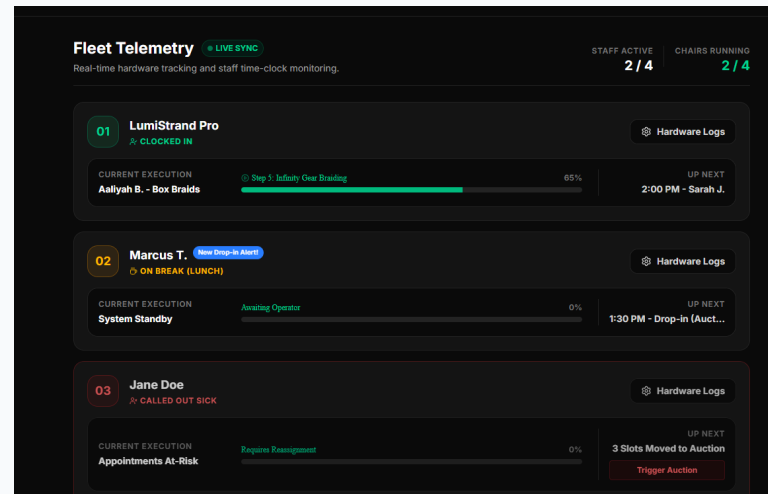
THE TECHNOLOGY - PATENT PATENDING\*

## HARDWARE



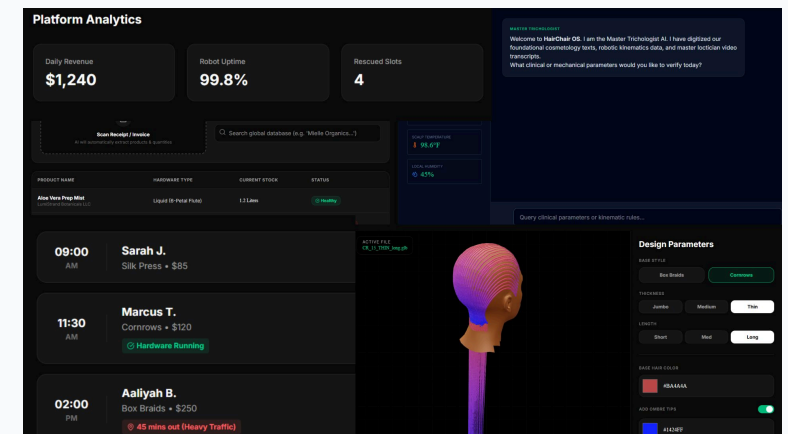
A supplementary 6-axis robotic arm with interchangeable end-effectors and embedded client amenities.

## SOFTWARE



Role-based dashboards for clients, stylists, and owners to track consultation history and analytics.

## DATABASE



A 4-branch system managing user profiles, topographical scalp scans, and HRI safety protocols.

# COMPETITIVE POSITIONING

System Redesign vs. Point Tools

	Dyson	L'Oréal	HairChair
Proprietary Treatment and Chemical R&D		✓	
Established Global Salon Distribution	✓	✓	
High-Fidelity Consumer Hardware	✓		
End-to-End Salon Workflow Automation			✓
Afro-Textured Robotic Diagnostic Specialization			✓

This visually demonstrates that you aren't fighting them in their lanes; you are creating a completely new lane.

AI as a Colleague

# THE MOAT

Advanced Human-Robot Interaction (HRI) designed to operate safely in chaotic, high-motion salon environments.

Proprietary application of computer vision explicitly calibrated for non-standardized, textured hair.

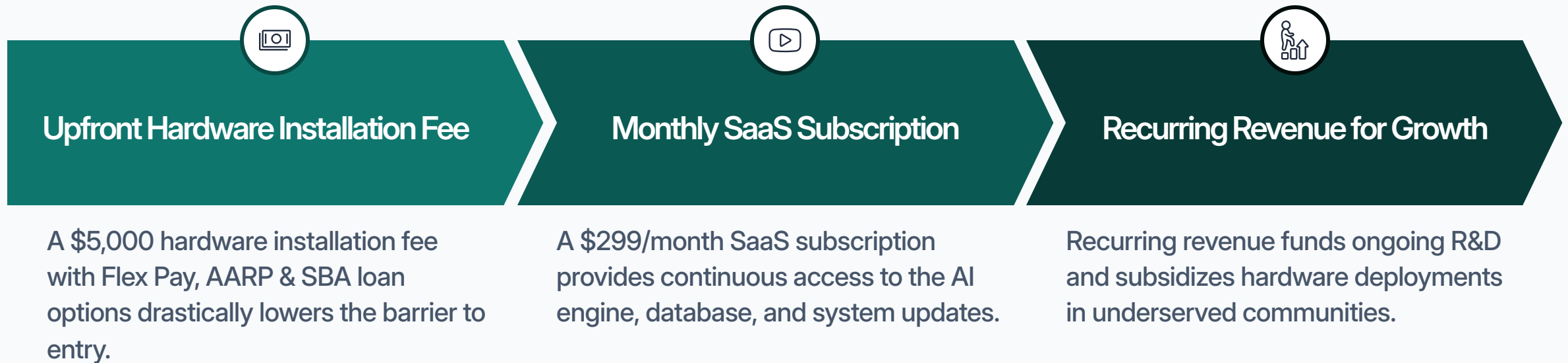
Positions AI as a collaborative colleague that protects and enhances the stylist's role rather than replacing it.



**Core Metric: Certified tolerance for multiple clients and overlapping physical activity.**

# BUSINESS MODEL

Flexible Robot-as-a-Service Economics



**Core Metric: 5:1 LTV-to-COCA ratio indicates highly sustainable scaling.**

# TRACTION + ROADMAP

Capital-Efficient Prototype-to-Funding Path

● H2 2026

## The Benchtop Build

Design and fabricate the custom ESP32 PCB and motor controllers. Build the benchtop 6-DOF arm using hybrid 3D-printed and machined components. Demonstrate the end-to-end workflow on a mannequin (scalp scan → topographical map → automated braiding).

● H2 2027

## The Scale

Utilize accelerator/SBIR capital to engineer the salon-ready prototype with force-torque sensors and liability coverage. Execute our first 2 closed-salon pilots with data collection protocols.

● H1 2027

## Validation & Capital

Present the working benchtop MVP to secure hard-tech accelerator interviews. Submit SBIR Phase I applications for \$50k-\$275k in non-dilutive capital using our functional hardware demo as proof.

**\$8k builds the working demo that secures \$200k+ in follow-on capital.**

# Culturally Conscious Hard-Tech Leadership

Led by Eva-Jessy Guech, advised by cosmetology industry professionals, and actively recruiting key roles.



## Eva-Jessy Guech

Technical Architect  
Domain expertise and  
R&D prototyping history  
since June 2020.



## Cheryl Morrow

Advisor  
Cosmetology Industry  
Professional



## Ladosha Wright

Advisor  
Cosmetology Industry  
Professional



## Mechanical Engineer

(mechatronics,  
embedded tech,  
consumer electronics,  
robotics)



## Electrical Engineer

(IoT, PCB, Circuit Design)



## Go-to-Market Business Lead

(haircare industry  
expertise, business plan  
execution)

# Phase 1 Proof-of-Concept Capital

An \$8,000 award directly funds our Minimum Viable Product (MVP) to unlock institutional funding.



- **Robotic Arm Mechanics**  
\$3,500 - Industrial stepper motors, encoders, and machined joints for the benchtop 6-DOF arm.
- **Custom Embedded Tech**  
\$1,500 - Transitioning from an off-the-shelf dev board to a custom ESP32 integrated PCB.
- **Diagnostic Vision Hardware**  
\$1,500 - Integrating the 100x microscopic lens and Intel RealSense depth camera.
- **Prototyping & Fabrication**  
\$1,500 - 3D printing materials, chassis fabrication, and benchtop testing supplies.

**The ROI for this Prize: This specific \$8,000 builds the functional, mannequin-tested demo required to win SBIR Phase I grants and secure placement in a tier-one hard-tech accelerator.**