

# iQsonics LLC Annual Report - 2019

## Our Mission



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

## US Dept. of Education / SBIR Research Funding Secured



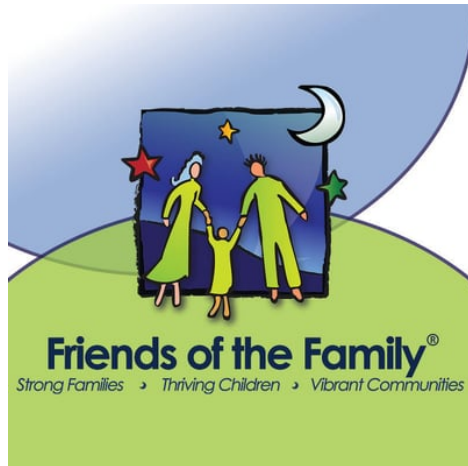
To help establish the usability, feasibility, and initial effectiveness of the SS4Kids, in July 2019 iQsonics was awarded a contract for \$200,000 from Dept. of Education / Institute of Education Sciences (Contract #91990019C0023), **one of the top 13 selected out of 200 submissions**. This Small Business Innovative Research - SBIR Phase 1 funding initiated our pilot study ***Sing and Speak 4 Kids: Online Music-based Game for Children with Speech-Language Delays/Disorders***.

## Research Team



Research leads were iQsonics CEO **David Sonnenschein** as Principle Investigator, and **Dr. Hayoung Lim**, iQsonics Dir. of Science and Oral Roberts U. Music Therapy, and **Dr. Erica Ellis**, Cal State U. Los Angeles, Dept. of Communication Disorders, as Co-PIs.

## Research Partners



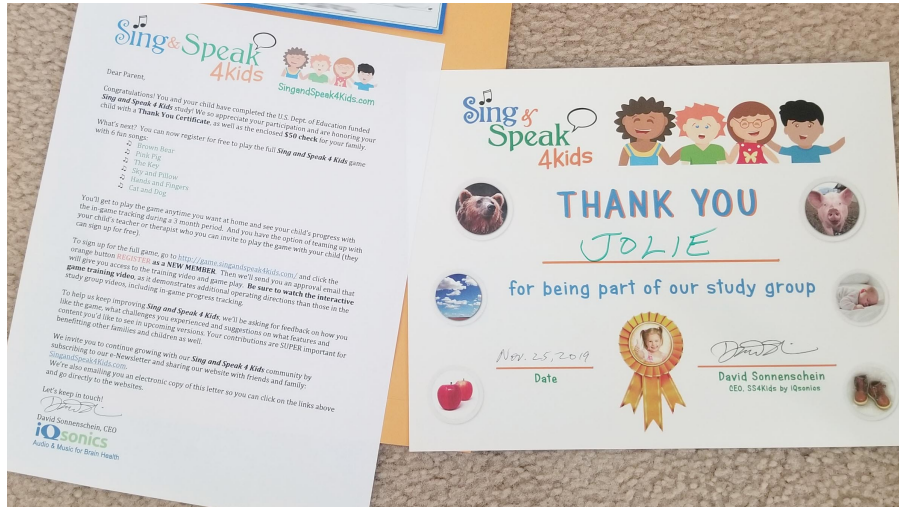
Partners for conducting this research and providing study participants, facilities and professional personnel, were **Step by Step EDU-Play** in Santa Monica CA and **Friends of the Family** in North Hills CA, both experts in providing resources and intervention for early childhood development.

## Recruitment Partners



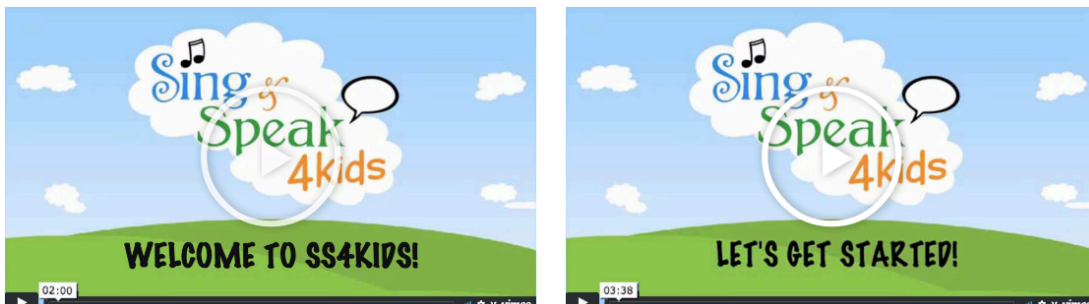
Recruitment of additional participating families for the SBIR research trial was facilitated by **North Los Angeles County Regional Center** and **L.A. Parent Magazine**.

## Family Acknowledgement



Kids and parents who completed the full two-week trial received a personalized Completion Certificate and financial gift for participating.

## Program Development



Funds from the SBIR contract included allotment to program software development, assessment tools, parent and professional support materials, and public relations efforts. Training videos were produced to facilitate engagement, understanding and retention for users.

## Business Plan Development



Abdi Bazleh, an experienced business and marketing executive, volunteered his expertise to iQsonics through L.A. Works Retired & Senior Volunteer Program (RSVP). With his guidance, we created a 5-year projection for expenses, revenue and Return on Investment, which has been incorporated into grant proposals and investor pitch decks.

**OTHER ACTIVITIES** - iQsonics team attended the following events this year:

## January

# TEDxUCLASalon

**TEDxUCLA Salon: Tackling Depression** was sponsored by Resnick Neuropsychiatric Hospital Board of Advisors in the conversation on understanding, preventing and treating depression, in hopes of eliminating the stigma that surrounds our world's greatest health problem.

## February



**LAVA Cause Investing & Social Impact:** Digital has brought about a sea change on the economics of good works. Supporting social causes isn't soft sophistry, but a hard business opportunity. Media tech has enabled more efficient—and profitable!—ways of fundraising and extending philanthropy. New tools and models have remade cause marketing as a profit center, no longer relegated to the charity ghetto. Campaigns on issues like diversity, anti-bullying, environmentalism reach millions in an instant, changing hearts and minds, affecting positive contributions to society and generating profits. Investors, too, are putting money where their hearts are.



**UCLA Tarjan Lecture Series: "Minimally Verbal Children with ASD: Understanding Their Abilities and Development"**, at UCLA CART, and UCLA Intellectual and Developmental Disabilities Research Center (IDDDRC) hosted this lecture with Dr. Charlotte DiStefano, who talked about the characteristics of minimally verbal children with ASD and identify techniques that improve the outcomes for this population.

## March



**California Speech-Language-Hearing Association Convention** in Pasadena CA, connected hundreds of Speech-Language practitioners, educators and vendors, introducing SS4Kids by CEO David Sonnenschein to potential buyers.

## April



**9<sup>th</sup> Annual Special Needs Resource Fair** in Sherman Oaks CA, presenting SS4Kids with Step by Step Edu Play to hundreds of attendees.



California Association for the Education of Young Children

**CAAeyc Power of Play presented keynote speaker Dr. Stuart Brown**, Founder of the National Institute of Play, author of *Play: How it Shapes the Brain, Opens the Imagination, and Invigorates the Soul!* His research confirms the value of play and its impact on brain development, social connections, literacy, and language acquisition and physical development.



**Malibu Special Education Foundation Fair** was attended by residents from the West Los Angeles area. The Foundation was formed in 2002 by parents who were willing to find creative ways to fund much-needed programs and support the administrators, staff and teachers working in special education.



**Pacific Oaks College Special Education** class presentation on how the graduating students can use SS4Kids most effectively with the children and their families clients in helping overcome their challenges in speech-language development.

## August

We launched our first SS4Kids Newsletter, sending to registered users, colleagues and our network of supporters.

Issue No. 1 - Summer 2019



Welcome to Our First Newsletter!

We are very excited to announce our *Sing and Speak 4 Kids* Program, an innovative, fun, and affordable, music-based program for children with delayed speech development to help them become Kindergarten ready.

## IQSONICS FINANCE

### SBIR Contract with IES / US Dept. of Education

In July 2019 iQsonics was awarded a contract for \$200,000 from Dept. of Education / Institute of Education Sciences (Contract #91990019C0023). \$133,000 of this contract was received by iQsonics in 2019, with the remaining \$67,000 to be paid in 2020. These funds were allocated toward the research study, as well as program software development, assessment tools, parent and professional support materials, training videos and public relations efforts.