

WHISPER WILD



The first sensory-safe, engagement first tool, to keep grooming engaging, safe and fun!

FOUNDER

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INVESTMENT ROUND

Seed Round • 2026

THE PROBLEM

1 in 6

CHILDREN HAVE SENSORY
PROCESSING DIFFERENCES

#1

HOME TRIGGER — GROOMING TOPS
SENSORY TRIGGERS FOR ASD & SPD

For millions of families, basic hygiene has become a source of fear, avoidance, and daily distress — with **zero product innovation** to help.

The Market Has Been Looking Away

FOUR INVISIBLE TRUTHS DRIVING A HIDDEN CRISIS



Families Opt Out of Salons

73% of parents of sensory-sensitive children report avoiding professional salons entirely due to their child's distress.



Home Grooming = Two-Person Event

Most families require 2+ adults to safely manage a child's haircut or nail trim — a logistics and emotional burden.



OTs Prescribe Desensitization With No Tools

Occupational therapists write grooming goals into treatment plans — but no product was designed to support those goals at home.



Every Product Designed for Efficiency — Not Engagement

The industry optimized for quiet motors and safe blades. No one asked the child.

Introducing the Critter Clipper™

The world's first Engagement-First sensory grooming tool.



Whisper-Quiet Motor

Ultra-low noise operation (<45dB) — quieter than a library, calmer than a normal conversation.



Character Shell System

The clipper is an engagement first animal shell. Providing trust, turning a scary tool into a trusted friend.



Engagement First

Engagement and interaction allows child's nervous system to be calm before grooming begins.



Sensory-Safe Design

Warm-touch grip, no vibration shock, rounded edges, hypoallergenic materials. Designed with OT input, not just engineering specs.



✦ Not a quieter clipper. A completely new category of experience. ✦

CRITTER CLIPPER™ — PROTOTYPE

SEE IT. BELIEVE IT.

PROTOTYPE BUILT · STORY FILMED · WORLD READY

PROTOTYPE



First prototype.

PROMO Video



Critter Clipper in action

Vision



“

"We watched the video. Our daughter asked to try the clipper herself." — **Mother in Facebook Sensory Group**

”

A Market That's Ready to Grow Up

Massive demand. · Minimal innovation. · Perfect timing.



\$2.2B

GLOBAL SENSORY THERAPEUTIC TOOLS MARKET (2025)

Growing to **\$5.0B by 2032** as demand for therapeutic tools surges worldwide.

12% CAGR



1 in 6

CHILDREN WITH SENSORY PROCESSING DIFFERENCES

ASD, SPD, ADHD, and anxiety — an **overlapping, undercounted** addressable market hiding in plain sight.

~12M U.S. Children



\$162M

AUTISM-FRIENDLY GROOMING MARKET (2024)

\$318M projected by 2033. North America leads with 38% market share — our home ground.

8.1% CAGR



78%

PARENTS PREFER QUIETER GROOMING TOOLS

Yet **no product on the market** delivers an engagement-first experience at scale. The gap is wide open.

Zero competitors



Whisper Wild targets the intersection of three growing markets: **sensory therapeutic tools**, **children's grooming**, and **character-driven consumer IP** — a convergence no competitor has claimed.

We Didn't Improve a Product. We Created a Category.

Engagement First™ — The proprietary methodology behind Whisper Wild.

1



STEP 1

PREPARE

They meet their Critter. They go on an adventure. Their nervous system shifts from **alert** to **curious**.



2



STEP 2

ENGAGE

The child holds the Critter companion. They name it. They direct it. They are **in control** — not restrained. The grooming tool is now a character in **THEIR story**.



3



STEP 3

COMPLETE

Grooming happens within the story arc. Success is celebrated. The Critter clip becomes a **positive memory** — one that rewires the child's relationship with grooming **forever**.



Engagement First™ is not a feature. It is a new standard of care — one that parents, OTs, and pediatricians are asking for by name.

Multiple Revenue Streams. One Ecosystem.

Built to grow from first purchase to lifetime relationship.

 **CONSUMER**
DTC + Retail

 Critter Clipper Starter Kit

\$35 – \$38.99

 Character Expansion Packs (Critter shells)

\$24 each

 Annual Content Subscription (story series + OT tips)

\$39/year

 Replacement Blade Kits + Accessories

\$14

CHANNELS

DTC · whisperwild.com

Amazon

Target — Sensory Aisle

Pediatric Specialty Retail

 **PROFESSIONAL**
B2B

 OT Clinic Pro Bundle

\$149

 Pediatric Office Starter Pack

\$99

 Therapist Referral Affiliate Program

Rev Share

 Insurance DME Reimbursement Pathway

In Development

CHANNELS

OT Practices

Sensory Gyms

Pediatric Offices

Hospital Systems

\$ Gross margin target: 68–72% on hardware. 90%+ on digital subscription.

• LTV Target: \$180+ per customer

Proof Points. Momentum. Signal.

We haven't launched. We already have pull.



✓ ACHIEVED

Prototype Complete

Production-ready unit built and tested with real families. Sensory feedback validated across key design parameters.



✓ ACHIEVED

40-Second Promo Filmed

Full Engagement First™ ritual captured on video. Creative asset ready for Kickstarter and campaign launch.



✓ ACHIEVED

Beta Family Validation

Multiple families with sensory-sensitive children have watched our Promo video and have contacted me to ask what my next steps are.



✓ ACHIEVED

OT Alignment Confirmed

Occupational therapists have reviewed the Engagement First™ methodology and validated clinical alignment with standard practice.

The Path to Market — Three Phases of Growth

Focused, sequenced, and community-led.



Community-led launch → professional channel → retail & global scale ·

10x revenue growth across three disciplined phases



The Competition Is Missing the Point

COMPETITIVE LANDSCAPE

Feature Analysis

They built quieter clippers. We built a new experience.



LEGACY BRANDS

Wahl, Philips, Remington

Quiet motors, safe blades — built for *parents*. Zero design empathy for the child's experience. Hardware-first, child-last engineering with no path toward engagement.

✗ No sensory strategy

✗ No character IP

✗ No engagement ritual

✗ No OT channel



SERVICE CHANNEL

Pediatric Salons

High-cost, appointment-dependent, and geographically limited. Many sensory children cannot tolerate the environment regardless of the tools used. Entirely unscalable to home use.

✗ Not home-scalable

✗ High friction

✗ No ritual methodology

✗ No B2B ecosystem



SPECIALTY SENSORY

CalmCare, Calm Clippers

Addresses noise sensitivity — a single-dimension solution. Hardware-only approach stops at the tool itself. No methodology, no story, no subscription, no ecosystem to build on.

✗ No Engagement First™

✗ No character IP

✗ No subscription



CATEGORY CREATOR

WHISPER WILD

The **ONLY** brand combining every dimension of the solution — methodology, character, clinical validation, recurring revenue, and a professional B2B channel. We are not competing. We are defining the category.

✓ Engagement First™

✓ Character IP

✓ OT-Validated Ritual

✓ Subscription Ecosystem

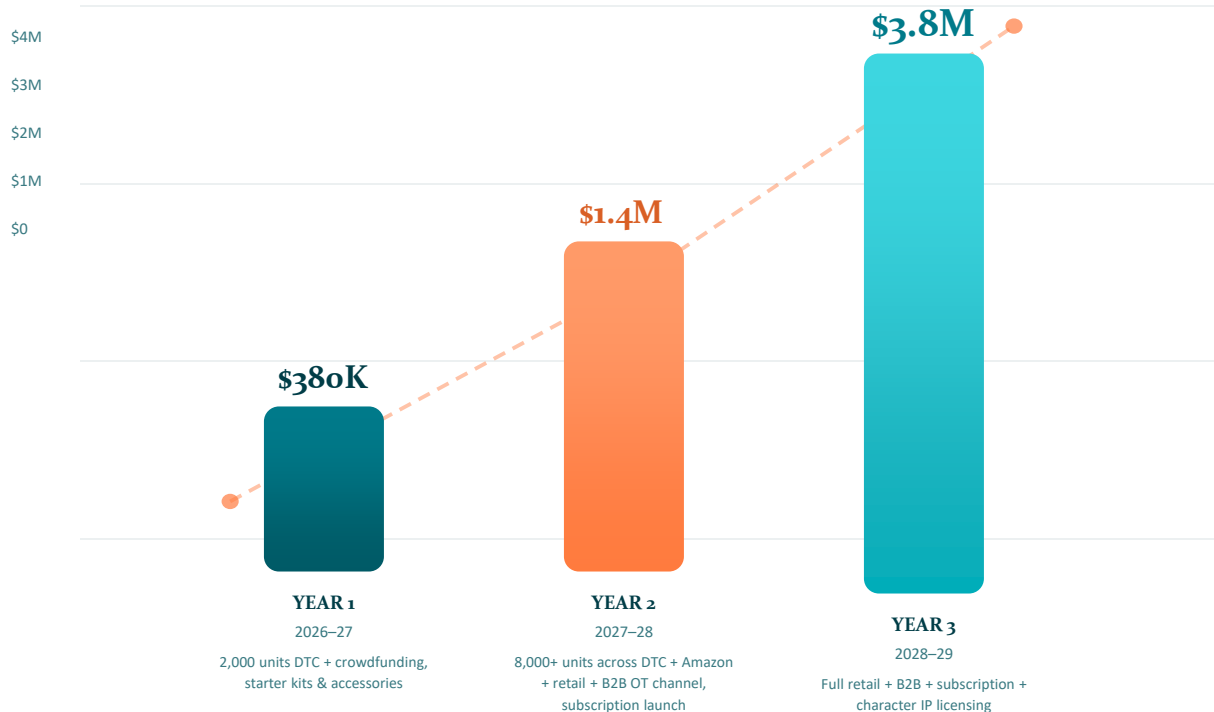
✓ B2B Pro Channel

✦ Not competing — Category defining

The Numbers Behind the Vision

3-YEAR REVENUE PROJECTIONS — CONSERVATIVE CASE

REVENUE GROWTH · USD



10x revenue growth over 3 years · Conservative forecast

UNIT ECONOMICS

Critter Clipper™ Starter Kit

Avg. Selling Price (ASP) **\$79**

Cost of Goods Sold (COGS) **\$15**

Gross Margin **57%–62%**

Customer LTV (hardware + accessories + sub) **\$180+**

Target CAC (OT referral channel) **<\$28**

LTV : CAC RATIO

6.4x return per dollar spent

Subscription + accessories drive LTV beyond initial purchase — hardware is the door, the ecosystem is the revenue engine.

The Investment Opportunity

Join us at the beginning of a category.

\$500,000

SEED ROUND | SAFE NOTE



40%

MANUFACTURING & INVENTORY

First production run, tooling, QA — 5,000 units ready to ship.



30%

MARKETING & BRAND

Crowdfunding campaign, OT influencer seeding, PR & content creation.



20%

PLATFORM & PRODUCT

Subscription content platform, app development & character IP expansion.



10%

OPERATIONS & TEAM

Fulfillment infrastructure, customer support & key hires.

With this round, Whisper Wild ships 5,000 units, signs 3 retail partners, and launches the OT referral program — *positioning for Series A in Q4 2027.*

The Competition Solves Tasks, We Solve Nervous System Regulation

Capability	Frida Baby	SnipperClipper	Pediatric Salons	Playhouse MD	Whisper Wild
Child-Friendly Design					
Sensory Considerations					
Character-Based Product					
Engagement First™					
OT-Aligned					
Home Use					
B2B Channel					
Platform Expansion					

Expansion (2-5 Years)

WHISPER WILD™ EXPANSION

2-3 YEARS

Growing our Engagement First™ ecosystem to support more everyday adventures. ♥



✂ HAIR CARE



Tiny Tame Buzzers™
Quiet trimmer for gentle, confident haircuts.

Calm Cut Cape™

Weighted haircut cape with sensory output for comfort and focus.



🦷 TOOTH CARE



Buddy Brush™
Toothbrush pal that makes brushing fun and effective.

Pasta Pal™

Toothpaste dispenser that squeezes the right amount, every time.



🧵 FLOSSING



Flossy Friend™
Kid-friendly flosser that makes flossing easy and rewarding.

MORE ADVENTURES AHEAD

💧 BATH & HYGIENE

Playful bath tools that turn clean-up into calm, engaging routines.



💊 MEDICATION SUPPORT

Friendly tools that help kids take meds with less stress and more confidence.



★ SNACK & NUTRITION

Tools that encourage healthy habits and make mealtime more enjoyable.



📖 LEARNING & PLAY

Engaging tools that inspire imagination, independence, and joy every day.



ENGAGEMENT FIRST™
Turns routines into adventures kids love.

SENSORY-SAFE
Thoughtfully designed for sensitive systems.

KID-LED
Empowers kids with choice and control.

PARENT & PROFESSIONAL TRUSTED
Loved by families and recommended by experts.

BUILT TO GROW
One ecosystem. Endless possibilities.

BECAUSE WHEN KIDS ARE ENGAGED, HEALTHY HABITS HAPPEN NATURALLY.

Engagement First Dental Clinics!



Links

[Check Out Our Investor Page for Additional Links](#)

Thank You

