

# Whisper Wild Sensory LLC: Executive Summary

## Business Overview

Whisper Wild Sensory is a category-creating, engagement-first company building sensory-friendly grooming tools for neurodivergent and sensory-sensitive children. Everyday routines such as haircuts and nail trimming overwhelm millions of children due to sensory sensitivities, leading to fear, resistance, meltdowns, and increased safety risks. Whisper Wild's mission is to replace force-based grooming with engagement-first, regulation-led design that prioritizes nervous-system safety, dignity, and trust.

## The Opportunity

Approximately 1 in 31 children are autistic, nearly 80 percent experience sensory sensitivities, and an additional 16 percent of children outside the autism community face sensory challenges, representing more than 65 million families globally. Despite the size of this population, the children's grooming category remains built for adult speed and efficiency rather than engagement or regulation. This creates a clear opportunity for a new, category-defining approach designed for neurodivergent nervous systems.

## Solution & Value Proposition

Whisper Wild's category-creating, engagement-first approach is grounded in a science-backed, sensory-aware design system informed by occupational therapy principles. The initial product line includes Critter Clippers, a sensory-friendly nail trimmer with child-safe geometry and calming LED and sound cues, and Tiny Tame Buzzers, a low-stimulus hair trimmer engineered to reduce vibration and noise while maintaining gentle, predictable motion. Unlike existing products, Whisper Wild engages and regulates children before physical contact occurs, enabling cooperation rather than forced compliance.

## Traction & Current Stage

Whisper Wild is currently in the prototype and validation stage, focused on refining engagement-first design elements, conducting sensory testing, validating manufacturing costs, and preparing for pilot programs and early user validation. A five-year roadmap positions Whisper Wild to expand beyond grooming into a broader sensory self-care ecosystem.

## The Team

Whisper Wild is founded by Kristen Cozzi, whose lived experience parenting a neurodivergent child directly informed the company's category vision and engagement-first mission. The company is founder-led with a focus on safety-critical design, validation, and long-term brand development.

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## **Financial Highlights**

The staged financial plan emphasizes capital-efficient development from prototype through initial production. Early investment supports engagement-first product refinement, testing, tooling, certification, and initial inventory, with future revenue driven by direct-to-consumer sales, retail partnerships, bundled offerings, and licensing opportunities.

## **The Ask**

Whisper Wild is raising \$465K-\$500K in pre-seed funding to validate its category-creating, engagement-first products, complete manufacturing preparation, and safely launch initial production.