

Whisper Wild Sensory

**Engagement-First Grooming Tools
for Neurodivergent Children**

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Stage: Pre-Seed

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Mission

Our mission is to create an engagement-first self-care brand designed to support neurodivergent children through calmer, more cooperative everyday routines.

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The Problem

Everyday grooming overwhelms millions of Neurodivergent Children

Fear, resistance, and meltdowns

Tools built for adult speed, not child regulation

Injury risk and avoidance

Nervous System Overload



The problem isn't the cut
— it's the nervous system



Overload starts before
contact



Tools assume cooperation



Regulation must come first

What They Feel

What's happening internally:

Sound feels painfully loud and unpredictable

Touch can feel like **electric shocks or jolts through the body**

Vibration travels instead of staying localized

Loss of control triggers panic — no pause, no predictability

Fight / Flight / Freeze activates before words can form

What adults see:

Crying • Pulling away • Screaming • Meltdowns

What the child feels:

Fear • Pain (sensory, not injury) • Confusion • Overwhelm

Why this matters:

Traditional grooming tools are built for **speed**, not **regulation**.

When touch feels unsafe, the body reacts to protect itself

The Solution



Engagement
Before Action™



Engage before
grooming



Regulate before
contact



Design for
cooperation



Science-Backed Method

Sensory-aware Design System

- Predictable sensory cues
- Controlled timing
- Child-safe interaction design
- OT-informed principles



Products

Critter Clippers – Sensory-Friendly Engagement First Nail Timmer

- Child-safe geometry
- Calming LED & sound cues

Tiny Tame Buzzers – Engagement First Low-Stimulus Hair Trimmer

- Reduced vibration & noise
- Gentle predictable motion

Who We Serve

- 1 in 31 children are autistic
- ~80% experience sensory sensitivities
- ~16% outside autism have sensory challenges
- ~65+ million families globally affected

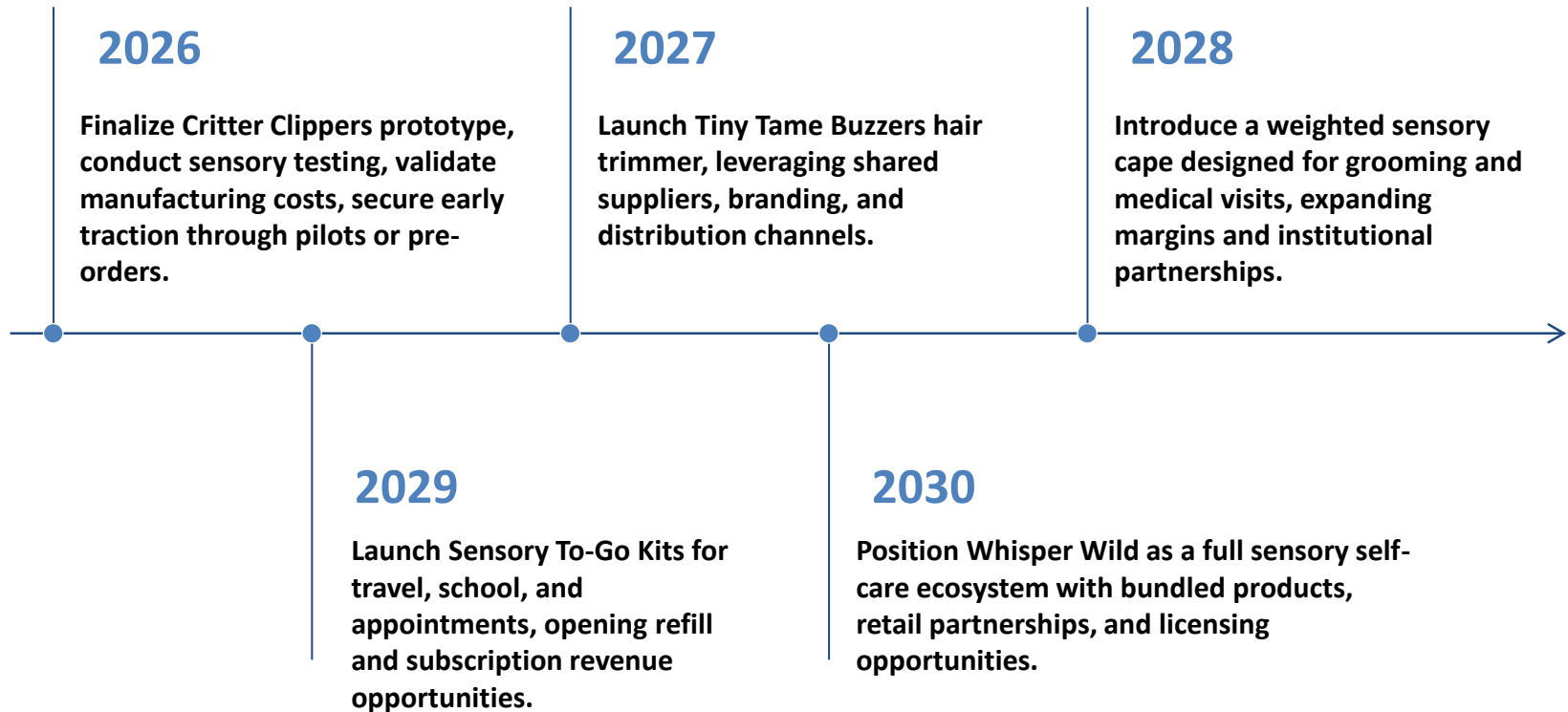


Market Gap

COMPETITOR COMPARISON CHART

Brand / Product	Nail / Hair	Low Noise / Safer	Cute / Kid-Friendly	Sensory Regulation	Engagement Before Action	Neurodivergent-Led
<u>Frida Baby</u>	Both	✓	⚠	✗	✗	✗
<u>BabySnips</u>	Nails	✓	✗	✗	✗	✗
<u>Zooby</u>	Nails	✓	⚠	✗	✗	✗
Generic "Quiet" Clippers (Amazon/Target)	Hair	✓	✗	✗	✗	✗
Salon Tools (Kids Hair Salons)	Hair	⚠	⚠	✗	✗	✗
✦ Whisper Wild	Both	✓	✓	✓	✓	✓

Five-Year Product & Growth Plan



Stage 1: Prototype & Validation

Stage 1 — Design, Engineering & Alpha Prototypes

Item	Estimated Cost
Industrial design + CAD refinement	\$15K
Mechanical + electrical engineering	\$25K
Alpha prototype builds & testing	\$10K

Stage Total: \$50K

Stage 2: Manufacturing & Pilots

Stage 2 — Beta Prototypes & User Validation

Item	Estimated Cost
Beta prototype builds	\$30K
User testing + iteration	\$10K
Pre-compliance review	\$10K

Stage Total: \$50K

Stage 3: Launch & Scale Prep

Stage 3 — Tooling, Manufacturing Prep & Certification

Item	Estimated Cost
Injection mold tooling (plastic + silicone)	\$120K
PCB finalization + test fixtures	\$25K
Certification & compliance	\$25K
Pilot manufacturing run	\$30K

Stage Total: \$200K

Stage 4-Initial Production & Launch

Stage 4 — Initial Production & Launch

Item	Estimated Cost
Initial inventory (5–10k units)	\$100K
Packaging + logistics	\$25K

Launch marketing + partnerships	\$25K
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Stage Total: \$150K

Total Ask

Raising \$465K–\$500K Pre-Seed

- Validate

- Manufacture

- Launch safely

Additional Documents



[Executive Summary](#)



[Funding Breakdown](#)



[Testimonials](#)



[5 Year Roadmap](#)



[Cost Per Unit](#)



[Market Gap](#)



[Science Backed](#)

Thank You

