

Application: 5227

Mylo Speech Buddy: Transformative Educational Technology App for Speech Development in Children with Speech Delays and Autism

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Mylo Speech Buddy

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Mylo Speech Buddy: Transformative Educational Technology App for Speech Development in Children with Speech Delays and Autism

Category

J05. New Product of the Year - Educational Technology

New Product Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required

Mylo Speech Buddy, established in July 2023 by Filipino entrepreneurs Vincent Rocha and Enrico Aquino, is an educational technology startup offering speech development app for children with speech delays and autism spectrum disorder (ASD). ASD affects about 1% or 75 million individuals worldwide, with 1.2 million cases in the Philippines. The app addresses the global shortage of therapists within the autism community.

Born from Rocha's journey with his son Noah, diagnosed with autism at two, Mylo offers an innovative solution for speech development. The app uses the Discrete Video Modeling Methodology, proven effective for children with ASD based on studies. It complements traditional therapy by providing engaging, easy-to-follow content that helps children progress from zero word to their first spoken word.

Developed in collaboration with speech pathologists, occupational therapists, and medical professionals, Mylo ensures meeting the unique needs of autistic children. The app features vocabulary-based levels, encouraging parents to participate in the 3-6 minute modules watched twice daily to reinforce learning.

Through continuous feedback, Mylo has refined its approach, emphasizing community support and raising awareness about autism. The app is a vital educational tool, bridging the gap in therapy services and empowering children on the autism spectrum to achieve verbal communication.

b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required

Mylo Speech Buddy was founded in June 2023 and officially launched through a media event on April 2, 2024, coinciding with World Autism Awareness Day.

Features:

1. Video Modeling Method: Utilizes a research-backed video modeling method offering clear enunciation guidance and structured exercises.
2. Downloadable: Available on the Apple Store and Google Play Store.
3. Progress Tracking: Includes a progress tracking feature that allows parents to monitor milestones and celebrate their child's achievements.
4. Easy Access: Accessible via Android and Apple devices, payable through Gcash and credit card.

Functions:

1. Video Modules: Each module lasts 3 to 6 minutes, with preferred watch times of 10 - 20 minutes each in the morning, afternoon, and evening with adult supervision.
2. Structured Practice: Reinforces learning effectively, supplementing traditional therapy methods.
3. On-Demand Accessibility: Usable anytime and anywhere, including remote areas.

Benefits:

1. Affordable Therapy: Reduces costs per child by 90%, lowering expenses from 12,000 - 24,000 pesos annually (referring to the typical annual therapy costs in the Philippines).
2. Supplement to Traditional Therapy: Enables parents to support speech development at home, leading to significant verbal progress.
3. Community Feedback: Incorporates feedback from parents and therapists to meet community needs.

Novelty:

1. Advanced Technology Integration: Combines advanced technology with personal insights from families with autistic children and medical professionals.
2. "Ausome Stories": Mylo Speech Buddy released a series of videos on social media starting on World Autism Awareness Day, featuring 10 families with members on the autism spectrum. These videos provide glimpses into their daily lives, challenges, and journeys, addressing stereotypes and societal judgments.

c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Mylo Speech Buddy has achieved significant milestones since its inception. The edutech platform reached 60,000 downloads, with an average usage of 15 minutes per session, generating USD 9,000 in monthly recurring revenue. It expanded to 40 countries without marketing outside the Philippines and saw an increase in paid subscribers.

It has also garnered recognition from national and international platforms:

- Won 1st place among 12 startups at Arise Plus Ye! Boost Accelerator Cohort 3 in June 2024.
- Won 1st runner-up at PLDT and Smart Startup Innovation Challenge in November 2023.
- Featured among the Top 100 Startups at PH Startup Week 2023 organized by QBO Innovation Hub in November 2023.
- Named one of top 100 startups of Echelon X by e27, Asia's cornerstone tech and startup conference in Singapore Expo, May 2024.
- Contender at SLINGSHOT x Venture Pilipinas Pitch Competition backed by the Department of Trade and Industry (government agency) in November 2023.
- Finalist at CNN Philippines' The Final Pitch Season 9: Open Edition in September 2023 (Philippines' equivalent of Shark Tank, The Apprentice, and The Voice combined.)
- Participated in Startup Village in Canada in June 2024 (1 of 4 startups chosen to represent the Philippines.)

These achievements highlight Mylo's rapid growth, innovation, and market impact. The app stands out with its research-backed methodology, evidence-based practices, and integration of community feedback. Mylo provides a supportive and interactive platform that facilitates language development, enhances social interactions, and promotes the overall well-being of non-verbal children through engaging and educational features.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Coverage in various media outlets highlights Mylo Speech Buddy's ambition for global expansion, emphasizing its impactful first year in the market.

- In celebration of World Autism Awareness Month, Mylo was featured on ANC's Business Roadshow to share au-some stories and its mission: <https://www.youtube.com/watch?v=HSQFvDFwCZs>

- e27 features Mylo's selection for an app growth program enhancing speech therapy accessibility for children with autism: <https://e27.co/bridging-communications-how-mylo-speech-enhances-speech-therapy-accessibility-for-autistic-children-in-the-philippines-20240605/>

- The Independent Investor features Mylo's plans for global expansion following a successful inaugural year: <https://theindependentinvestor.ph/speech-development-platform-mylo-speech-buddy-eyes-global-expansion-after-eventful-first-year/>

- ABS-CBN News reports Mylo's innovative ventures at international events: <https://news.abs-cbn.com/business/2024/7/3/ph-startups-showcase-ventures-at-toronto-event-1212>

- The Department of Trade and Industry recognizes Mylo's entrepreneurial excellence at SLINGSHOT x Venture Pilipinas: <https://www.dti.gov.ph/archives/news-archives/fostering-global-game-changers-slingshot-x-venture-pilipinas-spotlights-filipino-entrepreneurial-excellence-phsw2023/>

- SunStar Philippines reports that Mylo was among the selected top 100 most promising startups in the country at Philippine Startup Week 2023. <https://www.sunstar.com.ph/davao/ph-top-100-startups-feted-at-ph-startup-week-2023>

- Manila Standard reports on Mylo's recognition at the PLDT and Smart Start-Up Innovation Challenge: <https://manilastandard.net/?p=314388111>

- The Manila Times reports Mylo among outstanding startups in DTI accelerator programs: <https://www.manilatimes.net/2024/07/16/public-square/most-outstanding-startups-recognized-in-dti-accelerator-program/1957595>

*For more media coverage, you may refer here: https://docs.google.com/spreadsheets/d/1OepiD_kuPEB0E5CWZUVVmDtiMDLVAM-mcBCWnHcGRWQ/edit?gid=567144597#gid=567144597

These reports highlight Mylo's impact, innovation, and community support—key elements in its mission to provide effective speech development tools for children with speech delays and ASD. For more information, visit its website at mylo.ph/about.

Webpage Link

<https://www.youtube.com/watch?v=rd1odSO2twM&t=70s> (<https://www.youtube.com/watch?v=rd1odSO2twM&t=70s>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://mylo.ph/how-mylo-works/> (<https://mylo.ph/how-mylo-works/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.facebook.com/watch/?v=1250327719281657&ref=sharing> (<https://www.facebook.com/watch/?v=1250327719281657&ref=sharing>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

https://www.youtube.com/watch?v=__e0tthLCZQ (https://www.youtube.com/watch?v=__e0tthLCZQ)

Would you like to add an additional webpage link?

Yes

