# Comprehensive Oculomotor Behavioral Response Assessment (COBRA)

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COBRA is a non-invasive, portable eye-tracking system that evaluates oculomotor and neurological performance by measuring visual processing through simple tasks. Although COBRA can be used in a range of different markets including military, sports, and telemedicine, its current strongest market potential is in <u>DUI assessment</u>.
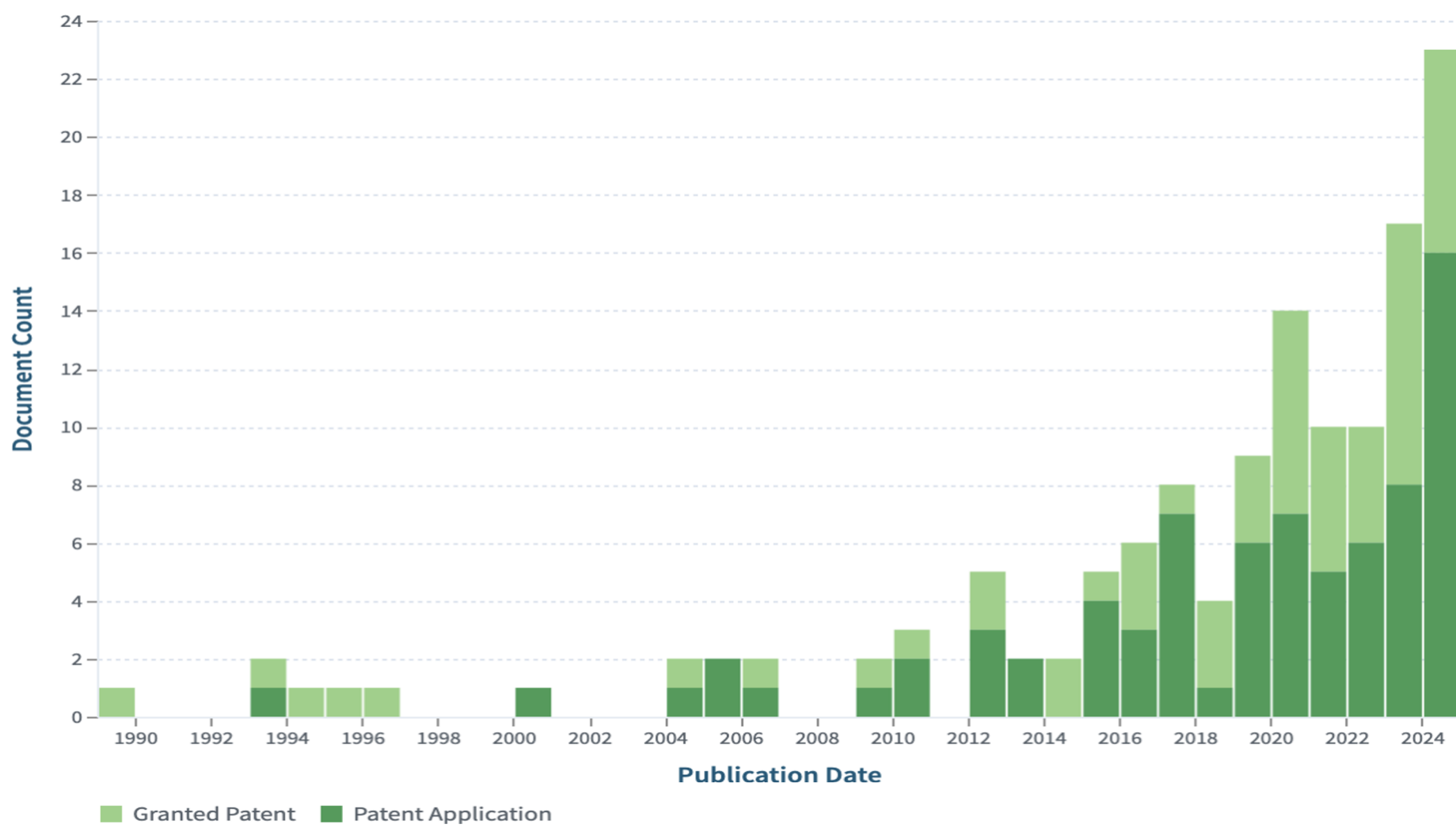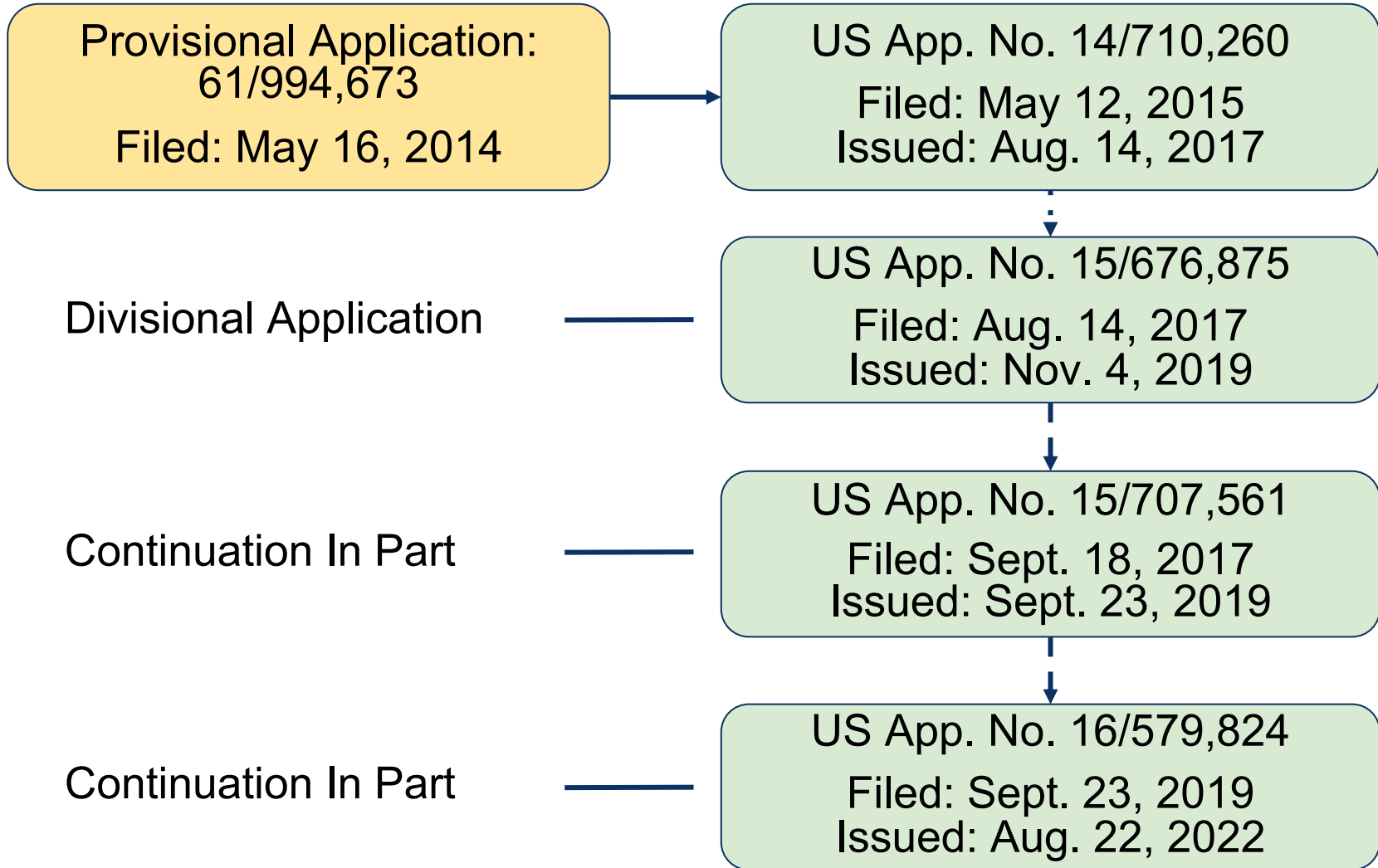
TECHNOLOGY OVERVIEW

- Precise Tracking
- Non-Invasive & User-Friendly
- Immediate Results
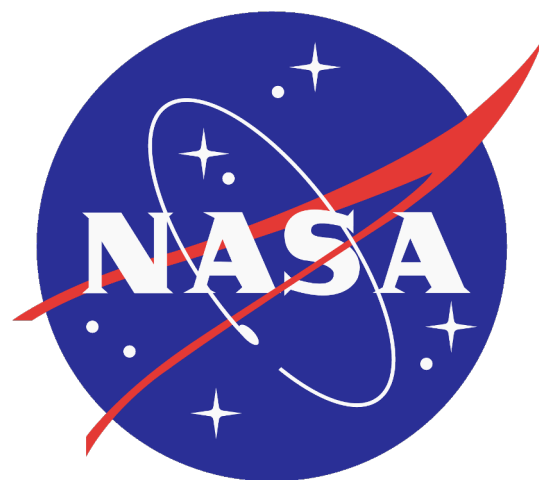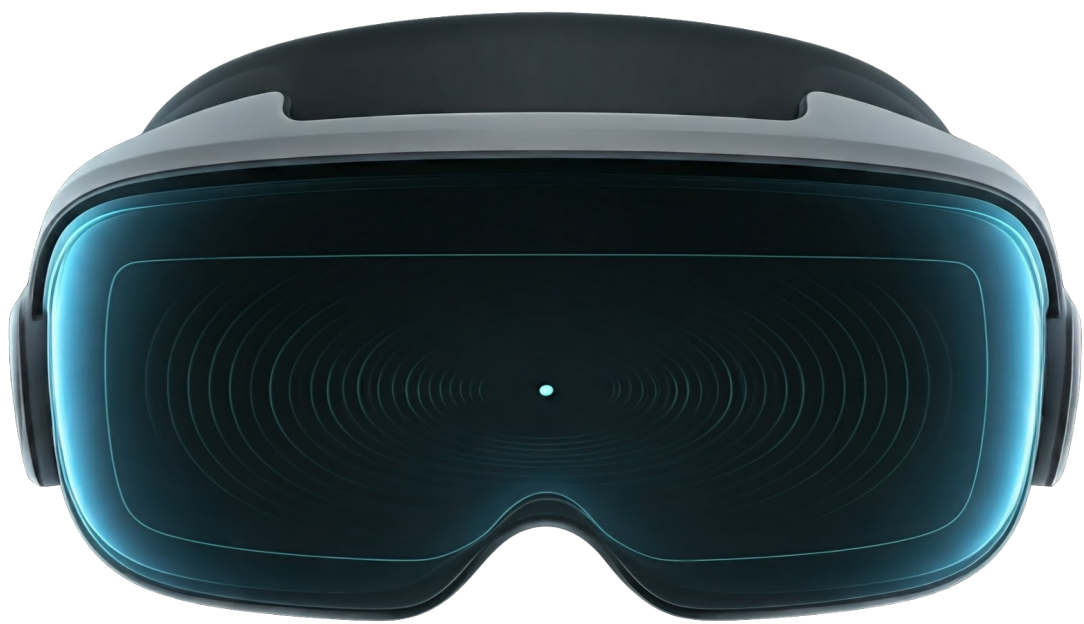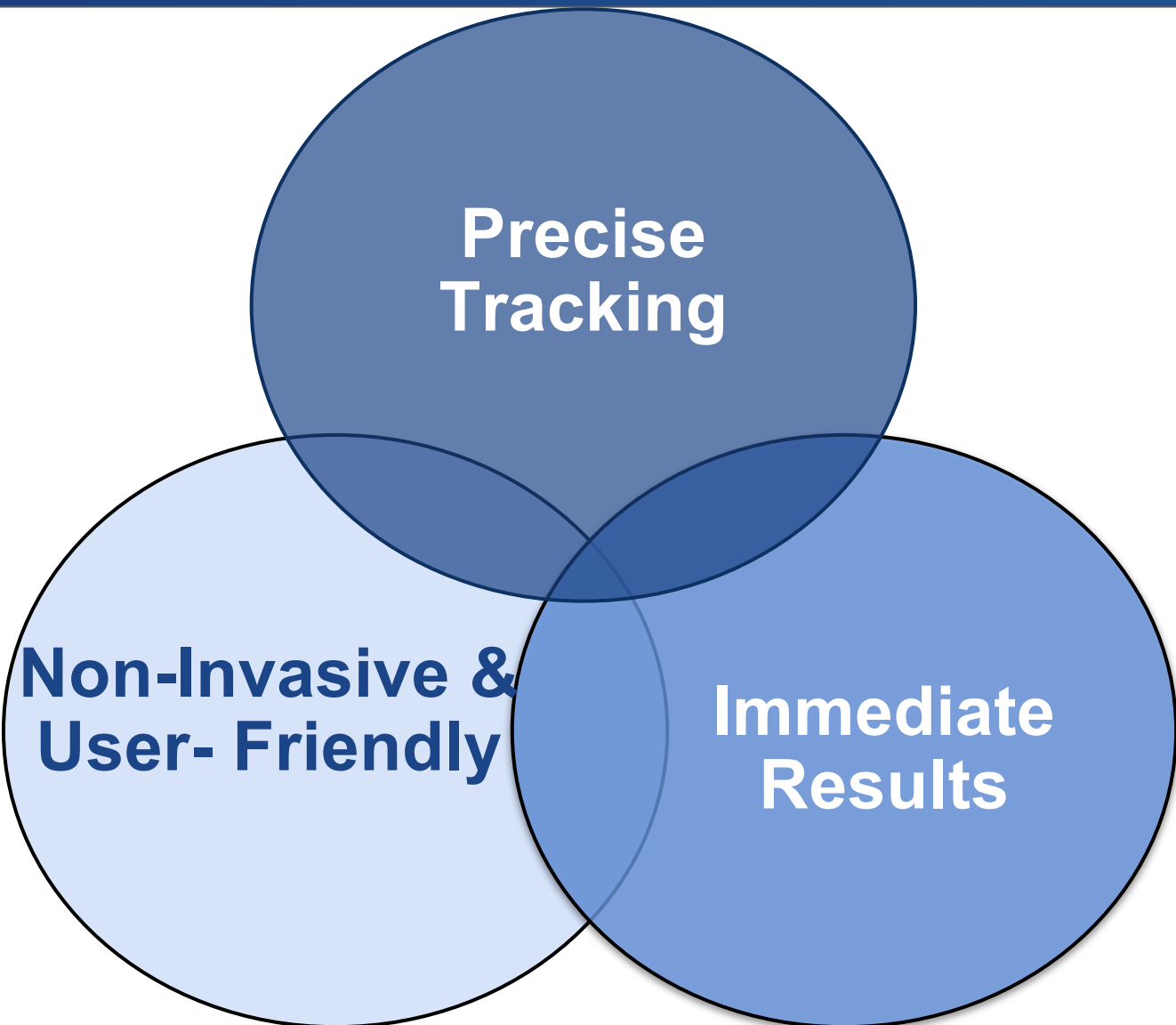
> Video-based tracking for measurement of subtle/dynamic movements
> Multi-dimensional Oculometric Analysis
> Highly sensitive to detecting early impairment

KEY MARKETS

Neurological impairment detection

Healthcare

Healthcare is a saturated market whereas DUI detection is underserved and lacks comprehensive tools.

DUI Assessment

Concussion detection

Military & Aerospace

Current alternatives are not objective and prone to human error but the market is hard to penetrate due to misaligned incentives.

Sports Performance & Rehabilitation

MARKET SIZING

TAM ~$2.7B
SAM ~$1.1B
SOM ~$55-110M

> TAM based on breathalyzer market industry reports
> SAM assumes product penetration in US market, which forms **40% of global TAM**
> SOM assumes **COBRA can capture 5 - 10%**

Market (In Billion USD):
$1.11 (2023), $1.30 (2024), $1.51 (2025), $1.76 (2026), $2.06 (2027), $2.40 (2028), $2.79 (2029), $3.26 (2030), $3.80 (2031), $4.43 (2032), $5.17 (2033), $6.14 (2034)

Market Growth: The compound annual growth rate (CAGR) for DUI tools indicates a 16.74% increase targeted to reach $12.8B global TAM in the next decade.

PATENT LANDSCAPE

Provisional Application: 61/994,673
Filed: May 16, 2014

US App. No. 14/710,260
Filed: May 12, 2015
Issued: Aug. 14, 2017

Divisional Application — **US App. No. 15/676,875**
Filed: Aug. 14, 2017
Issued: Nov. 4, 2019

Continuation In Part — **US App. No. 15/707,561**
Filed: Sept. 18, 2017
Issued: Sept. 23, 2019

Continuation In Part — **US App. No. 16/579,824**
Filed: Sept. 23, 2019
Issued: Aug. 22, 2022

COBRA Patent Family

Eye Tracking for DUI Assessment

Legend: Granted Patent, Patent Application

COMPARATIVE ANALYSIS: EXISTING TOOLS

Instantaneous Results — Subjective — Objective — Delayed Results

Preliminary Breath Testing Devices
Evidential Breath Testing Devices
COBRA

	COBRA	Blood Tests	Urine Tests	Field Sobriety Tests
Instantaneous Results	✔			✔
User-Friendly	✔			~
Non-invasive	✔			✔
Objective	✔	✔	✔	
Specific to Toxins	✔	~	~	
Specific to Users	✔			
Accurate	✔	✔	✔	✔
Admissible in Court		✔	✔	✔

FUTURE DIRECTIONS

COBRA Pilot as DUI Detection Tool → **Market Penetration Across Police Departments** → **Expand Use Cases with Design Evaluations**

Investments in a use case with strong pain point and prove commercial viability → Expand to other use cases and resource constrained environments