Conversational Toys and Devices: Market Opportunities

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Vision

Our world will be increasingly populated by smart conversational devices.
Market Opportunity

Market penetration of talking devices, digital assistants, and “hearables”

Consumer
Shift from apps and chat to Virtual Personal Assistants (VPAs) and social robots with increased demand for hearable content

Enterprise / Corporate
- Shift to customer engagement through smart assistants
- Shift to corporate knowledge sharing via enterprise assistants

2016
2018 - 2019
2020+

Household & Juvenile VUI-based Devices

1. Revenue forecasts do not include services revenue.
2. US market is approximately 30% of the Global Market.
3. Household includes devices such as the Amazon Echo.
4. Our SC100 product/platform is in the Juvenile category.
Open Ecosystem

This story is called foggy eyes

Alexa, ask hutch for a spooky story

Opportunity Space

3rd Party Providers

Access IoT functions, Content, etc.

Fulfillment Request

Response, Content

OEM's Backend Server

Audio File

Voice Input

App

Understand user intent, take required action
Top Challenges

Perception / Media Bias
Privacy & Security
Closed Platforms
Content
Skills
Opportunities

IoT Skills
Content Creation & Curation
Discovery Services
Product Placement
Advocacy
Potential Revenue Models

Licensing skills to device makers

Direct-to-consumer subscriptions

Discovery Services

Product Placement
Talking devices.
They’re coming.
They need something to say.