# RoBi-X

- A short introduction





We Create and Commercialize Robots





## RoBi-X



Our RoBi-X Partnership Programs aims to **create** and **commercialize** new robot solutions through **co-creation** with trusted partners.

RoBi-X is an opportunity for both **private** and **public** partners that has an interest in shaping the future of robots by co-investing and being actively involved in the innovation process

RoBi-X partners can achieve profitable **upsides** such as co-ownership of product, discounts, share of profits, licenses, exclusivity and more.

## From idea to market



Idea or problem



RoBi-X



**Market-ready product** 



## Who and how does it start?



RoBi-X is an opportunity for both **private** and **public** partners that has an interest in shaping the future of robots by co-investing and being actively involved in the innovation process



Organisation have an unsolved problem



Agreement of RoBi-X partnership



Concept and business development



Agreement of concept and business potential



Business plan is prepared



Planning and financing of the further product development

### RoBi-Design

## RoBi-X



### Our RoBi-X Partnerships consists of three correlated programs:

### **RoBi-Design**

The RoBi-Design Program focuses partly on analyzing the pain, job-to-be-done, user needs, and business case, and partly on developing a robot concept and supportive business plan for the further product development.

- New robot concept for your needs
  and the market
- Business case and proof-ofconcept
- Co-ownership of product or other upsides from the derived business
- Business plan for fundraising

### **RoBi-Develop**

The RoBi-Develop Program covers the development process from concept to product. This implies hardware selection and integration, programming, prototyping, as well as marketing and pre-commercialization.

- From concept to final product versions
- Prototyping, on-site tests and UX workshops
- Spin-out product IPR to founded start-up
- Pre-sales and marketing before market launch

### **RoBi-GoToMarket**

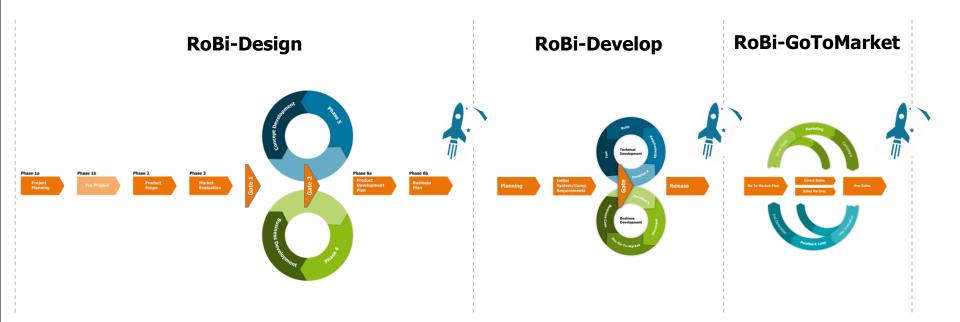
The RoBi-GoToMarket Program aims at bringing the final product to the market through marketing and sales activities in joint force with our global network of Sales Partners and Joint Ventures.

- Engage Sales Partner network
- Marketing and sales
- Lead generation by Joint Venture group
- Adapt marketing and sales based on market feedback

Whether you only have an idea or you are already working on a project, we have a program that fits your needs for optimum incubation and development of your robotic solution.

# **RoBi-X Process**





# **RoBi-Design Process**





#### Project Planning

- Project planning
- · Project budgetting
- · Contact and agreement

#### Phase 1b

#### Pre-Project

 Business Opportunity Roadmap

#### Product Scope

 On-site problem identification

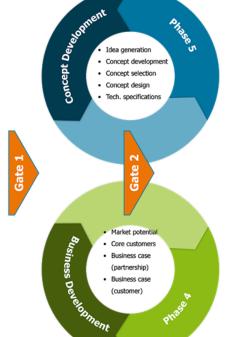
Phase 2

- User needs/requirements
- Jobs-to-be-done
- Scenario description
- Target specifications
- · Business case parameters
- Funding options

#### Phase 3

#### Market Evaluation

- · Preliminary market analysis
- Existing product rating
- Initial freedom to operate
- · Study trip



- Mock-up
- Mock-up user testing

#### Phase 6a

#### Product Development Plan

Plan

- Product development plan
- Funding options (prototyping)
- · Core partners

#### Phase 6b

Business

# **RoBi-Develop Process**



- Prototype
- Construction
- Software
- HMI

- User testing Internal testing
- Test evaluation
- Document results



- · Robot architecture
- · Functional prototype description
- Test planning

#### Planning

- · Resource planning
- Project budgetting
- Team

#### Initial System/Comp. Requirements

- · Product version(s) planning
- Business development planning
- Technical development planning
- · Workflow descriptions
  - Customer business case
  - Value proposition
  - Profit-loss calculations
  - Market potential
  - Partnership business case

#### Release

- · Final product versions
- Functional product with business case and reference customer cases
- · Customer business case
- Value proposition
- · Profit-loss calculations
- Partnership business case
- Market potential

 Version planning Internal/external release Development meeting Product version evaluation

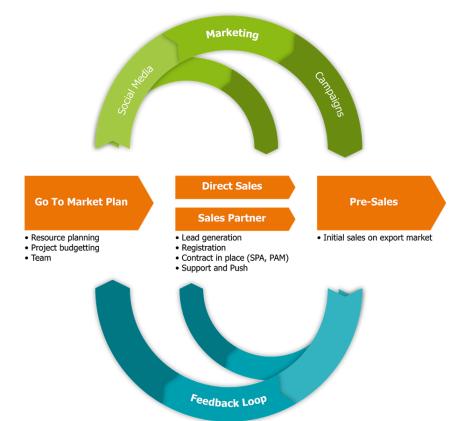
#### · Reference customers

- Initial sales agreements
- Pre-Go To Market plan
- · Initial marketing plan
- Pre-sales

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## RoBi-GoToMarket Process





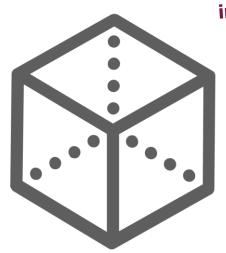
# **Cross-functional team**



## **Engineers**

**Business developers** 

**Marketers** 



Human-Robot interaction experts

Industrial designers

**Robot developers** 

# **Trusted partners**







Technical University of Denmark

**AQUAMIND** 

**DESMI** 





DTU Aqua National Institute of Aquatic Resources





















# Thanks for attention





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