RoBi-X
- A short introduction
RoBi-X
Co-creating partnership program
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.
**RoBi-X**

Our RoBi-X Partnerships consists of three correlated programs:

<table>
<thead>
<tr>
<th><strong>RoBi-Design</strong></th>
<th><strong>RoBi-Develop</strong></th>
<th><strong>RoBi-GoToMarket</strong></th>
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<tbody>
<tr>
<td>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.</td>
<td>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.</td>
<td>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.</td>
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<tr>
<td>- New robot concept for your needs – and the market</td>
<td>- From concept to final product versions</td>
<td>- Engage Sales Partner network</td>
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<td>- Business case and proof-of-concept</td>
<td>- Prototyping, on-site tests and UX workshops</td>
<td>- Marketing and sales</td>
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<td>- Co-ownership of product or other upsides from the derived business</td>
<td>- Spin-out product IPR to founded start-up</td>
<td>- Lead generation by Joint Venture group</td>
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<td>- Business plan for fundraising</td>
<td>- Pre-sales and marketing before market launch</td>
<td>- Adapt marketing and sales based on market feedback</td>
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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

RoBi-Develop

RoBi-GoToMarket

2-3 years

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RoBi-Design Process

Phase 1a: Project Planning
- Project planning
- Project budgeting
- Contact and agreement

Phase 1b: Pre-Project
- Business Opportunity Roadmap

Phase 2: Product Scope
- On-site problem identification
- 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

Gate 1

Phase 4: Business Development
- Market potential
- Core customers
- Business case (partnership)
- Business case (customer)

Gate 2

Phase 5: Concept Development
- Idea generation
- Concept development
- Concept selection
- Concept design
- Tech. specifications

Phase 6a: Product Development Plan
- Product development plan
- Funding options (prototyping)
- Core partners

Phase 6b: Business Plan

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RoBi-Develop Process

Planning
- Resource planning
- Project budgeting
- Team

Initial System/Comp. Requirements
- Product version(s) planning
- Business development planning
- Technical development planning
- Workflow descriptions

Technical Development
- User testing
- Internal testing
- Test evaluation
- Document results

Requirements
- Robot architecture
- Functional prototype description
- Test planning

Build

Process

Release
- Final product versions
- Functional product with business case and reference customer cases

Gate
- Version planning
- Internal/external release
- Development meeting
- Product version evaluation

Business Case
- Customer business case
- Value proposition
- Profit-loss calculations
- Market potential
- Partnership business case

Pre-Go-To-Market
- Reference customers
- Initial sales agreements
- Pre-Go-To-Market plan
- Initial marketing plan
- Pre-sales
RoBi-GoToMarket Process

Go To Market Plan
- Resource planning
- Project budgetting
- Team

Direct Sales
- Lead generation
- Registration
- Contract in place (SPA, PAM)
- Support and Push

Sales Partner

Pre-Sales
- Initial sales on export market

Marketing

Campaigns

Social Media

Feedback Loop
Cross-functional team

- Engineers
- Business developers
- Marketers
- Human-Robot interaction experts
- Industrial designers
- Robot developers
Trusted partners
Thanks for attention

We Create and Commercialize Robots