

Team RhynO

Final Presentation

Engr. 7B: Winter 2024

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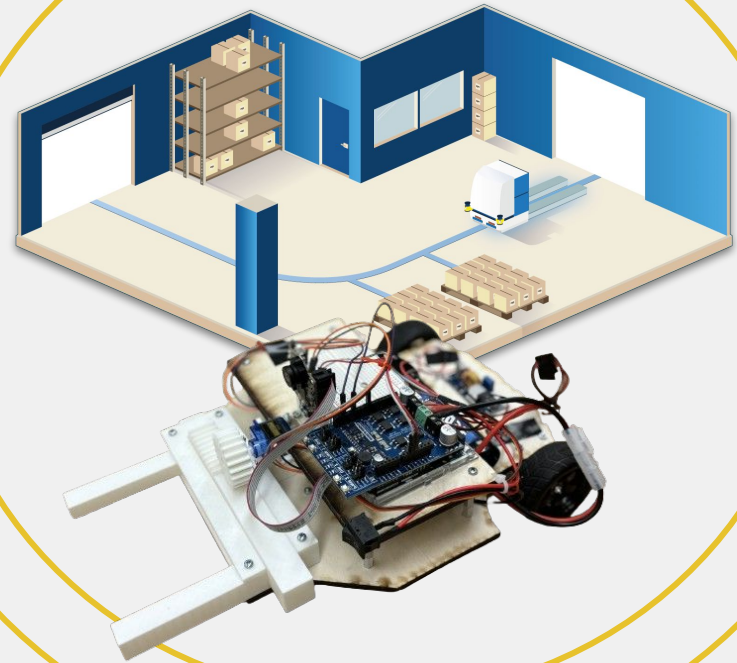
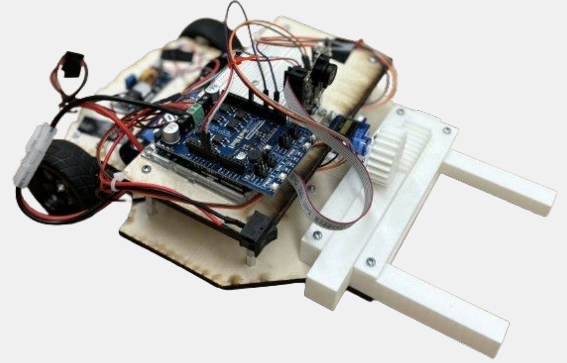


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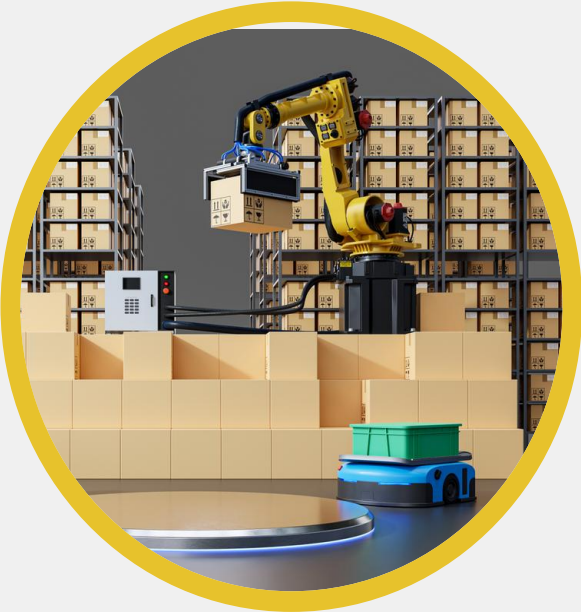
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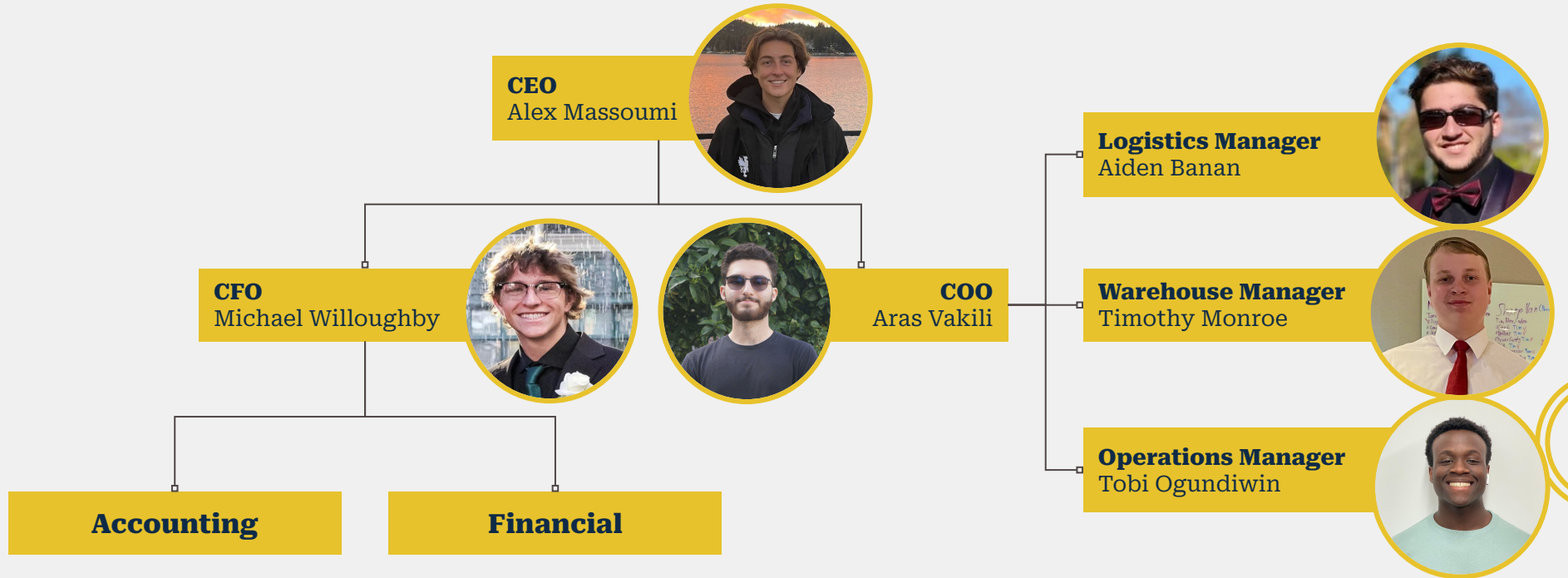


01

Organizational Overview



Organizational Chart



Board of Advisors



Jesper Brodin
CEO of Ikea



Bjorn Rosengren
CEO of ABB



Gianna Puerini
Former VP, Amazon



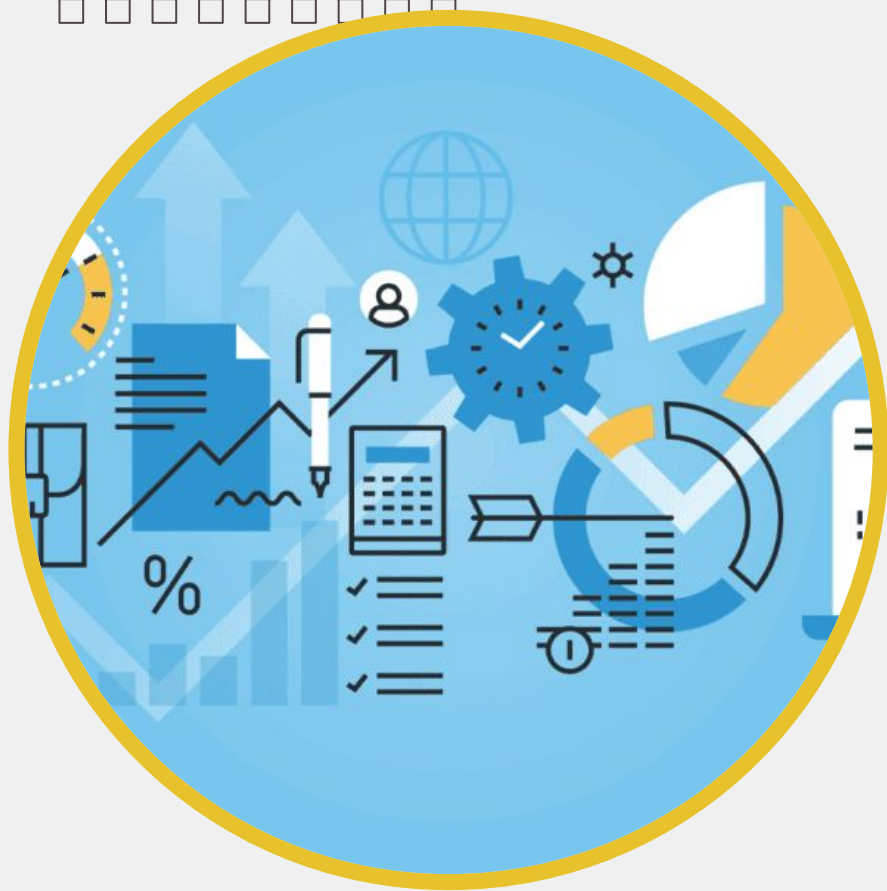
Marc Raibert
Founder, Boston
Dynamics



Anu Aiyengar
Head of M&A, JP Morgan

02

Executive Summary



Executive Summary

Mission

- Implementation of RhynO in warehouses.

How?

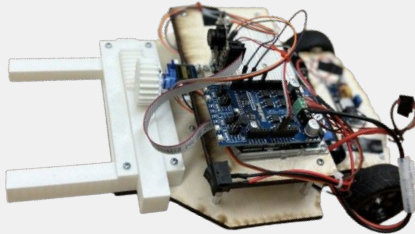
- Work in collaboration with partners to push to production.

Who?

- Distribution Warehouses
- Warehouse Clubs
- Warehouse Supply Stores

Costs?

- Anticipate to be in a early deficit,
- Profitable by year 4,





03

Business Overview



Business Overview

What RhynO Does

1. Replace frontline supply chain workers.
2. Automate handling products and materials.
3. Cut down operational costs.
4. Improve workplace safety.












Business Overview



How RhynO's Different

1. Light-weight body
2. Smaller chassis
3. PixyCam utilization for Automation

Business Model Canvas

<div>Key Partnerships</div> <div></div> <div>Warehouse Management System (WMS) Providers</div> <div>Robotics Hardware Manufacturers</div> <div>Sensor and Perception Technology Providers</div>	<div>Key Activities</div> <div></div> <div>Purchase Order</div> <div>Production</div> <div>Marketing</div> <div>Point of Sale</div> <div>Key Resources</div> <div></div> <div><div>1. Electronics</div><div>2. Carbon Fiber</div><div>3. Wood</div><div>4. Manual Labor</div><div>5. Customer Feedback</div></div>	<div>Value Propositions</div> <div></div> <div>Customer tailored programming</div> <div>Customizable grabbing apparatus for variable tasks</div> <div>Removal of labor wages, training expenses, and product damage expenditures.</div> <div>Increased workplace safety.</div>	<div>Customer Relationships</div> <div></div> <div>Warehouse Segments</div> <div>Sell to head of manufacturing at target companies</div> <div>Channels</div> <div></div> <div>Online Store</div> <div>Exportation</div> <div>Social Media Presence</div>	<div>Customer Segments</div> <div></div> <div>Distribution Warehouses:</div> <div><div>1. Amazon</div><div>2. Walmart</div><div>3. Nike</div></div> <div>Warehouse Clubs:</div> <div><div>1. Costco</div><div>2. Sam's club</div></div> <div>Warehouse Supply Stores:</div> <div><div>1. Food 4 Less</div><div>2. Smart&Final</div><div>3. IKEA</div></div>
<div>Cost Structure</div> <div></div> <div>Biggest Costs</div> <div><div>1. Electronic Mechanism (consists of PixyCam, IR Sensors, Motors)</div><div>2. Factory Production Cost</div><div>3. Mechanical machining</div></div>		<div>Revenue Streams</div> <div></div> <div>Warehouses around the nation looking for maneuverable and easy-to-deploy robots (Bulkier RhynO.2 model for businesses)</div> <div>Customers willing to pay ~\$5,000</div>		



04

Marketing Overview

Market Analysis

Market Entry

- Sell to companies in need of warehousing solutions, both large and small
- Will allow for companies to spend less on warehouse staffing

Competitive Advantages

- Competition: Exotec Robots, Interlake Mecalux
 - Drawbacks:
Expensive and overly extensive
- Our robots are more cost effective, while remaining customizable and easily programmable.



Market Strategy

Market Goals

- Start by selling to small warehouses to allow for lower operating costs
- Eventually sell to larger companies like Nike, Walmart, and Amazon 2029

Sales Plan

- Pitch to companies, offering a cost effective and autonomous warehouse solution
- Retain companies by promising and delivering new products to original customers





05

Financial Overview

Market Value

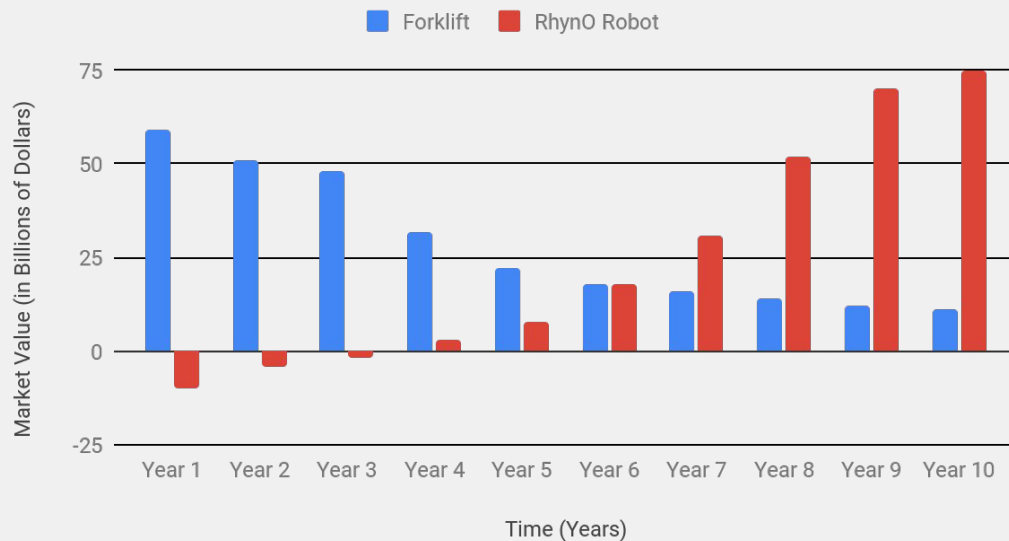
Forklifts

- Currently worth approximately 59.8 billion dollars

RhynO Robot

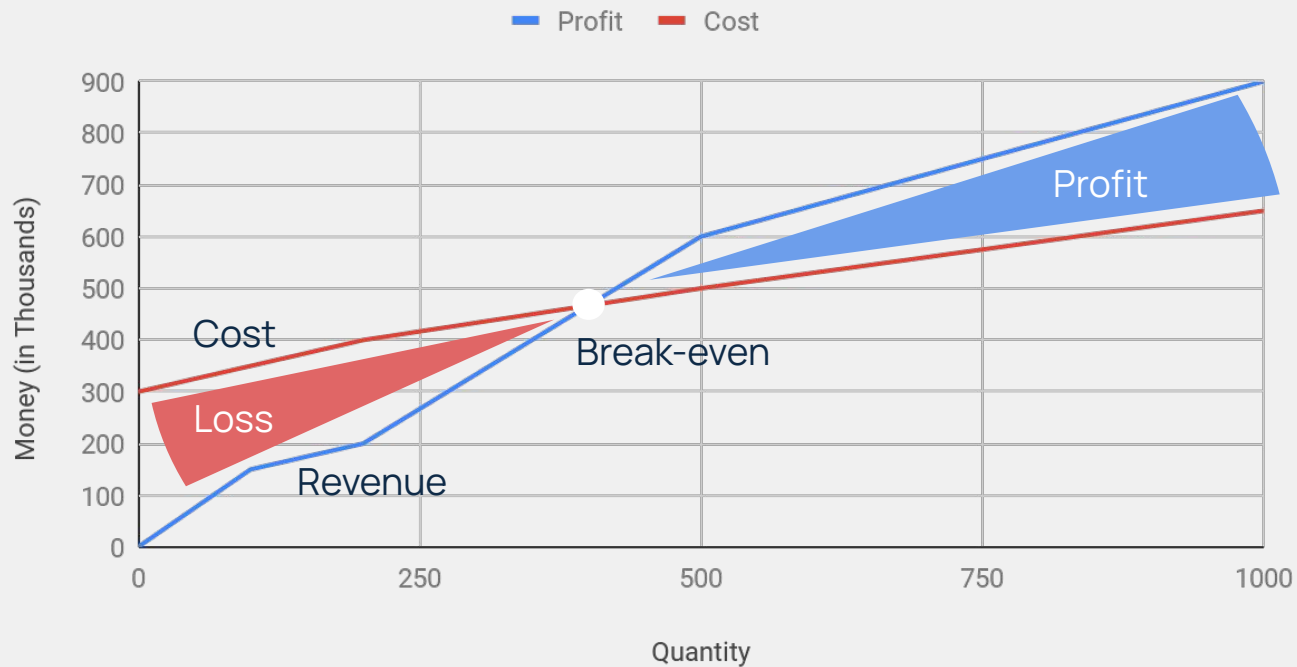
- Join the market and surpass that of forklifts (current dominators in market)

Profit Comparison



Profit & Cost

Profit & Cost Comparison



Funding



Crowdfunding



Loans



Angel Investors

Funding Timeline



Thank You!