

ARTIFEX INVESTOR PACKAGE

OVERVIEW

PITCH DECK

VISION

Artifex's vision is rooted in the belief that anyone should have the power to create and utilize advanced robotic solutions. By democratizing access to robotics through Artificial Intelligence (AI), we aim to empower creators in diverse fields, enabling them to harness robotic technology without the traditionally high barriers of complexity and cost. Our objective is to replace fear and apprehension about robotics with flexibility and accessibility, making sophisticated systems accessible to a broader audience.

THE PROBLEM

Labor-intensive sectors such as hospitality, logistics, and grocery face significant challenges due to the reliance on outdated, expensive robotics solutions. Current offerings — including prefabricated models like humanoids and dog-like robots — lack the necessary customization and flexibility required by today's creators. These rigid solutions do not adequately address the unique needs of various sectors, leaving many businesses struggling to keep up with operational demands while also maintaining profitability.

OUR SOLUTION

Artifex offers an innovative solution that transforms natural language prompts into fully customized, pre-trained robot designs. This robust approach covers the end-to-end process:

1. **Prompt Generation:** Creators input simple, natural language commands outlining their unique needs or tasks.
2. **Design and Manufacturing:** Our proprietary AI model interprets these prompts into detailed robot designs utilizing standardized, AI-generated parts — a process protected by pending patents.

3. Marketplace for Parts: We create a platform for robotics engineers to patent and list their parts, allowing them to earn royalties while contributing to an evolving ecosystem.

DEMOCRATIZING ROBOTICS WITH AI

By leveraging a Regenerative design cycle, every newly created part enriches the repository of designs for future builds, ensuring continual improvement and innovation. Our unique AI-driven system is not merely a static solution; it learns from each deployment, creating a feedback loop that amplifies capabilities over time.

UNIQUE BUSINESS MODEL

Artifex's business model is a Robotics-as-a-Service (RaaS) framework, providing subscription-based access to our robotic solutions. This enables businesses to adopt cutting-edge technology without the overwhelming upfront costs associated with ownership. Additionally, our parts marketplace generates ongoing revenue through royalties on patented components while facilitating a collaborative environment where innovation thrives.

MARKET OPPORTUNITY

With our focus on labor-intensive industries, we are strategically positioned to capture a substantial portion of the projected \$75 billion market by 2027. Our approach meets market demand for adaptability and cost-effectiveness, establishing Artifex as the go-to solution for creators yearning for efficient and responsive robotic technology.

By bridging the gap between creators and advanced robotics, Artifex not only addresses existing pain points but also fosters an environment of creativity and exploration across various sectors.

EXECUTIVE SUMMARY

Artifex is on a mission to revolutionize how creators engage with robotics by transforming natural language into tailored robotic designs. Our innovative technology empowers individuals and businesses in labor-intensive sectors such as hospitality, logistics, and grocery to harness the potential of automation without the traditionally high cost and complexity associated with robotic solutions.

MARKET OPPORTUNITY

Currently, these sectors face significant operational challenges, heavily reliant on outdated and inflexible robotic solutions. The projected market opportunity is substantial, with expectations to reach \$75 billion by 2027. As businesses increasingly seek to improve efficiency and reduce costs, Artifex positions itself as the ideal partner by offering a unique, AI-driven platform that simplifies the process of robotic design and deployment. Our focus on adaptability allows us to meet the custom requirements of diverse creators, setting us apart from traditional, rigid models.

FUNDING REQUIREMENTS

To bring our vision to fruition, we are seeking \$1 million in pre-seed funding. These funds will be allocated strategically across several crucial areas:

- **Development (40%):** To finalize our Minimum Viable Product (MVP), ensuring it meets the evolving needs of our target market.
- **Team Enhancement (25%):** To build a skilled team capable of executing our ambitious plans and driving product innovation.
- **Intellectual Property and Legal (20%):** To protect our groundbreaking designs and ensure a solid legal foundation for our operations.
- **Go-to-Market Strategy (15%):** To effectively engage with our target audience and establish our brand within the marketplace.

By supporting Artifex, investors have an opportunity to participate in a transformative venture that not only pushes the boundaries of robotics but also generates sustainable revenue through our Robotics-as-a-Service model and parts marketplace. Through innovation and collaboration, we aim to empower the creators of tomorrow while addressing the pressing demands of today's labor-intensive industries.

BUSINESS PLAN

STRATEGIC VISION

Artifex envisions a future where robotics are accessible to all creators, significantly enhancing their productivity and innovation capabilities. Our strategy hinges on delivering tailored robotic solutions that adapt to the specific needs of labor-intensive sectors. By fostering a collaborative ecosystem, we aim to build not just robots, but continual improvement in

robotic technology, enabling creators to focus on their creative processes without the burden of complex robotics applications.

MARKET FOCUS

We are strategically focused on three principal market sectors: **hospitality**, **logistics**, and **grocery**. These industries face critical labor shortages and operational inefficiencies, making them ripe for disruption through our innovative technology. Our research indicates that the Total Addressable Market (TAM) for our services is projected to reach **\$75 billion by 2027**.

GO-TO-MARKET STRATEGY

Artifex will adopt a two-fold go-to-market approach:

1. **Loss-Leader Pricing:** To attract early adopters, we will initiate a pricing model at \$15,000 per robot with a \$3,000 gross margin. This highly competitive pricing structure will help penetrate the market by making robotic technology affordable and appealing.
2. **Robotics-as-a-Service (RaaS):** By implementing a subscription-based RaaS model, businesses can access our robotic solutions without facing prohibitively high upfront costs. This ongoing relationship not only facilitates customer onboarding but also ensures a consistent revenue stream as clients continue to utilize and potentially upgrade their robotic systems.

REGENERATIVE DESIGN APPROACH

A cornerstone of our scalability strategy is the **Regenerative Design Approach**. Every newly built robotic part contributes to a repository of designs, enabling continual refinement and evolution of our products. This cyclical innovation process leverages data collected from deployments worldwide, ensuring that our creations not only meet but anticipate the needs of our clients.

LOCAL SERVICE HUBS

To reinforce our market presence and enhance customer support, Artifex plans to establish local service hubs akin to successful models employed by companies like Apple and Tesla. These hubs will serve multiple purposes:

- **Distribution Centers:** Quick and efficient delivery of parts and support services to minimize downtime in client operations.
- **Customer Education and Support:** Localized training sessions and workshops will help clients maximize their robotic solutions' effectiveness.
- **Feedback Loops:** These hubs will facilitate ongoing interaction with customers, gathering crucial data that informs future design iterations and enhancements.

CONCLUSION

Through a strategic vision centered around accessibility, continual improvement, and localized support, Artifex is well-positioned to transform the robotics landscape for labor-intensive sectors. With a robust go-to-market strategy and a forward-thinking approach to design and support, we are set to not only capture significant market share but also redefine the possibilities of robotics in creativity and productivity.

FINANCIAL PROJECTIONS AND BUDGET

FINANCIAL BREAKDOWN

Artifex's financial projections showcase our anticipated growth and profitability over three years. The following table outlines our key financial metrics:

Year	Projected Revenue	Projected Expenses	Unit Price	Gross Margin	Customer Acquisition Cost (CAC)
Year 1	\$0	\$1M	\$15,000	\$3,000	High
Year 2	\$2M	\$3M	\$15,000	\$4,500	Lower
Year 3	\$10M+	\$6M	\$15,000	\$5,000+	Low

In Year 1, we will focus on building our MVP and establishing brand recognition, leading to minimal revenue as we invest heavily in development. By Year 2, we anticipate substantial growth as we begin to capture market interest, ultimately projecting revenues exceeding \$10 million by the end of Year 3.

STRATEGIC ALLOCATION OF PRESEED INVESTMENT

To efficiently utilize the \$1 million in pre-seed funding being sought, we have strategically earmarked allocations as follows:

- **Development (40% - \$400,000):** This portion will be dedicated to finalizing our MVP and ensuring our prototyping and product development are tailored to meet the needs of our target sectors effectively. This investment will also support iterative testing and refinement of our AI model.
- **Team Enhancement (25% - \$250,000):** Building a skilled and dynamic team is crucial for executing our vision. This allocation will cover recruitment and training of key personnel, including engineers, marketing specialists, and customer support staff, who will drive our success.
- **Intellectual Property and Legal (20% - \$200,000):** Protecting our innovations is a priority. Funds allocated here will go towards securing patents for our technology and maintaining a robust legal framework that safeguards our intellectual property and market position.
- **Go-to-Market Strategy (15% - \$150,000):** To ensure effective market penetration, this allocation will support marketing initiatives, customer outreach, and partnerships to engage potential clients directly, establishing trust and brand presence in the industry.

Each component of this budget is designed to create a strong foundation for Artifex's operational growth and market success.

CAP TABLE AND EQUITY BREAKDOWN

Artifex is structured to ensure equitable ownership among its founders while facilitating growth through strategic investment. Below is a detailed overview of our cap table and future equity breakdown.

OWNERSHIP STRUCTURE

- Founders:
 - Taylor Mohny (CEO): 50%
 - Dorian Hryniewicki (CTO): 50%

OPTIONS POOL AND PRESEED INVESTMENTS

To attract and retain top talent, an options pool will range between 10% to 15% of the company's equity. This pool will be reserved for future hires, ensuring that Artifex remains competitive in a rapidly evolving industry.

In terms of our preseed investment strategy, we plan to offer 15% to 20% equity to early-stage investors who support our vision and growth. This funding is crucial for final product development and patent filings.

POST-SEED TARGET OWNERSHIP

Upon completion of our preseed round and subsequent investments, the target ownership distribution is as follows:

Stakeholders	Ownership Percentage
Founders	~35% each (70% total)
Options Pool	10-15%
Investors	15-20%

This structure aims to align the interests of all parties involved, ensuring a sustainable path towards Artifex's vision of democratizing robotics and maximizing long-term value for investors and creators alike.

INTELLECTUAL PROPERTY

Artifex is committed to safeguarding its innovative approach to robotics with several patents currently pending. These include:

- **Prompt-to-Build Process:** This patent encompasses the entire process of converting natural language inputs into actionable designs for robotic systems. Our proprietary technology transforms user commands into detailed engineering specifications, paving the way for seamless robot development.

- **Standardized AI-Generated Parts:** We are also pursuing a patent for our unique manufacturing process that employs standardized, AI-generated components. This innovation not only streamlines production but also ensures consistency in performance across various applications.

MONETIZATION STRATEGY

To effectively capitalize on our intellectual property, Artifex intends to implement a dual strategy:

1. **Marketplace for Patented Parts:** We are developing a platform that allows third-party engineers to list and monetize their own patented components. This will enable a dynamic ecosystem where creators can share and profit from their innovations.
2. **Royalty Distribution:** When third parties utilize our patented components through the marketplace, Artifex will earn royalties on each transaction. This continuous revenue stream will not only enhance our profitability but also encourage innovation in the robotics space.

By actively protecting our intellectual assets and creating opportunities for others, Artifex is poised to lead in the democratization of robotics.

PRODUCT DOCUMENTATION

TECHNICAL ARCHITECTURE OVERVIEW

Artifex employs a sophisticated technical architecture designed to streamline the creation of customizable robotic solutions through advanced AI technology. Central to our framework is a proprietary **Regenerative Architecture Generation (RAG)** model, which acts as the brain behind our innovative design process.

AI TECHNOLOGIES USED

At the core of our product, the RAG model utilizes cutting-edge AI principles, specifically tailored to understand and transform natural language prompts into robotic designs. Key technologies include:

- **PyTorch and Transformers:** These AI frameworks facilitate machine learning capabilities, enabling our model to comprehend complex input and produce accurate design specifications.

- **Continuous Learning Mechanism:** The system is designed to learn from every interaction, allowing it to refine its performance over time and adapt to emerging trends and customer preferences.

ROBOTICS FRAMEWORK

Our robotics framework leverages the Robot Operating System (ROS2), which provides a flexible and modular structure for robot development. This includes:

- **Standardized AI-Generated Parts:** By integrating AI-generated components, we ensure that our designs are not only customizable but also scalable. This allows for easier assembly and iteration of robotic systems, enhancing their utility across various applications.
- **Assembly Plan Generation:** Upon receiving design specifications, the RAG model autonomously generates a detailed assembly plan, streamlining manufacturing processes.

CONTINUOUS LEARNING MECHANISMS

Artifex's platform emphasizes continuous improvement through a feedback loop that incorporates data from global deployments. This approach enables:

1. **Predictive Maintenance:** By analyzing historical data, the system can anticipate potential failures and recommend preventative measures to improve reliability and reduce downtime.
2. **Versioning System:** Our architecture supports iterative updates, allowing for incremental improvements based on user feedback and changing market needs.

By embedding these elements into our product documentation, Artifex ensures that every robotic solution is not only tailored to the specific needs of creators but also poised for future enhancement and adaptation in an ever-evolving technological landscape.

MARKET RESEARCH AND ANALYSIS

TOTAL ADDRESSABLE MARKET

Artifex's innovative approach targets a Total Addressable Market (TAM) projected to reach \$75 billion by 2027 within labor-intensive sectors such as hospitality, logistics, and grocery. These industries are increasingly seeking

technology that enhances efficiency and addresses labor shortages, positioning Artifex as a key player in this burgeoning market.

MARKET VALIDATION

Our findings are backed by extensive customer validation through interviews and discussions with industry experts. Insights gathered from operators in restaurants, grocery stores, and logistics indicate that current robotic solutions are perceived as inflexible and costly. Notably, many potential users express the need for customizable options that can easily adapt to their specific operational requirements.

Insights from Interviews

- **Customization Needs:** Operators frequently highlighted how conventional robots fail to meet unique business demands, which restricts their effectiveness.
- **Cost Concerns:** Many businesses are deterred by the high upfront investment associated with existing robotic offerings, showcasing a clear demand for affordable alternatives.

ADVISOR FEEDBACK

Consultations with technical advisors from robotics and AI sectors further validate Artifex's concept. Experts emphasized the urgency for innovation in robotic design tailored to the specific challenges of labor-heavy industries. Their endorsement reinforces our strategy to champion adaptability and scalability through our AI-driven platform, aligning with market needs.

By harnessing insights from both potential clients and industry specialists, Artifex is well-positioned to lead the charge in reshaping the landscape of robotic solutions.

CUSTOMER AND PARTNER VALIDATION

Artifex has engaged in initial dialogues with prospective customers primarily within the restaurant and grocery sectors. Through early conversations, we have gained valuable insights into the specific operational challenges these businesses face. Notably, many operators expressed frustration with existing rigid robotics solutions that lack customization, affirming a substantial demand for our innovative, adaptable designs.

CUSTOMER INSIGHTS

- **Restaurant Sector:** Early discussions reveal an eagerness for solutions that can streamline kitchen operations and enhance service delivery. Many restaurant owners reported that current robot models do not offer the flexibility required to accommodate diverse culinary tasks.
- **Grocery Sector:** Customers in this sector cited the need for robotic solutions that automate inventory management and shelf restocking. Our customizable approach resonates with their desire to integrate technology seamlessly into their workflows.

INTEREST FROM ROBOTICS RESEARCHERS

In addition to customer interest, robotics researchers have shown promising enthusiasm for our platform, recognizing its potential for prototyping and experimentation. Their support is crucial; it signals a collaboration opportunity that could lead to further refinement of our technology.

SUPPORT FROM TECHNICAL ADVISORS

Furthermore, Artifex benefits from the guidance of technical advisors affiliated with the **Department of Defense (DoD)**. Their expertise helps fortify our approach, particularly in areas involving safety, reliability, and scalability. This endorsement not only validates our technology's robustness but also strengthens our credibility within the tech and robotics sectors, paving the way for strategic partnerships and broader market acceptance.

LEGAL DOCUMENTS AND COMPLIANCE

Artifex is structured to maintain a robust legal framework that protects its interests and supports its innovative mission. The company is being formed as a **Delaware C-Corporation**, ensuring a favorable legal environment for attracting investment and sustaining growth.

KEY LEGAL COMPONENTS

- **Intellectual Property (IP) Assignments:** To safeguard our technology, we have prepared IP assignments that secure ownership rights for all innovations and designs produced.

- **AGreements:** Comprehensive legal documentation, including NDAs and Advisory Agreements, is in place to protect sensitive information and establish clear obligations among stakeholders.
- **Regulatory Compliance:** We are pursuing regulatory certifications, including ROS2 safety certifications, to ensure compliance with industry standards and build credibility with potential partners and clients.

These measures collectively form a strategic foundation for Artifex's operations, enabling sustainable growth and innovation.

TEAM BIOS AND FOUNDERS' RESUMES

FOUNDERS OVERVIEW

Taylor Mohny (CEO)

- **Expertise:** AI and robotics systems expert with extensive experience in deploying advanced robotics solutions within the Department of Defense (DoD).
- **Background:** Taylor has successfully led projects that integrated AI with robotics, ensuring performance and reliability in real-world applications.

Dorian Hryniewicki (CTO)

- **Expertise:** Specialist in user experience (UX) and deep learning with a proven track record in creating scalable interfaces for complex systems.
- **Background:** Dorian's experience spans across various technology fields, leveraging his skills to optimize robotic systems for enhanced adaptability and user interaction.

Together, they harness complementary skill sets crucial for driving Artifex's mission to democratize robotics and support creators across diverse industries.