



ROBOMOUS

SEEKING OUT PERFECTION

EXECUTIVE

Here we present an automatic parking system that will improve parking and space management efficiency in congested city areas, Malls, Hotels, companies, and can expand to other industries.

Vision

We aim to capture a large share of the expanding market of autonomous parking system. We aim to capture a large share of the expanding market of autonomous parking system.

Mission

Bring a new efficient way of parking space management in Egypt by applying modern techniques of automation to avoid further traffic jams and overcrowded parking areas in Egypt.

Value Proposition

- New Technology.
- Local Brand.
- Competitive price.

MARKET STUDY

Market Research

Parking robots such as Robotic Valet have not been implemented extensively for airport, malls, ports, or large areas in Egypt, although the Egyptian robotics market has recently started to develop particularly in logistics, medical and defense industries.

Market Overview

Automated parking systems market is now at 2.8 billion USD, and is expected to reach 7.8 billion USD in 2032

Growth Rate

This growth is driven by several factors:

1- Increasing Urbanization:

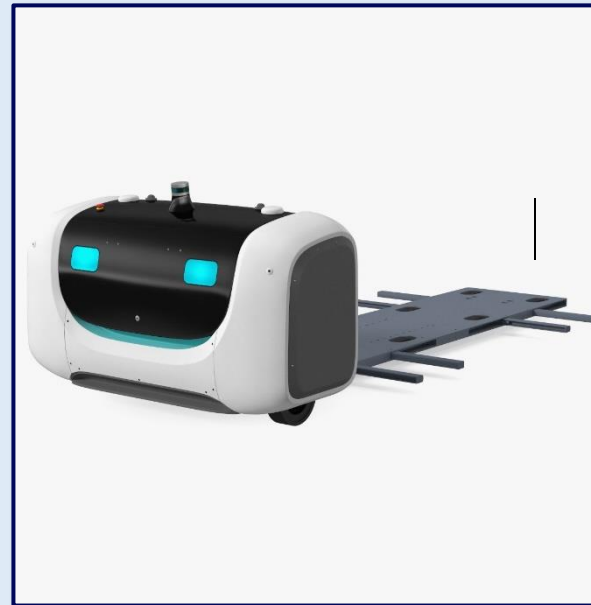
The development of new residential and commercial buildings in urban areas is boosting the demand for more efficient parking solutions.

2- Expansion of Infrastructure:

Ongoing expansion of airports, malls, and large-scale event facilities, which require efficient parking management systems due to higher traffic turnover.

3-Smart City Initiatives:

Growing interest in smart city projects is leading to the adoption of robotics and artificial intelligence in urban life, particularly in areas like smart parking systems.



*Reference : Stanley Robotics
this photo is introduced as an overview to how the project can function, and is not our prototype

Study on parking areas in Egypt

By analyzing the parking space at City Center Al Maadi, we discovered that the 20,000 square-meter area, with an estimated cost of 220 million EGP, currently accommodates 2,000 cars (220,000 EGP per parking slot). Our automated parking solution can double this capacity to 4,000 cars or even more, (110,000 EGP per parking slot), Given that Egypt has about 15 ports, 27 airports, and over 8,400 malls, our solution presents a significant opportunity to maximize space utilization and enhance parking efficiency in key locations across the country. Additionally, our own company can start a partnership with the government authorities to make parking buildings in the most crowded streets in cities to reduce traffic to as low as it can be.

MARKETING STRATEGY

Marketing Segmentation and Targeting

Segmentation	Targeting
<p>Demographic: Aim at mall owners, port and airport authorities, event organizers, and facility managers.</p> <p>Geographic: Focus on high-density urban areas and major infrastructure hubs, including Cairo, Alexandria, and large event venues.</p> <p>Psychographic: Target decision-makers interested in enhancing operational efficiency, reducing congestion, and adopting cutting-edge technology for improved customer experience.</p>	<p>B2B: Malls, airports, ports, and large event venues.</p> <p>B2C: Urban developers, facility managers, and property owners of large commercial or recreational spaces.</p>

Digital Marketing Strategies:

Create engaging content on sustainability, share customer testimonials, highlight product innovations, highlight product durability and versatility, and share behind-the-scenes production videos and customer stories on social media platforms.

Content Marketing

- Develop blog posts, case studies, and technical reports that highlight the benefits and applications of parking Robot in various settings.
- Create video content demonstrating product features.

Email Marketing

- Build an email list through website sign-ups and event participation.
- Send regular newsletters with product updates, special offers, and industry news.

PRODUCT

Specifications

Body

- ✓ Dimensions
4395*1950*1740mm
- ✓ Net weight 1.9 Tons
- ✓ Load capacity: up to 2.6 tons.
- ✓ Max speed 3 M/S
- ✓ Platform structure

Motor

- ✓ Rated output power.
- ✓ High Torque Motors.

Batteries

- ✓ Li-on
- ✓ 19.2 kWh (two batteries)
- ✓ Battery Charger (9kW)
- ✓ Charge time (10%-90%) :3 hours

Control System

- ✓ 2 Lidars(3D)
- ✓ 6 cameras
- ✓ 4 Ultrasonic sensors
- ✓ RTK GPS

Wireless interface

- ✓ Wi-fi 2.4 GHz or 5GHz

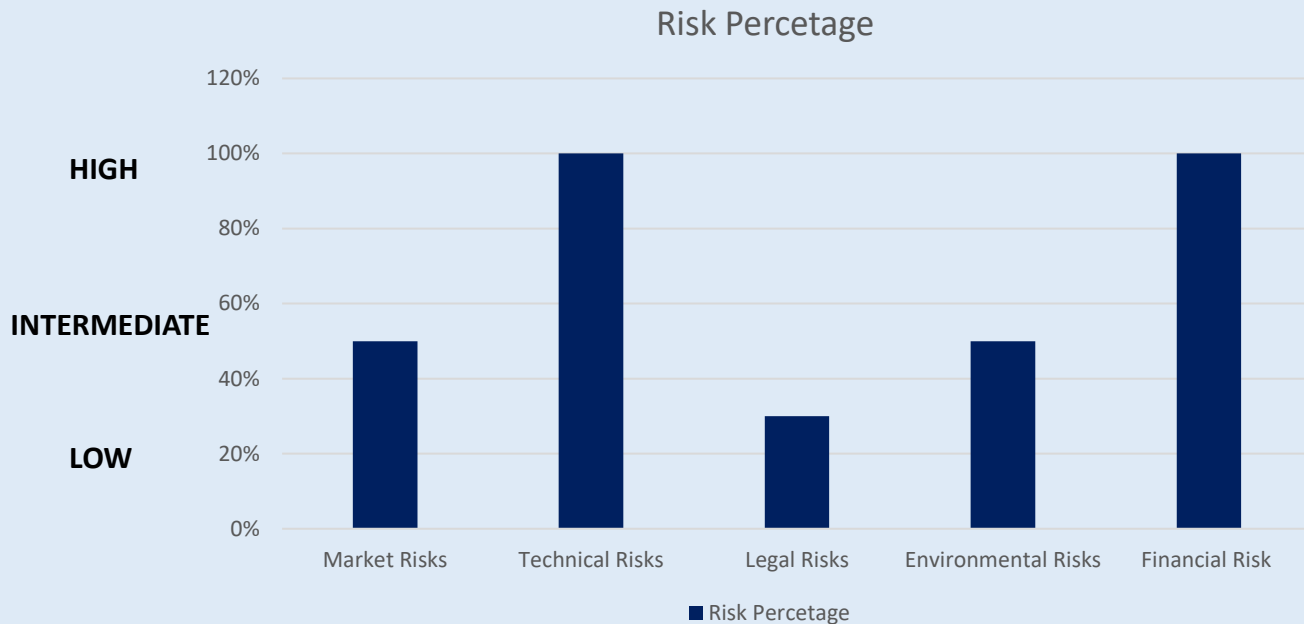
Further developments

- Will use solar systems to charge the batteries to make them work in places with no electric.
- Making Ameen's display more interactive which would make it more appealing to citizens.
- Increasing Ameen's speed to handle larger areas.
- Improving our robot to handle other heavy-duty objects to start working in other environments like factories.
- Begin manufacturing the robot's hardware components to overcome potential economic challenges.

Competitor analysis

Company Factors	Stanley Robotics	KLAUS multi-parking	Pixie	Robomous
Product	Stan: an outdoor automated robotic valet system	Fully Automatic parking systems	software application for accounting and bookkeeping.	Ameen autonomous parking robot.
Market Presence	Successfully implemented in major airports like Charles de Gaulle.	Successfully implemented in Various places in Europe.	Successfully implemented in residential and commercial buildings.	Has Locally first-mover advantage.
Cost	High initial and operating costs	High initial and maintenance costs	uses a flat-fee pricing model based on the number of clients	Competitive pricing strategy aimed at early market penetration

RISK MANAGEMENT



Identifying Risks



Financial Risks:

- **Unexpected Costs:** Potential increases in the costs of equipment, technology, or operational expenses.



Market Risks:

- **Demand Changes:** Fluctuations in demand for automated parking solutions due to shifts in market trends or customer preferences.
- **Competition:** Emergence of new competitors or existing players offering similar solutions at lower prices.



Legal and Regulatory Risks:

- **Licenses and Permits:** Difficulties in obtaining required licenses and permits for deploying the technology in various locations.



Operational Risks:

- **Deployment Delays:** Challenges in installing and implementing the automated parking systems, leading to project delays.
- **System Reliability:** Issues with the reliability or performance of the automated parking systems, resulting in customer dissatisfaction or increased maintenance costs.



Technical Risks:

- **Outdated Technology:** Risk of technology becoming obsolete, impacting system efficiency.
- **Technical Failures:** Potential equipment or software failures causing operational disruptions

Developing Risk Response Strategies

Avoidance Strategies:

- **In-depth Market Research:** Conduct thorough market research to preemptively identify and adapt to changes in demand and competition.
- **Early Licensing and Permits:** Start the process of obtaining licenses and permits early to avoid delays in deployment.

Mitigation Strategies:

- **Budget Controls:** Implement strict budget controls and regularly review costs to manage unexpected expenses.
- **Diverse Funding Sources:** Seek multiple investors, grants, or loans to reduce the risk of funding shortages.
- **Continuous Innovation:** Focus on continuous improvement and technological advancements to stay ahead of competitors and avoid using outdated technology.
- **Quality Assurance:** Implement accurate testing and quality assurance processes to ensure system reliability and minimize technical failures.

Transfer Strategies:

- **Insurance:** Obtain insurance to cover financial, operational, and legal risks.
- **Legal Advisory:** Engage with legal advisors to manage regulatory changes and compliance issues effectively.

Acceptance Strategies:

- **Reserve Fund:** Establish a reserve fund to cover unforeseen expenses and fluctuations in financial projections.
- **Contingency Plans:** Develop and maintain contingency plans to address deployment delays, technical failures, and other operational challenges as they arise.

FINANCE

The price of Ameen robot is 2,750,000 EGP and the breakeven point is after sell 3 units.

Profit and Loss Projection 6 Years Ameen Parking Robot						
	2025	2026	2027	2028	2029	2030
Sales	EGP 137,500,000.00	EGP 330,000,000.00	EGP 687,500,000.00	EGP 1,113,750,000.00	EGP 1,540,000,000.00	EGP 2,062,500,000.00
COGS	EGP 84,375,000.00	EGP 33,750,000.00	EGP 84,375,000.00	EGP 126,562,500.00	EGP 182,250,000.00	EGP 236,250,000.00
Gross Profit	53,125,000.00 EGP	296,250,000.00 EGP	603,125,000.00 EGP	987,187,500.00 EGP	1,357,750,000.00 EGP	1,826,250,000.00 EGP
Operating Expenses						
Salary (Office & Overhead)	EGP 2,778,886.44	EGP 3,056,775.08	EGP 3,362,452.59	EGP 3,698,697.85	EGP 4,068,567.64	EGP 4,475,424.40
Outside Services+Supplies (Office & Operations)	EGP 844,000.00	EGP 844,000.00	EGP 844,000.00	EGP 844,000.00	EGP 844,000.00	EGP 844,000.00
Advertising	EGP 1,000,000.00	EGP 1,000,000.00	EGP 1,000,000.00	EGP 1,500,000.00	EGP 1,500,000.00	EGP 1,500,000.00
Transportation	EGP 100,000.00	EGP 100,000.00	EGP 100,000.00	EGP 100,000.00	EGP 100,000.00	EGP 100,000.00
tax	EGP 5,312,500.00	EGP 29,625,000.00	EGP 60,312,500.00	EGP 98,718,750.00	EGP 135,775,000.00	EGP 182,625,000.00
R&D	EGP 1,800,756.00	EGP 1,800,756.00	EGP 1,800,756.00	EGP 1,800,756.00	EGP 1,800,756.00	EGP 1,800,756.00
Total Expenses	EGP 11,836,142.44	EGP 36,426,531.08	EGP 67,419,708.59	EGP 106,662,203.85	EGP 144,088,323.64	EGP 191,345,180.40
Net Profit/Operating Income	EGP 125,663,857.56	EGP 293,573,468.92	EGP 620,080,291.41	EGP 1,007,087,796.15	EGP 1,395,911,676.36	EGP 1,871,154,819.60

Break-Even point over 6 Years Ameen Parking Robot						
Number of Sold Products	2025 50	2026 100	2027 200	2028 300	2029 400	2030 500
Transportation	EGP 100,000.00	EGP 100,000.00	EGP 100,000.00	EGP 100,000.00	EGP 100,000.00	EGP 100,000.00
Outside Services+Supplies (Office & Operations)	EGP 844,000.00	EGP 844,000.00	EGP 844,000.00	EGP 844,000.00	EGP 844,000.00	EGP 844,000.00
R&D	EGP 1,800,756.00	EGP 1,800,756.00	EGP 1,800,756.00	EGP 1,800,756.00	EGP 1,800,756.00	EGP 1,800,756.00
Fixed cost	EGP 2,744,756.00	EGP 2,744,756.00	EGP 2,744,756.00	EGP 2,744,756.00	EGP 2,744,756.00	EGP 2,744,756.00
Advertising	EGP 1,000,000.00	EGP 1,000,000.00	EGP 1,000,000.00	EGP 1,500,000.00	EGP 1,500,000.00	EGP 1,500,000.00
tax	EGP 5,312,500.00	EGP 29,625,000.00	EGP 60,312,500.00	EGP 98,718,750.00	EGP 135,775,000.00	EGP 182,625,000.00
COGS	EGP 84,375,000.00	EGP 33,750,000.00	EGP 84,375,000.00	EGP 126,562,500.00	EGP 182,250,000.00	EGP 236,250,000.00
Salary (Office & Overhead)	EGP 3,000,000.00	EGP 3,300,000.00	EGP 3,630,000.00	EGP 3,993,000.00	EGP 4,392,300.00	EGP 4,831,530.00
Variable cost	EGP 93,687,500.00	EGP 67,675,000.00	EGP 149,317,500.00	EGP 230,774,250.00	EGP 323,917,300.00	EGP 425,206,530.00
Actual Cost	96,432,256.00 EGP	70,419,756.00 EGP	152,062,256.00 EGP	233,519,006.00 EGP	326,662,056.00 EGP	427,951,286.00 EGP
Price	EGP 137,500,000.00	EGP 330,000,000.00	EGP 687,500,000.00	EGP 1,113,750,000.00	EGP 1,540,000,000.00	EGP 2,062,500,000.00
Break-Even Point	0.062647783	0.010463189	0.005100047	0.003108529	0.002257047	0.001676398
Break Even Revenue	8,614,070.19 EGP	3,452,852.30 EGP	3,506,282.26 EGP	3,462,124.52 EGP	3,475,852.62 EGP	3,457,571.51 EGP
Price of One Robot	2,750,000.00 EGP	3,300,000.00 EGP	3,437,500.00 EGP	3,712,500.00 EGP	3,850,000.00 EGP	4,125,000.00 EGP

Break-Even Analysis Chart



We will break-even after selling 3 units which equivalent to Revenue: 8,250,000 EGP
 Total cost: 8,366,006
 = -116,006 Which mean that in selling the 4th unit we will break the BEP

SWOT ANALYSIS

STRENGTHS <ul style="list-style-type: none"> Better use of parking areas Reducing human error Enhance customer experience. Attractive appearance 		WEAKNESSES <ul style="list-style-type: none"> High Initial Cost Unfamiliarity Concerns Limited Financial Resources
Opportunities <ul style="list-style-type: none"> No Local Competition Increasing demand Good market growth High potential for expanding internationally 	SWOT	THREATS <ul style="list-style-type: none"> Economic Instability Supply Chain Disruptions Regulatory Hurdles

PESTLE ANALYSIS

P	E	S	T	L	E
POLITICAL	ECONOMIC	SOCIAL	TECHNOLOG	LEGAL	ENVIRONME
<ul style="list-style-type: none"> *International trade balance *Legalization *Public-Private Partnerships *Infrastructure Development 	<ul style="list-style-type: none"> *Time saving *Job Creation *MarketExpansion 	<ul style="list-style-type: none"> *Youth Demographic *Urbanization challenges *Retro design 	<ul style="list-style-type: none"> *Local Tech progression Scalability *Scalability *Smart city integration 	<ul style="list-style-type: none"> *Regulatory Compliance *Intellectual Property Protection 	<ul style="list-style-type: none"> * Air Quality Improvement * Land Use and Urban Planning * Noise Reduction

CONCLUSION

With the increasing number of cars bought annually in Egypt, the country's streets will clearly experience even greater congestion and traffic jams. Our robot offers a solution to this problem by efficiently managing parking spaces, thereby solving traffic issues. Additionally, our robot will contribute to reducing noise and air pollution, promoting a cleaner environment. Beyond these benefits, our innovative technology will open a new market in Egypt, aligning with the rapid growth of automated parking solutions seen globally. Furthermore, this initiative supports the country's shift towards smart city development, enhancing urban life while creating new economic opportunities.