

EVER 2024 BUSINESS CASE

Assiut /Assiut Motorsport.....

Analysis of Market Data

We're entering an untapped market in Egypt for our parking robot venture, positioning us as pioneers. However, challenges include sourcing skilled workers and relying on foreign distribution channels. With a price of approximately 1.5 million Egyptian pounds per robot, our target markets are large malls , airports and event's grages

Company Strategy

In our initial vision, we aim to introduce locally manufactured automated parking solutions in airports and large commercial centers. Our team focuses on enhancing parking efficiency through the design and development of automated parking robots. Our goal is to establish ourselves as a leading company in this sector, initially targeting closed communities for technology adoption. We plan to expand into settings such as large malls , events garages and airports, where our locally branded parking robots can effectively address infrastructure challenges. Our aim is to provide competitive pricing by local manufacturing and efforts to decrease its price.

Product/Service Strategy & Performance

A parking robot optimized for users.
With a thoughtfully designed mobile app, users can track their vehicle's location in real-time upon entry and streamline their departure through reservation services. By integrating with different parking equipment systems and building management systems via APIs, this enables the creation of a versatile user environment.
Robot not only enhances the efficiency of parking spaces but also contributes to strengthening the competitiveness of buildings by utilizing abandoned spaces and convenience by facilitating smooth vehicle entry and exit while providing accurate path recognition

Plans for Efficient Design/Development (and Manufacturing/Production)

Autonomous driving parking robot employs advanced technology, including a lithium-ion traction battery managed by **Battery Management Systems** for optimal performance **Wireless Interface** like Wireless Data Wireless Safety , **Control System** like Perception Sensors 2 x 3D Lidars, 6 cameras, 4 ultrasonic sensors and Localisation RTK GPS and SLAM centimetric accuracy

Target Selling Price	10*1,500,000=15,000,000 EP
Target Product/Service Production Cost	10*1,250,000=12,500,00 EP
Target Annual Profit	2,500,000 EP
(Any other targets team has identified as critical to achievement of strategy success)	

Key Product/Service Features

Enhancement of convenience through smooth vehicle entry and exit.
Accurate path recognition capabilities for efficient parking.
Streamlined departure process facilitated by reservation services.
Contribution to strengthening building competitiveness by utilizing abandoned spaces.
Real-time vehicle tracking through a thoughtfully designed mobile app.





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