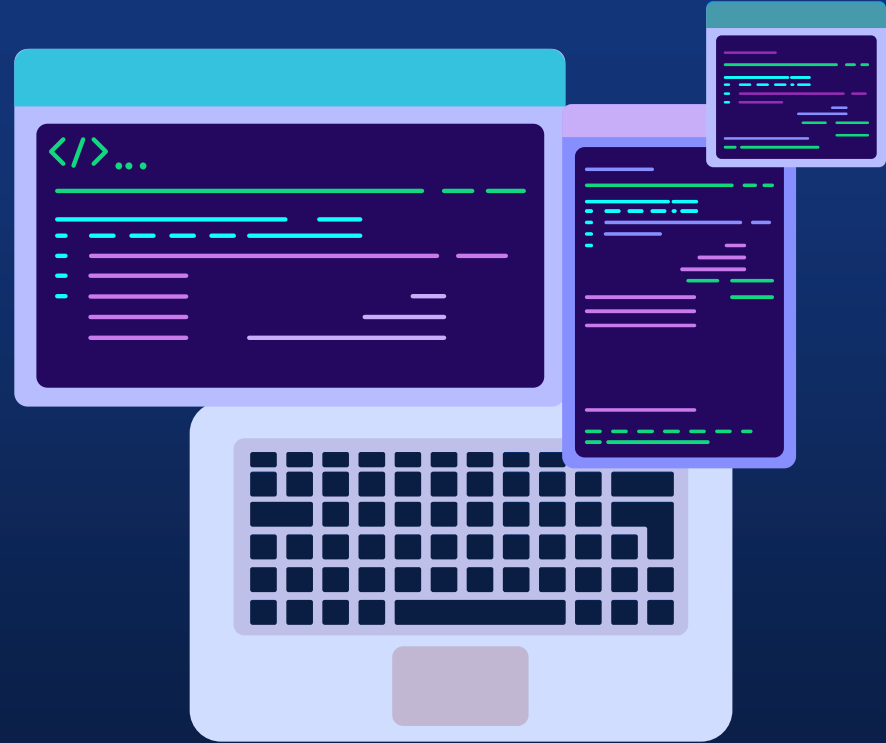


# ZoraBots BUSINESS PLAN



# The Founders

## TOMMY DEBLIECK

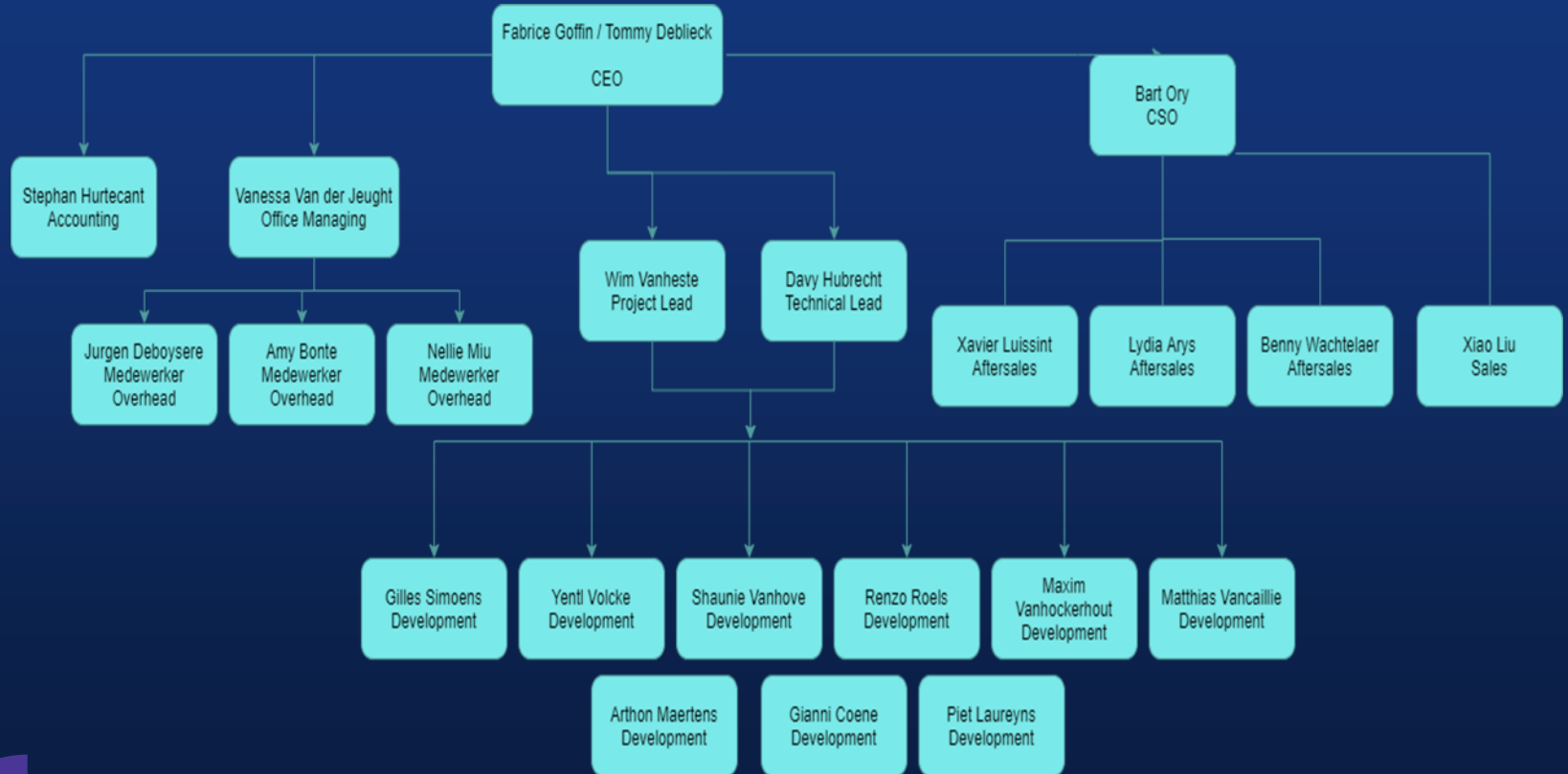
At 18, Tommy decided to go fast and knew he was going to become an entrepreneur. So he founded in the computer sector his first own business. Creative and a glutton for work, this self-taught IT specialist then went on consultancy assignments. After years of consultancy in Pharmaceuticals he met Fabrice who was a customer at the time. They created Advanced Hospitality Systems in Bucharest/ Romania. He quickly understood that they did not only have a passion for Star Wars and surrealistic art in common: both dreamed of conquering the world with a robot they would conceive together. Tommy partnered with Fabrice and so ZoraBots was born.


## FABRICE GOFFIN

After graduating from Antwerp University and an initial experience in an administrative company, Fabrice became despite his young age (27) director of the World Trade Center in Antwerp (Belgium). He occupied this post until the 11th of September 2001. With him the slightest opportunity can become a business. Then he turned his attention to the art world and art galleries. He ended up by managing 5 of them in all, one of which was in Dubai. Being a huge fan of 'Star Wars' and robotics, he met up with Tommy and created Advanced Hospitality Systems in Bucharest/ Romania. They designed a revolutionary handheld touch device with 'smart home and hotel' solutions. This was the first technology base for the creation of the ZoraBots 'DNA'.



# ORGANIZATIONAL CHART





“If it is easy, everyone will do it...  
right?  
So lets make it easy!”

—Fabrice & Tommy





With its headquarters in Europe (Belgium), ZoraBots is specialized in software solutions and has created the first “Windows®-like” independent robotic software platform called ZBOS (Zorabots operating system).

Thanks to its open API, ZBOS opens up to other developers and (external) integrators. Thanks to the platform's use of MQTT, the IoT industry standard communication protocol, we assure a frictionless integration with 3rd party devices and services.

Around 1980, Microsoft advanced a clear mission: “A computer on every desk and in every home.”

Today not only everyone has a computer at home but the world has become ‘smart’. IoT devices, robots and smart devices have conquered the world. Did you know that today there are over 3 Million Robots and 10 Billion active IoT devices?

With a growing market like this the need for technical knowledge is key. Servicing, Installation and maintaining these devices needs strong technical knowledge. With today's ‘war on talent’ and the future prediction of more shortage on these technical talents, we have to solve this problem in a different way.

ZoraBots mission has always been to make technical challenges solvable by non technical people.

“If it is easy, everyone will do it... right?  
So lets make it easy!”

# MISSION STATEMENT



# TABLE OF CONTENTS

01

## Road So far

From Robot app to PAAS

02

## Zbos for Integrators

Integrators will push Zbos  
as a multi IOT platform

03

## Zbos As OEM

Convincing Robotics  
manufacturers to  
preinstall Zbos

04

## Zbos Community

Zbos 3th party community,  
benefit from others

05

## Zbos Virtual

Zbos own Metavers and  
future endeavours

06

## Financial Plan

Summary investment,  
Cash and ROI



01

# ROAD SO FAR





# 2013 Service Robotics Monopoly



## PROBLEM

- Only Softbank made robots
- Robots were only for developers and researchers



## SOLUTION

- Zorabots made software with UX
- Pioneering and opening a new market



# 2015 China emerging Robotics Manufacturers



## PROBLEM

- Our software was not compatible
- Competing with App builders
- R&D Cashburn



## SOLUTION

- Re-Invent and Rewrite Software
- Becoming Robot Independent
- Bart Versluys Invested Quasi Capital for R&D

# 2018-2021



## Distributor Investment

Changing the rules, new exclusive distributors must prepurchase for 100K€



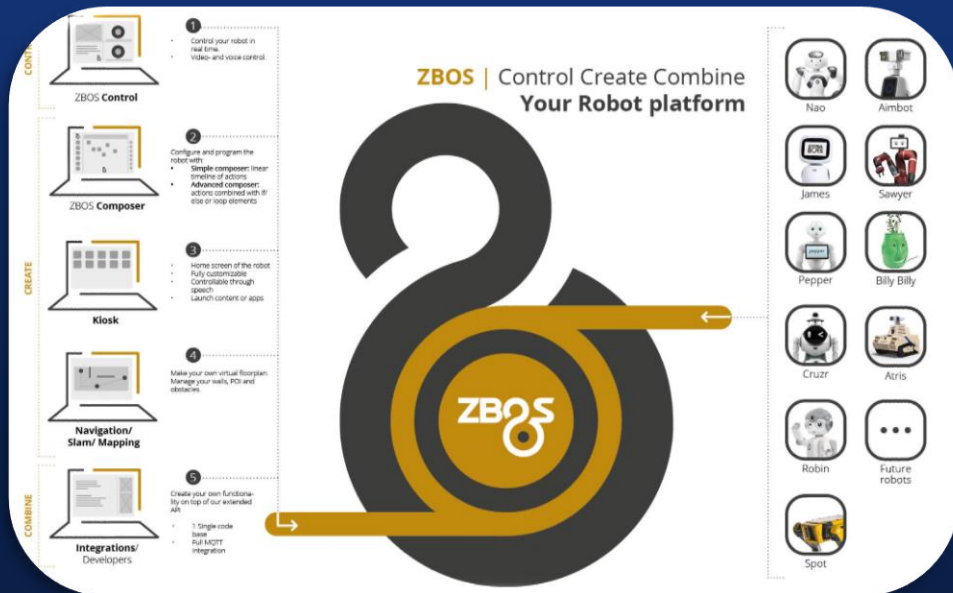
## Focus Software/Recuring

Less Service Cost, transportation cost, and no more cash in storage



## Business Development

ZoraBots Zbos is now mature, we must look for a partner who can help us with knowledge, network and investment



# 1,500

Robots with Zorabots Software sold worldwide



ZBOS **Control**



ZBOS **Composer**



**Integrations/**  
Developers

# 02

## ZBOS FOR INTEGRATORS



# The Internet of Things (IoT)

And the need of a no-code development ecosystem

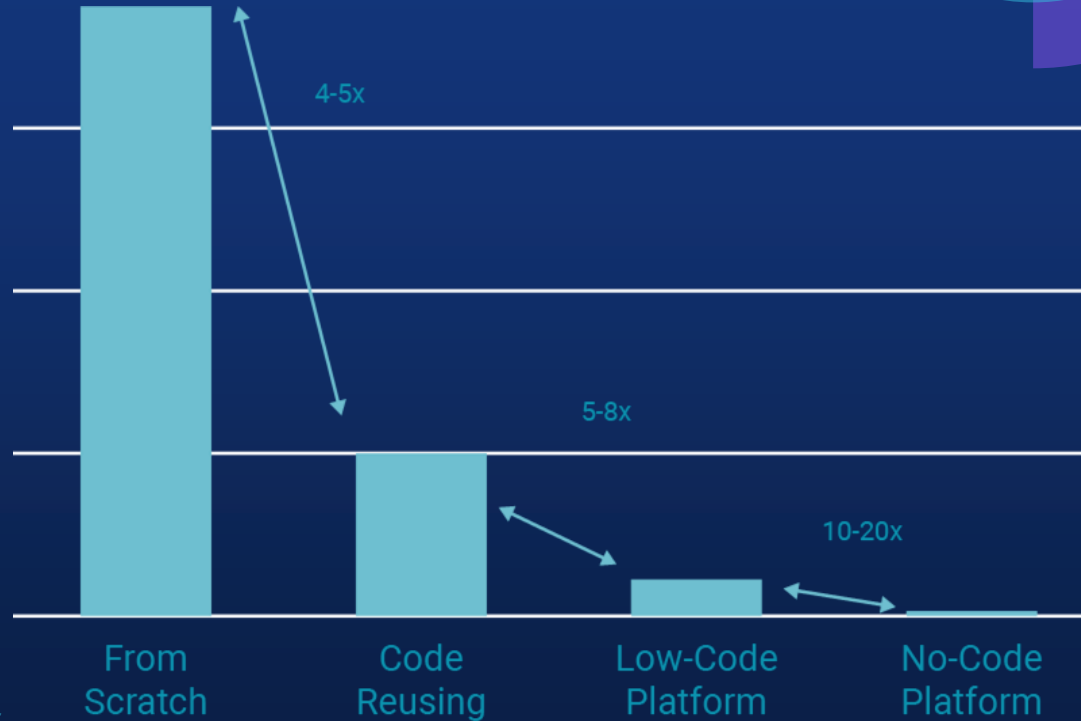


IoT is much more than just intelligent devices. We're talking about an ecosystem or web of connected applications and systems, including sensors, devices, data analytics, enterprise-user apps, and a platform to streamline operations.

To work effectively, these components need to communicate with one another seamlessly without compromising quality or performance. **Zbos** allows Integrators to unlock what was once impossible—and that's just scratching the surface.

The Internet of things brings unlimited possibilities, creating opportunities for businesses to amalgamate disparate devices, protocols, and enterprise systems for seamless operations. Managed and controlled by **Zbos** it makes a system integrator and end-to-end solution provider, the ideal person to execute the project.

# IoT implementation Time



Source: <https://www.seluxit.com/iot-products/iot-solution-builder/no-code-low-code/>



# Why Integrator Market for Zbos



20X

## Faster Implementation

Less cost  
higher ROI



10 Billion

## Active IOT devices

It's estimated  
that the  
number of  
active IoT  
devices will  
surpass 25.4  
billion in 2030



94%

## Retailers

agree that the  
benefits of  
implementing  
IoT outweigh  
the risk



70%

## Software Value


In IoT  
estimated  
market Value  
of \$724 Billion

### Sources:

<https://www.seluxit.com/iot-products/iot-solution-builder/no-code-low-code/>

<https://cisomag.eccouncil.org/number-of-iot-devices-expected-to-reach-24-1-bn-in-2030-report/>

<https://www.pwc.com/us/en/services/consulting/technology/emerging-technology/iot-pov/retail-iot-snapshot.html>

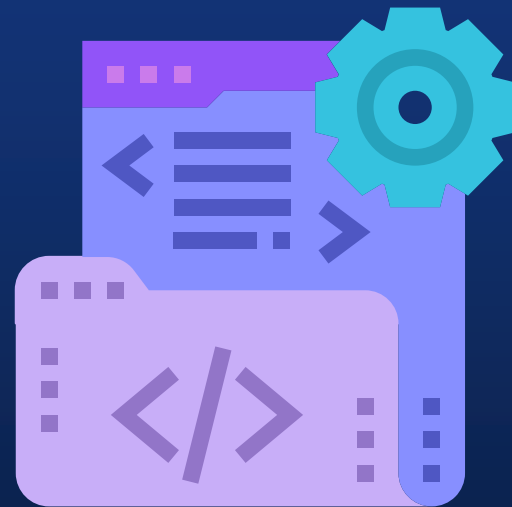






# 03

## ZBOS OEM



# Service Robotic Manufacturers today's transformation

## FOCUS



It's cost-effective –the main benefit of Zbos OEM. By partnering with Zbos, they'll reduce development costs. They simply integrate the Zbos OEM into their product and sell it under their own brand name.

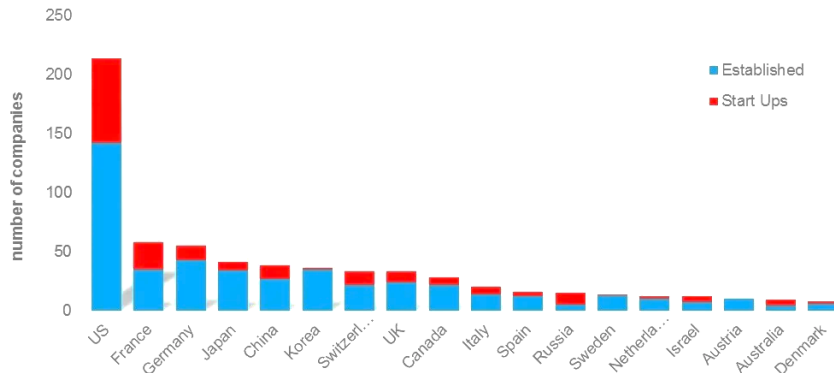


Today's manufacturers are on a transformative journey to servitization, where they are shifting from selling just products to selling the outcome. Zbos OEM will benefit maximum uptime, on demand access, products are maintained proactively, etc..

SERVICE

# MARKETSIZE

Number of service robot manufacturers of all types  
(professional and personal/domestic use) by country of origin



European service robot manufacturers play an important role in the global market: about 290 out of the 700 registered companies supplying service robots come from Europe. North America ranks second with about 240 manufacturers and Asia third with about 130. Further progress will rely on entrepreneurs taking up disruptive technologies and deploying them for new applications and markets. In the US, about 200 start-up companies are working on new service robots. The European Union plus Switzerland count 170 companies that are creating a new entrepreneurial culture for the service robotics industry - followed by Asia with 135 start-ups. Virtually all economies are attempting to foster a vibrant entrepreneurial environment and the service robotics industry has become one of the focus areas of their public policies.

GROWTH BY 2025

STARTUPS VS ESTABLISHED

29%



Integrations/  
Developers

# 04

## ZBOS COMMUNITY





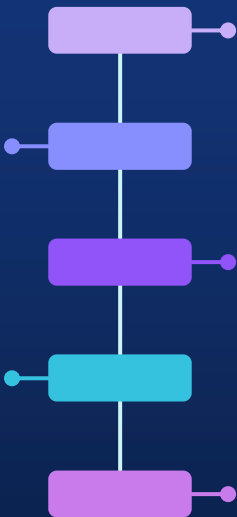
# Building a Strong Developer Community

## BE AVAILABLE ONLINE

Keep the conversation  
going...

## GET ON A PLANE

Be where you people are,  
invest in real time events



## CREATE CONTENT

Give them something to  
talk about...

## FIND YOUR CHAMPIONS

Treat them well and build  
a strong relationship

## GET THE SWAG


Don't underestimate the  
power of Cool Stuff





# DID YOU KNOW THAT?





“Getting developers productive in the  
first 20 minutes of using your  
platform is essential to developing  
long-term advocates for your  
products”

—*Chief Technologist Jesse Davis*





ZBOS **Control**



ZBOS **Composer**



**Integrations/**  
Developers

# 05

## ZBOS VIRTUAL (or MetaVerse as Zuckerberg calls it)



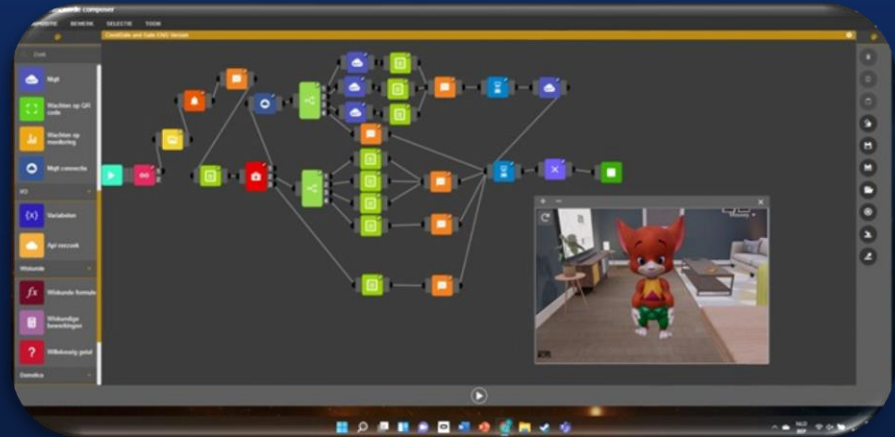


# The Rise of the Virtual World

The entertainment or the telecommunications industry first unraveled itself in the form of a landline telephone. Later it would evolve into the radio, the Cathode Ray Tube (CRT) television, and then to the LCDs/LEDs. However, technology is in a never ending race with itself, and today we have what we call Augmented Reality and Virtual Reality. There have been various use cases of this technology, and it is quite evident that the future holds a lot more for this tech.

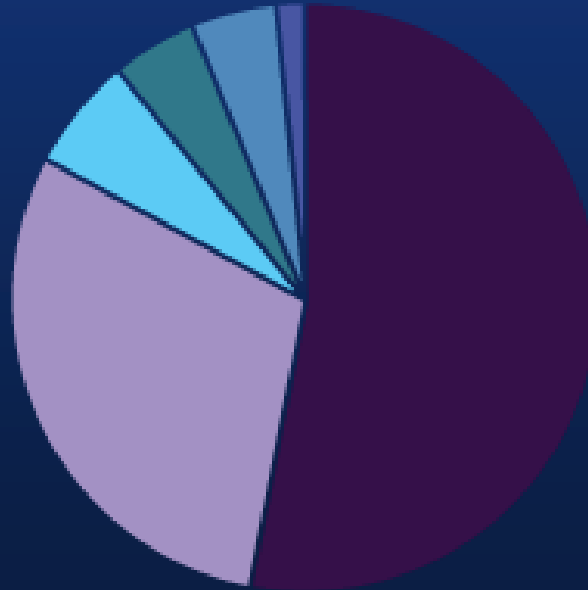
## Zbos Virtual Brings that future to you:

- Add unlimited Worlds with objects of your own choosing
- Add virtual robots, cartoons, or real life persons
- Use the no-code environment to manipulate the world, virtual beings or objects
- Mix real world situations and virtual
- Use Zbos virtual for pre-testing
- You are in control of the virtual experience
- Teaching curve less than 1 hour



# The market potential

The global virtual reality market size was valued at **USD 15.81 billion in 2020** and is expected to grow at a compound annual growth rate (CAGR) of 18.0% from 2021 to 2028. Virtual Reality (VR) is a digitally created experience where a three-dimensional environment is simulated with the real-world.



- Commercial
- Consumer
- Aerospace & Defence
- Healthcare
- Enterprise
- Others

Source: <https://www.grandviewresearch.com/industry-analysis/virtual-reality-vr-market>

# Usefull Sources



- [https://www2.deloitte.com/content/dam/Deloitte/be/Documents/about-deloitte/press-releases/deloitte-be\\_fy21-annual-results\\_press-release\\_nl.pdf](https://www2.deloitte.com/content/dam/Deloitte/be/Documents/about-deloitte/press-releases/deloitte-be_fy21-annual-results_press-release_nl.pdf)
- [https://www2.deloitte.com/content/dam/Deloitte/be/Documents/technology-media-telecommunications/tmt-predictions-2020\\_press-release\\_20200211\\_nl.pdf](https://www2.deloitte.com/content/dam/Deloitte/be/Documents/technology-media-telecommunications/tmt-predictions-2020_press-release_20200211_nl.pdf)
- <https://www.devopsdigest.com/2022-low-code-no-code-predictions#:~:text=With%2070%25%20of%20new%20applications,is%20needed%20more%20than%20ever>
- <https://www.accenture.com/us-en/insights/software-platforms/power-to-the-people>
- <https://www.globenewswire.com/news-release/2020/06/12/2047509/0/en/The-Global-Low-Code-Development-Platform-Market-size-is-expected-to-reach-46-4-billion-by-2026-rising-at-a-market-growth-of-25-CAGR-during-the-forecast-period.html>
- <https://userguiding.com/blog/no-code-low-code-statistics/#:~:text=4%2D%20The%20global%20low%2Dcode,22.7%25%20from%202020%20to%202027>





06

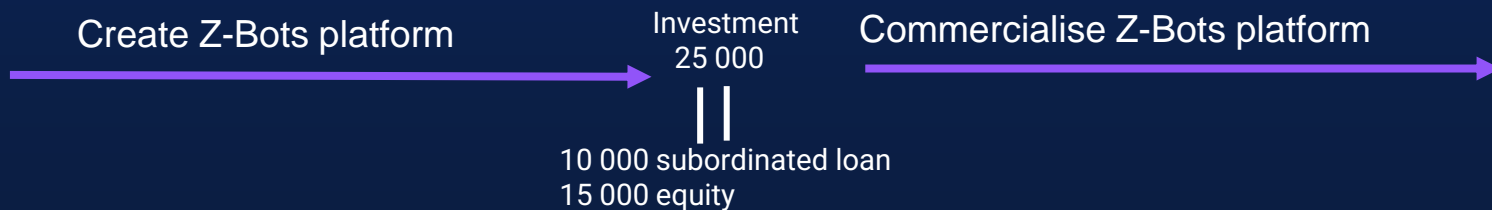
FINANCIAL PLAN



# Zora Robotics - P & L in 1000 eur

	2017	2018	2019	2020	2021
Sales	2396	1413	1750	1323	620
Development	348	512	524	557	418
Purchase	1392	525	1220	984	289
Rent	51	75	145	121	120
Marketing&Office	427	384	443	283	136
Insurance	10	12	22	23	17
Fees	61	50	0	60	60
Wages	949	1329	1298	1234	935
EBITDA	-146	-450	-854	-825	-519
Depreciation	60	250	293	359	438
Financial Costs	20	53	163	210	218
Exceptional costs	3	0	162	345	42
Indirect taxes	16	18	24	29	12
Net income	-245	-771	-1496	-1768	-1229

YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
2900	5500	12500	18500	32300
200	200	300	600	600
500	520	1400	2000	4000
200	200	200	250	250
460	500	1100	2000	4200
40	40	60	60	80
120	240	440	480	480
1080	1400	1600	2000	3000
700	2800	8000	12310	20890
500	500	500	200	200
600	600	600	600	600
50	40	40	100	100
25	25	30	30	50
-475	1635	6830	11380	19940



# Zora Robotics - Balance Sheet in 1000 eur

	2017	2018	2019	2020	2021
ASSETS	4047	3961	4015	3644	3199
Goodwill	368	703	1011	1264	1341
Fixed assets	1023	967	913	865	881
Stocks	1184	422	557	589	178
Clients	678	448	278	202	130
Banks	83	17	39	19	-32
Others	711	1404	1217	705	701
LIABILITIES	4047	3961	4015	3644	3199
Equity	1529	758	-734	-2503	-3732
Capital	2208	2208	2208	2208	2208
Reserves		15	34	49	49
Revaluation	507	492	477	462	462
Debts LT	1050	46	348	4642	4821
Debts ST	1468	3157	4402	1506	2112
Loss carry over	-1186	-1957	-3454	-5223	-6453

## Valuation of software

Enterprise value 2019 : 16.500

Cash/debt 2019 : 6.500

Equity value : 10.000

Enterprise value 2021 : 20.000

Cash/debt 2021 : 8.863

Equity value : 11.137

Create Z-Bots platform

Investment  
25 000

Commercialise Z-Bots platform

10 000 subordinated loan  
15 000 equity

# Zora Robotics Valuation Company



	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
in 1000 eur					
Sales	2900	5500	12500	18500	32300
Development	200	200	300	600	600
Purchase	500	520	1400	2000	4000
Rent	200	200	200	250	250
Marketing&Office	460	500	1100	2000	4200
Insurance	40	40	60	60	80
Fees	120	240	440	480	480
Wages	1080	1400	1600	2000	3000
EBITDA	700	2800	8000	12310	20890
Depreciation	500	500	500	200	200
Financial Costs	600	600	600	600	600
Exceptional costs	50	40	40	100	100
Indirect taxes	25	25	30	30	50
Net income	-475	1635	6830	11380	19940

## Valuation in mio eur

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	Total
FCF	0,2	2,3	6,5	13,4	23,9	
EBITDA	0,75	2,73	8,03	21,53	56,4	
DDM/CF	0,16	1,72	4,86	10,01	17,86	34,61
DDM/EBITDA	0,53	1,92	5,66	15,18	39,76	63,06

Wacc 0,06

Value DDM/CF = 34,61 – 10 (debt) = 24,61

Value DDM/EBITDA = 63,06 – 10 (debt) = 53,06

Create Z-Bots platform

Investment  
25 mio

Commercialise Z-Bots platform

10 mio subordinated loan  
15 mio equity

DDM = dividend discount model

