

Follow Inspiration

PITCH DECK 2022



1. About Us



Follow Inspiration

Incorporated in 2012, Follow Inspiration is a tech company based in Portugal.



Expertise on hardware and software in the fields of **robotics**, image recognition and **artificial intelligence**, allows FI to develop leading-edge technologies for retail, industry and services.



Follow Inspiration believes that technology helps to make things possible. The mission is to deliver innovation through new technologies in order to improve businesses and people's lives.



Awarded internationally and with **R&D recognition of suitability by the ANI**, it has **patents granted** in the European Union, USA and Canada, and **registered** in Japan, Brazil and the UAE.





2. Team



The team has the **experience** and **know-how** to deliver the best products.



Luís de Matos
Founder & CEO

Luís has bachelor and master degrees in computer science and engineering and he's the founder and CEO of Follow Inspiration, a project that he started 11 years ago.

He was a member of the general council of the Faculty of Engineering of University of Beira Interior. Presently he's on the advisory board of IPDAL (Institute for the Promotion and Development of Latin America) that focuses on promoting business relations between Portuguese and Latin America companies. He's also a member of the security information management and robotics committee of JEUNE (Young Entrepreneurs Organization of the European Union).



Fernando Machado
Executive Director

Fernando has a higher degree in economics, master degrees in corporate finance, governance, public administration and management, and 17 years of professional experience in finance and management.

He started as a technician and professional trainer in finance and later became the general manager of the companies AMIGAIA and INOVAGAIA. He also worked with the Assistant Secretary of State for the Economy and Regional Development. Presently he's a partner of bten (Business & Technology Experts Network), the co-founder of ShopAI.co and the non-executive administrator at Follow Inspiration.



Sérgio Ribeiro
Engineering Director

Sérgio has a bachelor degree in computer engineering and 17 years of professional experience in software development and engineering.

He started his career as an analyst and programmer, and seven years later he ventured has a freelance full stack developer. In the last quarter of 2018, he joined Follow inspiration as a software engineer and soon moved to team leader and developer. Afterwards he took the responsibility of being director of software and presently is the director of engineering.





3. Challenge



Challenges

Meeting **customer requirements**, improving **production flexibility**, optimizing **operational costs** and guaranteeing **workforce safety** are the main challenges of logistics.



Customer Requirements

Meeting new customer requirements and the digitization trend of Industry 4.0 puts pressure on manufacturing companies.



Flexibility and Performance

Logistic processes need optimization and automation in order to increase structure flexibility and production performance.



Operational Costs

Logistic processes need optimization and automation in order to decrease the operational costs.



Workforce Safety

Complying with workforce health and safety regulations is mandatory.





4. Solution



AI powered **autonomous mobile robots** solutions for **logistics**.

FI Solution

- ◇ Autonomous mobile robots developed with specialized software and artificial intelligence for logistics;
- ◇ Software solutions that allow robot fleet management, autonomous navigation and remote control;
- ◇ Patented user-tracking technology - wiiGO - that can follow anyone or move autonomously in a given environment.

Internal Processes

- ◇ FI has an agile & rigorous internal product development process. It supports the transformation and robotization of production processes;
- ◇ The development process improves response time, reduces mistakes and assures design production solutions with confidence;
- ◇ FI is a technological partner, accompanying the customer on the production, maintenance and optimization of processes.

Industries

- ◇ FI provides key integrated solutions across Industries where every solution is customized;
- ◇ Target Industries: automotive, textile, plastics, food, pharmaceutical, healthcare, commercial, shopping malls, education, hotels, transports, logistics, retail.



Product: Hardware

Autonomous Mobile Robots: specialized solutions for logistics through AI powered technology.



FI Logistic

- **FI 250 Low Profile**
- **FI 250 Low Profile Omnidirectional**
- **FI 100 Kg, FI 500 Kg, FI 1500 Kg**
- **FI-1500ST, FI-1500PT**



FI 250 Low Profile

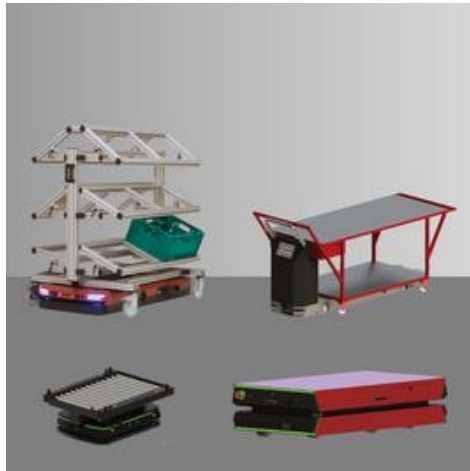


FI 250 Low Profile Omnidirectional



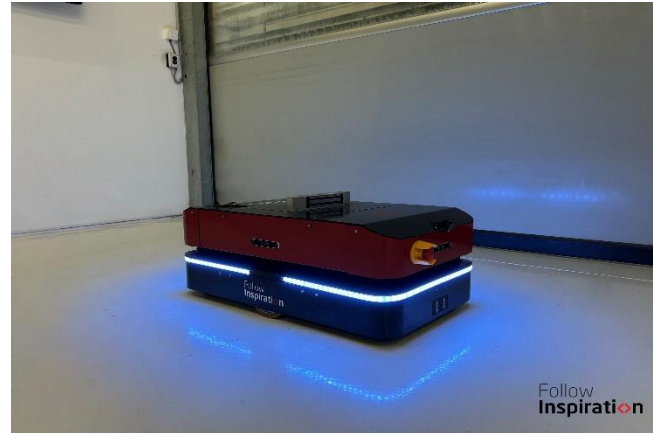
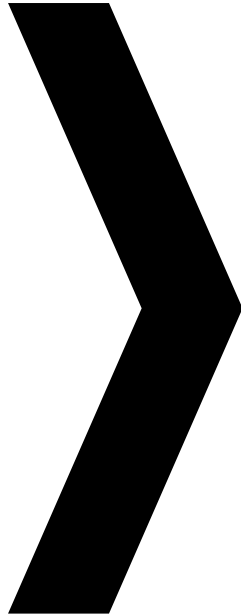
Product: Hardware

Autonomous Mobile Robots: specialized solutions for logistics through AI powered technology.



FI Logistic

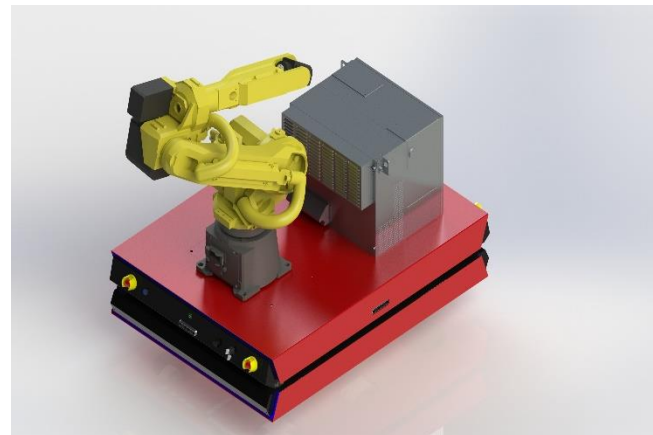
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FI 100 KG



FI 500 KG

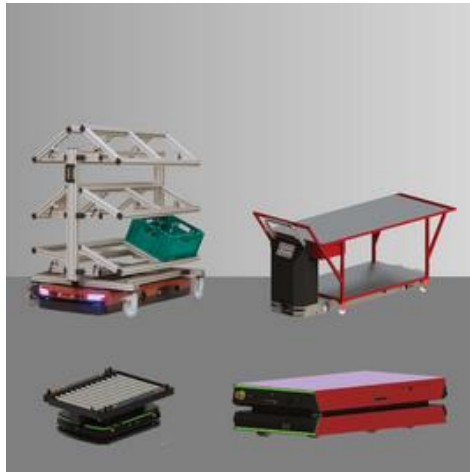


FI 1500 KG



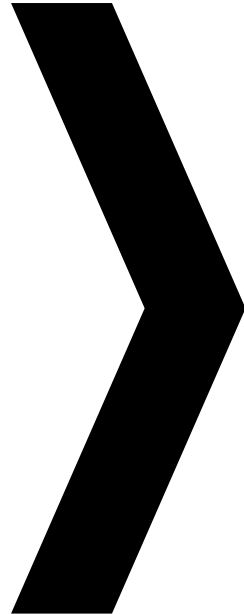
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Autonomous Mobile Robots: specialized solutions for logistics through AI powered technology.



FI Logistic

- FI 250 Low Profile
- FI 250 Low Profile Omnidirectional
- FI 100 Kg, FI 500 Kg, FI 1500 Kg
- **FI-1500ST, FI-1500PT**



FI-1500ST

Stacking Robot



FI-1500PT

Pallet Transport



Product: Software

AI powered software solutions for robot **fleet management**, **autonomous navigation** and **remote control**.

Fleet Management Software Platform

- ◇ User-friendly and powerful robot fleet management platform;
- ◇ Real-time monitoring of hardware status and order execution;
- ◇ Automatic operations based on high level configurations;
- ◇ Path planning, order management, traffic control and device communication;
- ◇ Performance statistics, in-depth reports and estimated arrival times.

Autonomous Navigation System

- ◇ Easy and fast environment mapping;
- ◇ Autonomous natural navigation without auxiliary landmarks;
- ◇ Obstacle avoidance and blockage management algorithms;
- ◇ Localization, user tracking and visual line following algorithms;
- ◇ Vertical obstacles and vaults detection algorithms;
- ◇ Motion tracking, docking and locomotion control algorithms;
- ◇ Control of transportation modules.

Remote Control

- ◇ Manual robot driving;
- ◇ Mapping and path planning;
- ◇ Mission creation and triggering;
- ◇ Hardware status monitoring;
- ◇ Operational configurations.



Value Proposition

Autonomous Mobile Robots improve **flexibility**, **scalability**, **efficiency** and **optimization** of logistics.

Flexibility and Scalability

- ◇ Increased flexibility in comparison to traditional material handling equipment;
- ◇ Whatever task being accomplished today, can be easily modified tomorrow;
- ◇ Quick and easy relocation of AMR systems to different zones, buildings or states, within a day or two;
- ◇ Modular mobile robotics solutions can integrate with external complementary equipment.

Efficiency Improvement

- ◇ AMR systems can scan and verify automatically, resulting in higher accuracy rates;
- ◇ AMR systems can generate automatically the shortest routes to each destination, resulting in higher productivity rates;
- ◇ AMR systems can work in fleets, lowering the risk of single point failure;
- ◇ Powerful management system with advanced features.

Labor Costs Reduction

- ◇ High-speed parcel or order sortation and consolidation;
- ◇ Order picking (goods-to-person and person-to-goods);
- ◇ Replenishment (robotic picking goods-to-person), shelving and flow rack, retail store;
- ◇ User tracking system (fulfills common use cases and coexists with our natural navigation).

Logistics Optimization

- ◇ Throughput improvement and high density storage solutions (up to 20% decrease in storage space);
- ◇ Worker travel time reduction, allowing more orders in shorter time;
- ◇ Weight measurement capability, allowing lower delivery load times;
- ◇ Execution of product identification and traceability in real time.





5. Analysis



"More than **150.000 mobile robots** will be deployed in brick-and-mortar stores globally by 2025."

Market Global Thinking



Markus Uellendahl, senior partner of management consulting at Porsche Consulting, said:

"We will also see a **departure from traditional** automated production lines in other industrial sectors.

In the Smart Factory of the near future, flexible transport systems such as **AGVs will make it easier to adapt production and logistics processes.**

In the most consistent form of implementation, the products that are manufactured automatically control the assembly stations that are currently available on autonomous transport systems. **Algorithms and artificial intelligence support planning and make decision-making more efficient."**

Mobile Robots Market Size



- ◇ "The mobile robotics **market size was valued at \$9,340 million in 2018**, and is projected to reach \$39,585 million by 2026, registering a CAGR of 21.5% from 2019 to 2026. "
- ◇ "**North America was the highest contributor** to the global mobile robotics market, with \$3,933.1 million in 2018, and is estimated to reach 14.492.1 million by 2026, registering a CAGR of 19.4% during the forecast period."
- ◇ "The market for **modular robotics** will experience a compound annual growth rate (CAGR) of 18%, **growing from \$4.7 billion (U.S.) in 2018 to \$10.76 billion by 2023**, according to Future Market Insights."

Sources:

<https://www.dcelocity.com/articles/44189-report-mobile-robotics-on-the-rise-in-retail>

<https://roboticsandautomationnews.com/2020/03/12/farewell-to-the-old-assembly-line-automation-is-changing-manufacturing-processes-in-the-automobile-industry/31270/>

<https://www.alliedmarketresearch.com/mobile-robotics-market>

<https://www.roboticsbusinessreview.com/manufacturing/modular-robotics-market-expected-to-grow-says-future-market-insights/>



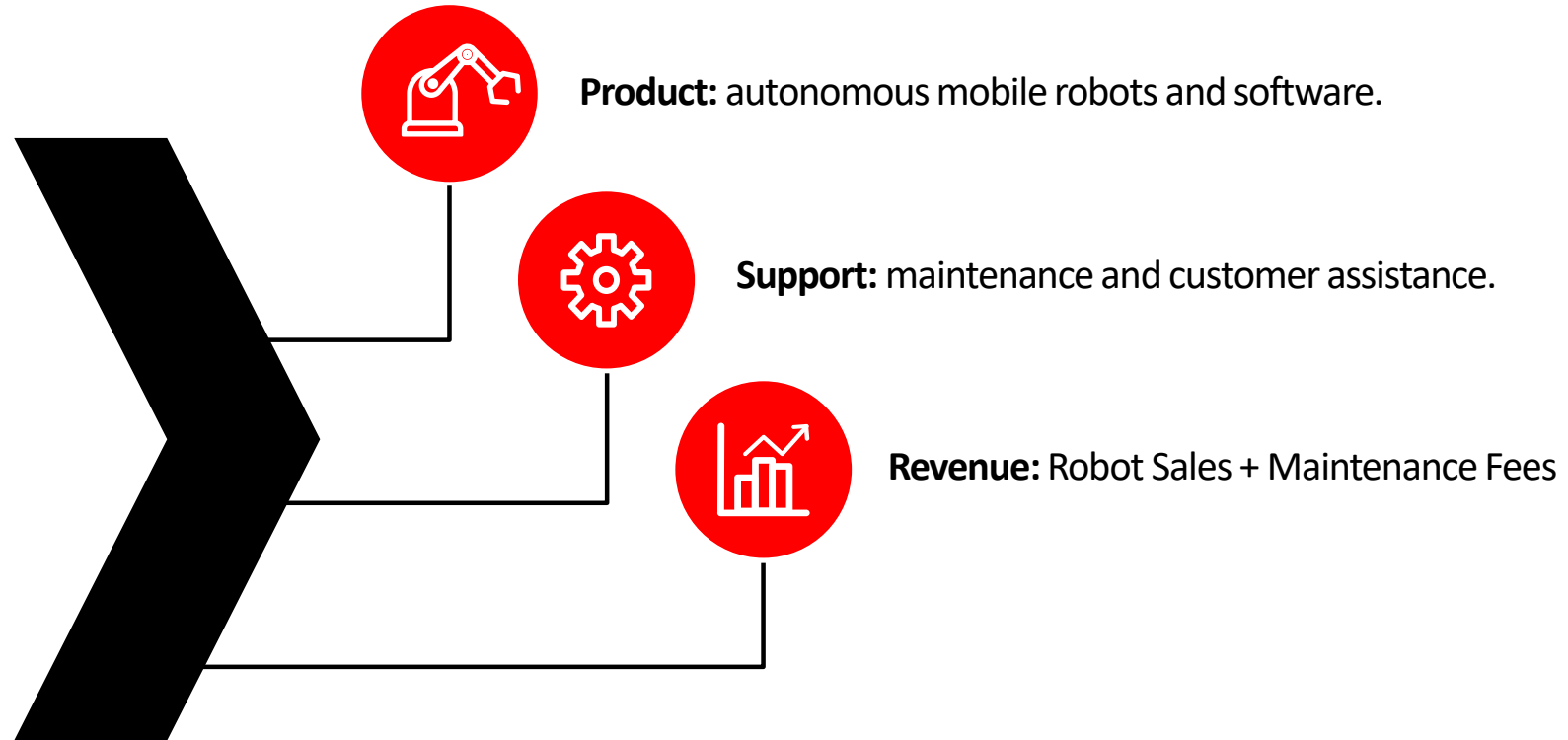


6. Strategy



Business Model

Follow Inspiration sells an **integrated solution** that includes **product** and **customer service**.



Business Strategy

Main goals and **actions** for the strategy moving forward.

Sales

- ◊ Quick proposal response time;
- ◊ High quality proposal presentations;
- ◊ Prospect leads qualification and matching;
- ◊ Open leads conversion - turnover goal is 1.5M€;
- ◊ Sales pipeline increase - reach 50 new leads (30 Portugal, 10 Spain, 10 Italy);
- ◊ Reach 5M€ in delivered customer proposals.

Marketing

- ◊ Google, Facebook, Linkedin and mail marketing campaigns;
- ◊ Content creation and website SEO for inbound traffic;
- ◊ Brand humanization in social media;
- ◊ Streamline communication;
- ◊ National and international fairs participation;
- ◊ 3 new products launch.

Product

- ◊ Transport add-on modules;
- ◊ Agnostic autonomous navigation module;
- ◊ Combo systems (AMR + heavy-duty robotic arm, automatic picking system, collaborative arm);
- ◊ Software integration in external robotic systems (AMR, autonomous stackers);
- ◊ Tug AMR (towing robot);
- ◊ FMS v2 (advanced monitoring and analytics, simulation engine, VR interface).

Human Resources

- ◊ HR hiring for operations, marketing and tech departments;
- ◊ Salaries review;
- ◊ Quarterly premiums policy;
- ◊ Goal achievements scaling.

Other

- ◊ New facilities for better equipment testing, integration and production;
- ◊ Business partners venture or acquisition for hardware production.





7. Roadmap



Human Resources Roadmap

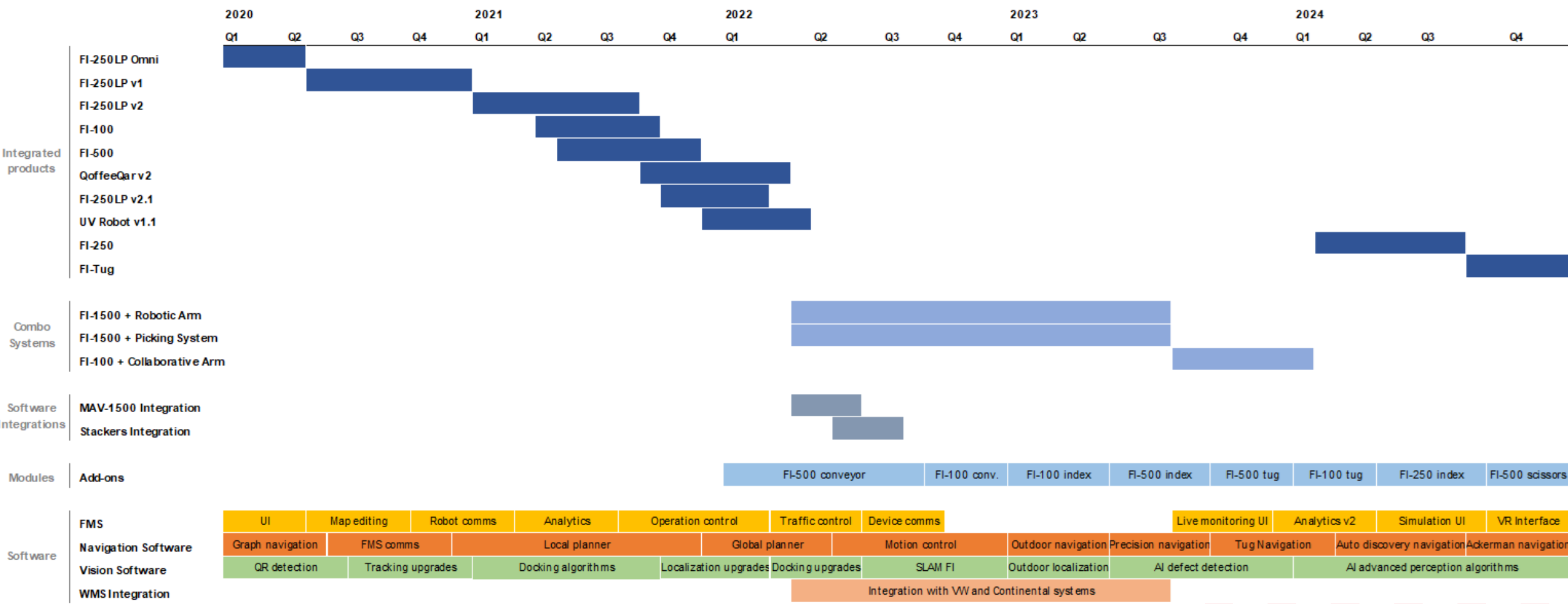
Human resources hiring plan for operations, marketing and tech departments.

2022	2023	2024
+1 Sales Rep +1 Marketing Manager +1 Systems Developer +1 Maintenance Engineer	+1 Computer Vision Developer +1 Automation Engineer	+1 Maintenance Engineer +1 Navigation Engineer



Product Roadmap

Product development so far and the road ahead.





8. Traction



Open Leads

Current Number of Leads	Potential Lead Value	Channel	% by Personal Contact		
33	3.9M€	Channel	100		
		Status	% Advanced Status	% In Discussion	% Early Stage
			4	5	24
		Market	% Portugal	% Espanha	% Others
			97	3	0
		Industry	30% Textile	30% Automotive	10% Plastic
			10% Graphics	5% Cork	15% Others



Follow Inspiration: o carrinho de compras que é finalista do Horizon 2020



Follow Inspiration

Há seis robôs a dar cafés na Web Summit

Projecto de robótica e inteligência artificial é português e foi desenvolvido por um paraplégico - para poder ir ao supermercado

Onde se vêem tabuleiros com copos de papel, máquinas de café e cápsulas deverão ver-se em breve, em supermercados por toda a Europa e Américas, espera Luís de Matos, 30 anos, cestos capazes de comportar as compras do mês. A SÁBADO, o CEO da Follow Inspiration, explica que o projecto, que começou a desenvolver sozinho em 2011, no último ano da licenciatura em Engenharia Informática, na Universidade da Beira Interior, nasceu para suprir uma necessidade própria - ir ao supermercado sozinho e não ter de trazer pilhas de comida e afins ao colo.

Paraplégico desde os 14 anos, vítima de um acidente, na escola, queria ser mais independente - e tratou de "inventar" um robô para resolver o assunto.

Na Web Summit em parceria com a Delta, que comprou os seis robôs que distribuem cafés, alterados para o efeito, Luís Matos conta hoje com mais 14 pessoas na empresa que, entre fundos comunitários e investimentos de business angels e de sociedades de capital de risco, já angariou quase três milhões de euros de investimento. O objectivo para a Web Summit, assume, é captar investidores de série A e B: "Estamos à procura de um

Follow Inspiration: mais do que fáceis os robots vêm tornar as coisas possíveis



Follow Inspiration

Uma startup que se propõe criar tecnologias de robótica que façam a diferença nos negócios e na sociedade.

En que se baseia o negócio da Startup?
A Follow Inspiration tem um modelo de negócio diversificado com apoio no fornecimento de soluções de tecnologia de navegação natural na área da robótica de serviços para os setores do retalho, indústria/lógica e serviços.
A empresa teve como marca e posicionamento a desenvolvimento e produção do WIGO Retail, carrinho de compras autónomo destinado ao setor do retalho, apostando na transferência da sua tecnologia proprietária e patenteada (concedida nos EUA), para implementação em produtos e aplicações distintos.
Deste modo, a empresa baseia o seu negócio no licenciamento de tecnologia, partindo do desenvolvimento de projetos à medida das necessidades dos nossos clientes.



Auchan Retail testa wiigo em Portugal e França



Depois do Continente, é a vez de o Jumbo testar o carro de compras autónomo wiigo, desenvolvido pela startup portuguesa Follow Inspiration. Após este período, a Auchan Retail auxiliará a internacionalização do produto, sendo a primeira paragem o mercado francês.

"Depois dos testes em Portugal vamos também realizar testes junto dos consumidores franceses de 21 de novembro a 3 de dezembro", comenta a diretora de inovação do Jumbo, Solange Fátima.

"É um grande voto de confiança por parte do grupo Auchan e uma excelente oportunidade para, internacionalmente, dar seguimento ao trabalho que temos vindo a desenvolver. É importante sentir que grandes grupos como a Auchan estão cada vez mais empenhados em contribuir para uma maior mobilidade em espaços comerciais e produção de tecnologia made in Portugal", afirma Luís de Matos, CEO da Follow Inspiration.

Wiigo Retail, o robô que nos carrega as compras

24/12/2018 | Luís de Matos, fundador e CEO da Follow Inspirations
O utilizador tem apenas que pressionar um botão. Em dois ou três segundos, o robô está disponível a seguir o utilizador durante a sua ida às compras.



- Ótimas >>
- >> Como garantir uma maior segurança ambiental?
 - >> Aprende mais para cuidar melhor
 - >> As melhores estratégias pessoais estão prontas para o retalho?
 - >> Melhores, uma aliada na longevidade
 - >> Os desafios mais complexos de Portugal
 - >> Mais cedo ou mais tarde, como é quando a ciência nos ajuda?
 - >> Aulas de Física e Química do Ensino Secundário
 - >> Investimentos do Porto encontram formas de tornar progressos do comércio eletrónico

Luís de Matos, CEO da Follow Inspiration: "Provámos que é possível um robô seguir uma pessoa"

A Follow Inspiration está a testar um carrinho de compras autónomo, que pode ser útil para quem mobilidade reduzida conseguir ir às compras a um supermercado. A tecnologia, incubada no CEIA e pensada por Luís de Matos, também pode ser usada em aeroportos e indústrias.

Alexandra Noronha alexandra@followinspiration.pt
27 de Setembro de 2018 às 00:01





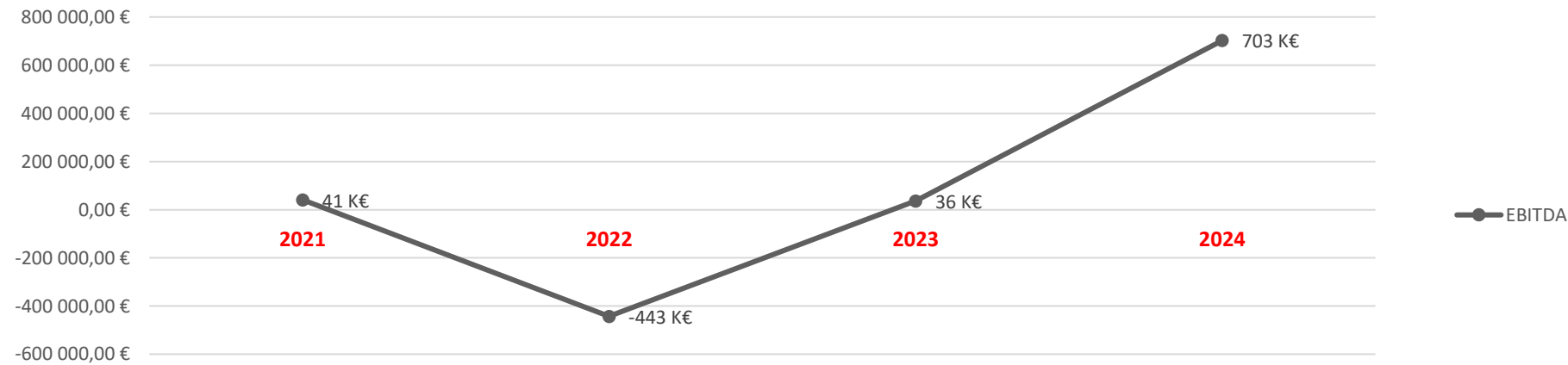
9. Financials



Financials

EBITDA 2021 & estimates from 2022 to 2024.

	2021	2022	2023	2024
Sales	95 228.80 €	698 634,60 €	1 559 960,00 €	2 594 080,00 €
Subsidies (PT2020)	52 598,77 €	432 958,33 €	438 684,05 €	499 554,84 €
COGS	0	- 279 053,84 €	- 607 856,00 €	- 875 000,00 €
External Supplies & Services	269 837,83 €	- 655 506,96 €	- 499 645,07 €	- 517 132,65 €
Human Resources	387 060,80 €	- 639 804,04 €	- 854 850,11 €	- 998 561,99 €



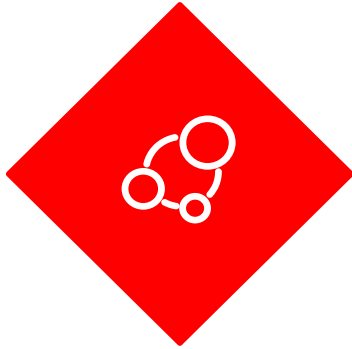


10. Capital



Capital

The company is looking for 5 M€ for business **scaling**, **research** and **development**, **marketing** and overall **operations**.



Cap Table

- ◇ Luís de Matos (58,22%)
- ◇ Portugal Ventures (27,97%)
- ◇ TIC Risco SGPS, S.A. (13,81%)



Ask

- ◇ Funding = 5 M€



Allocation

- ◇ Research and development
- ◇ Human resources
- ◇ Sales and marketing
- ◇ Operations
- ◇ Product certification
- ◇ New facilities






Thank you for your attention.

PITCH DECK 2022

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Contacts: Luís de Matos - CEO
 luisdematos@followinspiration.pt

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