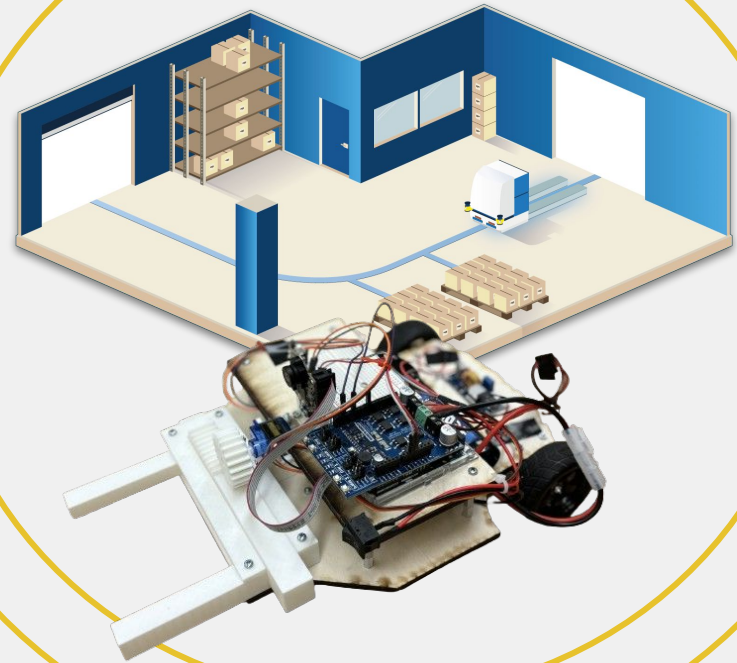# Team RhynO
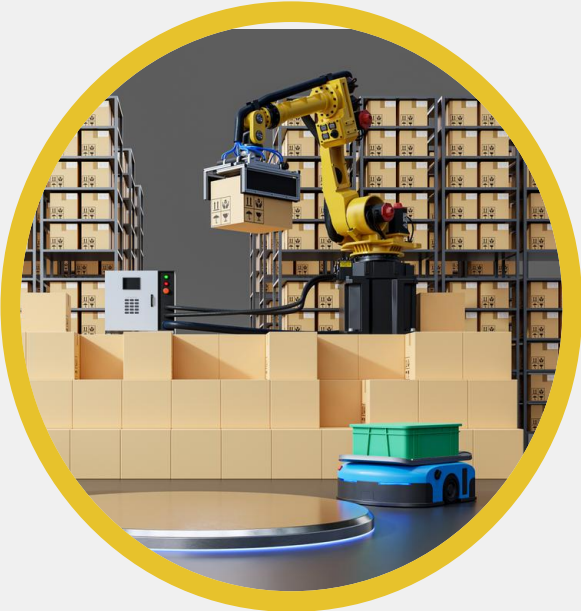## Final Presentation

Engr. 7B: Winter 2024

Alex Massoumi
Aiden Banan
Aras Vakilimafakheri
Michael Willoughby
Timothy Monroe
Tobi Ogundiwin
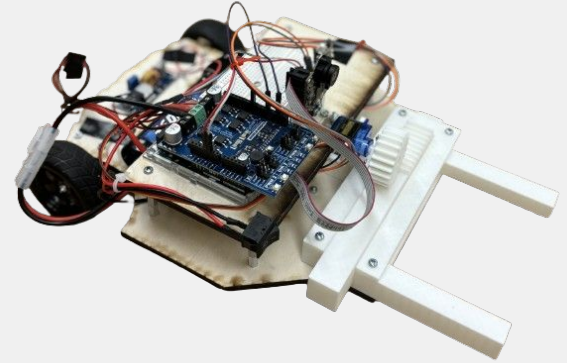
RHYN·S

Table of Contents

01

Organizational Overview

Organizational Chart

CEO
Alex Massoumi

CFO
Michael Willoughby

COO
Aras Vakili

Logistics Manager
Aiden Banan

Warehouse Manager
Timothy Monroe

Operations Manager
Tobi Ogundiwin

Accounting

Financial
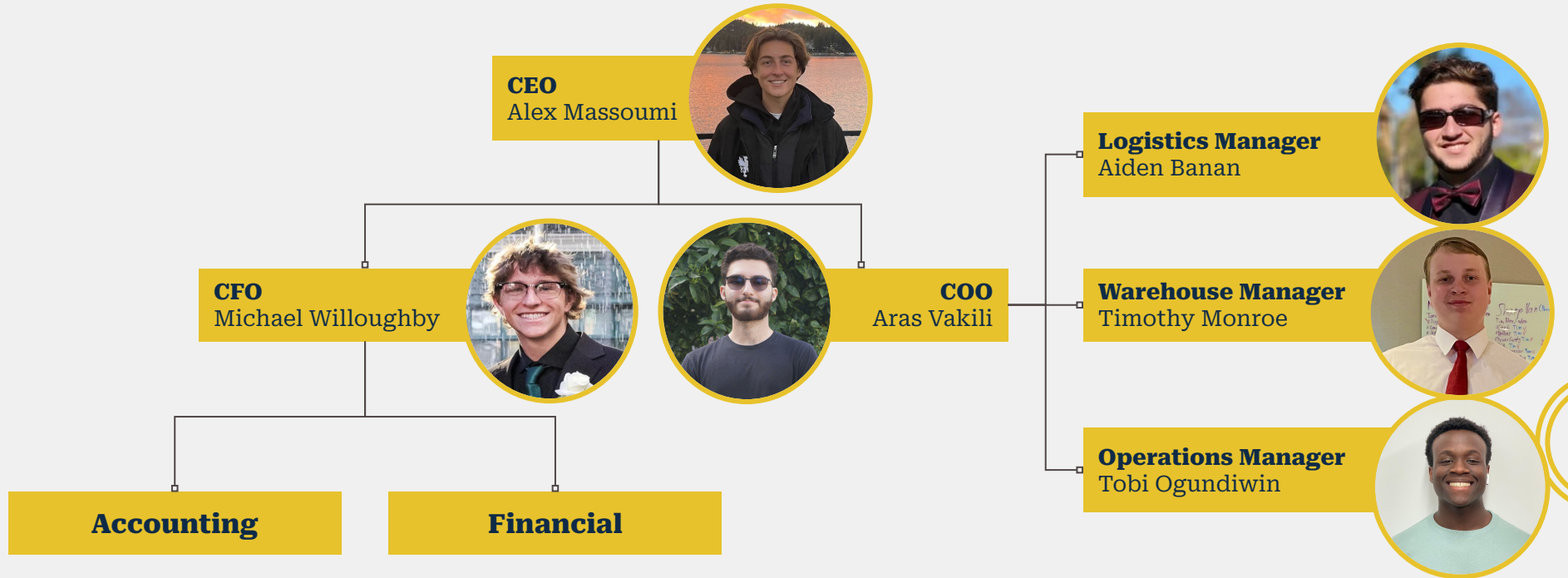
Board of Advisors

Jesper Brodin
CEO of Ikea

Bjorn Rosengren
CEO of ABB
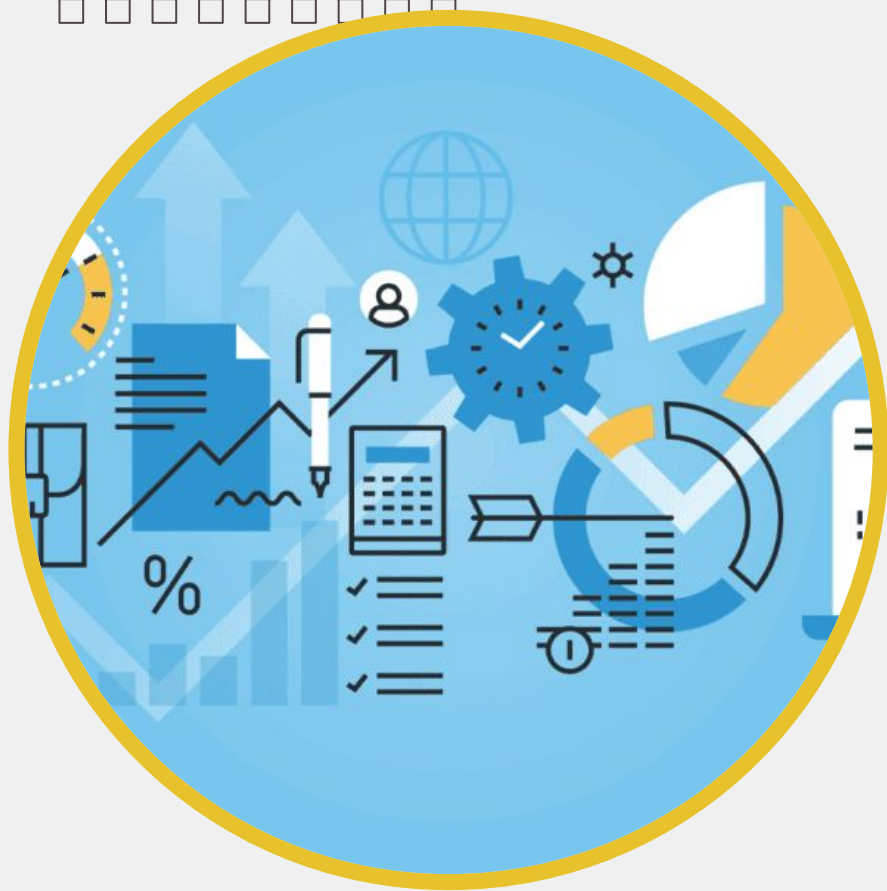
Gianna Puerini
Former VP, Amazon

Marc Raibert
Founder, Boston Dynamics

Anu Aiyengar
Head of M&A, JP Morgan

02
Executive Summary

Executive Summary

Mission

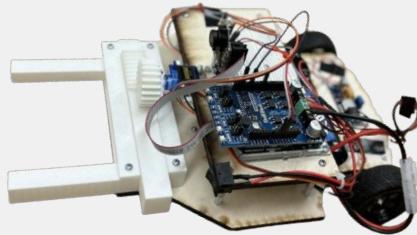- Implementation of RhynO in warehouses.

How?

- Work in collaboration with partners to push to production.

Who?

- Distribution Warehouses
- Warehouse Clubs
- Warehouse Supply Stores

Costs?

- Anticipate to be in a early deficit.
- Profitable by year 4.

03

Business Overview

Business Overview

1. Replace frontline supply chain workers.

2. Automate handling products and materials.

3. Cut down operational costs.

4. Improve workplace safety.

Business Overview

How RhynO's **Different**

1. Light-weight body

2. Smaller chassis

3. PixyCam utilization for Automation

Business Model Canvas

Key Partnerships

Warehouse Management System (WMS) Providers

Robotics Hardware Manufacturers

Sensor and Perception Technology Providers

Key Activities

Purchase Order

Production

Marketing

Point of Sale

Key Resources

1. Electronics
2. Carbon Fiber
3. Wood
4. Manual Labor
5. Customer Feedback

Value Propositions

Customer tailored programming

Customizable grabbing apparatus for variable tasks

Removal of labor wages, training expenses, and product damage expenditures.

Increased workplace safety.

Customer Relationships

Warehouse Segments

Sell to head of manufacturing at target companies

Channels

Online Store

Exportation

Social Media Presence

Customer Segments

Distribution Warehouses:

1. Amazon
2. Walmart
3. Nike

Warehouse Clubs:

1. Costco
2. Sam's club

Warehouse Supply Stores:

1. Food 4 Less
2. Smart&Final
3. IKEA

Cost Structure

Biggest Costs

1. Electronic Mechanism (consists of PixyCam, IR Sensors, Motors)
2. Factory Production Cost
3. Mechanical machining

Revenue Streams

Warehouses around the nation looking for maneuverable and easy-to-deploy robots (Bulkier RhynO.2 model for businesses)

Customers willing to pay ~$5,000

04

Marketing Overview

Market Analysis

- Sell to companies in need of warehousing solutions, both large and small

- Will allow for companies to spend less on warehouse staffing

- Competition: Exotec Robots, Interlake Mecalux
  - Drawbacks: Expensive and overly extensive
- Our AMRs are more cost effective, while remaining customizable and easily programmable.

Market Strategy

Market Goals

- Start by selling to small warehouses to allow for lower operating costs

- Eventually sell to larger companies like Nike, Walmart, and Amazon 2029

Sales Plan

- Pitch to companies, offering a cost effective and autonomous warehouse solution

- Retain companies by promising and delivering new products to original customers
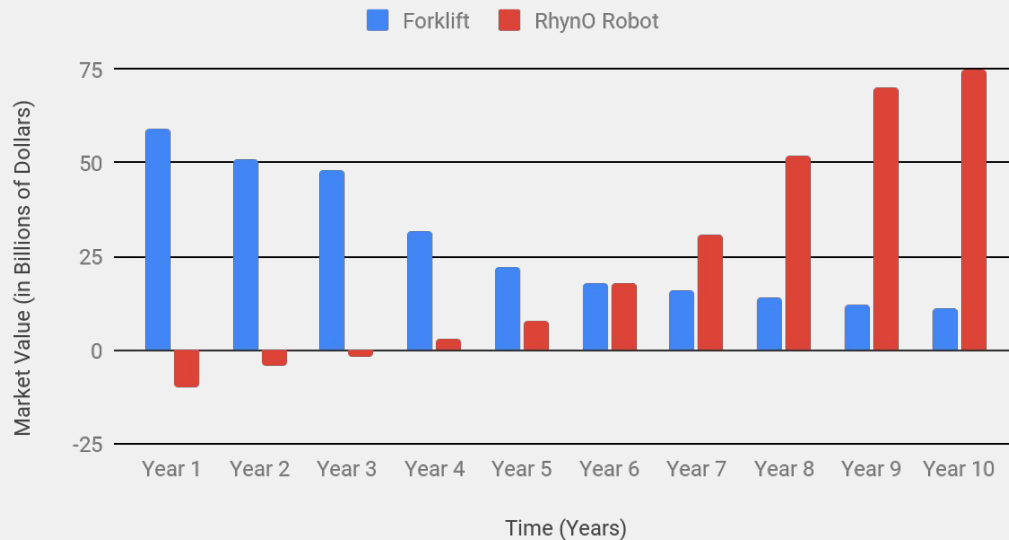
05

Financial Overview

Market Value

Forklifts

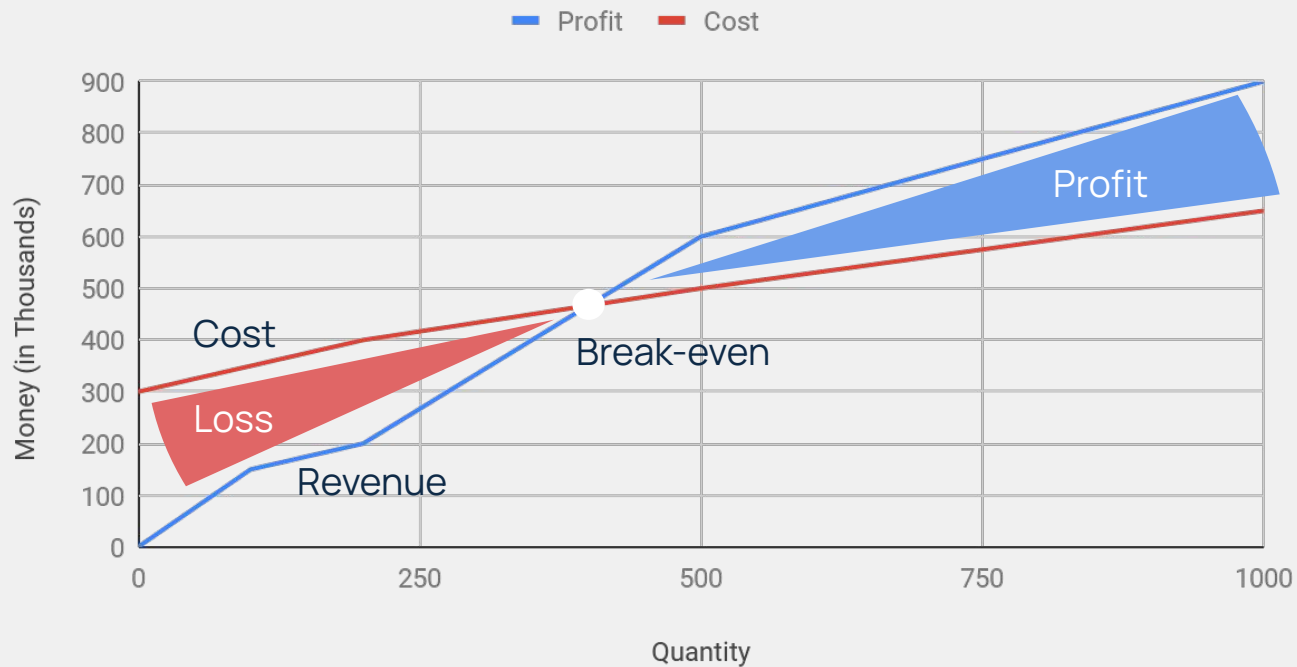- Currently worth approximately 59.8 billion dollars

RhynO Robot

- Join the market and surpass that of forklifts (current dominators in market)

Profit Comparison

Legend: ● Forklift ● RhynO Robot

Y-axis: Market Value (in Billions of Dollars), values 75, 50, 25, 0, -25

X-axis: Time (Years) — Year 1, Year 2, Year 3, Year 4, Year 5, Year 6, Year 7, Year 8, Year 9, Year 10

Profit & Cost

Profit & Cost Comparison

Funding

| Crowdfunding | Loans | Angel Investors |

Funding Timeline

Thank You!