

3 YP

SWEET SPOT
OF STRATEGY

P-E-BO 1.0

YOUR PLAYFUL COMPANION, ALWAYS BY YOUR SIDE

OUR TEAM:

E/20/024
E/20/089
E/20/361
E/20/366



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What are we going to solve?



IN URBAN AREAS LIKE APARTMENT COMPLEXES, PEOPLE OFTEN FACE LONELINESS, BOREDOM, AND A LACK OF INTERACTION DUE TO LIMITED SPACE AND BUSY LIFESTYLES. FOR THOSE UNABLE TO CARE FOR PETS DUE TO TIME OR SPACE CONSTRAINTS, THERE IS A NEED FOR AN INTERACTIVE AND ENTERTAINING COMPANION.

PEBO ADDRESSES THESE ISSUES BY PROVIDING AN AUTONOMOUS ROBOT THAT NOT ONLY ASSISTS WITH TASKS BUT ALSO SERVES AS A PERSONAL COMPANION. IT MIMICS THE JOY AND COMPANIONSHIP OF A PET THROUGH ENTERTAINMENT-FOCUSED FEATURES AND A CUTE, ENGAGING APPEARANCE

What Problem Are We Solving with PEBO?



LIMITED SPACE AND LIFESTYLE CONSTRAINT

- MANY PEOPLE LIVE IN SMALL SPACES WHERE OWNING PETS OR HAVING OTHER FORMS OF COMPANIONSHIP ISN'T FEASIBLE.
- BUSY LIFESTYLES LEAVE PEOPLE WITH MINIMAL TIME FOR LEISURE OR SELF-ENTERTAINMENT.



EMOTIONAL WELL-BEING

- FEELINGS OF ISOLATION AND BOREDOM ARE COMMON, ESPECIALLY FOR INDIVIDUALS LIVING ALONE.
- CURRENT DEVICES LIKE ALEXA OR GOOGLE HOME ARE FUNCTIONAL BUT LACK PERSONALITY OR INTERACTIVE COMPANIONSHIP FEATURES.

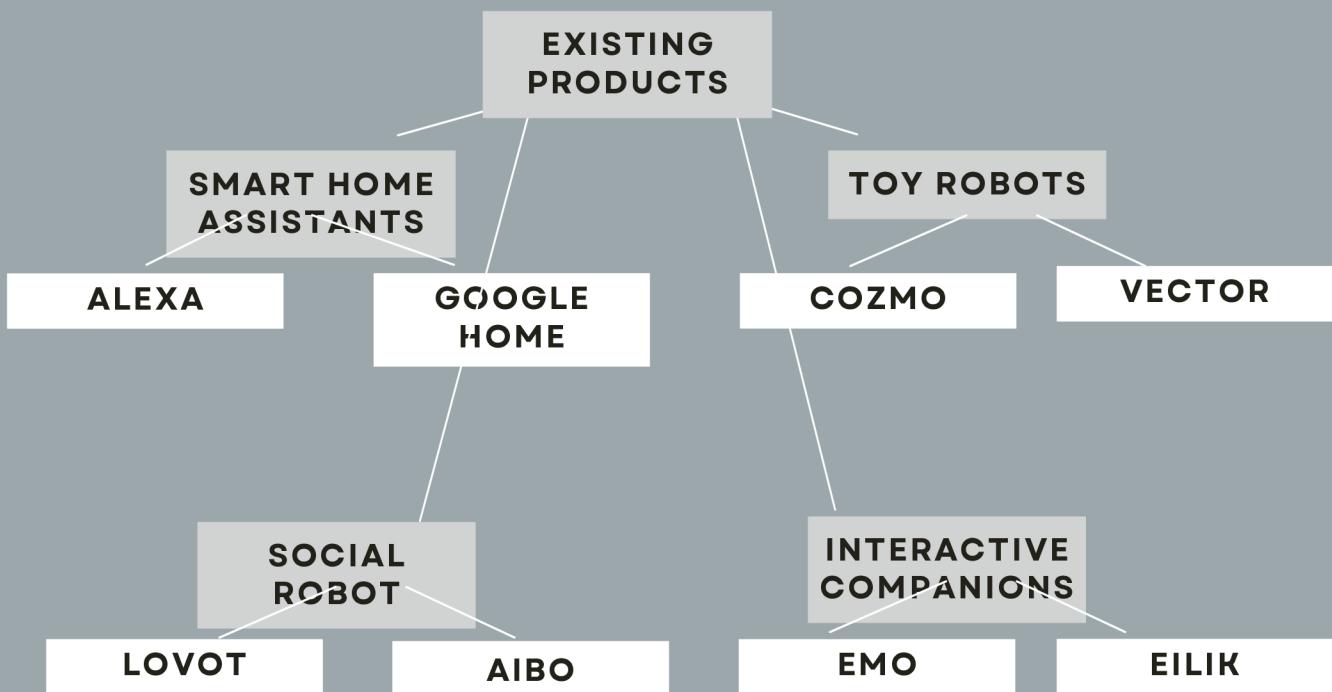


COST AND ACCESSIBILITY

- HIGH-END ENTERTAINMENT ROBOTS OR SMART ASSISTANTS ARE OFTEN EXPENSIVE, MAKING THEM INACCESSIBLE FOR MIDDLE-INCOME FAMILIES, ESPECIALLY IN REGIONS LIKE SRI LANKA.



Existing Solutions in the Market



Industry Analysis

OVERVIEW OF SOME PRODUCTS

1. AMAZON ALEXA / GOOGLE HOME

STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> EXCELLENT IOT INTEGRATION ADVANCED VOICE RECOGNITION WIDELY ADOPTED ECOSYSTEM 	<ul style="list-style-type: none"> LACKS EMOTIONAL INTERACTION NO PHYSICAL INTERACTIVITY ENTERTAINMENT LIMITED TO VOICE 	<ul style="list-style-type: none"> EXPANDING EMOTIONAL INTELLIGENCE CAPABILITIES ADDING EXPRESSIVE FEATURES 	<ul style="list-style-type: none"> NEW PLAYERS ENTERING WITH EMOTIONAL AI DEPENDENCY ON INTERNET CONNECTIVITY



FEATURES OF AMAZON ALEXA AND GOOGLE HOME

Feature	Amazon Alexa	Google Home
Voice Activation	Alexa	"Hey Google"/"OK Google"
Smart Home Integration	Extensive (Alexa Skills)	Seamless (Nest products)
Search and Knowledge	Basic	Superior (Google Search)
Music and Entertainment	Amazon Music, Spotify	YouTube Music, Spotify
Multi-User Support	Limited	Advanced (voice profiles)
Device Ecosystem	Echo devices, Fire	Nest, Android devices
Web Integration	Amazon services focus	Google ecosystem
Custom Routines	Yes	Yes



AMAZON ALEXA



GOOGLE HOME

2.EILIK AND EMO

STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • FUN AND ENTERTAINING • FOCUSED COMPANIONSHIP • IP • COMPACT AND PORTABLE 	<ul style="list-style-type: none"> • LACKS ADVANCED AI CAPABILITIES • MINIMAL UTILITY FUNCTIONS 	<ul style="list-style-type: none"> • ADDING LOCALIZED AND CULTURAL ADAPTATIONS • BROADENING APPLICATION RANGE 	<ul style="list-style-type: none"> • RISK OF BEING OVERSHADOWED BY MORE ADVANCED YET AFFORDABLE PRODUCTS

FEATURES OF EILIK & EMO



- INTERACTIVE PERSONALITY
- TOUCH AND MOTION SENSORS
- SOCIAL INTERACTIONS
- VOICE INTERACTION
- ENTERTAINMENT FEATURES
- DESKTOP COMPANION
- UPDATES AND EXPANSIONS
- HIGH-QUALITY BUILD
- USB-C CHARGING
- PERSONALIZATION



EMO

EILIK ROBOT STRUCTURE

3. OTHER PRODUCTS

Category	Examples	Strengths	Gaps
Smart Home Assistants	Alexa, Google Home	- High functionality- Excellent IoT integration	- Lack emotional appeal- No physical interaction- No entertainment focus
Social Robots	Lovot, Aibo	- Designed for emotional connection- Strong companionship	- High cost- Limited practical utility- Narrow entertainment offerings
Toy Robots	Cozmo, Vector	- Compact and interactive- Affordable	- Limited to entertainment- Lacking utility or advanced customization options
IoT Entertainment Devices	IoT gaming devices	- Focused on gaming and multimedia	- Lack physical interaction- No emotional connection
Interactive Companions	EMO, Eilik	- Compact and cute designs- Good emotional interaction capabilities	EMO: Lacks multi-functionality, IoT integration, and practical assistance features Eilik: Primarily focused on companionship with limited customization or functional variety



THIS TABLE HIGHLIGHTS THE GAPS IN EXISTING SOLUTIONS, EMPHASIZING THE UNMET CUSTOMER NEEDS THAT CURRENT PRODUCTS FAIL TO ADDRESS.

How PEBO Solves Market Gaps and Fulfills Customer Needs?



PEBO IS DESIGNED TO ADDRESS THE SHORTCOMINGS OF EXISTING SOLUTIONS BY INTEGRATING EMOTIONAL ENGAGEMENT, ENTERTAINMENT, AND PRACTICAL AUTOMATION INTO A COST-EFFECTIVE AND CULTURALLY INCLUSIVE PRODUCT. HERE'S HOW PEBO BRIDGES THE GAPS

KEY FEATURES ADDRESSING GAPS IN THE MARKET

FAMILY-FRIENDLY COMMUNICATION

- INTRA-DEVICE CLOUD COMMUNICATION ALLOWS MULTIPLE PEBO UNITS TO SYNC AND COLLABORATE.
- ACTS AS A COMMUNICATION HUB FOR FAMILIES, ENHANCING INTERACTION WITHIN HOUSEHOLDS.

EMOTIONAL CONNECTION

- CAT-INSPIRED ACTIONS LIKE PURRING AND PLAYFUL GESTURES EVOKE COMPANIONSHIP.
- CUSTOMIZABLE PERSONALITIES ENHANCE USER CONNECTION.
- MIMICS PET-LIKE BEHAVIOR FOR EMOTIONAL BONDING.
- IDENTIFY THE OWNER AND GREETS.

ENTERTAINMENT AND ENGAGEMENT

- INCLUDES TRIVIA, DANCE MODES, AND INTERACTIVE GAMES.
- PLAYFUL ACTIVITIES PROVIDE UNIQUE, NON-INTRUSIVE ENTERTAINMENT.
- ACTS AS A STRESS-RELIEVER THROUGH CONVERSATIONS AND DYNAMIC INTERACTIONS.

PRACTICAL AUTOMATION

- PROVIDES REMINDERS, NOTIFICATIONS, AND MANAGES DAILY TASKS.
- BALANCES UTILITY WITH FUN, CATERING TO BOTH PRACTICAL AND EMOTIONAL NEEDS.

COST-EFFECTIVENESS

- AFFORDABLE DESIGN TARGETS WIDER MARKETS, ESPECIALLY IN EMERGING REGIONS LIKE SRI LANKA.
- PROVIDES VALUE BY COMBINING MULTIPLE FUNCTIONALITIES INTO A SINGLE, COST-EFFECTIVE PACKAGE.

LOCALIZATION

- SPECIFICALLY DESIGNED FOR MARKETS LIKE SRI LANKA, ADDRESSING THE NEEDS OF DIVERSE USERS.

ADDING CHATGPT PLUGIN

- INTEGRATE NATURAL AND INTELLIGENT CONVERSATIONAL CAPABILITIES TO ENHANCE USER INTERACTION.

EMOTION DETECTION

- ENABLE PEBO TO RECOGNIZE EMOTIONS THROUGH FACIAL EXPRESSIONS, VOICE TONES, OR EVEN CONTEXTUAL CUES TO PROVIDE EMOTIONALLY AWARE INTERACTIONS.

PEBO'S AUGMENTED FEATURES

- CAT-INSPIRED BEHAVIOR: EVOKE FEELINGS OF WARMTH AND COMPANIONSHIP THROUGH LIFELIKE GESTURES.
- INTERACTIVE ENTERTAINMENT: PROVIDES FUN, DYNAMIC ACTIVITIES SUITABLE FOR ALL AGE GROUPS.
- CLOUD-BASED COMMUNICATION: CONNECTS MULTIPLE DEVICES TO ACT AS A FAMILY OR GROUP COMMUNICATION TOOL.
- LOCALIZED AND INCLUSIVE DESIGN: FEATURES CULTURALLY RELEVANT GAMES AND LANGUAGE SUPPORT FOR EMERGING MARKETS.
- AFFORDABLE PRICING: BRIDGES THE GAP BETWEEN HIGH-COST SOCIAL ROBOTS AND BASIC TOY DEVICES, ENSURING ACCESSIBILITY TO A BROADER AUDIENCE.





**PEBO POSITIONES ITSELF AS AN INNOVATIVE,
MULTIFUNCTIONAL SOLUTION THAT
ADDRESSES UNMET CUSTOMER NEEDS WHILE
FILLING THE GAPS LEFT BY EXISTING
PRODUCTS IN THE MARKET. BY BLENDING
ENTERTAINMENT, UTILITY, AND EMOTIONAL
ENGAGEMENT AT AN AFFORDABLE PRICE,
PEBO SETS A NEW BENCHMARK FOR
INTERACTIVE COMPANION ROBOTS.**



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