

**Company profile:**[www.kawaii.ai](http://www.kawaii.ai)

Industry: AI – pers. Assist.

Founded: 01/2017

**Contact:**

Regis MAAG

+44 7520 637360

founder@kawaii.ai

London, SW3 6BU

**Financial Information:**

Funding Stage: Seed

Capital Raised: Bootstrap

Monthly Burn Rate: 25k€

Capital Seeking: 3M€

**Management:**

CEO &amp; Co-founder: Regis Maag,

COO &amp; Co-founder: Alize Schreder

**Current team (in-house):**

12 engineers

**Advisors:**

SGG Group

**THE GRAB**

By selling AI or glamor, current players struggle to meet the ultimate need for which robotics is made for: increase the human, teach us things, give us a sense of fulfilment..

What counts is if it meets its function: *shall I live better with it?*

**PROBLEM/OPPORTUNITY**

Most of young Westerner professionals, US and EU, especially 20-35y childless women, would ideally like 2 things:

1. Have a personal assistant for work
2. A faithful companion in their private life.

What do they get? a smartphone with Siri and a cat. Input/Output remains unbalanced.

This is our opportunity: 20% of the population (60M in the USA) report feeling lonely.

50M personal robots to be sold by 2022. \$13bn historic opportunity.

**SOLUTION/PRODUCT**

The perfect bot is like the typical perfect human: beautiful, rich, intelligent plus this little unpredictable thing. In that sense, Kawaii bots are way more attractive than others. Thanks to:

- a specific deep reinforcement learning algorithm that takes advantage of both facial recognition & natural language (speech recognition + semantic analysis)
- one of a kind look & feel with a hardware masterpiece that magnifies the software side
- their singularity

each of our tiny care-bots is designed to fill the major modern affective and cognitive gaps. By empowering you with more memory skills (more interaction = more attention and retention) and an easier access to a large variety of knowledge, it strengthens your Output capabilities at any moment of your day and helps you manage the input flow seamlessly. For a more balanced, less stressful, more full life.

**POTENTIAL RETURN/REVENUE MODEL**

Personal Robotics market size: \$13bn by 2022 | 50M units/y by 2022 | Targeted market share in volume: 1% | Targeted market share in revenue: 3%

Revenue model:

1 - Sales:

Global cost to build and retail (supply chain incl.): €500 | Retailer price: 650€/unit

**Objective 1:** 200 units pre-ordered by June **2018** - 130k€ revenue

**Objective 2:** 800 units sold by December 2018 - (650K€ total revenue)

**Objective 3:** 8000 units sold by the end of **2019** - 5,2M€

**Objective 4:** 80,000 units sold, 52M€ income by Dec **2020** = 8M€ to 12M€ gross margin

**Objective 5:** 500,000 units, 50M€ margin in **2022** - 325M€ revenue.

2 - AI store 3 - Ads 4 - Accessories will follow the sales phase

**MARKET: the 1000 gentle competitors and the sharks**

	SMART	SENSITIVE	CUTE	MOBILE	USEFUL
Kirobo	✗	✗	✓	✓	✗
Nao	✓	✓	✓	●	✓
Jibo	✓	✓	✗	●	✓
Buddy	✓	✓	✓	●	✓
Cozmo	✓	✓	✓	✓	✗
Zenbo	✓	✗	✓	●	✓
Einstein	✓	✗	✓	✓	✓
Sota	✗	✗	✓	✓	✗
KAWAII bots	✓	✓	✓	✓	✓

Jibo: getting traction but they are now struggling with security compliance and norms. Nao: very first smart robot for individuals but don't manage to go to the market properly. Buddy and Zenbo will get traction but you they don't fit in a purse. Yet, they can't be the largest sought-after tech objects for next Christmas. Their AI are very similar and the hardware external part suffers from a deep lack of attraction.

**EXECUTION PLAN/GO TO MARKET STRATEGY**

1. Finish the 1<sup>st</sup> prototype by Dec 2017
2. Compliance and normalization for Apr 1<sup>st</sup> 2018
3. Pre-sell 200 units to our Developer Community by June 2018
4. Develop 1<sup>st</sup> marketable bunny for Christmas 2018 – Limited series: 800 units
5. Partner up with our retailers in the EU (FNAC, Darty & Amazon 1<sup>st</sup>) and online platforms to sell 8,000 units in 2019.

**FINANCIALS**

Current bootstrap: 25k€/m. This pays prototyping & software initial development.

3M€ expenses breakdown summary - next 18 months:

Development	1.5M/y
Production	250k
Patents & Compliance	200k
Communication & Marketing	500k

This enables us to achieve our 2 first objectives (see above) by the end of 2018 – 650k€ in revenue. We'll start Series A as soon as the very first sales.

**Development - next recruitments:**

1. Project manager
2. Mechatronics engineer
3. Lead animator
4. Lead software engineer
5. AI engineer
6. Linguist
7. Assembling and post-prod testing
8. Sales service
9. Trainer

**Estimated burn rates:**

Current: 25k€

From seed round: 160k€/m

Projection: 18 months to series A /  
Profitability by 2020

**MANAGEMENT TEAM**

**Regis Maag**, founder & CEO

I've worked for the largest French companies for 15 years to build their digital framework as a technical expert and with the sales teams to exploit new and innovative acquisition channels. It was a hit. In the meantime, from 2006, I created online platforms to generate and sell leads in many markets. It now helps pay our 12 engineers at Kawaii. I opened a subsidiary in the USA in 2014, spent 2 years in Calif where I discovered AI and Chatbots. Since then, my only obsession is to build a smart companion and bring it to the market.


**Alizé Schreder**, co-founder & COO

Back in 2010. I found a way to generate tens of thousands of daily visits online. This first success made me an employee at Successeo, a digital company specializing in online media. I then became the Team Manager. And then the sales manager. In 2014, I was sent for a mission in a Californian startup as COO. I discovered AI and Chatbots. It became clear that AI and robotics were the natural progression.

With an industrial-scale horizon, this is the most exciting project I've ever worked on. The world will be better with our bots.