

# ARA ROBOTICS

Fully Autonomous  
Commercial Floor  
Maintenance Robots

Let's Start

# Meeting Agenda

Problem and Solution

Our Technology

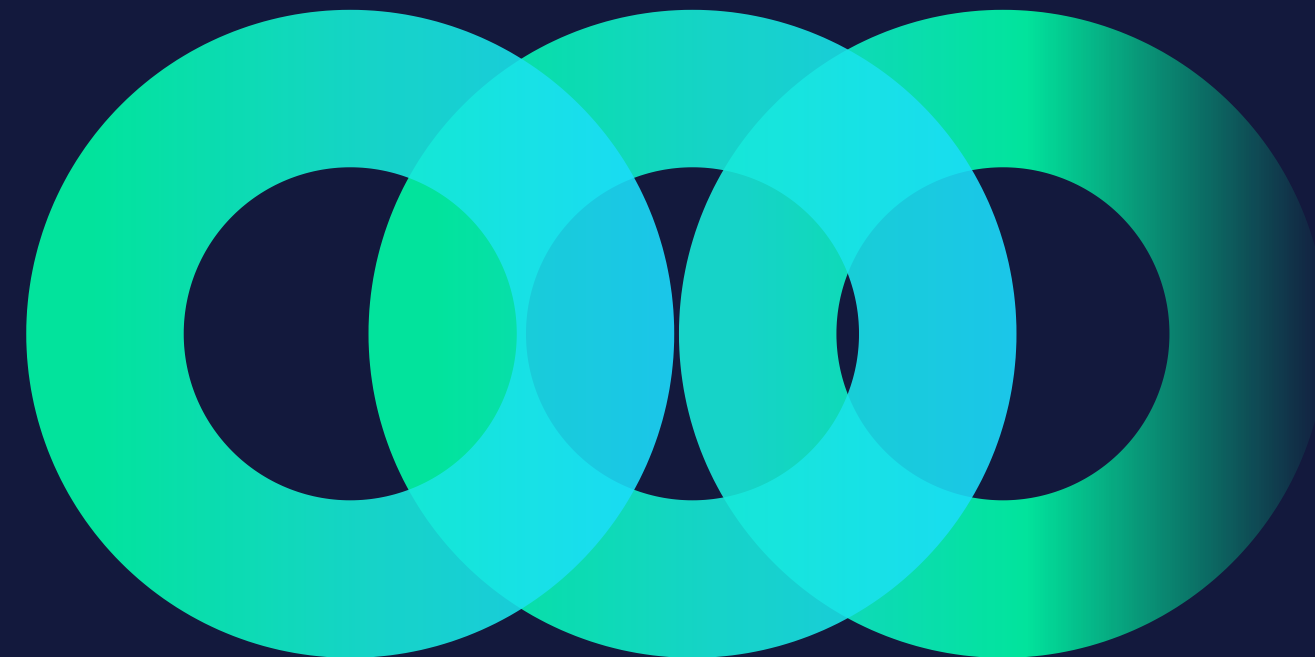
Prototype Process

Marketing Strategy

Competitor Analysis

Financial Projection

Investment Need



# MEET THE TEAM



**Kemal Eren  
Şerbetci**

CHIEF  
PRODUCT  
OFFICER



**Mehmet Fevzi  
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**Jaeyeong Lim**

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**Hassan Imran  
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CHIEF  
TECHNOLOGY  
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# The Problem

26 BILLION M<sup>2</sup> WORLDWIDE DAILY CLEANING REQUIRES

- Cleaning large indoor areas is hard and time consuming
- Requires expensive single task machines operated by humans
- Repetitive maintenance tasks are not performed properly due to human nature
- People do not want to perform dangerous, dirty, tiresome and repetitive tasks

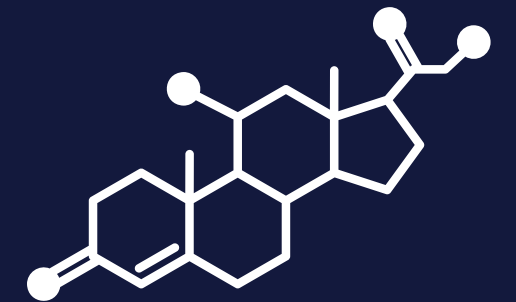
## Daily Cleaning Requires



3Bn liters water



520Mn liters  
chemicals

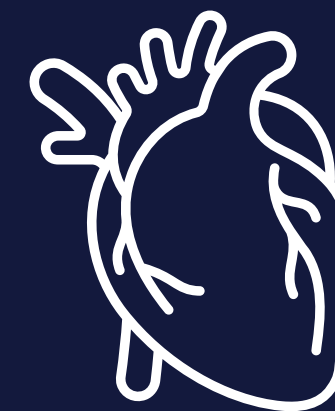


676Mn liters  
Phosphates

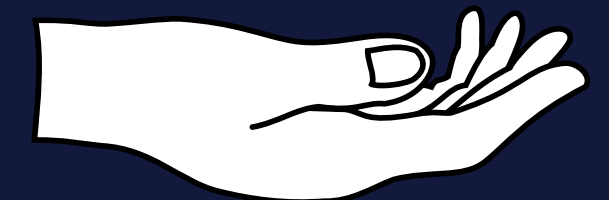
## Worker Health Disorders



Musculoskeletal  
75%



Respiratory  
45%



Skin  
54%

# ARI BY ARA ROBOTICS



Effective, repeatable,  
traceable, reliable floor  
maintenance



Completely autonomous  
inspection, mapping, cleaning,  
refilling



Modular approach: sweep,  
vacuum, mop, polish,  
disinfection



2000m<sup>2</sup>/hr  
3 hour battery life  
3 cycles/day  
24000 m<sup>2</sup>/day

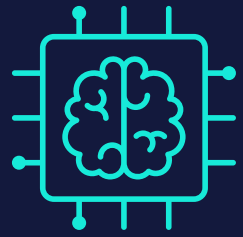


Online control, reporting,  
programming, OTA updates



Dynamic decision making with AI

# Our Technology



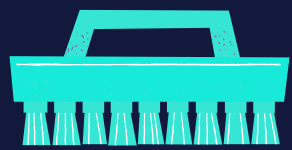
## AI & ML powered Processor

Jetson Orin by Nvidia to provide state of the art performance



## 3-D AI Based Camera

Stereo Lab's Zed X camera for AI backed 3D spatial visualisation



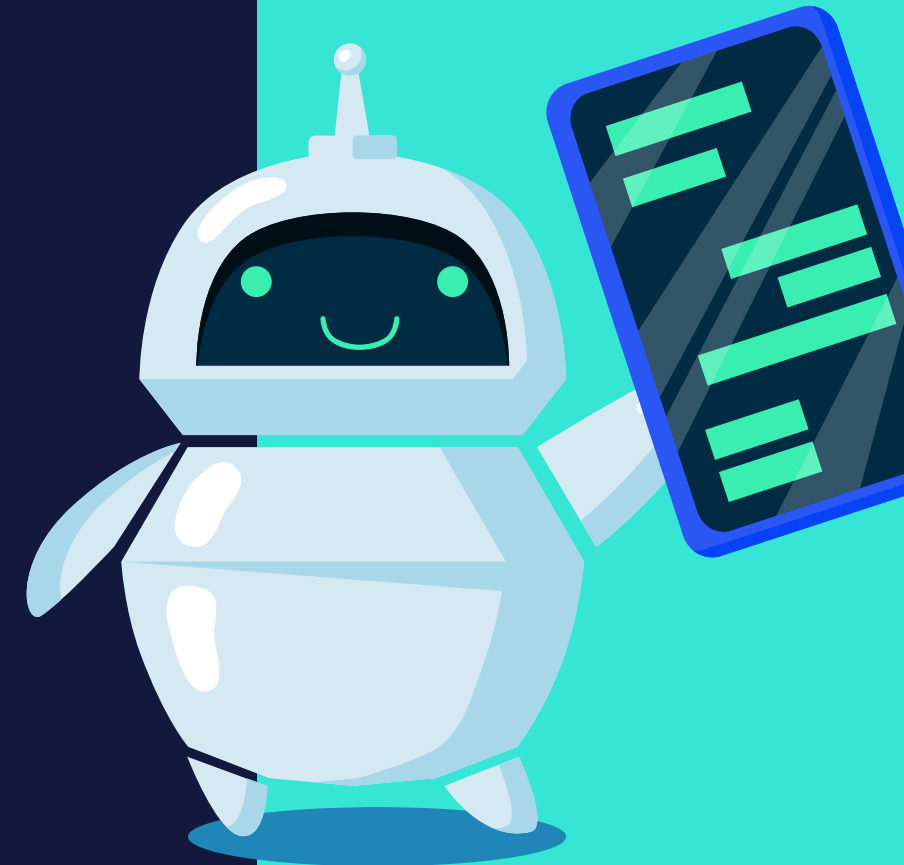
## Multiple Attachment Modes

Manually powered different functional adjustments for different surfaces



## Centralised Digital Library

User wide library based off the "learning" ARI experiences on duty

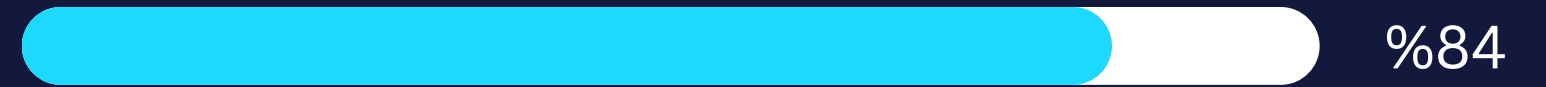


# Prototype Completion

The complete data for the whole process for the year of 2023.

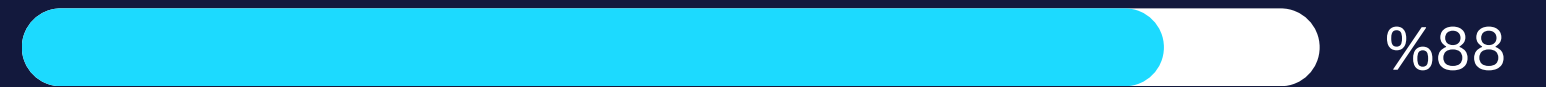


Mechanicals



%84

Hardware & AI Integration



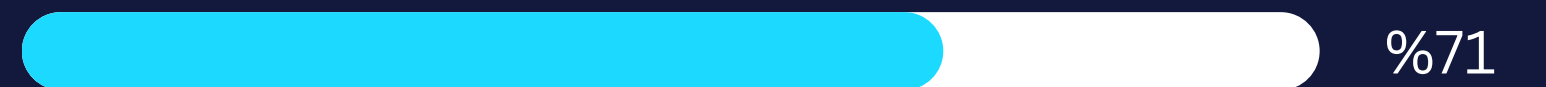
%88

Software



%93

Industrial Design



%71

Testing



%60



# Marketing Strategy

Multi Channel approach to deliver our product to our end-users and gain traction



## Industry Fairs & Exhibitions

- Events attracting professionals from relevant sectors
- Robot Investment Forum Turkey



## Online & SMM

- Promotion of company and product across social media channels
- Use of LinkedIn to directly reach out to industry professionals with a need for ARI



## VC and Tech Summits

- Attend and promote ARI at summits and startup moots
  - Mind4machines 2022 best innovation in EU
  - Ventures Thrive 2023 Finalist
  - RobotUnion 2021 Finalist
- 



# Go2 Market



**Domestic  
Sales**



**Export  
Distributors**



**International  
Tenders**

## Current Pipeline (Lols)



- IGA Istanbul Airport
- Phillip Morris International
- Öztiryakiler Manufacturing
- Socar Refinery
- Tüpraş Refinery
- Doguş Çay (Sub. CocaCola)
- Acibadem Healthcare
- Ford Motors Otosan



- Personal contacts & networking
- Incentives to early adopters
- National distributors & sales representatives
- European Distribution via shareholders

# Competitor Analysis

Mfgr.	Sweep/Vacuum	Scrub	Polish	Disinfect	m2/hr	Retail Price	Battery life (single charge)	Work cycles/day	% Autonomy
		✓			1,400	\$50,000	4 hrs	3	70%
		✓			1,800	\$65,000	6 hrs	2	80%
		✓			3,000	\$70,000	5 hrs	2	70%
	✓	✓	✓	✓	2,100	\$28,000	3 hrs	4	100%
	✓				500	\$18,000	2 hrs	6	70%
	✓	✓			1,200	\$38,000	4 hrs	4	70%
		✓			3,000	\$60,000	4 hrs	3	60%
	✓	✓			2,500	\$45,000	6 hrs	2	90%
		✓			3,000	\$70,000	5 hrs	2	70%

# Floor Maintenance: A Global Market



Total Adressable Market: \$7Bn

Serviceable Adressable Market: \$4Bn

Serviceable Obtainable Market: \$30Mn



**TAM:**  
7Bn \$

**SAM:**  
4Bn \$

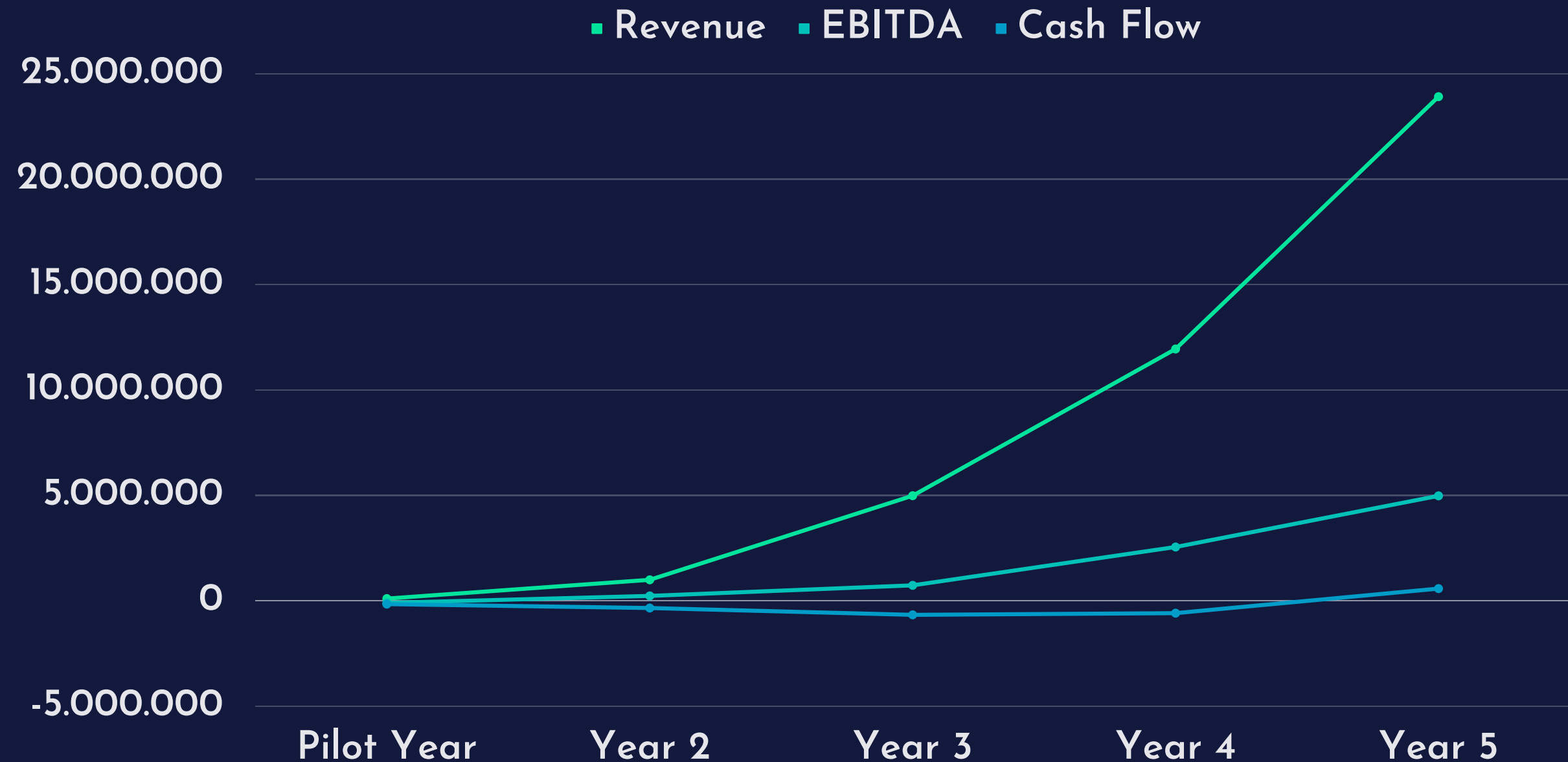
**SOM:**  
30Mn \$

# Financial Projections

- Revenue: €24M
- EBITAD: €5M
- Cashflow: €575K

Our financial projections are currently based on sales only.

However, we anticipate RaaS to emerge as an equally powerful revenue engine.



	Year 1 Pilot	Year 2	Year 3	Year 4	Year 5
Revenue	100,000	990,000	4,980,000	11,940,000	23,910,000
EBITDA	-105,417	227,371	727,773	2,546,604	4,973,533
Cash Flow Min	-162,612	-348,068	-671,362	-591,604	573,116

# Investment Needs



Invested to date -- €260,000

- € 100,000 FFF
- € 100,000 Corporate
- € 60,000 EU



Development -- € 80,000

- Finalize cradle and AI implementation
- Beta-testing prototypes
- ARI mini - office robot



Industrialization -- € 270,000

- Commercial launch
- Manufacturing
- Marketing

# THANK YOU!



The End



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Help us build the future of commercial floor maintenance!