Startup Mastery Igor Peer

Sapper Robot

Cheap and simple multifunctional robot



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Project launch organization

Our project will start in cooperation with Ukrainian Volunteer Service. It will help us to reach popularity and success as fast as we can.



Ukrainian Volunteer Service is a non-governmental organization founded in 2017. Our goal is to develop a culture of volunteerism and mutual assistance in Ukraine. Since the beginning of the full-scale Russian-Ukrainian war, we have been providing comprehensive support and continue to create opportunities for volunteerism.

Problems and needs of market

In the market, there are some problems we want to solve:

- Robots from other companies are too expensive.
- Complexes are too hard to assemble and quite difficult to use.
- Most robots do not have a backup control system.

We know that our audience wants something more affordable, with a simple control system, easy and fast in production, and with a reliable backup control system.

Solution

In consideration of the problems, we identified earlier, our robot offers solutions to them. Firstly, many parts are made from recycled secondary raw materials, and others are sourced from commonly available components, which helps reduce the cost of the system. Additionally, to facilitate easy assembly, we utilize pre-manufactured parts wherever possible, thereby minimizing assembly and repair times if needed. Lastly, we have incorporated a backup control system that can be used in case radio communication is disrupted due to enemy actions.

The full product will consist of a robot and multiple additional modules that can be useful in various situations.

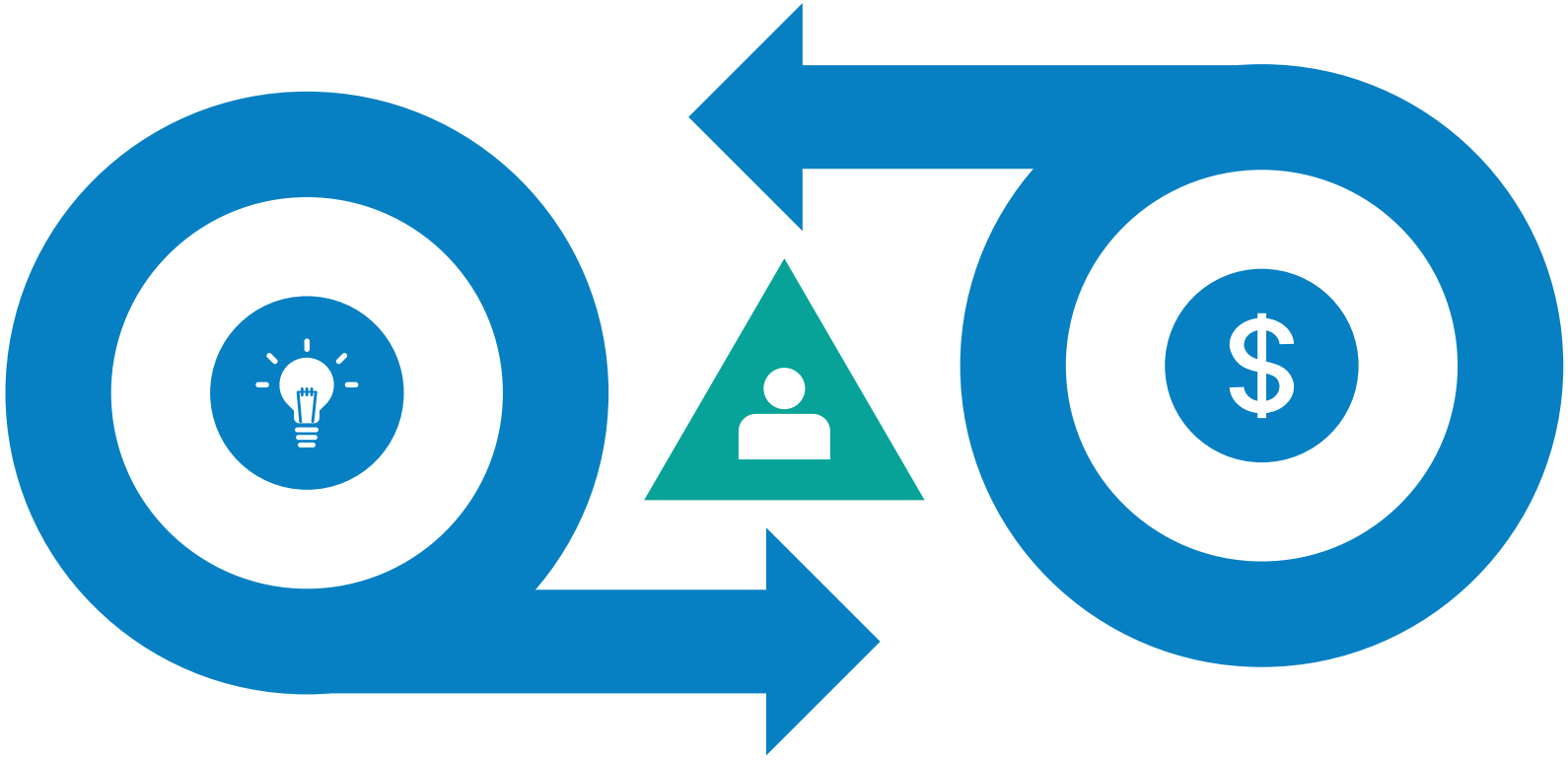
The Minimum Saleable Product will contain only the robot, which can also be useful in certain situations and provide assistance.

Business-model

Company earn money with selling robots and additional modules

Product distribute via volunteer organizations

My possible business partners are volunteer organizations and some government grants



Marketing and sales

Customers can find our product via internet or in conversation with volunteer organizations or other product users

Low price of robot and ability to fast product will help us to keep our clients

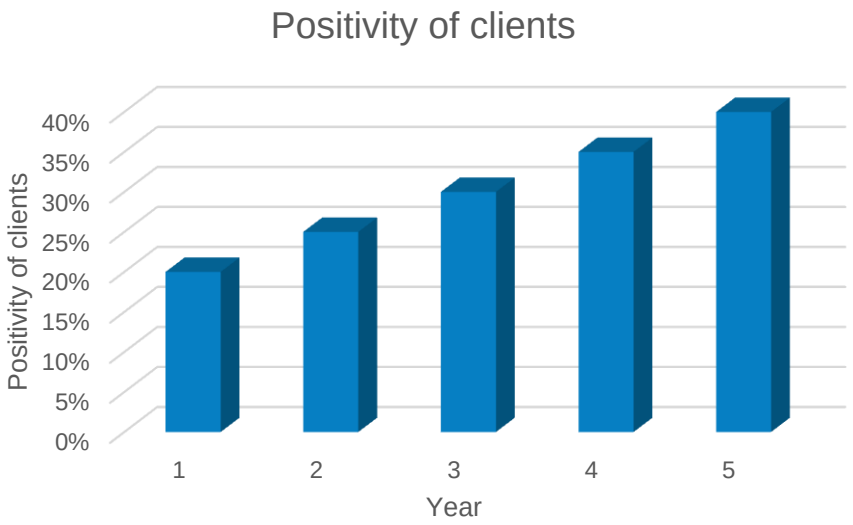
With designing new modules, we can increase number of our clients

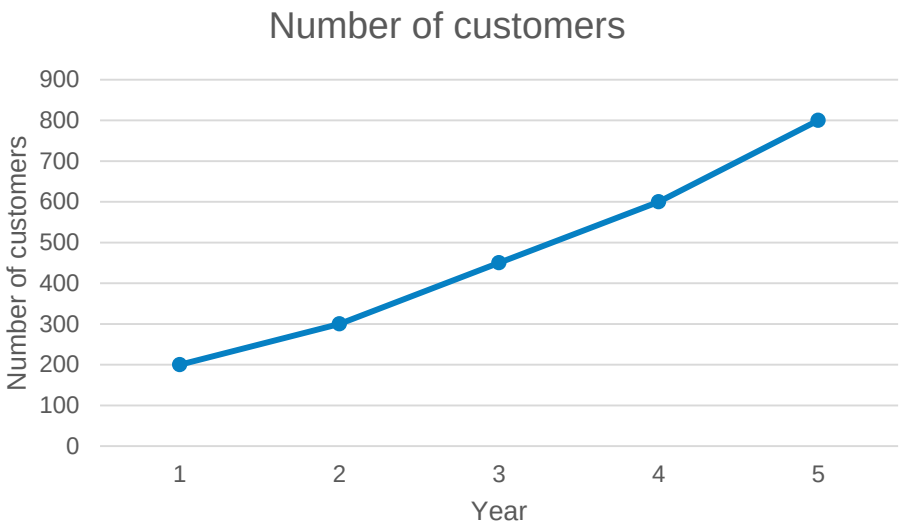


Competition

Name	Reliability	Ease of remote control	Price(₴)	Armor	Camera
Our Robot	4	5	5`000	3	-
TALON	5	4	8`000`000	4	+
ANDROS F6A	5	4	2`400`000	3	+
Dragon Runner	4	3	800`000	3	+

Financial prognosis and key indicators





Revenue increases due to the expansion of the product range, improvement of marketing strategies, and growth of the robotics market. Expenses grow due to the expansion of production capacities, research and development of new products, and marketing campaigns. Cash flow remains positive due to revenue growth. Number of clients increases due to market expansion and successful marketing campaigns. Conversion rate of potential clients to real ones grows due to product improvement and sales efficiency.

Current status of MSP

The current status of our project is MPS. We have a robot that serves as a base for many modules, although we do not have these modules yet. However, at this stage, it can also be used for military purposes.

Additionally, we are currently inventing some modules to expand the robot's abilities, such as camera and manipulator modules, and a mining module.

Our clients initially want a good product at a low price. So, we reduce the price using various methods while maintaining the same functionality as other robots of this type.

We have the ability and knowledge to create MPSes, modernize them, and develop new modules for them.



Thanks