

## Emme Project - Emme from Sizedrobots Lean Bussines Plan

<p><b>PROBLEM</b></p> <p>Robots need wires, connectors, screws and solid parts. That limited the final use and maximize the design and manufacture product cost</p> <p>They don't have makers licenses</p> <p>The parts of the robots only works all together and for a new product or a new family you need start again the design</p>	<p><b>SOLUTION</b></p> <p>Use thin parts who "clicks" as a lego but they remain all together supporting external forces. 3D printed parts, production on our own space and flexibility for final customers to make or order the parts who they were broken or new free accessories</p> <p>They can be used separately because each principal part has its own microprocessor, wireless module, and battery</p> <p>It's possible to buy the product ready to run or buy a Maker Kit license with manuals, diagrams, and the bill list to do it by yourself</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Ready to Run Robots: Sell a new kind of robots, you can assembly in seconds and un-assembly again and change the configuration accessories to use it in another terrain: road, off-road, on water and underwater. You also can use only a part of the robot to other functionalities (example: use one wheel to have a motorized 360° selfies machine)</p> <p>Maker Licenses Kits: You can build your own customized robot while you learn a different way to think, sketch and make a robot</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>The firmware to work the parts separately or all together</p> <p>The manufacturing and assembly process for the Ready to Run robots</p> <p>The electronics modular designs to lower the final cost and to reuse in the next evolution of the products on in the new families</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Every people who loves robots</p> <p>People who enjoy activities and needs a cameraman who records them, Emme record the scene</p> <p>People who love explore or dive, the robot can go where the can't</p> <p>People who loves 360° motorized selfies</p> <p>Schools, robotic, centers, universities</p> <p>Educational projects from Foundations</p> <p>Make a family project to learn altogether</p> <p>Play with family or friends</p>
<p><b>EXISTING ALTERNATIVES</b></p> <p>There aren't alternatives</p> <p>Another kind of robots but</p>	<p><b>KEY METRICS</b></p> <p>Enough profit to grow after the first year</p> <p>Enough profit to prepare new products after 18 months</p>	<p>Schools, robotics centers, universities: Learn how to design robots without the limitations of the wires, the screws, the connectors and the solid parts. With that, you ensure that the original idea for a new robot can go to the first idea to a prototype in only some weeks, not in some months. And the result in 100% modular and it's the first stage to new products family or evolutions of the same product</p>	<p><b>CHANNELS</b></p> <p>Kickstarter and IndieGoGo</p> <p>Amazon</p> <p>Ebay</p> <p>Robotics shops</p> <p>Technology or toy shops</p> <p>Robotics online shops</p>	<p><b>EARLY ADOPTERS</b></p> <p>Kickstarter and IndieGoGo</p>

<p>not with the advantages of Emme</p>		<p><b>HIGH-LEVEL CONCEPT</b></p> <p>Reconfigure your robot in seconds to new escenaries and use the parts separately to another functions.</p> <p>Learn another way to design and make robots more direct, quickly and modular ensuring the original idea in all of the process</p>		
<p><b>COST STRUCTURE</b></p> <p>A 3D printers farm \$6000</p> <p>100 square meters \$500/month x9 months</p> <p>Stock materials and components \$5000</p> <p>Electronic manufacture \$3000</p> <p>2 working persons 2x\$2000/month</p>		<p><b>REVENUE STREAMS</b></p> <p>Kickstarter campaign Ready to Run Offroad \$90 to \$120 per robot with a 30% of profit</p> <p>Kickstarer campaing Maker License with manuals and bill list \$15 per license with a 100% profit</p>		

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