**InspectorBot’s Business plan**

InspectorBot is a small tele-operated robot with a forward pointing low resolution camera to allow an operator to drive the robot to a desired location. An upward pointing high resolution camera for examining and photographing objects above the robot. InspectorBot will have a built-in website that will be an easy-to-use user interface. A wifi access point configured for p2p (peer to peer) to allow any internet enabled device, such as a smart phone, to control InspectorBot.

Possible markets:

There are military, law enforcement and the obvious border patrol applications, but the area with the greatest opportunity is in what I would call an under building survey.

The concept is to use an InspectorBot to take a series of high definition images from the crawl space of the underside of the building. Use an application to “stitch” all of the images together to generate one complete high definition image of the underside of the building. There is no business that I’m aware of that presently provides this service, but what is under the building is as important as what is above the building.

Who would be the customers?

The primary customer for InspectorBot would be anyone who would enjoy building a kit form or purchasing an assembled unit with the goal of entertainment, education or the ultimate goal of starting a business.

Business opportunity for InspectorBot owners:

The most obvious customers for the owners of an InspectorBot would be in the real estate industry. I cannot imagine that any individual that is looking for a new home would not be interested in what is in the crawl space of a potential new home, not to mention a building inspector could have actual data about the crawl space. If the service was available, mortgage companies and banks would be interested in any information to protect their investment, plus the data could be used to help assess the value of the home. The addition of sensors could also allow dangers such as radon gas to be exposed. This could help protect the family that will be living in the new home.

Another possible use is to inspect a commercial building before it is renovated. Often when older buildings are renovated, unexpected dangers, such as asbestos-covered pipes and insulation, is encountered. An under building survey could expose these dangers before any workers are exposed.

With lots of possible customers in a new and presently untapped field of under building surveys, there are opportunities for entrepreneurs and innovators to start new and profitable businesses in a whole new field with just an InspectorBot and a software application to stitch the images together.

Marketing strategy:

Initially publish a website to inform the public of InspectorBot’s features and the possibility of using InspectorBot to start a new and profitable business. Both kit and fully assembled versions of InspectorBot could be sold through the website and through Tindie.

Second stage:

If there is enough interest, a Kickstarter campaign would be the second stage to fund a production version to be manufactured. This would bring down the price and make InspectorBot affordable to a larger number of customers.

Price point:

The price point is still to be determined. As a consultant on consumer products, I’m aware that the retail price would need to be 4 times the production cost.

Thank you for taking the time to read the preliminary business plan!

Sincerely,

Dennis Stilwell

The InspectorBot Project.