



AlphaCart

Give people a new kind of freedom



Contents

3-5	EXECUTIVE SUMMARY
6-26	BUSINESS MODEL
27-41	MARKET RESEARCH
42-44	COMPETITOR ANALYSIS
45-45	SWOT ANALYSIS
46-51	MARKETING STRATEGY
52-54	MANAGEMENT SUMMARY
55-57	SOURCES AND USAGE
58-65	FINANCIAL PLAN

EXECUTIVE SUMMARY

An overview of the business to be established and the future milestones to be achieved.



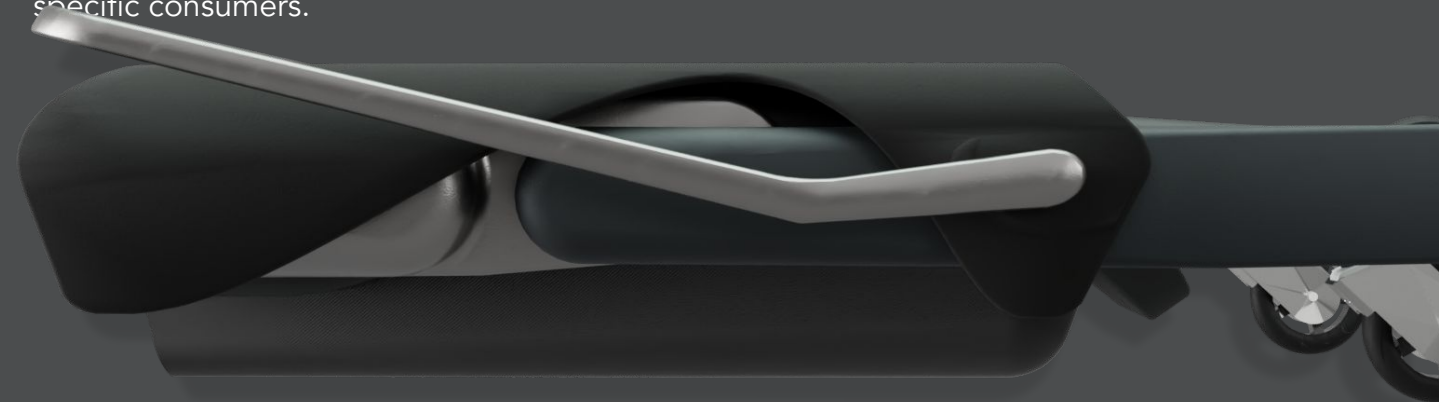
Executive Summary

BUSINESS MODEL

Alpha Cart will serve both corporate and individual clients. The company will develop and distribute products to help people lead independent life while assisting offices and industrial clients in their daily tasks. The products will be manufactured in-house using proven production processes and high-quality and reliable inputs. The founder will focus his efforts on setting-up the manufacturing unit, getting the clients onboarded and the accurate functioning of the mobile application. The company plans to further improvise its manufacturing process with the use of latest technology equipment and tools to save production costs, thereby transferring the benefit to its customers in the form of reduced pricing.

COMPANY SUMMARY

Human following robot has a wide scope of usage, and many types of applications can be applied to the robot in daily life. It can be linked in many fields such as construction, medical, logistics, office, and even as a household robot. One such initiative is Alpha Cart, which is a semi-autonomous robot following owners with their belongings and items. Alpha Cart is an automatic cart that can follow its owner while carrying items in the basket attachment at its top, easing the burden of carrying things manually, and helping them live more independently. Alpha Cart is the best fit for people who want simplicity while leveraging the benefits of sophisticated technology - all at an affordable cost. The cart has been developed for both outdoor and indoor applications where agility, maneuverability, and flexibility will be required, and it can be easily controlled using a mobile app. The cart will function in follow-me mode, following the authorized user's trajectory as well as detecting and avoiding obstacles in full security. Alpha Cart has smart sensors that can recognize human voices and avoid obstacles so it can follow specific consumers.





TARGET CUSTOMERS

Alpha Cart is meant for a wide range of consumers, with an initial focus on senior citizens and parents of young children. In addition to assisting individual users, it can also be used by industrial and commercial users or offices, who can carry small materials, tools, or papers while commuting to different parts of the project site or going to attend meetings. Moreover, Alpha Cart will also be an object of attraction for young tech-savvy customers, who want to live in smart homes, where they can carry things around their homes without any hassles. The geographical focus of the company will initially be the United States, with the ultimate aim to create a worldwide presence.

**\$7.11
MILLION**

NET PRESENT VALUE
(Based on projected
cash flow for 5 years)

23%

INTERNAL RATE OF RETURN
(Based on projected cash flow
for 5 years)

INVESTMENT REQUIRED

The founder has already invested an amount of \$300k as equity funds in the business to develop the prototype of Alpha Cart and will satisfy additional funding requirements from investors' funds. This document outlines the strategies that Alphacart LLC will use to maximize its profits and lower its operating expenses. These strategies will ultimately increase ROI and benefit the stakeholders associated with the company. To establish the business, the company will need to invest heavily in the development of a mobile app, purchase of inventory of hardware & software to manufacture the product, purchase of required tools & resources, initial marketing, technology, retail packaging, and hiring of personnel for various positions.

This capital expenditure will be met by an investment of **\$20 million** in the form of investors' funds.

BUSINESS MODEL

Development of Alpha Cart, a fully autonomous vehicle, following people with their belongings

Problems

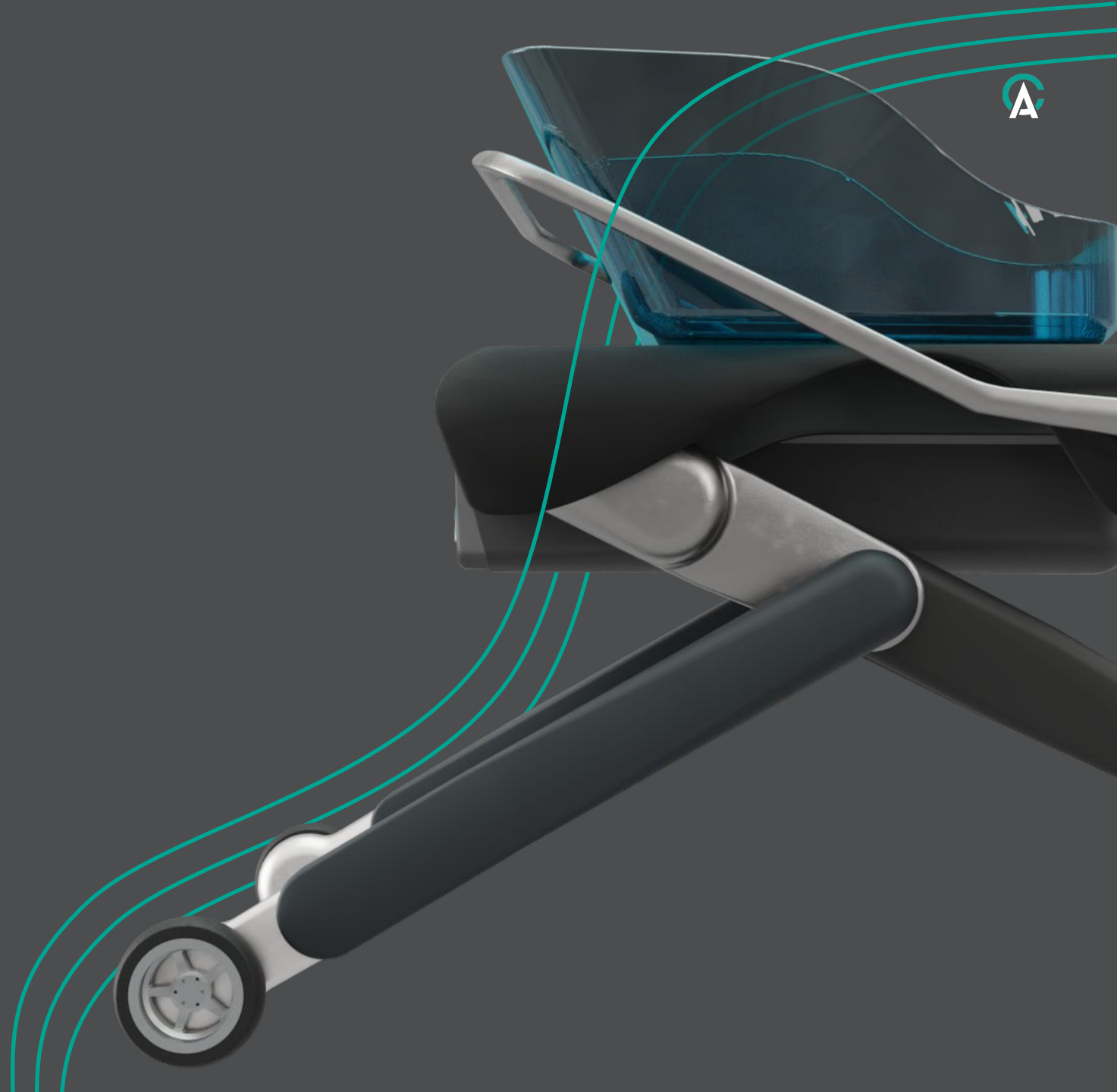
- Lifting heavy groceries
- Pushing heavy shopping carts
- Placing grocery items back and forth between cart, store, etc
- Difficulty carrying children's belongings while shopping
- Not enough hands when transporting children

Shopping carts in major stores have experienced little change and serve only for simple purposes ever since they have been first manufactured. Consumers often face problems as they are tedious and in-convenience to push or pull these carts around and becomes noticeably painful to carry the heavy loads. This is a big problem amongst the elderly and early parents



Solutions

This is where Alpha Cart comes into play, assisting seniors and parents in both their environment and outside their usual environment. Alpha Cart will be a perfect choice for elderly people who live far from their children or have to live alone for the major part of the day when their children are busy within their professional settings and mothers of young children. They do not need to lift and push heavy trolleys to get the groceries and other belongings to their home, rather Alpha Cart will do all these tasks itself without any assistance required from the customer. They only need to switch on the cart with the push of a button on their mobile phone and the cart will automatically come into a workable position and start following them.



The Entity



COMPANY NAME: Alphacart LLC

Incorporation Date: 22nd October 2022

Expected Launch Date: Late 2023

WEBSITE:

PRODUCTS OFFERED: The Alpha Cart

FOUNDER: Brett Baron

STAGE OF DEVELOPMENT: Proof of Concept/Prototype/Pre-sale

INDUSTRY: Autonomous Technology Industry (Follower Robots)

FOCUS: Follow a customer-centric approach to design and develop mobile robots empowering and benefiting humanity, while assisting people, making their lives easier, safer, and more connected.

BUSINESS LOCATION: The United States

GEOGRAPHICAL FOCUS: Worldwide with an initial focus on the United States

FUNDS REQUIRED: \$20 Millions

TARGET CUSTOMERS: Individual and corporate clients

COMPETITORS: Gitamini and Gitaplus by Piaggio Fast Forward

CORE STRENGTHS: Experienced founder, commitment to fostering invention, discovery, and technological exploration in the pursuit of practical and valuable robot products, use of latest technology tools to develop the cart, and sale through multiple direct and indirect channels to sell large quantities to a broad range of customers worldwide.

OVERALL OBJECTIVE: Make sure that people lead an active and engaged life.



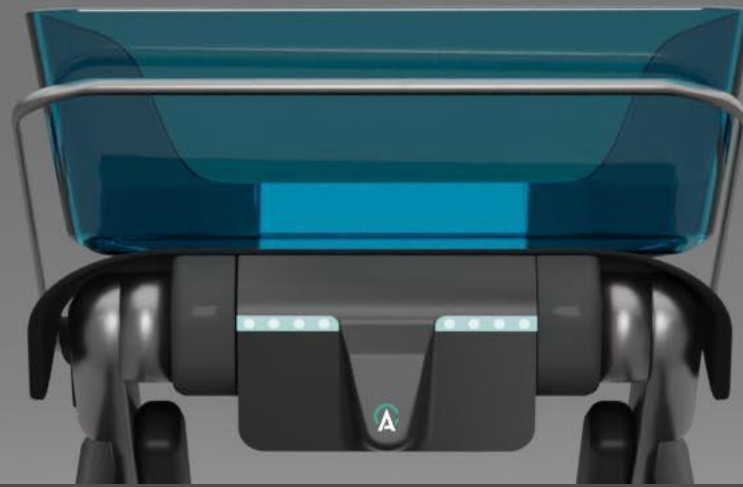
Company Overview

The idea of Alpha Cart originated 7 years ago when the grandmother of the founder, Brett Baron called him asking to get groceries delivered to her. He imagined the state of elderly people living alone, who want to go out for groceries shopping in an effort to socialize with persons and be independent, but cannot do so because of the hassles of carrying their belongings & bringing groceries to their doorsteps, and this is where he started working on the concept of developing a semi-autonomous vehicle carrying all the stuff for them. He spent almost 7 years developing (designing, creating, and refining) the product. He has already patented the technology behind it and is currently finalizing the prototyping. A company in this regard has already been formed in --, the United States in October 2022. The product is expected to be launched by the end of 2023. Alpha Cart will work alongside people from the get-go and is designed to be used without any expertise in operating autonomous machinery.

INDUSTRY OVERVIEW

Over the past few decades technology has been drastically changing the way of life in society, hence lives of the current generation have been significantly improved by completely becoming dependent on new technologies, as it allows multiple tasks to be completed in less time along with increased efficiency. Autonomous technology is one of these life changing inventions. We already see it in our homes with autonomous vacuums,

Alpha Cart will help older adults feel more independent. There is no such technology assisting people while they are out of their homes for grocery shopping or any other routine life task. This is where Alpha Cart comes into play allowing individuals to move without the hassles of asking for help.



Product Overview

Alpha Cart is a simple, but highly sophisticated semi-autonomous technology designed to automate one of the most cumbersome, and prolific human tasks in general life or in the workplace related to moving belongings, office files, or other small materials and tools from one place to the other. In addition to lugging around the items placed in the basket on top of it, Alpha Cart can also retrieve the basket placed on a surface. Alpha Cart is a semi-autonomous robot following behind a person. The cart can carry items, accompany people at shopping malls, or during a jogging session at the park. It is an intelligent technology system, which is installed on the cart, and connected to a powerful motor, real-time sensors, and 360-degree cameras.

The embedded sensors maintain the distance between the cart and the user, who is accessing the cart through a mobile app to save collisions. The company will use a software solution with which the robot can move on paved roads without collisions and without human intervention. The software will ensure the crossing of difficult intersections and the avoidance of static and dynamic obstacles. It will rely on an infrared sensor to detect and avoid bumping into objects or people.

The cart consists of four wheels allowing it to balance properly, a central tray to place baskets of different sizes, power motors, clear vision cameras, and in-built sensors to identify and follow the owner. Alpha Cart can move as fast as six miles per hour, if its owner breaks into a jog, and has a battery life of six hours.



- Alpha Cart gets activated at the click of a button through a mobile app.
- Once activated, the cart follows the person controlling it through a mobile application.
- The Alpha Cart can be folded and unfolded with the click of a button.
- The cart can easily be stored in the car or at home.

PLATFORM BENEFITS AND FEATURES: The intelligent cart provides great convenience and efficiency to the customers by allowing them to shop or move around without any sought for tension. There is no need of pushing or pulling the heavily loaded cart because it automatically follows the customers. One advantage of this system is that the person does not have to wear any attached element. Instead, the cart can be controlled through a mobile app, where the sensors and front camera will follow the direction of the mobile. Its camera gives a 360-degree vision, enabling it to detect its owner while using AI to learn about its surroundings. Having a robotic companion to carry shopping will also promote a healthier lifestyle because people are walking out to shop more frequently. The features of Alpha Cart are outlined as follows:

MANUFACTURING PLAN: The founder plans to set-up a state-of-the-art manufacturing facility equipped with the necessary tools and machinery to manufacture Alpha cart in-house with an aim to reduce the ultimate cost of the product to the customers. He will focus on utilizing latest technology solutions, and streamlined processes to reduce manufacturing errors and make optimum utilization of available resources. The company will focus on productivity for growth and profitability, and respect for its customers and employees to increase repeat and referral business while minimizing employee turnover.

The product will be sold both online (through third-party websites and its own proprietary website) and offline (through distributors and grocery & convenience store chains). The founder also plans to scale through licensing and B2B sales.



Distribution Channels

OWN PROPRIETARY WEBSITE

Develop its own web and mobile-operated website allowing people and businesses worldwide to place online orders.

DISTRIBUTORS

Enter into agreements with distributors worldwide to sell products in different regions



THIRD-PARTY PLATFORMS

Get Alpha Cart listed on third-party e-commerce websites to gain a wider coverage

AGREEMENTS WITH CONVENIENCE STORES

Enter into agreements with big retail grocery store chains and convenience stores to display its products at their stores, as the product is a perfect fit for regular grocery shoppers.

Company Ownership



Brett Baron

Alphacart LLC is owned and managed by the founder, Brett Baron in his capacity as the chief executive officer holding a 100% share in the company. He has already developed the product design and is at the stage of prototyping. He will be responsible for managing the manufacturing process, entering into agreements with hardware & software suppliers, handling logistics, searching for reliable distributors, and overall smooth operations of the company. He will also be responsible for making strategic business decisions concerning the expansion of business in different geographies, development of new technology or solution, establishing manufacturing facilities in the future, or the sale of substantially all of the company's assets, and any other significant corporate transactions. The founder will employ an experienced team of factory workers, sales personnel, marketing manager & associates, logistics manager, and procurement manager to get the products manufactured and handle the volume of business. The founder will ensure that the workforce has the right mix of skills and attributes to handle day-to-day operations & customer queries, thus achieving the highest customer satisfaction. The company will accomplish this through teamwork, embodying integrity and progressive business practices in a safe, wholesome work environment.

The founder will make sure that employees undertake the required training that will position them to meet the expectations of the company and compete with other suppliers operating in the market. The founder will continually look to refresh and revise the workforce strategy to ensure that the workforce profile is



Milestones



2022

- Incorporated Alphacart LLC
- Developed the design and prototype of the product
- Contracted with construction companies and input suppliers to set-up the manufacturing plant and operationalize it



2023

- Raise funds for setting up the manufacturing facility
- Construct the manufacturing plant and employ required human resources
- Launch the product in the consumer market

2024

- Organize extensive marketing campaigns to create presence in the market
- Achieve a sales of \$-- million





Mission and Vision

MISSION

Change the way people carry their belongings using an automated cart powered by advanced technology.

VISION

To become the leading provider of semi-autonomous carts worldwide through a combination of evolving technology, programming capabilities, ease of use, flexibility, and affordability for the end-users.



Goals

SHORT-TERM



INITIAL SET-UP

Set up the manufacturing unit by purchasing high-quality machinery and tools.



DEVELOP QUALITY PRODUCTS

Develop a highly reliable, accurate, and cost-effective mobile cart aimed at making people's life easier.



PROMOTIONAL INITIATIVES

Run marketing campaigns to make the product visible in the market.



TEAM

Hire qualified and experienced professionals and expand the team to cater to future growth.



CUSTOMER SERVICE

Deliver outstanding customer service through dedication and excellence.

SHORT-TERM



ENCOURAGE PEOPLE TO WALK

Help create a better planet with a reduced carbon footprint by encouraging people to walk.



INPUT SUPPLIERS

Establish sound business relationships with input to get the best quality hardware and software units.



PROVEN AND TESTED PRODUCT

Keep end users' needs and market dynamics in mind so that any loopholes are identified initially and there are no major losses.



MOBILE APP DEVELOPMENT

Develop a user-friendly mobile app allowing users to easily control the cart.



AFTER-SALE SERVICES

Provide excellent after-sale services to establish credibility and trust in the market.



Goals

MEDIUM-TERM



CONTINUE TO INNOVATE

Design and build robots that empower people to do more both inside and outside of their homes.



EXPAND BUSINESS REACH

Expand the business reach by targeting people and businesses worldwide.



PRODUCT INNOVATION

Creation of everyday robots that assist people, making their lives easier, safer, and more connected.



SELF-SUSTAINING BUSINESS

Build a business surviving off its own cash flows without injecting finance from external sources once the business is running



EXPAND BUSINESS NETWORK

Continue to search for new wholesalers and distributors to widen the company's network.

MEDIUM-TERM



INDUSTRY RELATIONSHIPS

Establish a completely trustful and engaging relationship with the distributors.



PROVEN PROCESSES AND APPROACHES

Provide a more hands-on approach to managing the business effectively.



COLLABORATION OPPORTUNITIES

Search for collaboration opportunities with corporate clients.



BRAND REPUTATION

Promote the company's culture, good values, and business philosophy.



ENHANCE PRODUCTIVITY

Continually innovate and adopt state-of-the-art technology in methods and materials to enhance productivity.

Goals

LONG-TERM



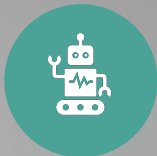
BE A LEADER

Position itself as a leader in the semi-autonomous robot technology market.



OVERALL DEVELOPMENT

Serve the interest of its customers, investor, and employees in a well-balanced manner.



RECOGNIZED BRAND

Be known as a brand recognized for being genuine and offering innovative and high-quality autonomous tech products.



TECHNOLOGY-FOCUSED TEAM

Be the place where exceptional people who share a passion for technology want to do their best work.



EXIT FOR INVESTORS

Go for an initial public offering (IPO) in 3 to 5 years to execute a fruitful exit for investors.

LONG-TERM



STRONG MARKET POSITION

Establish a reputation of integrity, quality of product, transparency, and knowledgeable partnerships in the industry.



PROVEN PROCESSES AND APPROACHES

Provide a more hands-on approach to managing the business effectively.



MARKET POSITION

Be the first choice of shoppers worldwide.



CUSTOMER-FOCUSED

Continually explore new ideas to make the Alpha Cart a preferred choice of businesses and elderly people.

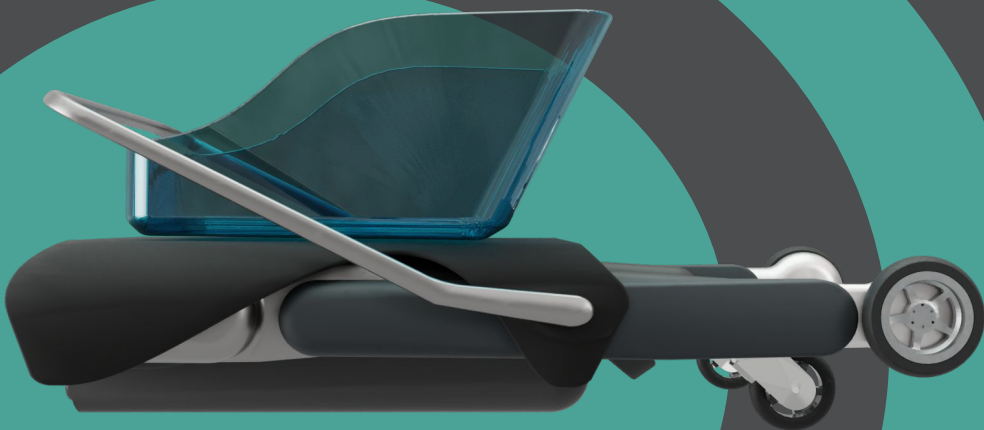


INDUSTRY PARTNERSHIPS

Partner with other players within the industry with the view of sharing knowledge and experience.



Key Success Factors



FOCUS ON QUALITY

The company will use the latest technology tools and inputs (cameras, sensors, and other hardware) to manufacture high-quality semi-autonomous carts providing an unparalleled experience to its customers. The founder will implement a rigorous quality check mechanism, where the products will be checked to ensure that the customers only receive high-quality products without any manufacturing default. The company will also ensure that the customers are provided adequate after-sale support to enable them to make the proper use of the cart to perform their daily tasks.

LIGHTWEIGHT AND NIMBLE

Alpha Cart does not take up a lot of space and can be easily stored in the car boot, on the sidewalk, or at home, thereby providing a no-touch experience to the customers. It uses a regular wall plug to charge. It is also the perfect size for navigating indoors, tight spaces like elevators, narrow hallways, and busy shopping aisles. People also do not need to pick it up as they move outside for shopping or any other task, as it can be easily stored in the car boot. At the click of a button, it expands into action mode and automatically comes out of the car, and starts following the person controlling it through a mobile app. When the customers are done with their tasks, the cart automatically gets into the car boot space without the need to pick and place manually, thus making it a perfect choice for old people having mobility issues.

STRONG INDUSTRY RELATIONSHIPS

The company will enter into long-term agreements with input suppliers to ensure that the customers receive high-quality products continually. The company's responsible sourcing ideals and effective distribution channels (online and offline) will enable it to target a wide range of customers worldwide, thereby building a brand name in the market.



Key Success Factors

RESEARCH AND DEVELOPMENT

Research and development is the key to success for a business, and autonomous robot companies are not an exception. Being at the forefront of innovative technologies will facilitate the company to succeed in today's highly complex world, where people are more inclined to unique products and offerings assisting them with their daily tasks and commitments. The company will combine intellect, wisdom, and creativity to keep on improving the cart functionality to work in multiple business and personal environments while continuing to innovate more autonomous tech-based products suitable for individual and corporate use, and this will help Alpha Cart create a brand presence in the market. The company will use next-generation technology to improve upon current systems while differentiating itself from the competition.

MULTIPLE SIZED BASKETS

The cart comes with multiple-sized basket attachments with varying payload capacities at a maximum of 100 pounds, making it suitable for each type of customer. People can put whatever they want in the basket placed on the top of Alpha Cart and then simply walk around, where the robot will follow them wherever they go. In the future, as the product gains a sizeable portion in the market, the founder will also go for customizing the baskets based on the requirements of individual clients, which will offer more flexibility to the users to get the cart programmed for their personal use.



AlphaCart LLC

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> • Investors • Technology and hardware suppliers • Distributors • Legal consultants • Third-party websites • Bloggers and influencers • Robotics industries association 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> • Product design and development • Research and development • Mobile app development • Manufacturing • Establish and maintain long-term relationships with distributors • Regular updates to the mobile app to improve features and functionality • Marketing and promotion • Testing and inspection • Customer support • Logistics • Warranties 	<p>VALUE PROPOSITION</p> <ul style="list-style-type: none"> • One-of-its-kind product • Proven and tested technology • Helping hand for individual and corporate clients • Make it easy and safe for people to move things around • Improve the quality of life of old people • A new way forward to mobility • Encouragement to walk instead of going on vehicles for shorter walk-in trips • Commitment to security • Make robotic technology accessible to everyone • High performance and modern design • Convenience/usability • Usable and more practical than they have ever been before • Cost-effective and easily deployed cart 	<p>CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> • Excellent customer service • Social media • Safety and flexibility • International coverage • Highly automated • After-sale services • Product manual and support videos • High degree of automation • Frequent upgrades 	<p>CUSTOMER SEGMENTS</p> <p><u>Target Geography</u></p> <ul style="list-style-type: none"> • Worldwide starting initially with the United States <p><u>Target Demographics</u></p> <ul style="list-style-type: none"> • Individual clients, including • Senior citizens • Parents of young children • Office • Industries
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> • Research and 			<p>CHANNELS</p> <p>Sales Channels:</p> <ul style="list-style-type: none"> • Website • Distributors • Convenience and grocery stores <p>Ad Channels:</p> <ul style="list-style-type: none"> • Digital channels • Word of mouth 	<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> • Revenue from the sale of



Risk and Mitigation Strategies

RISK	MITIGATION STRATEGY
PRODUCT RISK	<ul style="list-style-type: none">▪ Extensive testing of Alpha Cart before launching in the consumer market.▪ Embedded sensors eliminate the risk of collision.▪ Warranties to cover manufacturing defects.▪ Rigorous mechanism to check the quality of each product before being sold to the customers.▪ Strict policies about the procedure to be adopted in manufacturing the Alpha Cart.▪ Partner with vendors and suppliers supplying quality inputs (hardware and software) for the manufacturing of Alpha Cart.▪ Follow a proper packaging mechanism to keep the products safe.▪ Maintain the database of serial numbers assigned to each of the units to ensure security and remove duplicity.
MANUFACTURING RISKS	<ul style="list-style-type: none">▪ Conduct proper due diligence before hiring employees involved in critical functions to ensure that they have the required experience and capabilities to handle the work properly.▪ Make sure that the standardized procedures are being followed during the manufacturing process.▪ Introduce initial and regular training initiatives for the production staff to bring standardization.▪ Optimization of the manufacturing facilities at regular intervals.▪ Ensure that the maintenance schedule of the production machinery is properly followed to prevent breakdown and injuries.▪ Train employees on the proper handling of all types of raw materials and final products.▪ Invest in the best available technology.▪ Improve the work process through the implementation of high-tech equipment and the latest development methods.
SUPPLIERS RISK	<ul style="list-style-type: none">▪ Make sure that the suppliers deliver the required inputs timely.▪ Enter written contracts with suppliers listing terms and conditions regarding delivery, payment terms, etc. to avoid disputes.▪ Establish a proper supplier authentication system so that only genuine industry relationships are built.▪ Strict policies regarding delivery of hardware and software inputs at regular intervals.▪ Test checks the delivered lots at regular intervals to ensure the quality is maintained.▪ Conduct financial due diligence to ensure long-term supplier viability.▪ Diversify the suppliers (do not depend upon a single supplier) to minimize the risks.▪ Be transparent with the suppliers regarding sales projections, so that the inputs are available when required.▪ Develop solid communication channels so that employees know what their responsibilities are in the event of supply chain disruption.

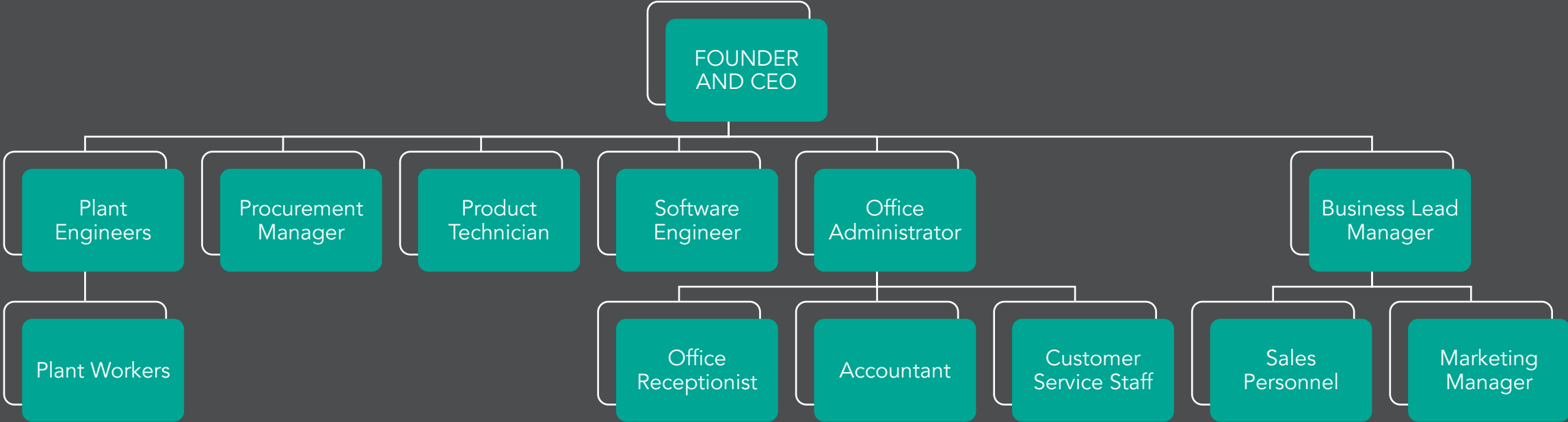


Risk and Mitigation Strategies

RISK	MITIGATION STRATEGY
TECHNOLOGY	<ul style="list-style-type: none">▪ A simplified mobile application so that the users can easily log in and connect to the Alpha Cart.▪ Visually informative.▪ Strong security mechanism, allowing only authorized users to have access to the control mechanism.▪ Regularly update the mobile app features to introduce more safety features.▪ Continually perform research & development initiatives to keep on improving the functioning of Alpha Cart by fixing bugs & issues faced by customers.▪ Maintain a regular backup of the database to ensure recovery in adverse cases.
SECURITY RISKS	<ul style="list-style-type: none">▪ Security mechanism to ensure that the confidential information collected through the mobile app is safe from unauthorized disclosure.▪ Ask the users to update their mobile app at regular intervals to ensure they're using the latest and greatest version.▪ Encrypt critical data elements such as user ID, passwords, and PIN.▪ Ensure that the mobile application has standard security protocols in place, such as an SSL certification and data encryption.▪ Use strong passwords to secure the personal information of the users.▪ Keep on monitoring the mobile application regularly and check the servers for any viruses or malware.▪ Employ strict written protocols and enforce security policies and practices.
WARRANTY CLAIM MANAGEMENT	<ul style="list-style-type: none">▪ Implement an automated warranty claim management system to ensure that the entire process is streamlined and efficient, ultimately decreasing the cost and enhancing the customer experience.▪ View, access, and automatically track customer asset warranty coverage, when a product is received for repair.▪ Verify whether the filed claim is valid and within the warranty period.▪ Equip customer-facing field service employees and technicians with the right & required information to enable them to handle claims properly.▪ Implement a system that properly ties the delivery or installation of a customer asset to the registration of the warranty effective dates.
CUSTOMER RISK	<ul style="list-style-type: none">▪ Respond swiftly to the customer's complaints and issues.▪ Deliver products on a timely basis to corporate clients and customers making online purchases.▪ Fair and transparent pricing.
TOOLS AND MACHINERY	<ul style="list-style-type: none">▪ All machines and tools brought onto the factory premises will be of sound quality and will meet the statutory requirements.▪ Perform a pre-use visual inspection of the machinery to detect obvious defects before getting started with production.▪ Perform regular and detailed inspection of the machinery after every three months to detect breakdowns and obsolesce.



Organizational Structure





Staffing Plan

PARTICULARS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Plant Engineers					
Number of Employees	2	2	3	3	3
Salary	\$152,000	\$158,992	\$249,458	\$260,934	\$272,936
Procurement Manager					
Number of Employees	1	1	2	2	2
Salary	\$85,000	\$88,910	\$186,000	\$194,556	\$203,505
Product Technician					
Number of Employees	1	1	1	1	1
Salary	\$43,000	\$44,978	\$47,047	\$49,211	\$51,475
Software Engineer					
Number of Employees	1	1	2	2	2
Salary	\$68,000	\$71,128	\$148,800	\$155,645	\$162,804
Office Receptionist					
Number of Employees	1	1	1	1	1
Salary	\$31,200	\$32,635	\$34,136	\$35,707	\$37,349
Office Administrator					
Number of Employees	1	1	1	1	1
Salary	\$39,000	\$40,794	\$42,671	\$44,633	\$46,687
Sales Personnel					
Number of Employees	4	6	8	10	10
Salary	\$199,200	\$312,545	\$435,896	\$569,934	\$596,151



Staffing Plan

PARTICULARS	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Plant Workers					
Number of Employees	20	30	40	50	60
Salary	\$663,000	\$1,040,247	\$1,450,798	\$1,896,918	\$2,381,012
Marketing Manager					
Number of Employees	1	1	1	1	1
Salary	\$70,000	\$73,220	\$76,588	\$80,111	\$83,796
Business Lead Manager					
Number of Employees	1	1	1	1	1
Salary	\$55,000	\$57,530	\$60,176	\$62,944	\$65,840
Accountant					
Number of Employees	1	1	1	1	1
Salary	\$53,000	\$55,438	\$57,988	\$60,656	\$63,446
Customer Service Staff					
Number of Employees	2	3	4	6	7
Salary	\$70,000	\$109,830	\$153,176	\$240,334	\$293,287
Total Salary	\$1,528,400	\$2,086,247	\$2,942,734	\$3,651,582	\$4,258,288

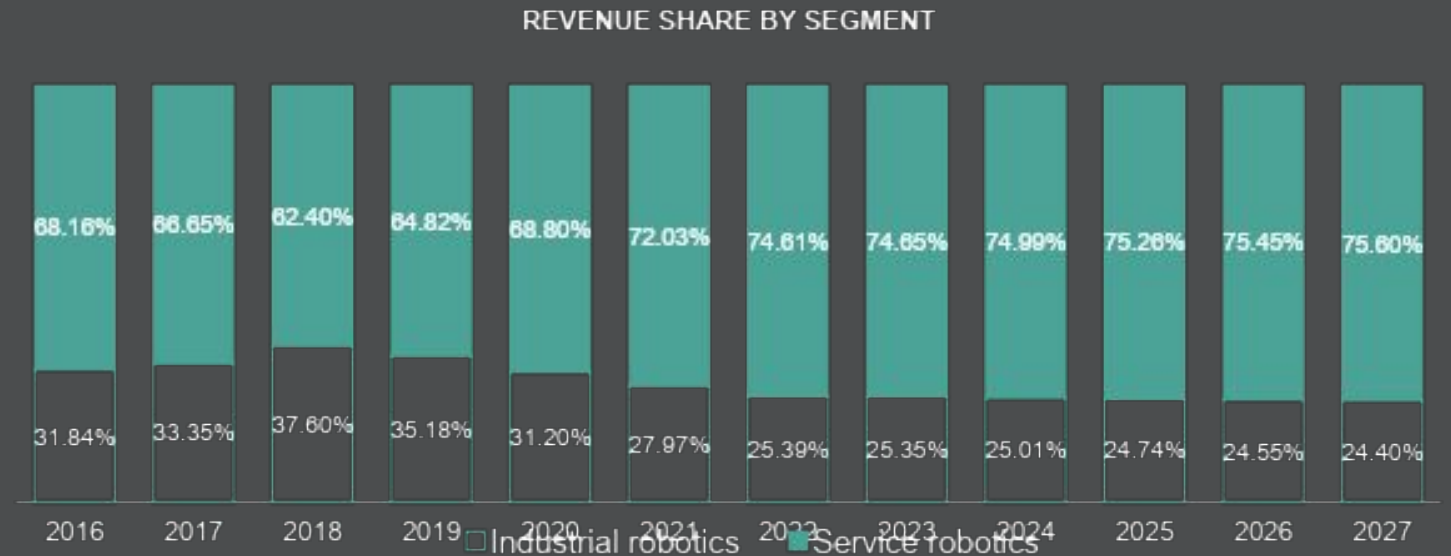
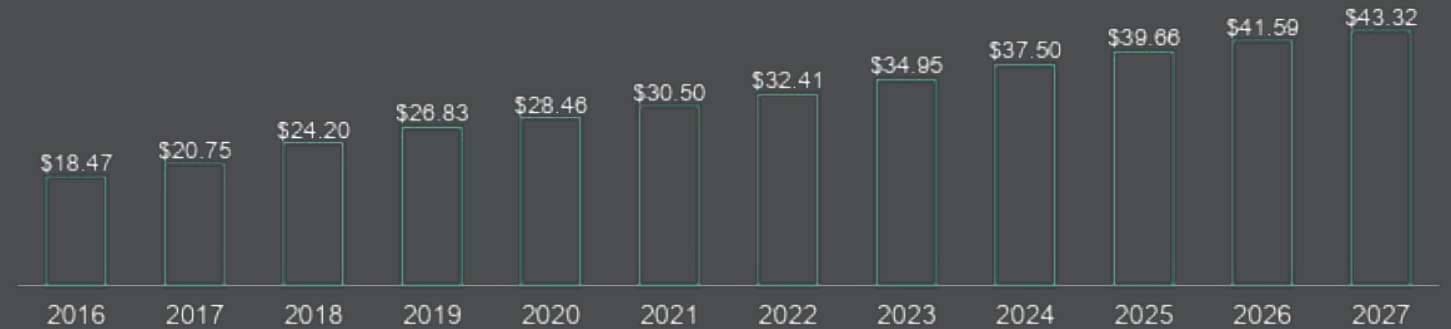
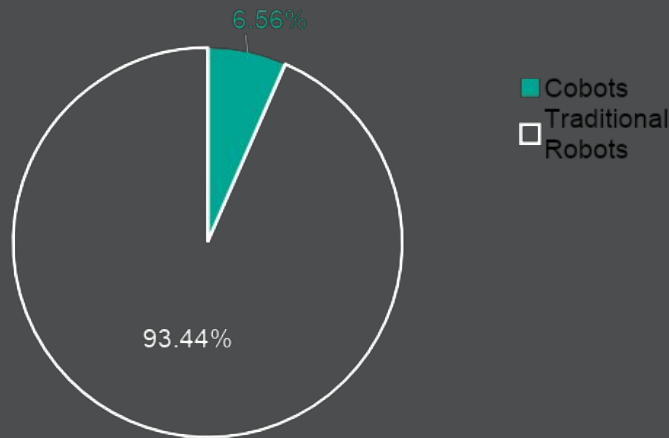
MARKET RESEARCH

Analysis of the autonomous mobile robots market worldwide and in the United States to gauge the adoption of technology among people and businesses

Robotics Market Worldwide

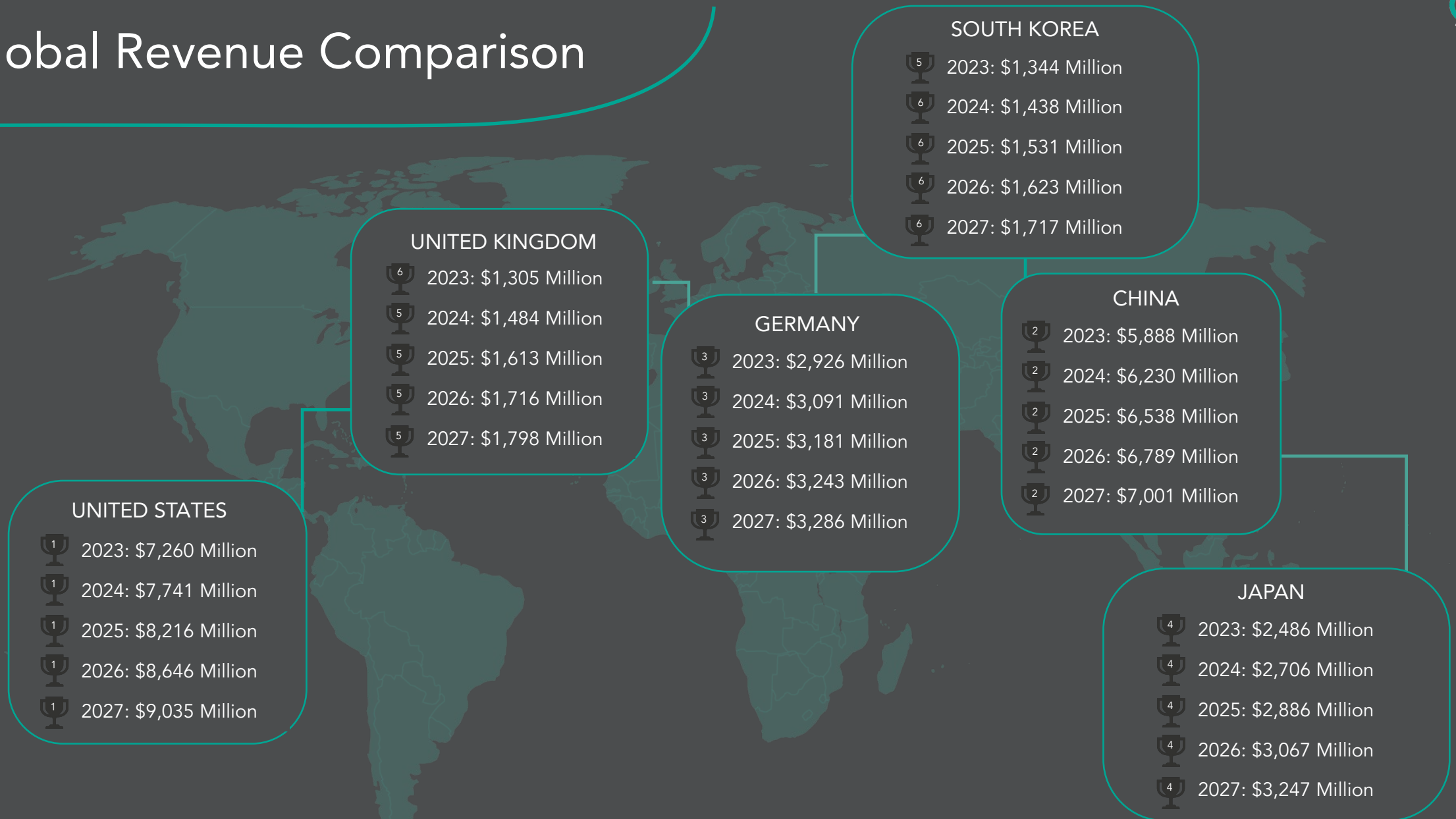
GLOBAL ROBOTICS MARKET REVENUE: The revenue in the robotics market is projected to reach \$34.95 billion in 2023. The market's largest segment is service robotics with a projected market volume of \$26.09 billion in 2023. The revenue share of service robotics in the overall global robotics market has increased over the last several years. The global robotics market's revenue is forecast to grow at an annualized rate of 5.52% between 2023-27, resulting in a market volume of \$43.32 billion by 2027.

SHARE OF COLLABORATIVE ROBOTS, 2022





Global Revenue Comparison

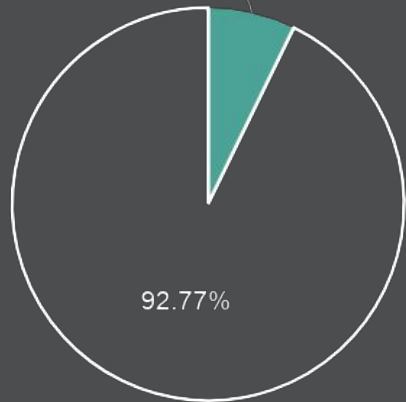




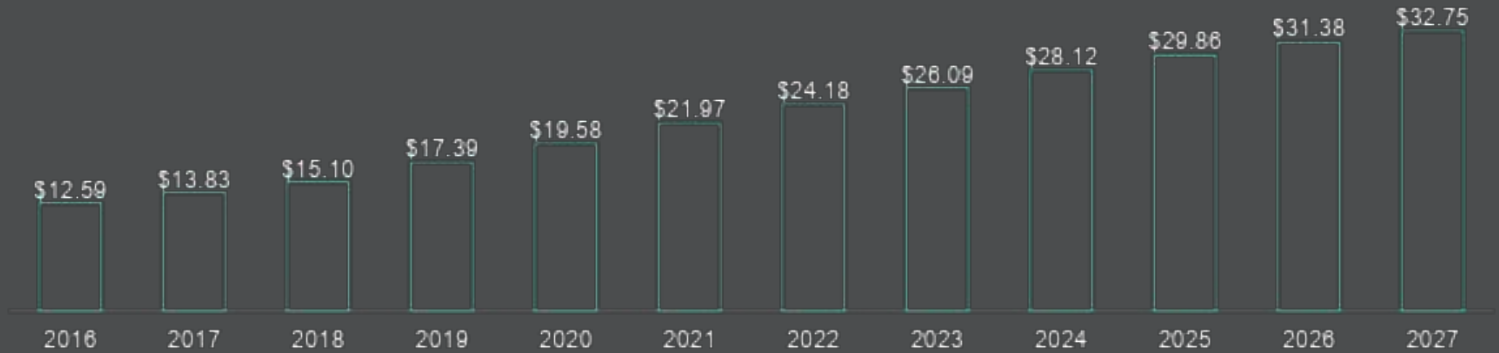
Service Robotics Market

Revenue in the service robotics segment is projected to reach \$26.09 billion in 2023. The largest segment is commercial service robotics with a projected market volume of \$16.15 billion in 2023.

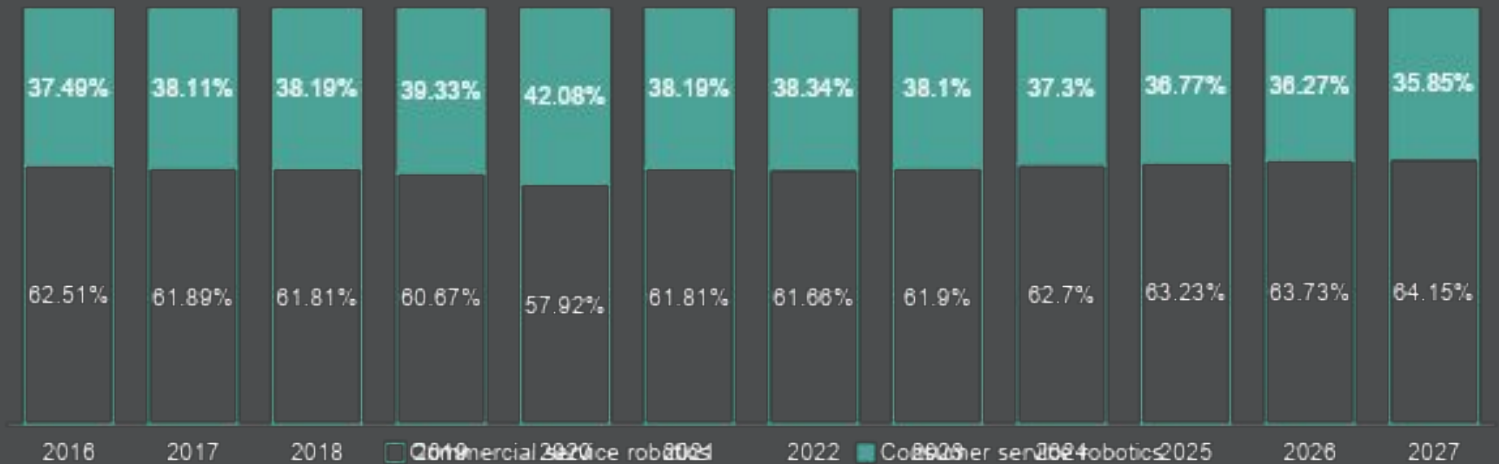
Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 5.85%, resulting in a market volume of \$32.75 billion by 2027. In global share of collaborative robots, 2022 the United States (\$6,628 million in 2023).



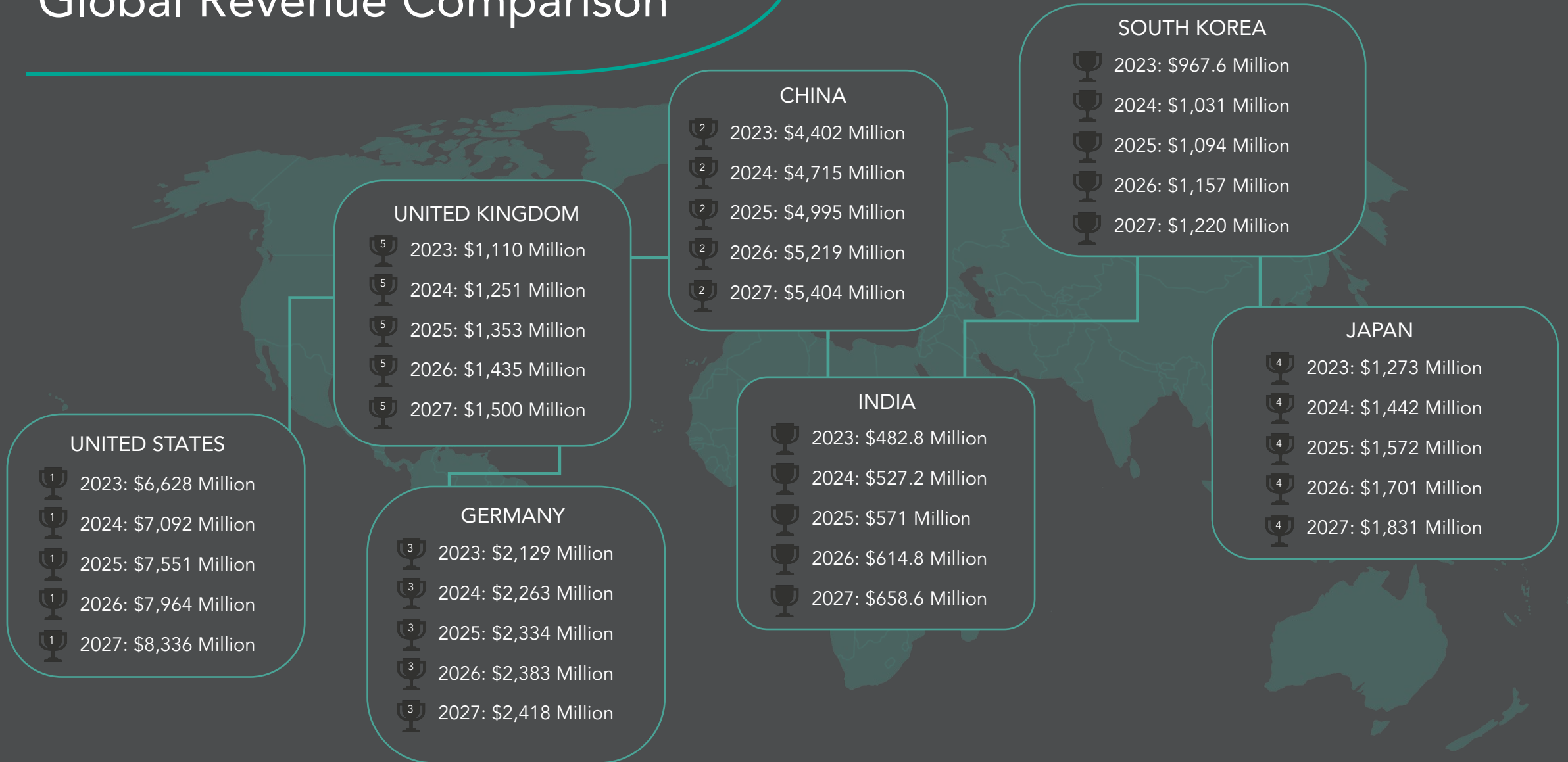
- Cobots
- Traditional Robots



REVENUE SHARE BY SEGMENT



Global Revenue Comparison



Consumer Service Robotics

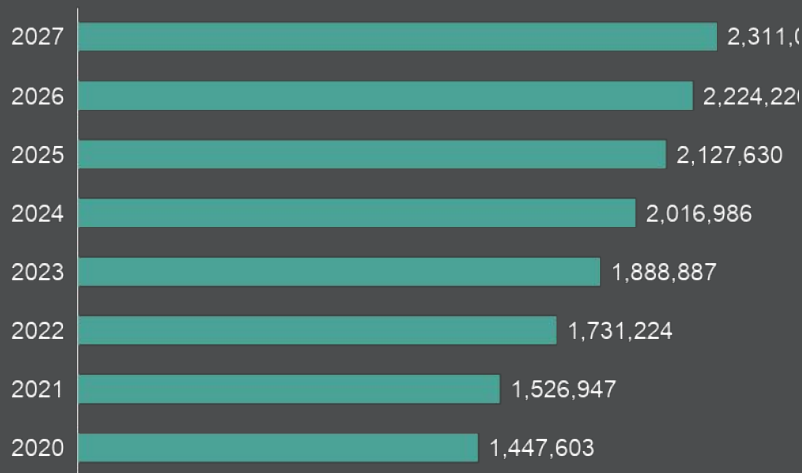
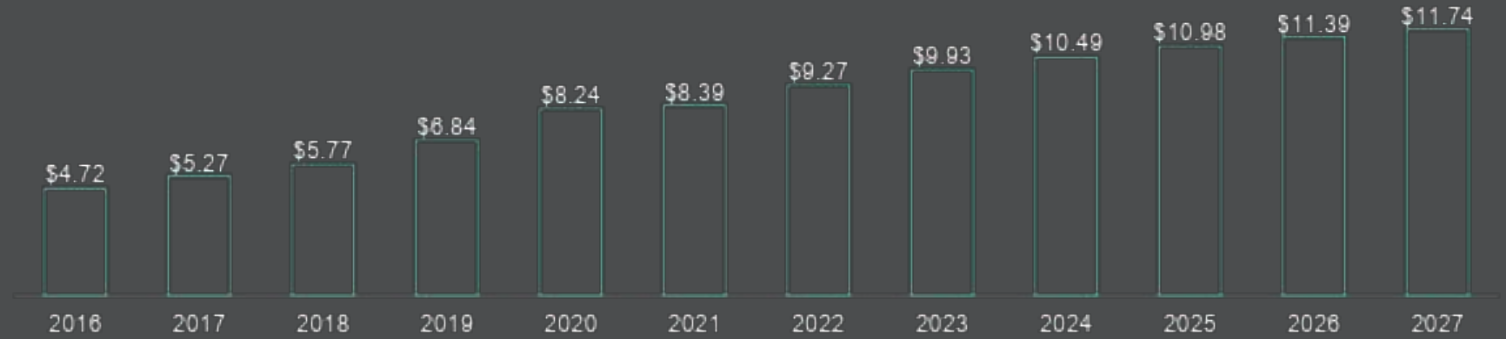


Revenue in the consumer service robotics segment is projected to reach \$9.93 billion in 2023.

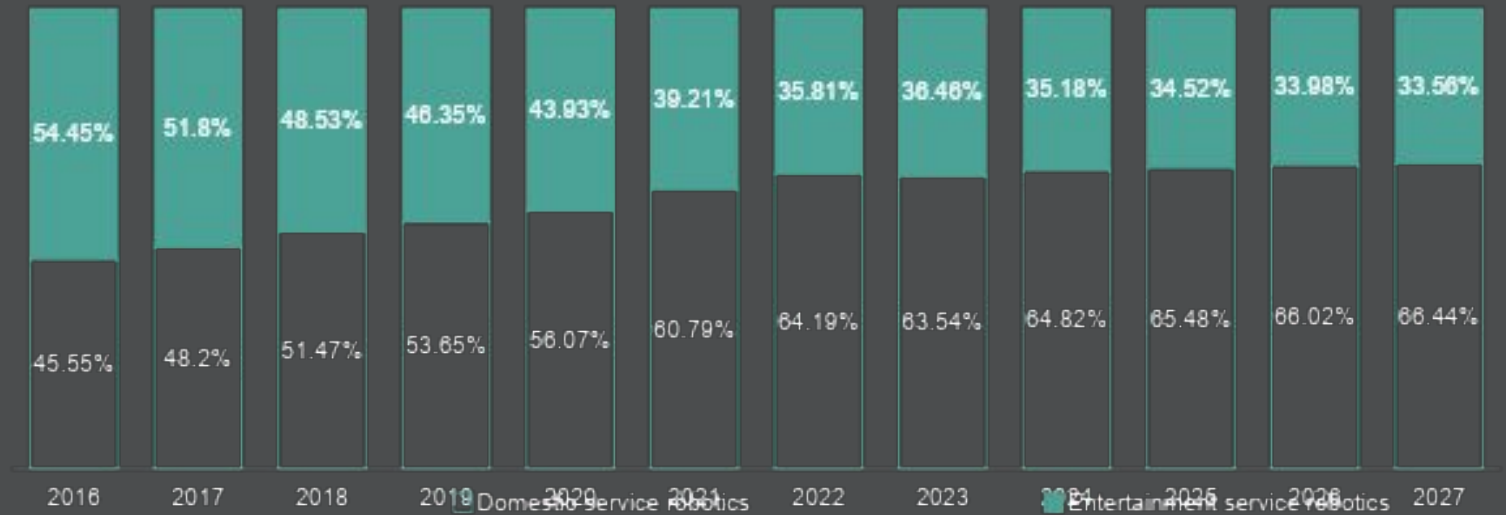
The largest segment is domestic service robotics with a projected market volume of \$6.31 billion in 2023.

Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 4.26%, resulting in a market volume of \$11.74 billion by 2027.

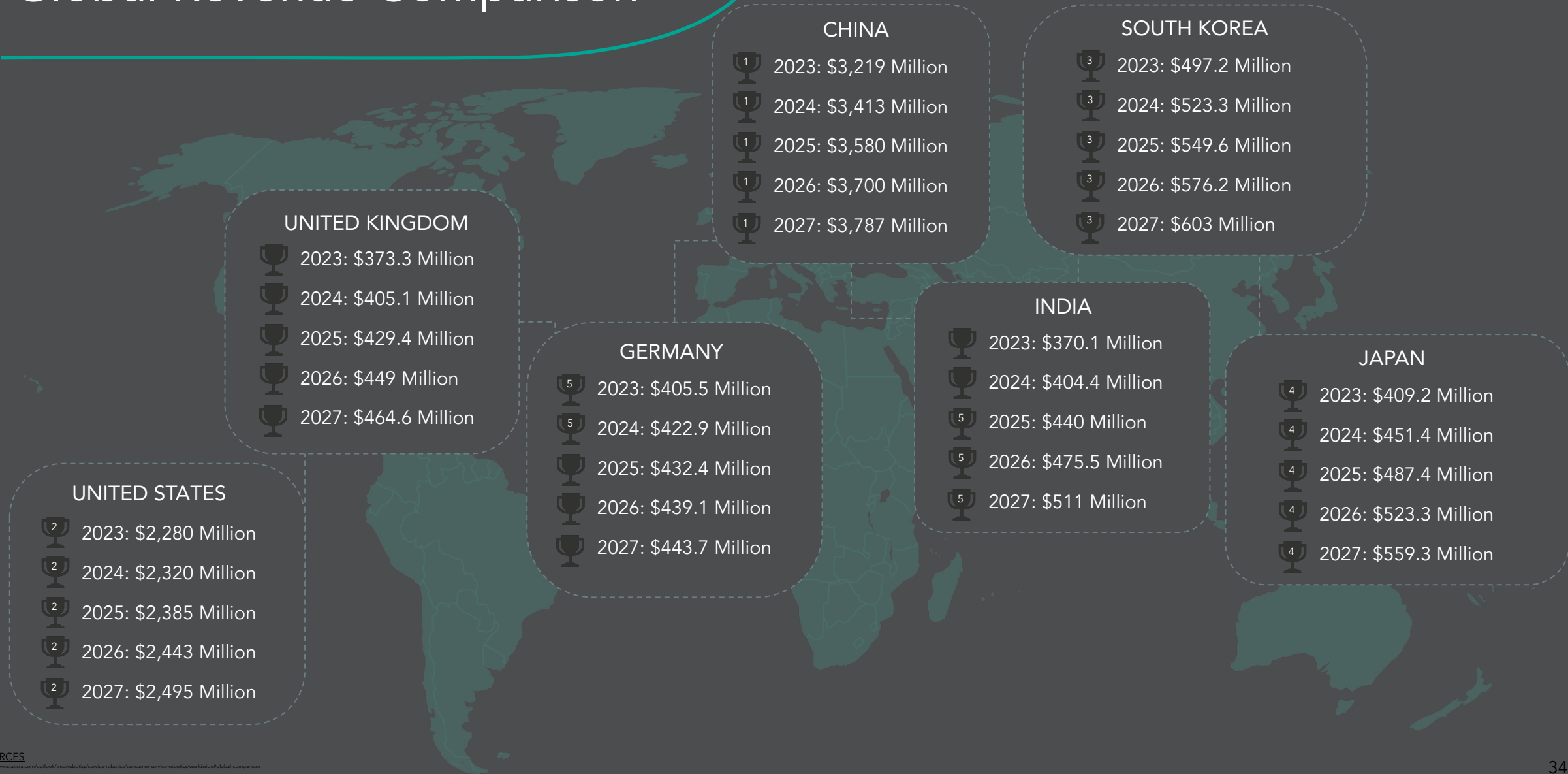
In global comparison, the majority of the revenue is expected to be generated in China and the United States. Where China is expected to lead the consumer service robotics market during the forecast period.



REVENUE SHARE BY SEGMENT



Global Revenue Comparison





OVERVIEW: Technology is ever-growing and becoming much more sophisticated in today’s world. The impact of algorithms, artificial intelligence, and machine learning on all age groups is visible. Interestingly, in light of technological advances, it is seen that many seniors are gradually adapting to this transformative world. There has never been a better time to be a learner for older adults because they can use technology to their advantage almost in all fields.

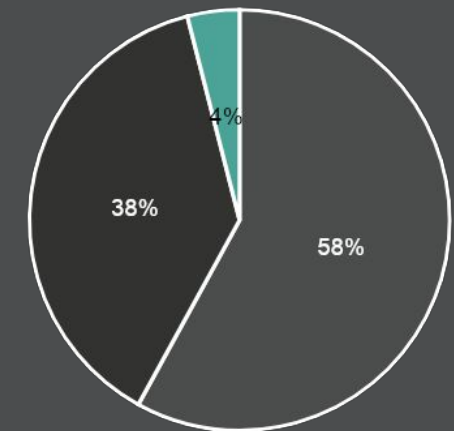
A growing number of older adults are living alone. Technology can make it easier for seniors to be self-reliant and accomplish daily chores and tasks. Seniors are most likely to pick up new technologies that can offer them a direct benefit. Older adults face unique barriers to adoption, ranging from physical challenges to a lack of comfort and familiarity with technology. Many are simply not confident in their own ability to learn about and properly use electronic devices.

GROWING INCLINATION TO USE TECHNOLOGY AMONG SENIOR CITIZENS: Older people are embracing modern technology more than ever before. Tech adults say technology has specifically had a positive impact on society. There are a number of areas in which seniors hold relatively positive views of technology and technology-related topics. For instance, at a broad level, 58% of seniors feel that technology has had a mostly positive effect on society, while just 4% feel that the impact has been mostly negative.

Although older adults are less inclined than other age groups to say they like trying new technology, some seniors do show a strong preference for early-tech adoption. On a six-item index that classifies Americans’ preferences for new technology and products, around one-in-five adults ages 65 and older (21%) hold strong preferences for being early tech adopters

INSIGHTS: Considering the challenges being faced by old people in the adoption of technology, the founder has developed an easy-to-use mobile application to bring the cart to action, that does not require the user to be advanced tech-savvy. Instead, a person who can understand the functions of a mobile phone can easily operate Alpha Cart without requiring any assistance from others. It is built on plug and use model, where the cart is easy to operate and will just start following at the click of a button. Thus, the company can target these senior citizens and can make their lives easy. The company’s solution will offer required mobility to senior citizens, as they don’t have to worry about carrying their belongings. It will make senior citizens independent, as they can go anywhere with their belongings without soliciting anyone’s help.

IMPACT OF TECHNOLOGY ON SOCIETY AS PER MOST SENIORS



Mostly positive
 Equally positive/negative
 Mostly negative

SOURCES
<https://www.pewresearch.org/2018/02/28/older-americans-embrace-technology/>
<https://www.pewresearch.org/2018/02/28/older-americans-embrace-technology/>
<https://www.pewresearch.org/2018/02/28/older-americans-embrace-technology/>

Market Research



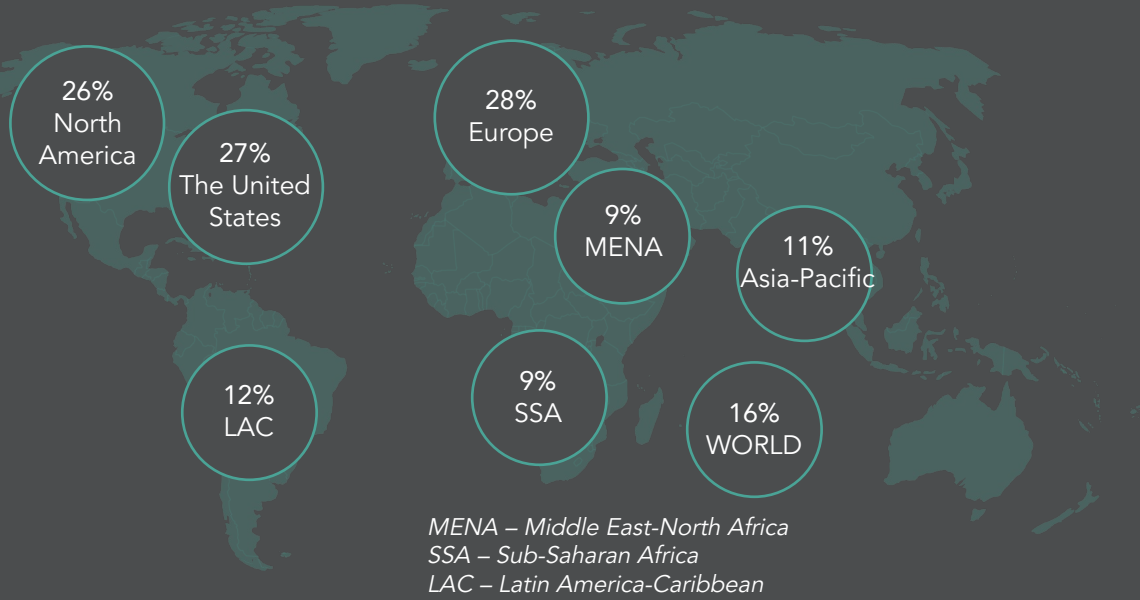
OLDER PEOPLE AROUND THE WORLD: According to research conducted by Pew Research Center, living with an extended circle of relatives is the most common type of household arrangement for older people around the world. Globally, living in extended-family households – those that include relatives such as grandchildren, nephews, and adult children’s spouses – is the most common arrangement for people aged 60 and older. Nearly four-in-ten older adults (38%) live in this type of arrangement, including two-thirds or more in Iraq, Namibia, and India. People are more likely to live in smaller households in their later years. The average person who is 60 or older lives in a household of 3.4 people, compared with 4.7 people for adults ages 18 to 59.

REGIONAL ANALYSIS: In the United States, 27% of adults ages 60 and older live alone, compared with 16% of adults in the 130 countries and territories studied. In many countries in the Asia-Pacific, sub-Saharan Africa, and the Middle East-North Africa regions – such as Afghanistan, Mali, and Algeria – fewer than 5% of seniors live alone. U.S. adults ages 60 and older also are more likely than their counterparts around the world to live as a couple without young children at home. Almost half of Americans in this age group (46%) share a home with only one spouse or partner, compared with three-in-ten globally (31%). Older adults in sub-Saharan Africa (9%) are especially unlikely to live in this arrangement.

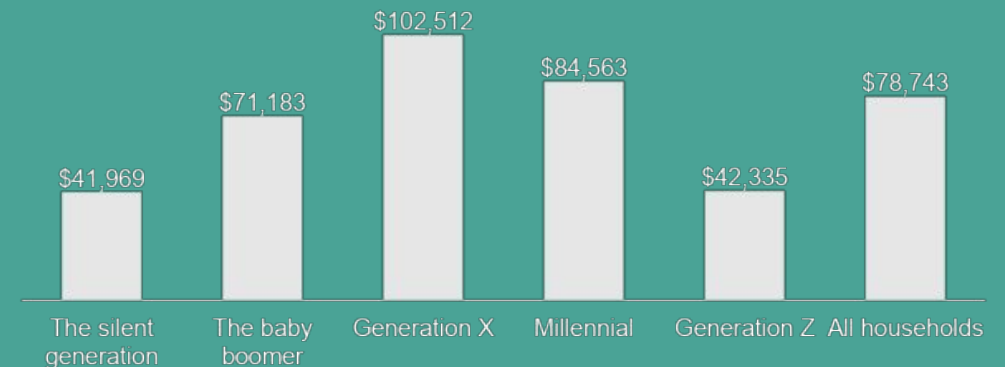
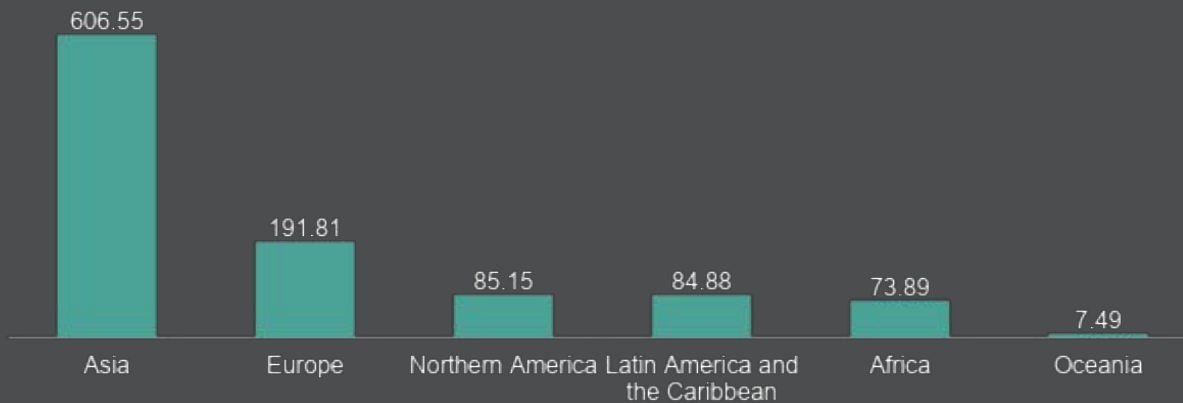
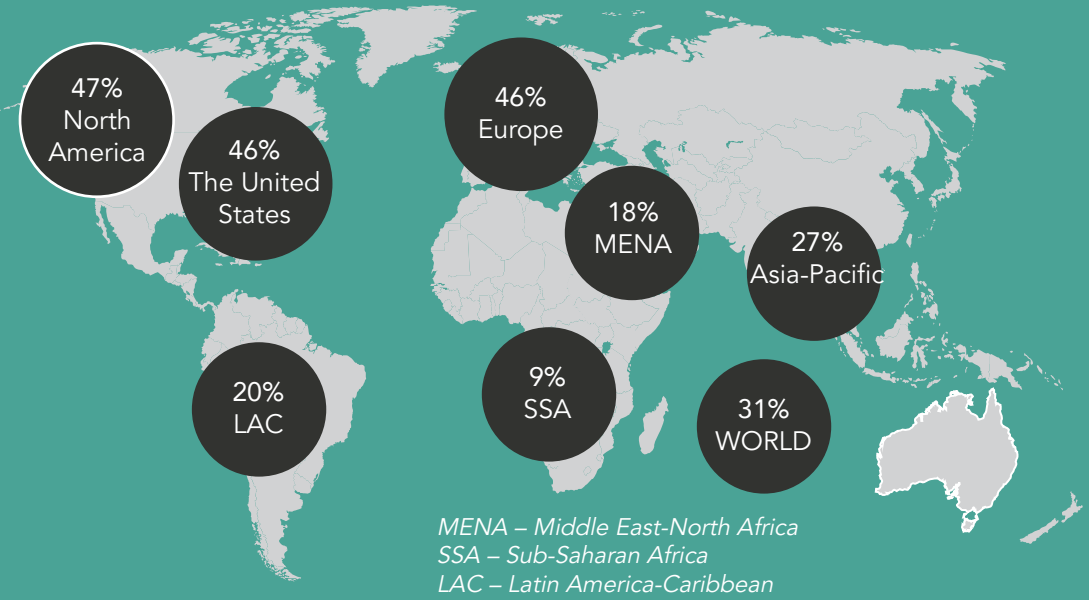
OLDER PEOPLE IN WEALTHY NATIONS: While living arrangements for older people in the U.S. differ substantially from those in many other countries, they are consistent with those in other wealthy nations. Generally, households are smaller in countries that are more prosperous, as defined by a variety of measures including education, longevity, and economic output. In many European countries, for example, rates of living alone for older people are even higher than they are in the United States.

SPENDING POWER OF OLDER PEOPLE: Older people tend to have both high incomes compared to younger cohorts (especially in OECD countries). The consumer class is expected to grow from 3.9 billion in 2020 to 5.6 billion by 2030, with each age group contributing almost uniformly to this increase (by 41% on average). The only group whose contribution will grow significantly faster is the senior group (whose representation in the consumer class will surge by 66% from 459 million to 760 million). Seniors are the wealthiest age cohort in the world, together with older professionals (45-64 years). Geographically, the silver economy is expected to shift from the OECD economies to emerging markets, especially in Asia. Today, the total year spending power of silver consumers is relatively equally distributed across Asia, North America, and Europe (\$2.3 trillion each). By 2030, Asia’s share will have grown significantly as its seniors are expected to spend over \$5 trillion each year. Asia will have only three countries in the top 10, but two of them are growing rapidly. In China, silver spending will triple from \$750 billion to \$2.1 trillion, overtaking Japan where senior spending has already plateaued at \$900 billion. India will make a dramatic entrance into the group with an expected surge in silver spending

% OF PEOPLE AGES 60 AND OLDER LIVING AS SOLO



% OF PEOPLE AGES 60 AND OLDER LIVING AS COUPLE



SOURCES
<https://www.census.gov/2010/01/10/older-people-see-more-ill-effects-elsewhere-in-the-u-s-than-elsewhere-in-the-world/>
<https://www.statista.com/statistics/935666/world-mean-disposable-household-income-by-region/>
<https://www.statista.com/statistics/625883/us-mean-disposable-household-income-by-generation/>



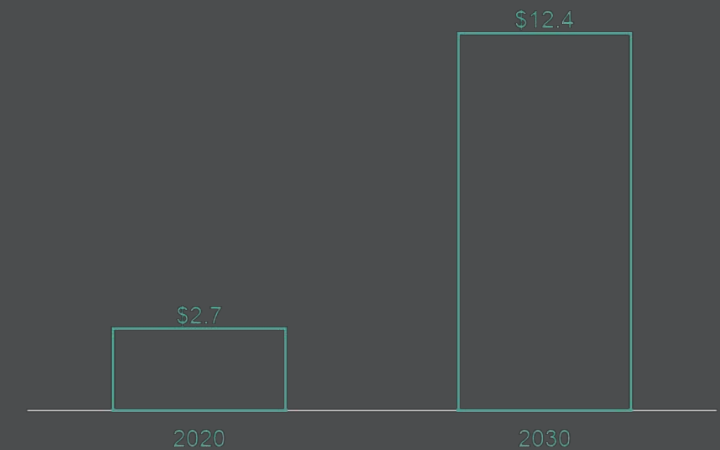
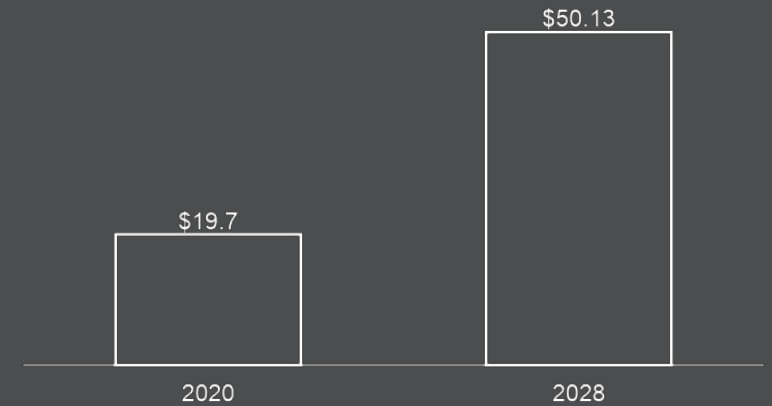


GLOBAL AUTONOMOUS TECHNOLOGY MARKET: The global autonomous technology market is projected to reach \$50.13 billion by 2028 as compared to \$19.7 billion in 2020 growing at a CAGR of 12.77% during the forecast period.

REGIONAL ANALYSIS: On the basis of regional analysis, the Global Autonomous Technology Market is classified into North America, Europe, Asia Pacific, and the Rest of the world. North America accounted for the largest market share of 36.28% in 2020 and is projected to grow at a CAGR of 11.42 % during the forecast period. North America has significant growth in the global autonomous technology market due to numerous factors.

GLOBAL AUTONOMOUS MOBILE ROBOTS MARKET: The global autonomous mobile robot market was valued at \$2.7 billion in 2020, and is projected to reach \$12.4 billion by 2030, growing at a CAGR of 17% from 2021 to 2030. Autonomous mobile robots are part of a developing class of technologies, which include industrial mobile robots that may be programmed to execute tasks with little to no human interaction. They have superior mobility, compact size, varied capability, and dexterity, and can range from robotic process automation to picking vehicles with extensive data collection capabilities. In addition, autonomous mobile robots are equipped with sensors and actuators, which have more capability than humans.

REGIONAL ANALYSIS: Europe dominated the market in 2022, accounting for over 28% share of the global revenue. The Asia Pacific regional market is anticipated to witness significant growth over the forecast period.



36.28%
North America's share in the global autonomous technology market in 2020

11.42%
Projected growth rate of the autonomous technology market in North America between 2021 and 2028.

12.77%
Projected growth rate of the global autonomous technology market between 2021 and 2028.

SOURCES
<https://www.prcedenceresearch.com/industry-analysis/global-autonomous-technology-market>
<https://www.prcedenceresearch.com/industry-analysis/global-autonomous-technology-market>
<https://www.prcedenceresearch.com/industry-analysis/global-autonomous-technology-market>
<https://www.prcedenceresearch.com/industry-analysis/global-autonomous-technology-market>

Autonomous Robots Market

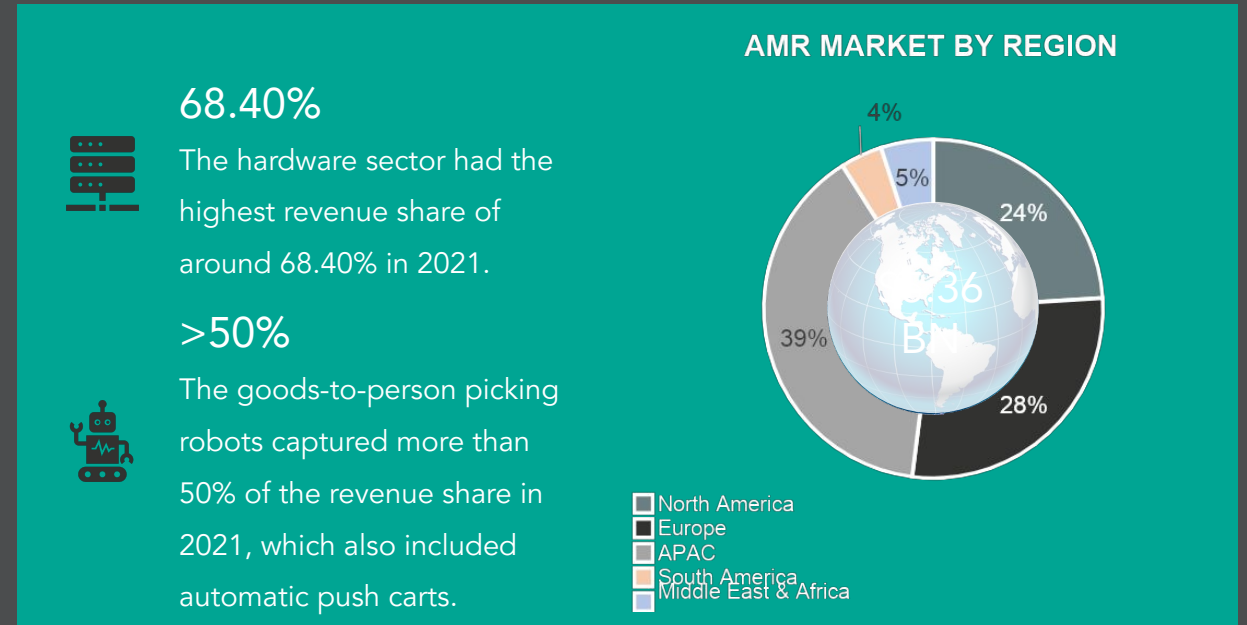


INDUSTRY OVERVIEW

Autonomous mobile robots (AMRs) are thriving in the global tech market for smart functionalities across the world. Automation is saving time and cost for all industries. The global autonomous mobile robots market size accounted for \$5.36 billion in 2022 and is projected to hit around \$18 billion by 2030 with a registered CAGR of 16.34% during the forecast period 2022 to 2030.

REGIONAL ANALYSIS

Asia- Pacific is the current market leader in the global AMR market, with 39% of the total market shares with significant countries such as China, Japan, India, and South Korea. China has been known as the single most prominent user of mobile robots in the automotive sector. Europe claims the second position in the market with 28% of the shares, followed by North America with 24%. Germany is leading in the Europe market, while the United States is the leading country in the North American region and globally, with a 20% share in the global market.



>50%

The lead battery market sector accounted for more than 50% of the revenue share in 2021.

20%

The United States is leading the market share.



ADOPTION OF ROBOTS

Fifty-two percent of adult internet users believe that within 30 years, robots will have advanced to the point where they can perform most of the activities currently done by humans. A survey asked how likely robots are to take over most human activities within the next 30 years. Nineteen percent feel this was very likely, 33% believe this is somewhat likely, 23% feel it is not very likely, and 25% were not sure. There were no significant differences by demographic group or region. People aged 35 to 54 were a bit more likely to believe this was very likely, compared to those living in the South or adults under the age of 35. Young people under the age of 35 were more interested in inexpensive robots (47%) compared to those who were 55 years or older (37%).



Adoption Amongst People

WILL ROBOTS TAKE OVER?	VERY LIKELY	SOMEWHAT LIKELY	NOT VERY LIKELY
Overall	19%	33%	23%
Gender			
- Male	19%	34%	24%
- Female	19%	31%	21%
Age			
- 18 to 34	17%	35%	21%
- 35 to 54	21%	31%	22%
- 55+	18%	32%	25%
Region			
- Northeast	21%	29%	20%
- Midwest	20%	34%	20%
- South	17%	35%	24%
- West	20%	30%	25%



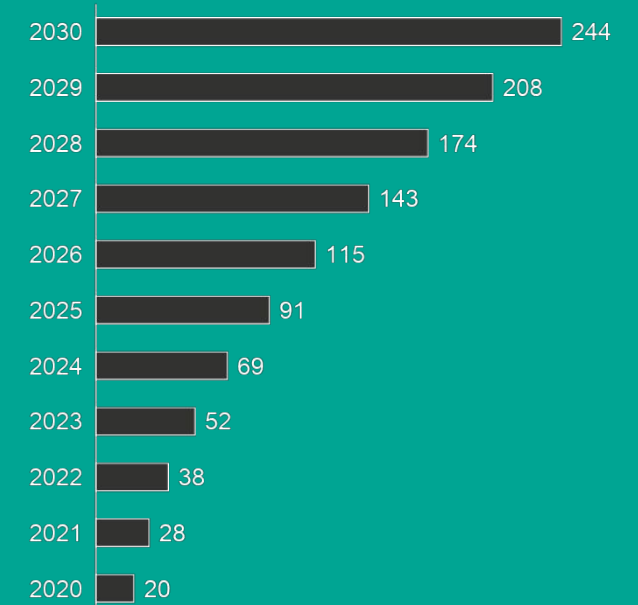
55%

Percentage of people who would be prepared to use robotics in the home.



30%

Percentage of jobs that could be automated by robots by the mid-2030s.



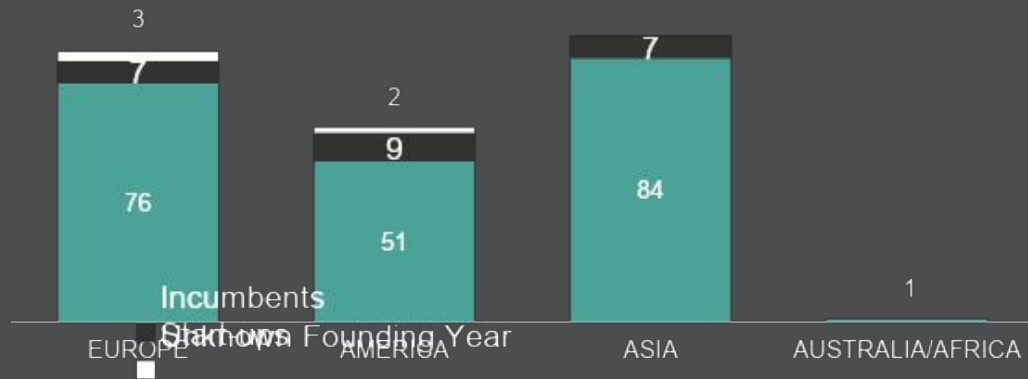


NUMBER OF BUSINESSES IN SERVICE ROBOTS

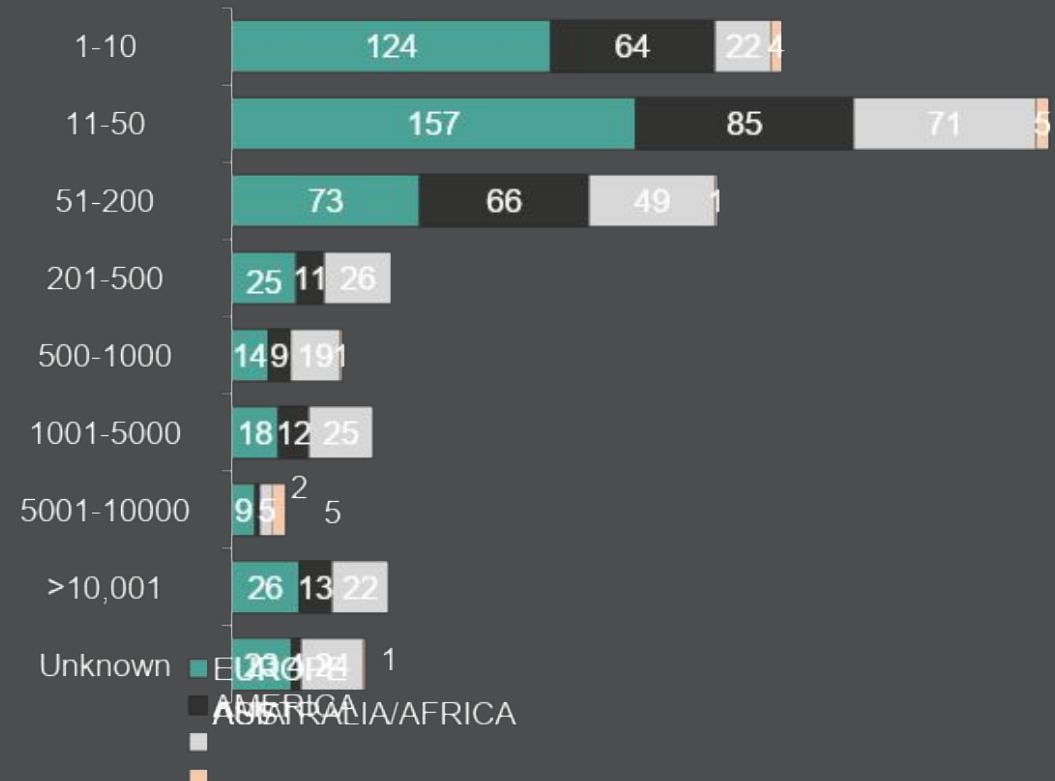
There are more than 1,000 service robots' suppliers worldwide, out of which approximately 70% are professional robots' suppliers and the remaining 30% are consumer robots' suppliers. Out of the total suppliers, 80% are considered incumbents that were established more than five years ago. 47% of the service robot suppliers are from Europe, 27% from North America, and 25% from Asia. Robots for domestic tasks constituted the largest group of consumer robots. Almost 19 million units (+12%) were sold in 2021.

Although the service robotics industry is a young and growing industry, 87% of service robot producers worldwide are considered incumbents that were established before 2017. The share of start-ups has been decreasing in recent years because the industry's focus has shifted toward software and application development. Many service robot suppliers use third-party hardware to create a solution and are therefore not counted as service robot producers.

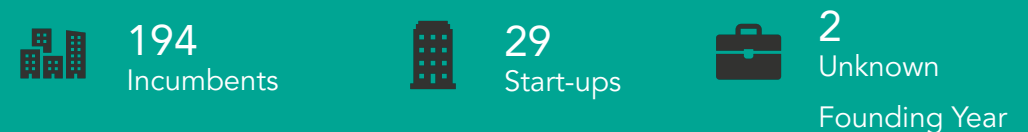
NUMBER OF SERVICE ROBOT SUPPLIERS BY REGION AND AGE OF START-UPS - CONSUMER APPLICATIONS - 2022



NUMBER OF SERVICE ROBOT MANUFACTURERS BY BUSINESS SIZE



NUMBER OF SERVICE ROBOT MANUFACTURERS IN THE UNITED STATES (PROFESSIONAL + CONSUMER ROBOTS)



Market Research

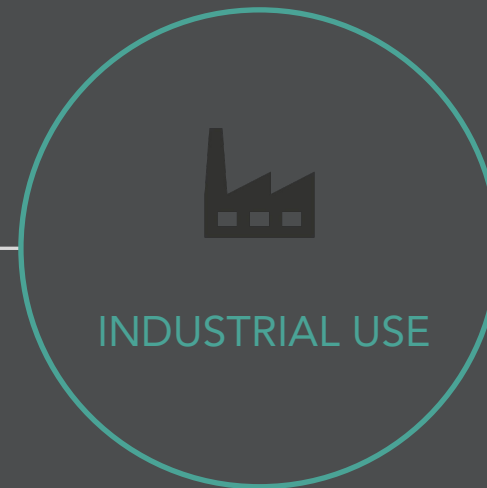
Target Costumers



Busy parents overloaded with all the stuff they need to carry for their children at home or when they are out for a picnic or in the park or playground

Old people who find it difficult to shop for groceries and carry the same to their home

People requiring help carrying their belonging generally at home or outside



Project managers, who need to carry small tools or machines at the project sites to inspect the progress of work

Doctors and nurses on rounds to see the progress of patients admitted to the healthcare facility



Administrative personnel who need to carry files with them while going to attend meetings

COMPETITOR ANALYSIS

A study of key players operating in the autonomous follower robots' market, including their key strengths and weaknesses.



PIAGGIO FAST FORWARD: Piaggio Fast Forward is a Boston-based company that is creating innovative tech products for easier, smarter, and more enjoyable local living. It has a passion for living locally and aims to create innovative solutions to help people connect more and get the best out of their neighborhoods.

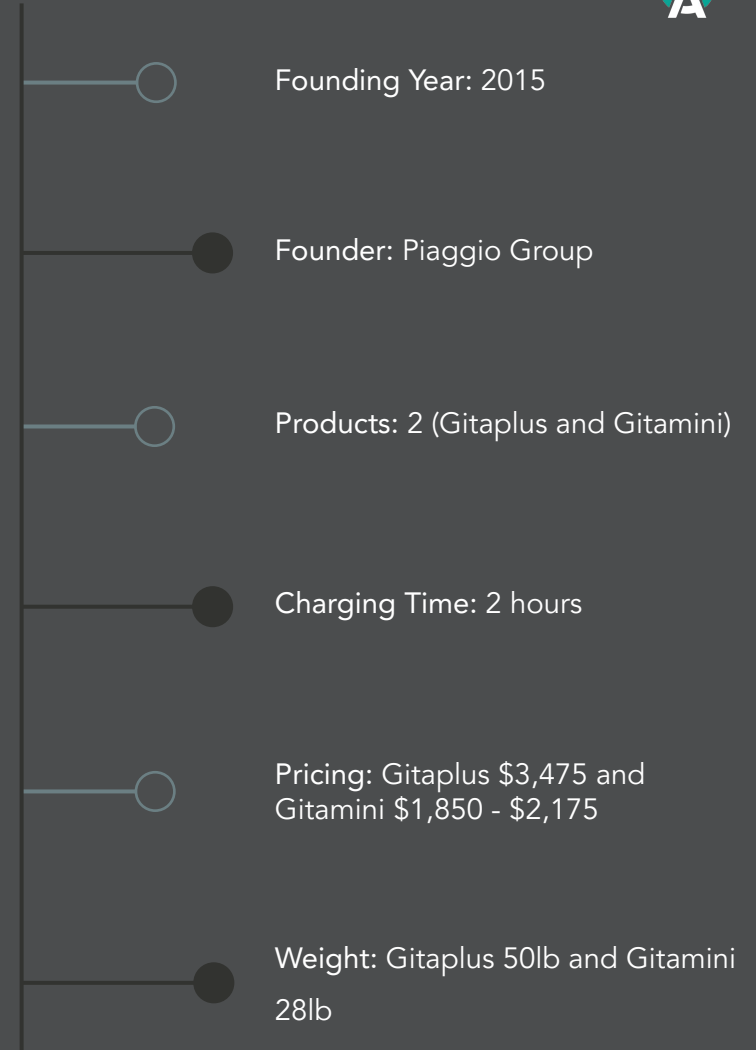
The company's first debut product, the Gitaplus robot, is a hands-free following robot that can carry 40lb of gear for up to 4 hours of active use on a single charge. It's an emission-free alternative to urban transportation that combines the best architectural design with the most innovative computer intelligence.

KEY STATISTICS: Other company statistics are as follows:

- The company is founded by the Piaggio Group (the Italian manufacturer that created the iconic Vespa scooter).
- It's Gitaplus and Gitamini are following cargo-carrying robots, that can carry up to 40 pounds and 20 pounds. Gitaplus can travel up to 18 miles and Gitamini can travel up to 21 miles on a single charge.
- Gitaplus and Gitamini can seamlessly transition from indoors to outdoors. Both robots can travel up to 6 miles per hour. The robots monitor individual's speed and adjust their following distance accordingly to avoid any potential collisions.
- The robots come with a warranty of 12 months or 1,000 miles, whichever comes first.
- Both robots can go up and down ramps with a surface grade of 16%, however, navigating curves or stairs does require human assistance.
- Both robots start just with the touch of a button and pair to & follow their user – no GPS, tracking device, or remote control needed.

WEAKNESSES: The company offers free shipping and returns within 30 days of receipt of the order. However, it deducts a restocking fee of \$500 from the refund amount.

- Gitamini occasionally struggles to operate in bright, glaring sunlight.
- The cargo hold doesn't lock and the bot's camera pairs with anyone who wakes it up, thereby creating security challenges.



Headquarters: Boston, Massachusetts

4.1K Followers

1.4K Followers

24K Followers

5.9K Followers

575 Subscribers



Competitors

Competitive Advantage

Strong Security Mechanism

One of its Kind

Intuitive Tech

Large Potential market

STRONG SECURITY MECHANISM: Alpha Cart will be controlled through a mobile app. The customers will need to add a unique serial number of the cart after logging into the mobile app to activate it. The cart will not blindly follow any random person, who will come within its radius, rather its in-built sensors, 360-degree cameras, and radar technology will allow it to see things in depth and follow the person having control through a mobile app. This will ultimately increase consumer confidence and grow brand visibility.

ONE-OF-ITS KIND CART: Although there are several hand-driven trolleys and carts to pull groceries and other belongings, and big & small machines/vehicles that can shift goods from one place to the other, these products are not suitable for everyday consumers and elderly people & parents requiring complete assistance. There are also some line robots and service robots that can pick and carry items from one place to the other, but these robots are controlled using a gadget, where the users need to define a path for them to go and pick up their belongings. At present, there is no product in the market providing the same level of assistance as Alpha Cart, as it comes to action mode automatically at the click of a

button and follows its owner without the need to guide through the path, which makes it a perfect choice for people. **INTUITIVE TECH:** At just the click of a button, Alpha Cart will pair to its user having control through the mobile app, stand or come out of the vehicle and self-balance, brake automatically when needed, and adjust its speed to keep pace

along the way with the user. The use of AI technology will also allow the cart to automatically go to sleep mode, when in an idle state for more than 20 minutes, which will extend the battery life. The users do not need to undergo any prior training to learn about how to operate the cart, instead the user-friendly and intuitive mobile app is self-explanatory in itself. The founder also calls it Pop-up Autonomy, where the cart is ready to use as it comes out of the box and there is no need to install infrastructure, and can be operated by any person not having command over technology.

LARGE POTENTIAL MARKET: Alpha cart can be used in both personal and corporate settings. The cart is suitable not only for carrying personal belongings of a person but can also be used to carry small tools in a warehouse, papers in an office setting, drawings & tools for construction project managers, medical tools, medicines, & equipment for nurses and doctors, and pick fruits from the garden. These are just a few possible use cases of Alpha Cart. Although the initial focus of the founder is to target elderly people, parents, offices, and industrial clients, opportunities are immense in the market, thereby leaving a huge potential untapped market.

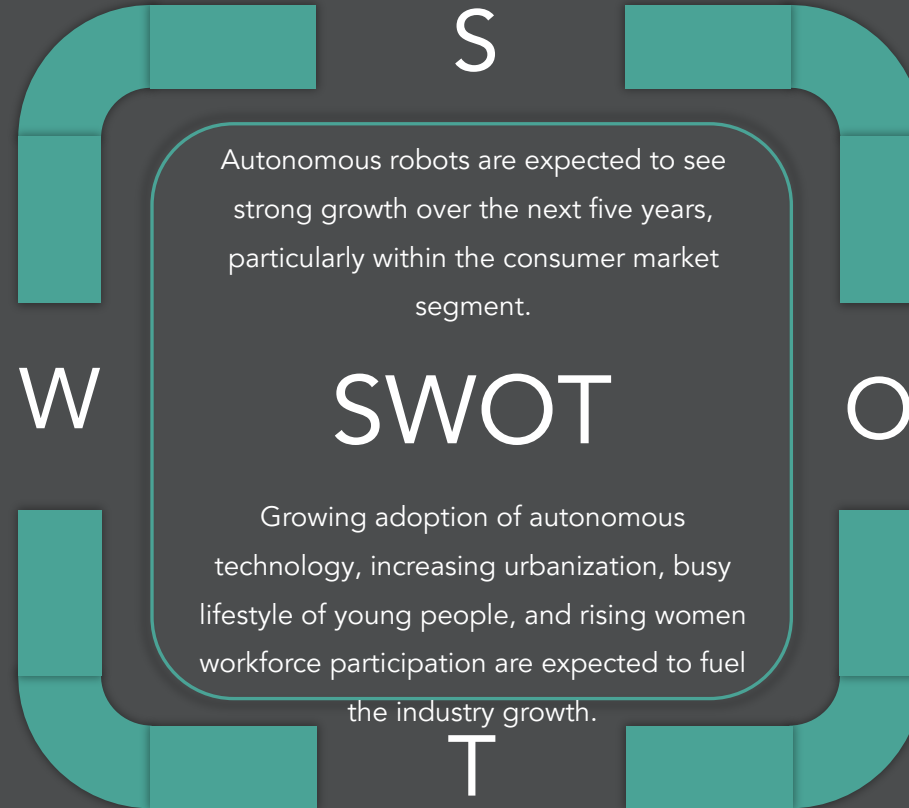


STRENGTHS

- Founder’s entrepreneurial spirit and deep domain expertise in the information technology industry.
- Patented technology.
- First-of-its-kind product (no competitor in the market offering a similar product).
- Flexible business model targeting both B2B and B2C customers.
- Continual innovation to improvise product functionalities.
- An aggressive and focused marketing campaign with clear goals and strategies.
- Superior customer service.
- A huge potential user base of elderly people.
- Multiple distribution channels allow it to capture a greater market share.
- Highly visible, interactive, convenient, and user-friendly mobile app.

WEAKNESSES

- Increased safety, comfort, and convenience.
- Lack of financial resources initially to set up the cart’s surrounding environment accurately.
- Use of complementing sensors to perceive the business and manage the operational aspects.
- It may take some time to gain user acceptance.
- Ability to expand the business reach and customer



OPPORTUNITIES

- Ability to create a semi-autonomous cart market, which is non-existent at present.
- Ease of targeting older people, who have higher disposable income, but lack products customized to their unique needs.
- 20% of the global population will be over the age of 60 in 2050, compared to just 12% now, depicting a huge potential for Alpha Cart.
 - The increasing penetration of automation in everyday life is expected to drive market growth.
- Technology maturing may reduce the hardware and software costs, thereby helping Alpha Cart produce more affordable semi-autonomous carts.
 - Opportunity to expand the market reach by innovating more autonomous tech products.
- Complications involved in the technical application can hinder the growth rate of the autonomous robot market.
 - Opportunity to enter into strategic partnerships with business associations.
- As this type of technology could potentially collect more personal data than other consumer devices or robots, people may hesitate to adopt the cart.

THREATS

MARKETING STRATEGY

A list of marketing strategies to be followed by the company to attract the target clients and grow the business beyond boundaries.



Social Media

INTERACTIVE WEBSITE

Over 80% of buyers visit a website before making a purchase. Moreover, since the typical B2B sales cycle often involves many key decision-makers, websites are easy, straightforward ways for business owners to share information about their products. In light of these facts, the founder will create a user-friendly, mobile-supported, eye-catching, and well-functioning website listing basic information regarding the features of Alpha Cart, details about the founder, client testimonials, contact details, and links to social media pages. The website will also enlist information regarding the specifications of Alpha Cart, including the types of hardware & software used. The company will engage with its clients through its website by posting relevant content in the form of informative blogs stating the benefits of using Alpha Cart in personal and corporate settings, giving them more reasons to stay connected with the business. It will regularly update its website content and features to keep itself at the top of search engine results.

WORD OF MOUTH

Word-of-mouth marketing is one of the oldest yet most effective organic marketing techniques. The founder will use his existing network to build an initial client base in the United States. The company will approach potential clients including office managers, industrial players, elderly people & parents, etc. over the phone, through e-mail, or in-person to spread the word regarding the company's product. The sales personnel at Alpha Cart will also talk to the business managers of big and small corporates explaining the benefits of Alpha Cart, and how entering into a long-term relationship can benefit both parties. Moreover, satisfied clients will further encourage businesses or people in their network to contact the company for its product.

FLYERS

The simplest and most effective advertising practice for an autonomous robotics company is offline through flyers and pamphlets. The company will get materials printed (signage, brochures, flyers, banners, etc.) with the company's name, logo, product offered, contact information, and description. These print materials will be distributed to potential customers through their e-mails. Distribution and placement of materials at strategic points (retail consumer stores, and pedestrians) will further establish business authority and credibility, increase brand awareness, improve brand popularity, expand business visibility, build trust, and grow website traffic. These promotional materials will also be circulated through social media & other digital marketing channels and will be embedded on the website of the company as well.



CONTENT MARKETING

Most businesses have complex buyer cycles, multiple decision-makers, and long-term nurturing periods. Content can support these potential clients during their decision-making journey, educate them on the subject matter, the market, and the product thoroughly. Considering the scope of content marketing to educate potential clients, the company will embed blogs on its website and will regularly post articles to it to educate potential clients and inform them about the benefits associated with using Alpha Cart to support their daily tasks. Content marketing also reduces the overall marketing cost by a massive 62%, compared to other age-old techniques, so will be beneficial to the company from both ends of the business and the clients.

SEO

The majority of people search Google for tech products to get to know about their features and specifications. 53% of all trackable website traffic comes from search engines far exceeding any other traffic source. The company will structure and add keywords in blog posts, videos, and other media content to help search engines direct the traffic to its website and other digital channels when being searched by a prospective client. Optimizing this content and publishing regularly will drive ever-increasing traffic to its website and will encourage clients to get in contact with professionals to ask for details regarding the Alpha Cart. The content will be created keeping in mind the problems that the potential clients are trying to solve and then creating relevant content around solving those issues. The SEO-friendly website of the company will leave a lot of potential traffic and revenue on the table.

EVENTS AND CONFERENCES

Alpha Cart will attend technology events and conferences to expand its market reach and network with distributors, hardware & software suppliers, and industry operators searching for mobile robot solutions to ease their small tasks. The professionals at the company will talk to the business managers and educate them regarding the company's product and how they can get benefits in terms of ease of moving small tools & equipment with just the click of a button, thereby allowing them to focus on most critical business areas. The company will distribute brochures, run videos of Alpha Cart assisting people in diverse environments & multiple situations, and try to capture as many business leads as possible through these events. The company will also get to know the latest changes in the autonomous technology industry and modify its business development strategies accordingly.



SOCIAL MEDIA

Social media is one of the easiest ways to promote and market in the modern era. According to Statista, the average internet user spends 2 hours and 23 minutes on social media daily. Although this varies per country, it presents an unmissable opportunity for every business. Considering the facts, Alphacart LLC will establish a social media presence among its target clients through channels including Facebook, LinkedIn, Twitter, Instagram, and YouTube. These social media channels will be used to approach potential clients, build a community supporting an independent & happy lifestyle, and share the success stories of people using Alpha Cart in their daily life. The company will target potential clients by sharing previous client testimonials and making new product addition announcements through these social media platforms. It will also respond to the queries of people and get more involved in communities online. A detailed strategy to market through social media channels has been outlined as follows:

Facebook: It is one of the largest networks in the world, with over 2.4 billion users worldwide. The number of active Facebook users in the United States is estimated to be over 242 million. The company will engage with prospective clients by posting updates about the autonomous mobile robots' industry and the company's most recent activities. It will also post photos and videos of client testimonials and test results of using Alpha Cart by people and multiple industries that might interest potential clients. The company will post once per day to its newsfeed with relevant content (a mix of videos and photos) to keep its present clients informed of the latest changes in the industry and generate valuable leads for the business.

LinkedIn: Having a LinkedIn presence will help the company to connect with potential industries, and businesses in need of semi-autonomous mobile robots to ease their daily tasks and create a brand presence among them. It will also help the company to build a great network with hardware and software suppliers. The LinkedIn audience wants a deeper understanding of businesses, and this drives the appetite for many different types of content. The company will display complete information on its LinkedIn page, including the features of Alpha Cart, the experience of its founder, and the technology used behind the production of Alpha Cart, and use its brand colors to highlight the relevant information to engage more clients on the platform.

Twitter: People use Twitter to stay up to date on trending conversations, breaking news, events, and discussions. The company will share the latest information in the autonomous mobile robot's industry and product updates with its existing clients and prospects and continue growing its network through Twitter.

YouTube: YouTube is the second-largest search engine in the world after Google. Social media video achieves 1200% more shares than text and image combined. Alpha Cart will upload videos concerning elderly people & parents using Alpha Cart to ease their daily life tasks, interviews with the founder, informative videos explaining how Alpha



SOCIAL MEDIA

Instagram: Instagram is a visual platform, which makes it the ideal solution for robotics businesses. It is one of the leading social media platforms, with 15 times more engagement than Facebook. Alpha Cart will frequently feature stories from the community. It will post once per day to the feed section (a mix of images and videos) using its semi-autonomous shopping cart, mobile cart, etc. hashtags that will increase the page following. The company will reply to every customer comment and direct message as quickly as possible.

E-MAIL MARKETING

Clients rarely decide about purchasing a tech product immediately, so email marketing is a perfect opportunity to nurture the leads for the long term. Email is the third most influential source of information for audiences. 86% of businesses prefer to use email when communicating for business purposes. Email marketing is also a great way to stay top-of-mind when ideal clients are ready to make an investment. Considering the benefits associated with e-mail marketing, the company will collect the e-mail address of potential clients through various online and offline channels and send weekly promotional e-mails, including topics such as existing & new product features, client testimonials, as well as the latest developments in the autonomous mobile robots industry. It will create a loyal customer base for the company and generate more valuable leads.

REFERRALS

71% of consumers who've had a positive experience with a brand on social media are likely to recommend the brand to their friends and family. Alpha Cart understands that the best promotion comes from satisfied clients. The company will encourage its existing customers to refer their friends and known ones by providing discounts for new customers introduced. This strategy will increase effectiveness after the business has already been established. Moreover, when an existing customer refers someone from his/her network, the company will not have to go through the expensive lead generation process, which will ultimately save the biggest part of marketing costs. The company will regularly add new referral incentives to encourage and remind its present customers to provide valuable leads. The high-quality products and excellent after-sale services at the company's end will automatically encourage its present clients to spread the word about it.

PRICE

Price for consumer robots varies greatly depending on the type of technology, level of artificial intelligence, and functional capabilities. However, as the cost of materials such as lasers, cameras, processors, and sensors continues to decrease, robots are becoming increasingly affordable. Alpha Cart will follow a value-for-money pricing strategy to stay ahead of the competition. It will continuously make efforts to reduce its manufacturing and operating costs by establishing synergies, and developing its own manufacturing unit, and in turn, pass on the benefit to the ultimate users in the form of reduced cost of the Alpha Cart. The price of the product has initially been

PROMOTION

Alpha Cart's promotional strategy will revolve around various online and offline marketing channels. It will promote its products through multiple channels, including social media, website, word-of-mouth, e-mail marketing, client testimonials, referrals, etc. The founder will also attend the technology and robotics events to capitalize on networking opportunities and create a brand presence. The founder will meet with the business managers to explain the usage of Alpha Cart in automating their routine tasks and try to capture business leads. The team will also attend community events and gatherings to reach out to potential clients.



PRODUCT

After 7 years of extensive research, the founder, Brett Baron has designed and developed the prototype of a semi-autonomous vehicle named Alpha Cart to assist elderly people, parents, office administrators, and industrial players in carrying their small tools, materials, and belonging with them without any effort on their part. Alpha Cart is a semi-autonomous cart with different-sized baskets placed on its top to carry things and follow a person having control through its proprietary mobile app.

PLACE

Distribution Channels: Website, third-party platforms, distributors, and retail grocery & convenience stores

Physical Location: The United States

Headquarters Overview: The company will establish its business location in ---, the United States, and will target individual and corporate customers worldwide. Having studied the demographics of the country, the place is considered an ideal location to set up a technology business, due to its thriving economy, huge consumer market, leading position in innovation, highly diverse & educated workforce, and availability of the most advanced technologies. Moreover, business-friendly policies, a thriving business environment, world-class infrastructure, strong financial resources, and connectivity to the rest of the world make the U.S. a perfect location to start a business.





MANAGEMENT SUMMARY

CEO



A business-driven individual with more than 17 years of intensive experience in information technology and the sales & business development industry

Assists businesses scale quickly by building meaningful customer relationships and implementing best-in-class marketing and sales practices

Has worked with highly discerning clientele at the top management level to provide innovative SaaS product solutions

Possesses proven leadership/managerial capabilities, excellent interpersonal skills, and problem-solving ability

Has managed large salesforces with more than 50 people across global territories to drive sales results and pipelines in high-growth enterprises

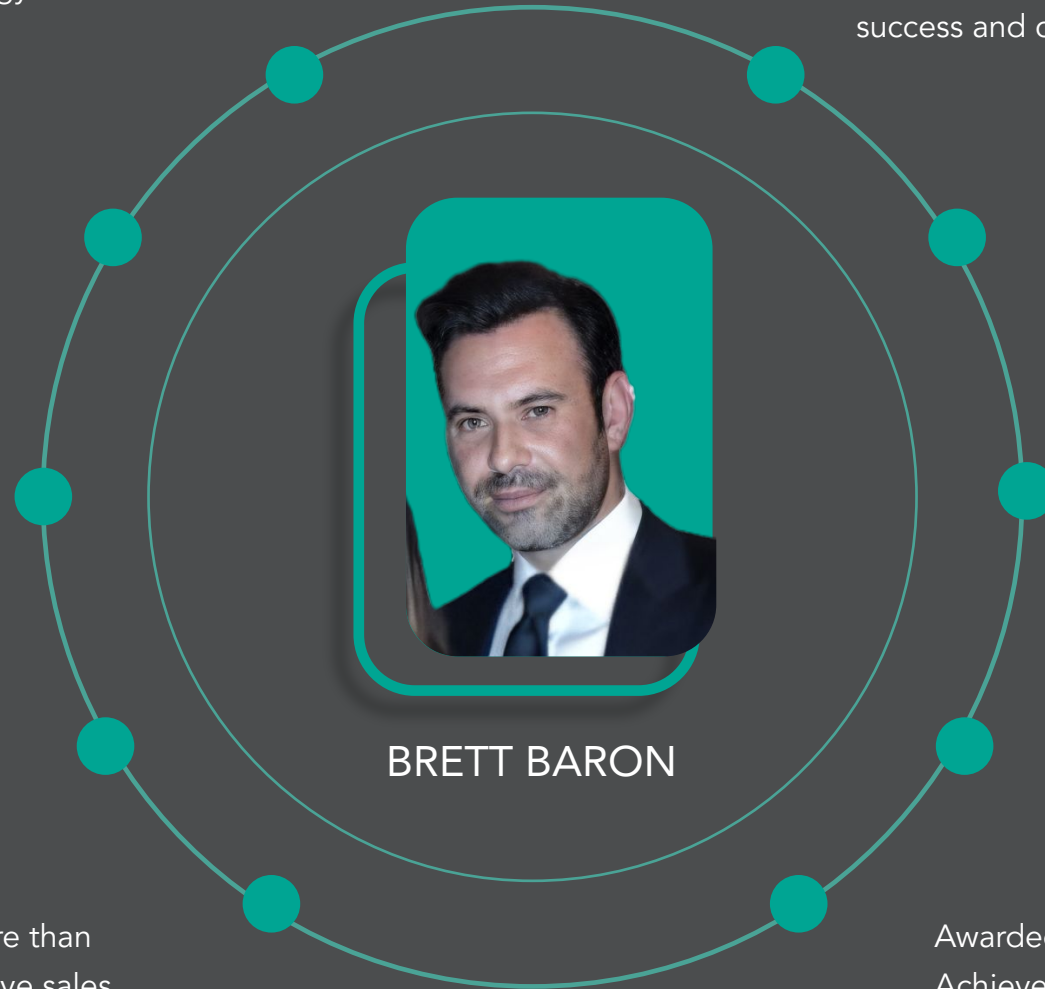
Has adopted a result-driven forward-thinking approach, which is centered on company success and competitive growth

Ranked #1 Global Solution Architect and was the first-person organization-wide to complete the entire product suite

Has closed multi-year deals worth up to \$500k with customers, including Fortune 500 corporates and MSPs with more than 10,000 endpoints

Has closed a 2.7 million ARR deal which was the largest in the company

Awarded the 2018 Sales Performance Achievement Award from the Kaseya CEO for generating the highest 12-month software sales



BRETT BARON

Overview

Brett Baron will manage the business in his capacity as the founder and CEO. He will be responsible to manage people & budgets, and cultivating a comfortable & productive working environment, among other duties helping to achieve strategic business targets, and ensuring the highest level of service delivery in all areas. He is a high-end professional with a proven track record and successful business impact. He has extensive experience in business development & management with proficiency in promoting confidence and building and maintaining strategic business/employee relationships while working positively with people of diverse backgrounds.


Concerning his work experience, beyond his ability to lead teams in delivering key strategic objectives, he is equally well-versed in defining sales strategy and account plans to identify attractive markets, segments, and client opportunities. Blending a data-driven approach with an understanding of market dynamics and industry trends, he has helped businesses shape value propositions, and commercial and marketing strategies to unlock revenue growth, capture market share and amplify their brand across markets and territories.

WORK EXPERIENCE

Company: GLG – Contract Position: Information Technology Consultant Period: April 2022 to Present	Company: TBJ Enterprises Position: CEO Period: February 2014 to April 2017
Company: Alpha Cart Position: Founder and CEO Period: March 2015 to Present	Company: Douglas Elliman Real Estate Position: Real Estate Salesperson, Commercial Division Period: 2012 to February 2014
Company: Kaseya Position: Director of Sales and Business Development and Customer Success Manager Period: April 2017 to April 2022	Company: Condor Capital Corporation Position: Territory Sales Director er Period: April 2005 to December 2012



SPECIALTY AREAS

-  Strategic Sales Planning
-  Territory Growth
-  Salesforce Management
-  Team Leadership
-  Commercial Planning
-  Executive Presentations
-  Training and Development
- Go-to-Market



EDUCATIONAL BACKGROUND AND LICENSES

- Bachelor of Arts from Long Island University
- Sandler Sales Certifications
- Real Estate Broker / Sales Agent

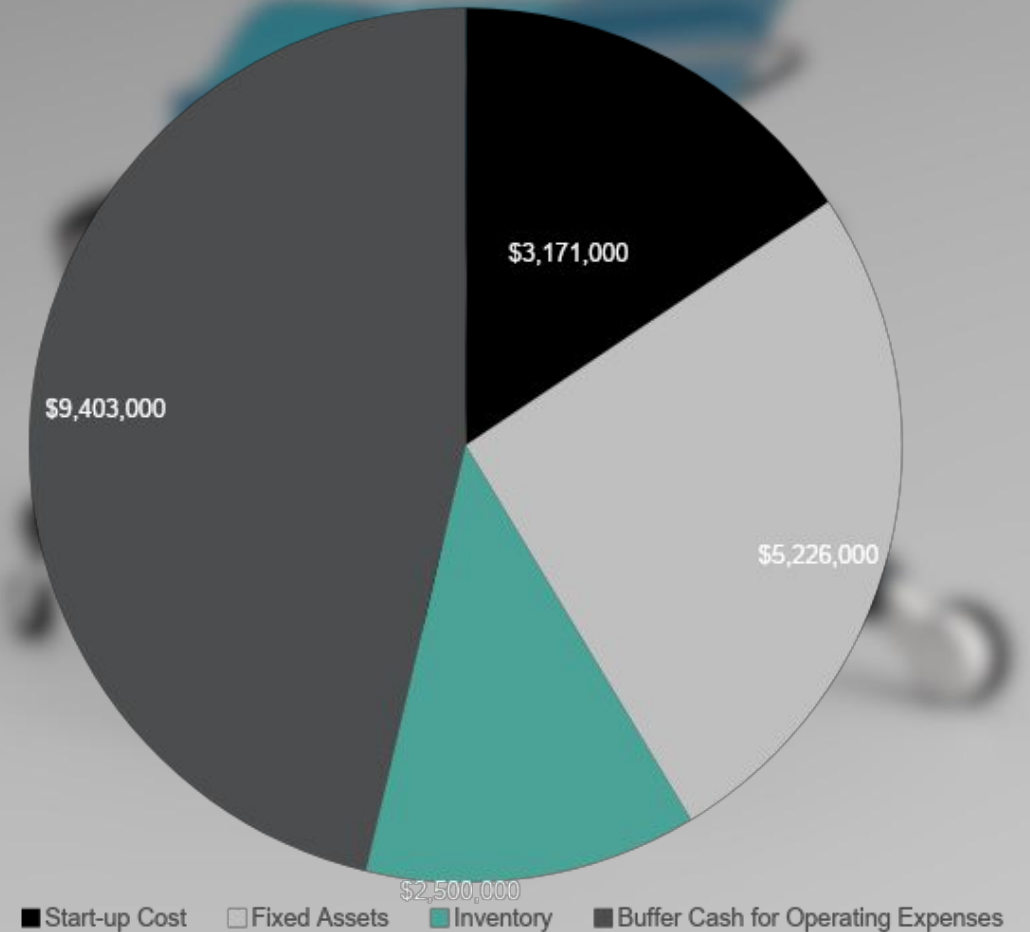
SOURCES AND USAGE OF FUNDS

The founder has already invested funds in the form of equity and will satisfy the additional funding requirements from investors' funds.

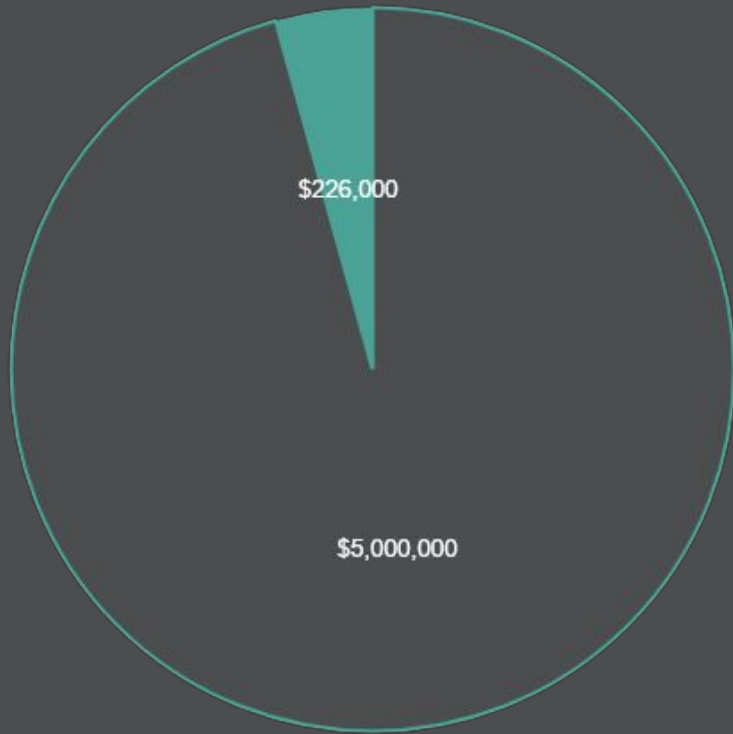
Use of Funds

PARTICULARS	AMOUNT
Start-up Cost	\$3,171,000
Fixed Assets	\$5,226,000
Inventory	\$2,500,000
Buffer Cash for Operating Expenses	\$9,403,000
Total Usage of Funds	\$20,300,000
Sources of Funds	
Equity Capital	\$300,000
Investors Funds	\$20,000,000
Total Sources of Funds	\$20,300,000

USES OF FUNDS

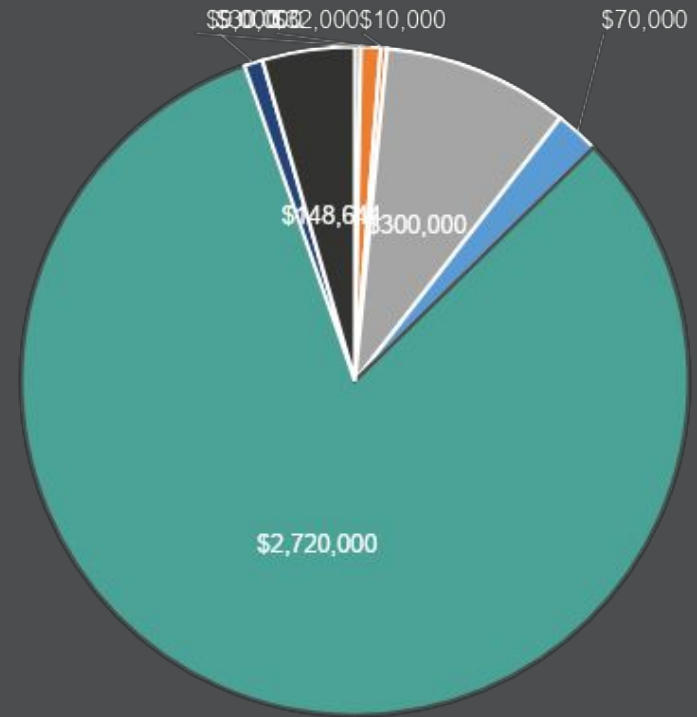


FIXED ASSETS



■ Plant Set-up
 ■ Furniture and Office Set-up Cost

START-UP COST



- Website Development
- Mobile App Development
- Branding and Logo
- Product Design and Prototyping
- Product Testing
- Initial Marketing
- Research and Development
- Human Resources

FINANCIAL PLAN

These are our financial projections for the first five years of operations, depending upon market conditions.

Income Statement



PARTICULARS	2024	2025	2026	2027	2028
Revenue					
Revenue from Sale of Alpha Cart	\$12,500,000	\$18,200,000	\$27,000,000	\$42,000,000	\$58,000,000
Total Revenue	\$12,500,000	\$18,200,000	\$27,000,000	\$42,000,000	\$58,000,000
Direct Cost					
Hardware Cost	\$5,000,000	\$7,070,000	\$10,201,000	\$15,454,515	\$20,812,080
Software Cost	\$500,000	\$707,000	\$1,020,100	\$1,545,452	\$2,081,208
Manufacturing Overhead Cost	\$1,925,000	\$2,721,950	\$3,927,385	\$5,949,988	\$8,012,651
Salary to Plant Workers	\$663,000	\$1,040,247	\$1,450,798	\$1,896,918	\$2,381,012
Total Direct Cost	\$8,088,000	\$11,539,197	\$16,599,283	\$24,846,873	\$33,286,951
Gross Profit	\$4,412,000	\$6,660,803	\$10,400,717	\$17,153,127	\$24,713,049
Gross Margin	35%	37%	39%	41%	43%
Operating Expenses					
Salary to Founder and CEO	\$106,000	\$110,876	\$115,976	\$121,311	\$126,892
Salary to Plant Engineers	\$152,000	\$158,992	\$249,458	\$260,934	\$272,936
Salary to Procurement Manager	\$85,000	\$88,910	\$186,000	\$194,556	\$203,505
Salary to Product Technician	\$43,000	\$44,978	\$47,047	\$49,211	\$51,475
Salary to Software Engineer	\$68,000	\$71,128	\$148,800	\$155,645	\$162,804
Salary to Office Receptionist	\$31,200	\$32,635	\$34,136	\$35,707	\$37,349
Salary to Office Administrator	\$39,000	\$40,794	\$42,671	\$44,633	\$46,687
Salary to Sales Personnel	\$199,200	\$312,545	\$435,896	\$569,934	\$596,151
Salary to Marketing Manager	\$70,000	\$73,220	\$76,588	\$80,111	\$83,796

Income Statement



PARTICULARS	2024	2025	2026	2027	2028
Salary to Business Lead Manager	\$55,000	\$57,530	\$60,176	\$62,944	\$65,840
Salary to Accountant	\$53,000	\$55,438	\$57,988	\$60,656	\$63,446
Salary to Customer Service Staff	\$70,000	\$109,830	\$153,176	\$240,334	\$293,287
Tools and Resources	\$5,000	\$5,295	\$5,607	\$5,938	\$6,289
Professional Consultants	\$5,000	\$5,295	\$5,607	\$5,938	\$6,289
Utilities	\$42,800	\$45,325	\$47,999	\$50,831	\$53,830
Business Insurance	\$1,200	\$1,271	\$1,346	\$1,425	\$1,509
Repair and Maintenance	\$100,000	\$100,000	\$100,000	\$150,000	\$150,000
Research and Development	\$60,000	\$63,540	\$67,289	\$71,259	\$75,463
Website Maintenance Cost	\$1,200	\$1,271	\$1,346	\$1,425	\$1,509
Marketing Cost	\$1,000,000	\$1,092,000	\$1,350,000	\$1,680,000	\$2,320,000
Mobile App Maintenance Cost	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400
Telecommunication	\$7,200	\$7,625	\$8,075	\$8,551	\$9,056
Total Operating Expenses	\$2,200,200	\$2,484,898	\$3,201,582	\$3,857,743	\$4,634,513
Earnings before Interest, Tax, Depreciation, and Amortization	\$2,211,800	\$4,175,905	\$7,199,135	\$13,295,384	\$20,078,537
Depreciation on Fixed Assets	\$282,286	\$286,929	\$292,643	\$297,643	\$301,571
Amortization of Start-up Cost	\$317,100	\$317,100	\$317,100	\$317,100	\$317,100
Earnings before Tax	\$1,612,414	\$3,571,877	\$6,589,392	\$12,680,641	\$19,459,865
Tax Expense	\$104,807	\$232,172	\$428,310	\$824,242	\$1,264,891
Earnings after Tax	\$1,507,607	\$3,339,705	\$6,161,082	\$11,856,400	\$18,194,974
Earnings after Tax %	12%	18%	23%	28%	31%

Cash-Flow Statement



PARTICULARS	2024	2025	2026	2027	2028
<u>Cash Flow from Operating Activities</u>					
<u>Inflows</u>					
Revenue	\$12,500,000	\$18,200,000	\$27,000,000	\$42,000,000	\$58,000,000
Total Inflows	\$12,500,000	\$18,200,000	\$27,000,000	\$42,000,000	\$58,000,000
<u>Outflows</u>					
Direct Cost	\$8,088,000	\$11,539,197	\$16,599,283	\$24,846,873	\$33,286,951
Salary to Founder and CEO	\$106,000	\$110,876	\$115,976	\$121,311	\$126,892
Salary to Plant Engineers	\$152,000	\$158,992	\$249,458	\$260,934	\$272,936
Salary to Procurement Manager	\$85,000	\$88,910	\$186,000	\$194,556	\$203,505
Salary to Product Technician	\$43,000	\$44,978	\$47,047	\$49,211	\$51,475
Salary to Software Engineer	\$68,000	\$71,128	\$148,800	\$155,645	\$162,804
Salary to Office Receptionist	\$31,200	\$32,635	\$34,136	\$35,707	\$37,349
Salary to Office Administrator	\$39,000	\$40,794	\$42,671	\$44,633	\$46,687
Salary to Sales Personnel	\$199,200	\$312,545	\$435,896	\$569,934	\$596,151
Salary to Marketing Manager	\$70,000	\$73,220	\$76,588	\$80,111	\$83,796
Salary to Business Lead Manager	\$55,000	\$57,530	\$60,176	\$62,944	\$65,840
Salary to Accountant	\$53,000	\$55,438	\$57,988	\$60,656	\$63,446
Salary to Customer Service Staff	\$70,000	\$109,830	\$153,176	\$240,334	\$293,287
Tools and Resources	\$5,000	\$5,295	\$5,607	\$5,938	\$6,289
Professional Consultants	\$5,000	\$5,295	\$5,607	\$5,938	\$6,289
Utilities	\$42,800	\$45,325	\$47,999	\$50,831	\$53,830
Business Insurance	\$1,200	\$1,271	\$1,346	\$1,425	\$1,509
Repair and Maintenance	\$100,000	\$100,000	\$100,000	\$150,000	\$150,000
Research and Development	\$60,000	\$63,540	\$67,289	\$71,259	\$75,463
Website Maintenance Cost	\$1,200	\$1,271	\$1,346	\$1,425	\$1,509
Marketing Cost	\$1,000,000	\$1,092,000	\$1,350,000	\$1,680,000	\$2,320,000

Cash-Flow Statement



PARTICULARS	2024	2025	2026	2027	2028
Mobile App Maintenance Cost	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400
Telecommunication	\$7,200	\$7,625	\$8,075	\$8,551	\$9,056
Tax Expense	\$104,807	\$232,172	\$428,310	\$824,242	\$1,264,891
Start-up Cost	\$3,171,000	\$0	\$0	\$0	\$0
Inventory	\$2,500,000	\$1,140,000	\$1,760,000	\$3,000,000	\$3,200,000
Total Outflows	\$16,064,007	\$15,396,267	\$21,989,175	\$32,528,858	\$42,386,355
Net Cash Flow from Operating Activities	-\$3,564,007	\$2,803,733	\$5,010,825	\$9,471,142	\$15,613,645
Cash Flow from Investing Activities					
Furniture and Office Set-up Cost	-\$226,000	-\$32,500	-\$40,000	-\$35,000	-\$27,500
Plant Set-up	-\$5,000,000	\$0	\$0	\$0	\$0
Net Cash Flow Used in Investing Activities	-\$5,226,000	-\$32,500	-\$40,000	-\$35,000	-\$27,500
Cash Flow from Financing Activities					
Equity Capital	\$300,000	\$0	\$0	\$0	\$0
Investors Funds	\$20,000,000	\$0	\$0	\$0	\$0
Net Cash Flow from Financing Activities	\$20,300,000	\$0	\$0	\$0	\$0
Opening Cash Balance	\$0	\$11,509,993	\$14,281,226	\$19,252,051	\$28,688,193
Changes in Cash during the Year	\$11,509,993	\$2,771,233	\$4,970,825	\$9,436,142	\$15,586,145
Closing Cash Balance	\$11,509,993	\$14,281,226	\$19,252,051	\$28,688,193	\$44,274,339

Balance Sheets



PARTICULARS	2024	2025	2026	2027	2028
Fixed Assets					
<u>Plant Set-up</u>					
Opening Balance	\$0	\$4,750,000	\$4,500,000	\$4,250,000	\$4,000,000
Additions	\$5,000,000	\$0	\$0	\$0	\$0
Depreciation	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
Closing Balance	\$4,750,000	\$4,500,000	\$4,250,000	\$4,000,000	\$3,750,000
<u>Furniture and Office Set-up Cost</u>					
Opening Balance	\$0	\$193,714	\$189,286	\$186,643	\$174,000
Additions	\$226,000	\$32,500	\$40,000	\$35,000	\$27,500
Depreciation	\$32,286	\$36,929	\$42,643	\$47,643	\$51,571
Closing Balance	\$193,714	\$189,286	\$186,643	\$174,000	\$149,929
Total Fixed Assets	\$4,943,714	\$4,689,286	\$4,436,643	\$4,174,000	\$3,899,929
Current Assets					
Cash Balance	\$11,509,993	\$14,281,226	\$19,252,051	\$28,688,193	\$44,274,339
Inventory	\$2,500,000	\$3,640,000	\$5,400,000	\$8,400,000	\$11,600,000
Total Current Assets	\$14,009,993	\$17,921,226	\$24,652,051	\$37,088,193	\$55,874,339
Misc. Assets					
Start-up Cost	\$3,171,000	\$2,853,900	\$2,536,800	\$2,219,700	\$1,902,600
Amortization of Start-up Cost	\$317,100	\$317,100	\$317,100	\$317,100	\$317,100
Closing Balance	\$2,853,900	\$2,536,800	\$2,219,700	\$1,902,600	\$1,585,500
Total Assets	\$21,807,607	\$25,147,312	\$31,308,394	\$43,164,793	\$61,359,767

Balance Sheets



PARTICULARS	2024	2025	2026	2027	2028
Liabilities					
Equity Capital	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
Reserves and Surplus	\$0	\$1,507,607	\$4,847,312	\$11,008,394	\$22,864,793
Profit/Loss for the Year	\$1,507,607	\$3,339,705	\$6,161,082	\$11,856,400	\$18,194,974
Total Equity Capital	\$1,807,607	\$5,147,312	\$11,308,394	\$23,164,793	\$41,359,767
Investors Funds	\$20,000,000	\$20,000,000	\$20,000,000	\$20,000,000	\$20,000,000
Total Liabilities	\$21,807,607	\$25,147,312	\$31,308,394	\$43,164,793	\$61,359,767



Financial Charts

