

Camp BizSmart™ Product Innovation Case 2018



Problem Statement: Find way to overcome the fear and resistance to automation and the use of robots that many people currently have, in order to create a strategy and marketplace where your target customer sees the benefits and is willing to use and interface with Robots.

Opportunity: Robots have been hard at work, helping us in our factories and warehouses since the 1960s. Nowhere have robots made a bigger impact than the automobile industry where giant industrial robots, kept far away from people, have made huge improvements in quality, productivity, and safety. Welcome to the next generation of robotics. This is the generation where robots come out of the factories to work alongside us.

Challenge: Savioke has created, Relay, the first autonomous indoor delivery robot for the busy places people work, live, and play. Build on how Relay works to create a next generation robot for a new use to expand the ways that service robots may be used.

- Identify the need, target customer, size of market, service area and the performance ability desired, and benefits.

Objectives: Use the Savioke service robots concept to create the next generation robot design and service application. *Create a robot that helps people and makes them smile.*

- Create an experience that showcases the use and the benefit and address and remove the concerns that might become obstacles to your success.
- Create a way to monitor where the robots are and the satisfaction of those they work for and provide services to.
- Make sure your robot has the personal characteristics that will make it have the personal characteristics and skills, that humans will want around them.

Outcomes:

- Measure performance mastery and benefit to the user
- Design in remote monitoring for others monitoring the robot to know location and progress on task it was given.
- Demonstrate what an “experience will be like as if you are the customer”
- Identify a specific customer market in which your product would gain most traction and viability
- A marketing plan which identifies points of differentiation for the product, and specific marketing tactics to drive sales.



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Business Plan Requirements:

- A customer centric product design concept.
- A basic physical prototype.
- A design illustration of your service robot.
- Competitive analysis: FABS' features, benefits and advantages that clearly differentiate your product from others in the market.
- Pricing plan including cost of goods (COGs), marketing and return on investment (ROI)
- A revenue model including sale of the clothing **AND** income for data captured from the user
- Marketing and Sales promotion Strategy
- Customer input and feedback to show you have listened to the voice of the customer (VOC)
- Identify companies that would make strong partnerships noting how they add value
- Describe potential health benefits and health savings.
- Tell a story to illustrate customer use and benefit
- Why is your design better than a competing product?

Constraints:

- Your robot must look different than the original Savioke current design and provide a service
- that is innovative and the next generation of what can be found currently in the market today.
- Be sure that your product design matches the use and customer it is intended for.



Facts Behind Relay and Savioke's Innovation in Service Robotics -page 3

- *Since 2014, Relay has been working with hotel staff to surprise and delight guests all around the world. Relay is reliable, easy to use, and completely autonomous. He even uses the elevator all by himself.*
- *Most important, Relay is safe around people -- and not just workers in steel-toed boots. Relay gracefully navigates through dynamic environments, avoiding all obstacles and people in his way. He is especially gentle and safe around children who often want to hug him or chase him through the hallways. In fact, the first time we installed Relay in a hotel, we saw a three year old's bare feet through the robot's eyes. That's the safety case we designed Relay for.*
- *It's Savioke's combination of award-winning design, proprietary technology, and innovative engineering that makes this a reality.*
- *Today, Relay is in nearly 70 locations in the US, Europe, and Asia including all the major hotel brands. Beyond hotels, Relay is working in logistics centers, bringing tools and parts to technicians, and will be in hospitals next month, delivering medications to patients and nurses.*
- *Yes, Relay is giving us superpowers to be more productive, but the real magic is his character.*

It's Relay's charm, politeness, and honesty that makes him a beloved teammate rather than just a functional appliance.

- *For more information about Savioke, see: <http://www.savioke.com/>; <http://www.savioke.com/blog/>*
- *[https://www.linkedin.com/in/cousins/detail/treasury/summary/?entityUrn=urn%3Ali%3Afs_treasuryMedia%3A\(ACoAAAAteoBe5ASjlgBb3nnW2CXst1S1N1P1ds%2C50019657\)](https://www.linkedin.com/in/cousins/detail/treasury/summary/?entityUrn=urn%3Ali%3Afs_treasuryMedia%3A(ACoAAAAteoBe5ASjlgBb3nnW2CXst1S1N1P1ds%2C50019657))*

