

Autonomous Advertising Robot

Sponsor:

My Way Wireless

Autonomous Advertising Robot

- To be able to navigate in Hoboken area
- To be controlled through the wireless network
- To advertise the wireless ISP

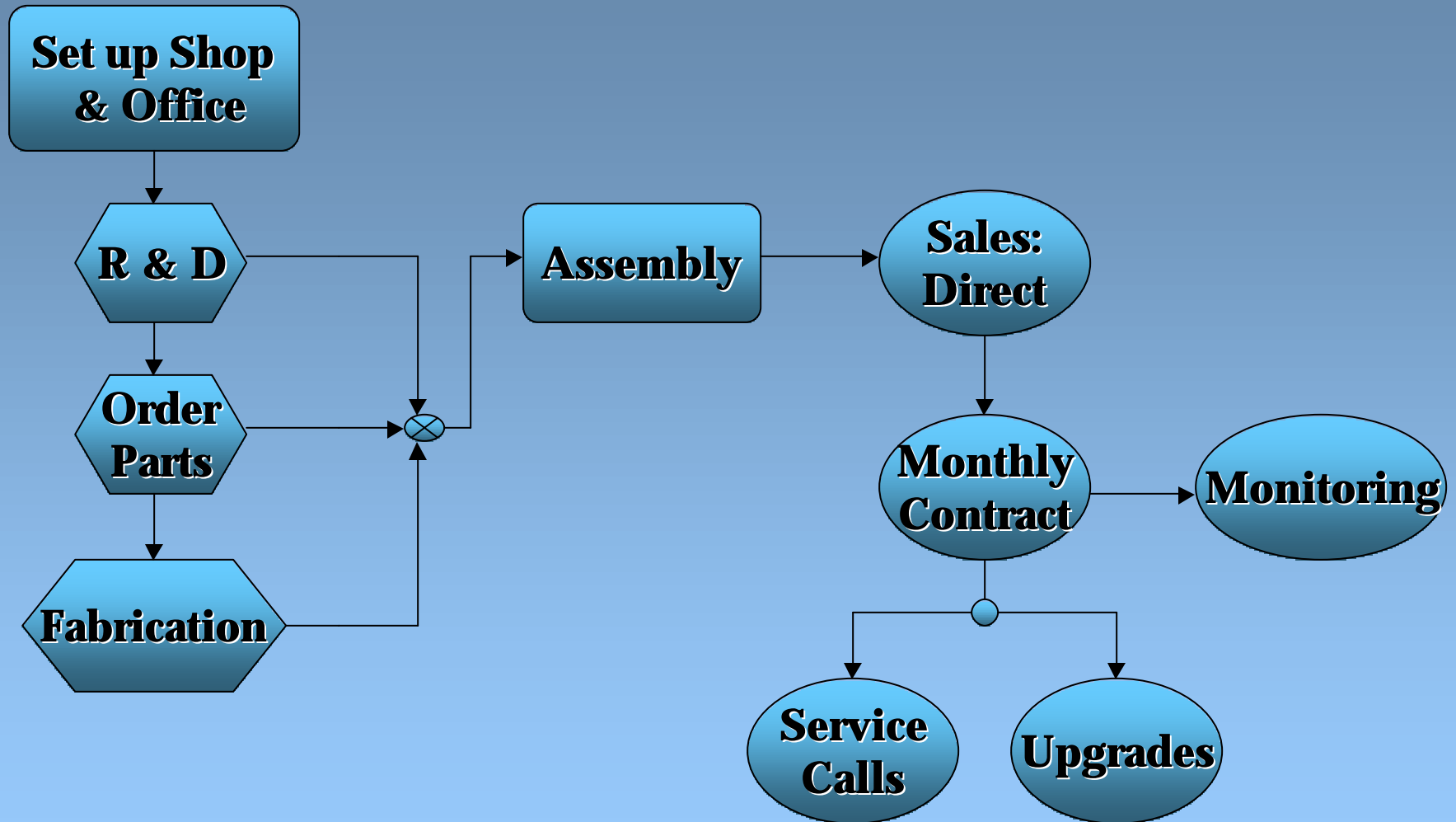
Volume Estimation

- New Market
- Robots are owned by private companies
- They are available, but at extremely high prices
- Because this is a new market we set own initial price at \$3000 with a \$400 monthly fee

Volume Estimation

1.	Customer	WISPs
2.	Size	150
3.	Where	US
4.	Total	15
5.	Market Penetration	100%
6.	Market Share	100%

Business Model



Cost Estimation

■ Variable Costs

- Labor Costs \$4200 per unit
- Material&Parts \$2000 per unit
- Overhead \$50 per unit
- Total Variable Costs first yr \$135,000

■ Annual Fixed Costs

- Selling Expenses \$20,000 per year
- Research &Administrative Expenses \$49,200 per year
- Total Operating Expenses \$204,200 per year

Revenues

- Product Sales
 - First Year 15 units x \$3000 \$45K
- Service Contract Sales
 - Contracts continue for life of Project
 - First Year 15 units x \$4800 \$72K

MARR

- Baseline MARR: 15%
- Assuming
 - 3% inflation Rate
 - 6% interest on Loans

Working Capital

- Opening Expenses
 - Store Front Set up \$20,000
 - Shop Set up \$30,000
- Salaries
 - 3 Years \$175,000
- CGS
 - 3 years \$80,000

Conclusion

Possible future strategies

- Customer Insurance Policy
 - Damage
- Robot Timesharing
- Shared Advertising Space