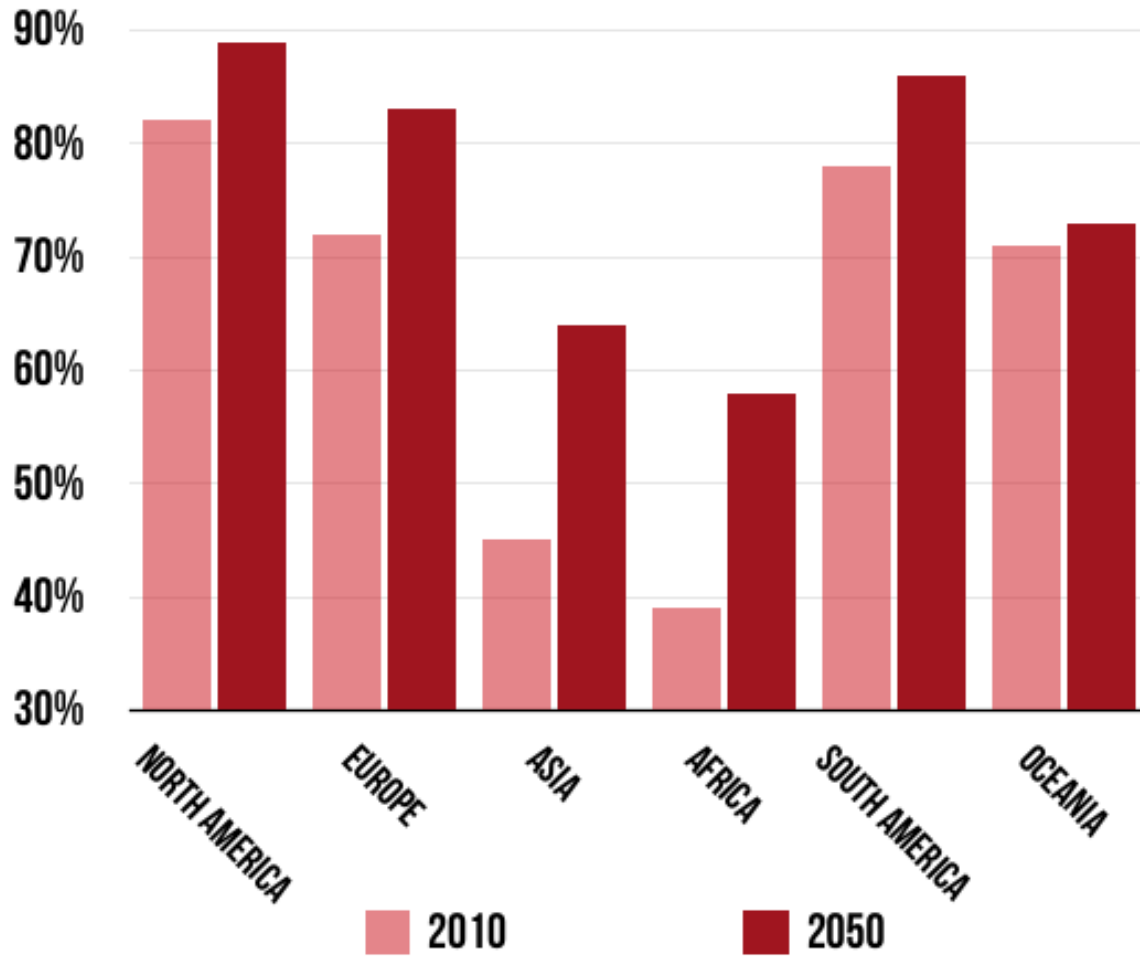


# UA-ROBOTICS ECOBOT



# URBANIZATION ISSUES

## % OF POPULATION LIVING IN URBAN CENTRES



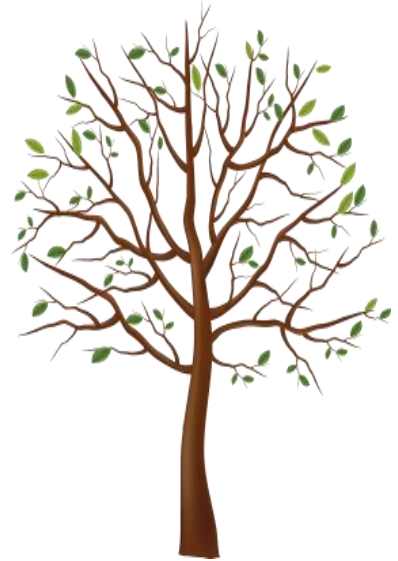
## GROWTH OF THE HEALTH & WELLNESS INDUSTRY\* 1996-2016



*\*Chart figures courtesy of Paul Zane Pilzer, economist*

# MISMANAGEMENT ISSUES

**\$31.3  
Billion**



**\$829  
Million**

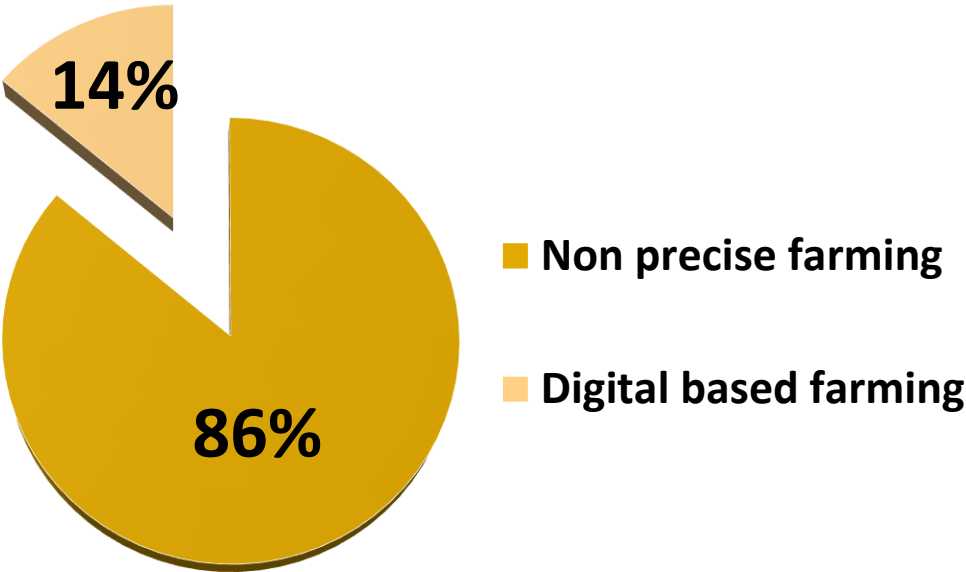
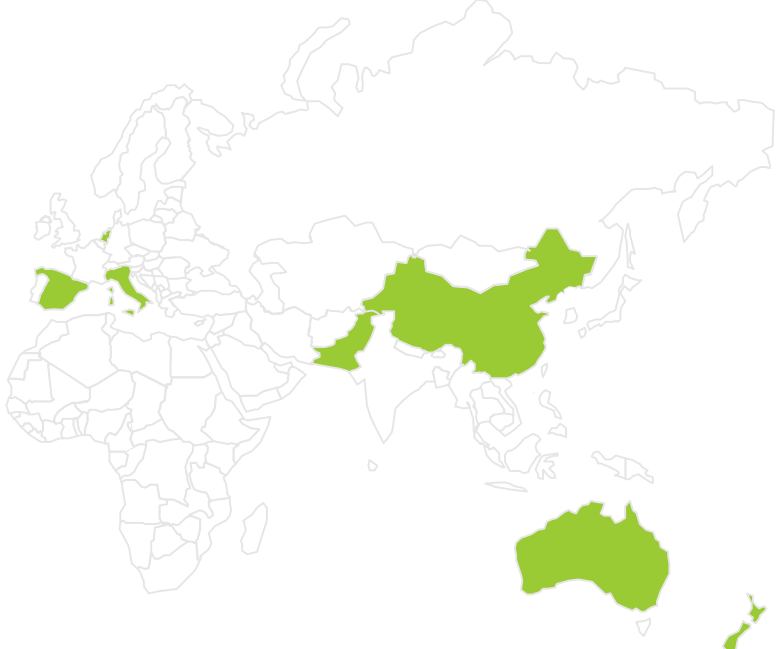




# MARKET

USA  
AUSTRALIA  
CANADA  
CHINA  
HOLLAND

SPAIN  
ITALY  
MEXICO  
NEW ZELAND  
PAKISTAN



18%

# UA- ROBOTICS **ECOBOT**

- ✓ **Personal smart garden**
- ✓ **Winter garden perspective**
- ✓ **Best vacation ever**
- ✓ **Teach your kids responsibility**
- ✓ **Reducing the distance**
- ✓ **Urban farming retail**
- ✓ **Design your apartment**



# EDITIONS

## HOME EDITION



**\$270**

## PRODUCTION EDITION



**\$200/m<sup>2</sup>**

# COMPARISON WITH OTHERS

	ECOBIX	CLICK AND GROW	BIOPOD	FOGBOX
AUTOMATIC WATERING	YES	YES	YES	YES
AEROPONIC	YES	YES	YES	YES
CLIMATE CONTROL	YES	YES	YES	NO
PHYTOLIGHT	YES	YES	NO	NO
NUTRITION CONTROL / SOIL OPTION	YES	NO	NO	NO
REMOTE CONTROL	YES	NO	NO	NO
POSITION ON THE MARKET	STARTUP	PRODUCT	STARTUP	STARTUP
PRICE	270\$	360+60/month\$	239\$	200\$

FOTO SAMPLES





# Click & Grow Market/Fit

10 000 Units  
**626 851 \$**

130 000 Units  
**5 100 000 \$**





# TARGET AUDIENCE

## HOME EDITION



**21 – 34**

Healthy lifestyle  
With good taste  
Career oriented

**40 %**

Grocery/Vegetarian Stores, Home  
Accessories stores  
**Online** Healthy Food Shops



**28- 45**

With children(s)  
Naturally grown food  
Works at home

**36 %**

Dairy Houses, Organic Shops,  
Children's toy stores  
**Online** Parents Discussion Clubs



**23-30**

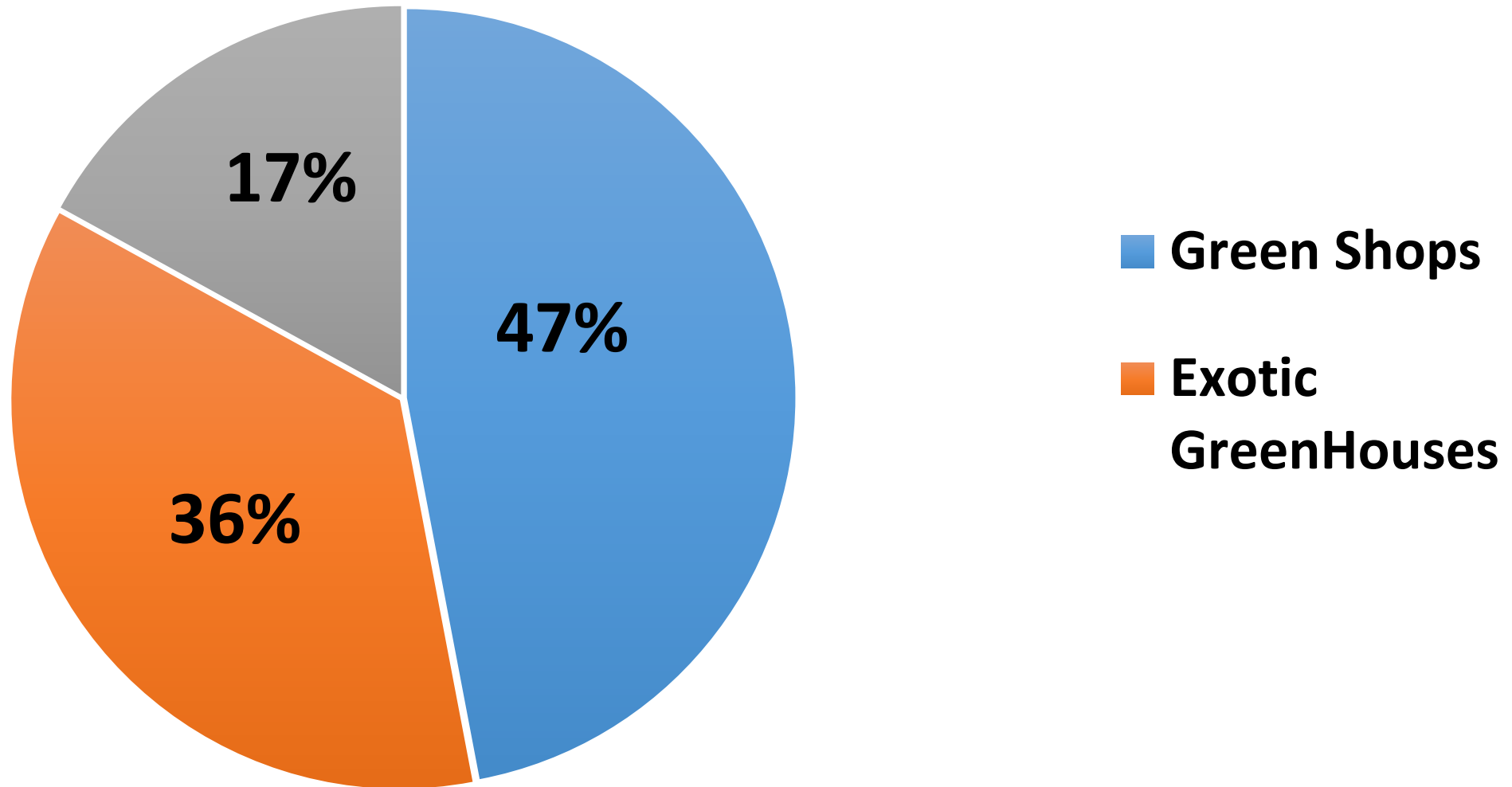
Single  
Active/lot of business trips  
Well-paid job

**24 %**

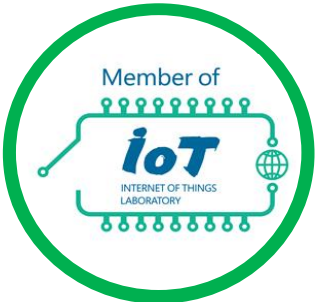
Sports Nutrition Shops, Gym bar  
**Online** Active Tourism Clubs,  
Men's Fitness Clubs

# TARGET AUDIENCE

## PRODUCTION EDITION



# PROJECT TIMELINES



DECEMBER  
2015



FEBRUARY  
2016



MAY  
2016



JUNE  
2016



AUGUST  
2016



DECEMBER  
2016



MARCH  
2017



# MARKET STRATEGY

RAISING FUNDING

LAUNCH ON KICKSTARTER

CREATE CUSTOMER'S  
COMMUNITY

ONLINE RESEARCH  
GREENSHOPS

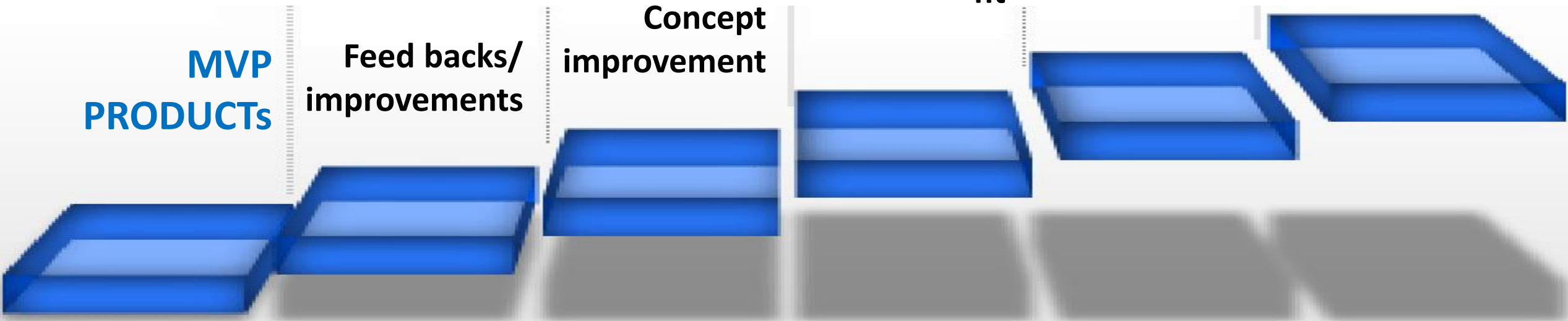
MVP  
PRODUCTS

Feed backs/  
improvements

Concept  
improvement

Product/market  
fit

Crowdfunding  
First income



# TEAM



**SERGEY BATARCHUK**

**Founder**

**HARDWARE DEVELOPER**



**VIKTORIA GAIDAR**

**co-Founder**

**HARDWARE DEVELOPER**



**MYKYTA CHECHULA**

**Technical officer**

**SOFT DEVELOPER**



**LEIONID CHEPEL**

**SOFTWARE DEVELOPER**



**VLADYSLAV MUNIN**

**SOFTWARE DEVELOPER**



**Mentoring in  
business and  
marketing  
fields**

**Acceleration  
programs**



**Seed  
funds**



**FALLING  
WALLS  
LAB 2016**





# OUR NEEDS

