

SCORE CARD

RobotZone

23	Business Viability	Execution on Business & Product	Team	Business model	Funding
	3/3/3	4/4	2	4	

SUMMARY: RobotZone is a 10 year-old company that develops, builds and sells robotics components to military, industrial, hobby and educational markets. The company recently identified the unmet customer need for a pan/tilt/roll platform for film and video production. This new product, PTR, is launching into a brand new market, enabling camera operators to get the shots they might not able to get with smoothness and repeatability.

The product opportunity was identified when the company recognized that their customers were buying parts to build this system on their own. The company did extensive market research to understand market and product requirements. RobotZone has been able to deliver product to a marquee list of first customers, and has done so at a price that is one-third less than current pan/tilt/roll booms currently on the market. The company shipped nearly 500 units in its first six months availability adding \$489,000 in revenue.

STRENGTHS / CHALLENGES:

Strengths:

- The company has demonstrated that it can be highly and rapidly responsive to customer needs.
- Top-tier reference customers include NBC, ABC, Microsoft, NASA, Discover, National Geographic, CBS News, Fox News, IBM, Nickelodeon, Time Warner Cable, NFL Films, and Walt Disney.
- Word of mouth marketing is driving sales.
- Product has been profitable from the outset, delivering a 25+% margin.

Challenges:

- Company seems to be unclear on business strategy. Is this a spin out company or a product line for RobotZone?
- Company has not set a clear plan to capitalize product and marketing. Without a clear business strategy, time and energy may be wasted chasing external investment.

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