

Proposal for
a robotics case study series



Problem

Robotics is moving into new areas with new business models.

It isn't always easy to understand the value propositions.

The evolution of emerging industries shifts the industrial base from simply offering products and/or services towards the provision of more comprehensive solutions. In some industries, service innovations drive transformation of whole sectors, driving productivity improvements and contributing to growth and innovation across many other sectors.

Solution

A case study series from robotics startups in emerging areas.

With strategic overview from industry experts.

Silicon Valley Robotics well positioned to bring together startups with case studies and strategic industry experts who understand the broader roadmap, to curate a series of focus studies. We are the not-for-profit robotics industry group, supporting the innovation and commercialization of robotics technologies. Some of our activities include quarterly investor forums, startup seminars, and participation in leading round tables.



Sample case study reports

Contribute your topic ideas. Our intent is to partner 1 or 2 strategic industry expert forecasts on a specific area with 2 or 3 startup case studies from emerging industry areas.



Retail Robots

Kiosk robots in the retail and service industry. Mobility meets smartphone.



Robotics and BioTech

There is a scientific revolution underway thanks to robotic automation.



Food for Thought

Robots on the farm and in food handling. Agriculture is a trillion dollar opportunity



Robots As A Service

Finding new verticals for robots as a service and smart automation.



Microbots Building the Future

Robots are rebuilding the construction industry alongside digital manufacturing



New Medical Devices

Medical robots are no longer million dollar machines thanks to nanorobots, soft robotics and new connected devices



Value proposition



Startups

Gain visibility for successful beta customers and new service models



Strategic Partners

Gain visibility for thought leadership in target domains and marketplaces



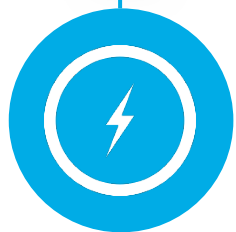
Silicon Valley Robotics

Create successful partnership models and strategically develop robotics ecosystem

The audience gains insight into new business opportunities made possible by robotics.

Process

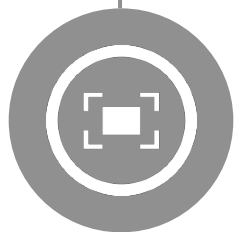
Gather partners



Contributions:
2 to 6 pages each



Add overview
& analysis



Partner
review



Distribution:
Open Access





Potential partners

We are seeking your interest. The purpose of this document is to identify potential contributors in the broad robotics technology ecosystem.

Startups

And established companies with products in new or emerging areas.

Research Organizations

Ie. SRI International, Sandia, Berkeley, LLNL, Stanford, MBARI, NASA etc.

Strategics

Ie. Konica Minolta, Samsung, Panasonic, Qualcomm, Texas Instruments, GE etc.

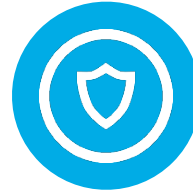
Analysts

Ie. IDEO, Gartner, Boston Consulting Group, Robohub etc.



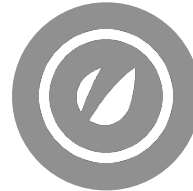
Distribution channels

Sponsored series, offered as open access. This content is most valuable shared widely.



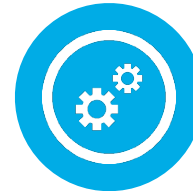
Startups

Marketing material for new business development



Strategic Partners

Through your normal channels



Silicon Valley Robotics

Via our website, events, conferences and media enquiries



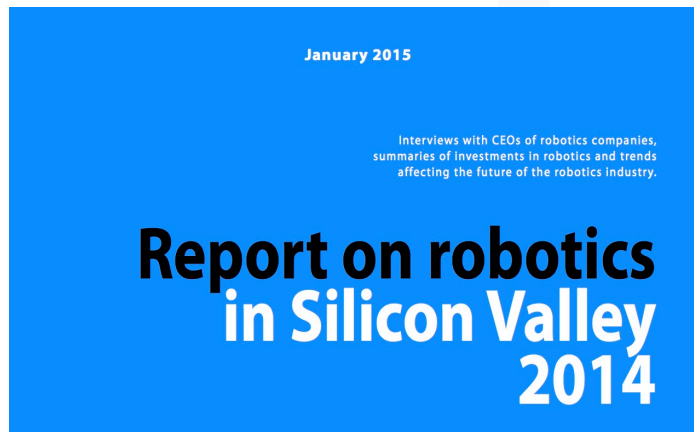
Other Media Partners

Ie. Robohub.org, O'Reilly, RoboBusiness, Xconomy, Forbes etc



Our other reports

Silicon Valley Robotics is preparing a report on the state of robotics in the area in 2014, underlying trends and growth patterns. The report will be available from mid April 2015.



supporting the innovation and commercialization of robotics technologies



Available from <http://www.svrobo.org/reports>

Robotics is no longer a secret and the investments keep coming. Silicon Valley Robotics has just released its annual snapshot on the state of robotics in Silicon Valley. The report is a combination of qualitative interviews with the CEOs, founders or directors of 30 robotics technology companies and analysis of publicly available funding data for a broad range of robotics companies, both in Silicon Valley and beyond.

Amongst other findings, we estimate the amount of venture capital going to robotics technologies at over \$1 billion (USD) in the last 5 years. While this is a small fraction of the amount of money invested in other sectors, it is a clear indication of interest in robotics technologies.



We invite your participation

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