



# MARKETING PLAN PRESENTATION



**PRESENTED BY:**

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# INTRODUCTION

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The problem that our startup would like to solve is related to the cleaning of homes and workplaces such as offices and laboratories, a fundamental aspect for those who want to live and work in a healthy and serene way.



# PROBLEMS

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But sometimes cleaning can become really difficult when you don't have the time, the energy or the ability to do it. For example, elderly people or people with disabilities are sometimes unable to clean their own homes, or people who have several houses distant from each other and who cannot personally manage the cleaning every single space,

Hiring people who would come to clean the spaces could become expensive and unsafe especially in case you can't regularly check these places.

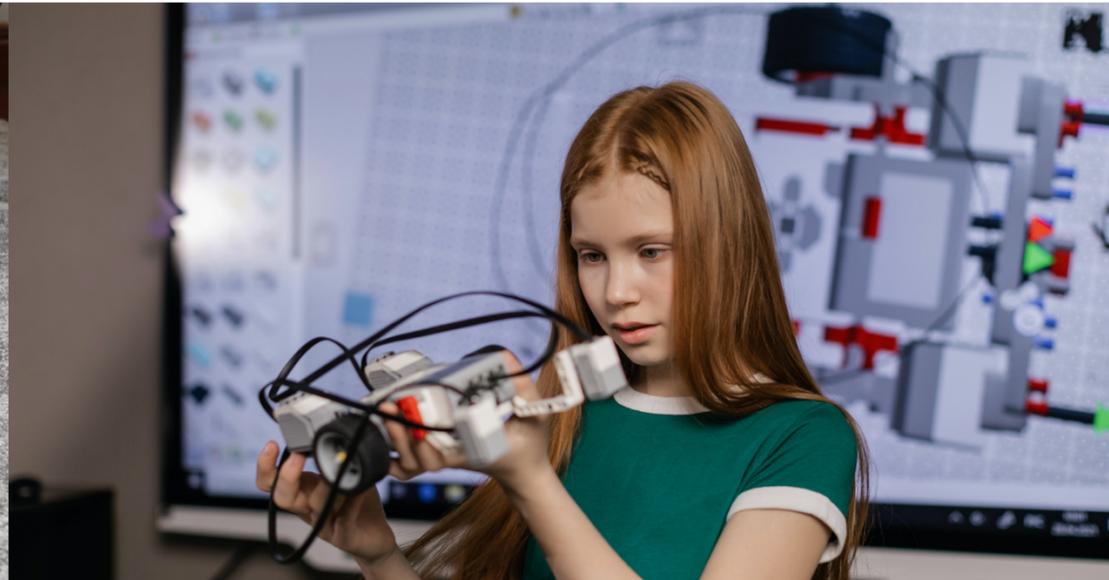




# A POSSIBLE SOLUTION

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To solve this problem, several appliance companies have begun to market programmable and surface cleaning robots. Although these appliances come very close to solving our problem, there are some limits of efficiency, for example they can not go up and down stairs, so move on different floors of the same house, and sometimes their shape does not allow them to adapt to the spaces and surfaces they need to clean.



INNOVATION  
+  
CREATIVITY

# OUR SOLUTION

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Our startup therefore intends to propose to companies the idea of a robot scrubber with a lego technic structure and a programmable software that allows you to change the shape and functions of the robot according to your needs.

# OUR TARGET

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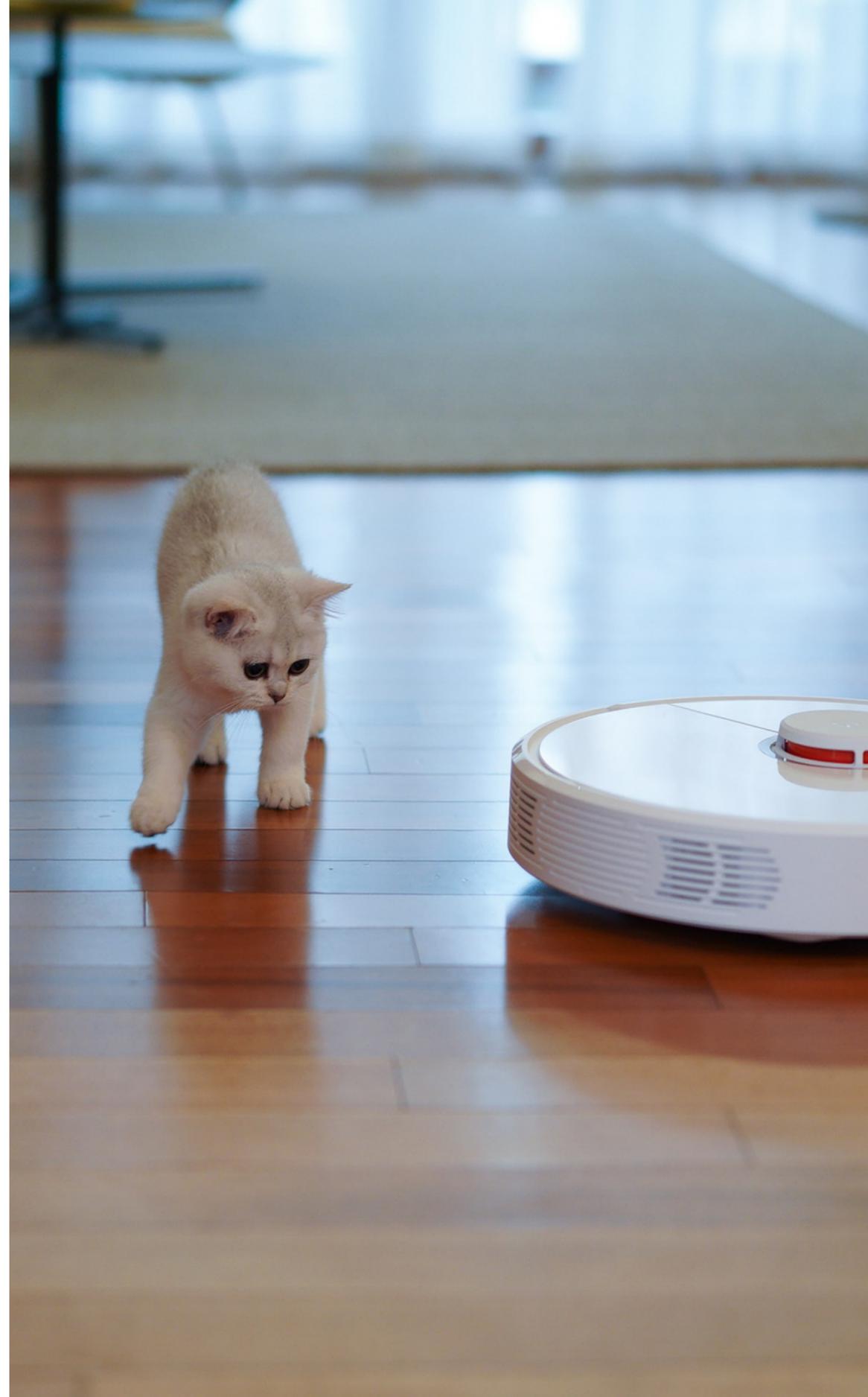
Our target would be people who do not have time to clean the house/office or who have many houses/offices, seniors or people with disabilities who cannot clean the house themselves, families with children who could enjoy designing and building the most environmentally friendly robot



# THE INCOME

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We plan to sell this product idea to companies. The profit of our startup would come from a percentage on each sale.



**THANK'S FOR WATCHING**