

Bill Culley, President
John Amend, CTO

April 26, 2012



Problems with Robotic Gripping

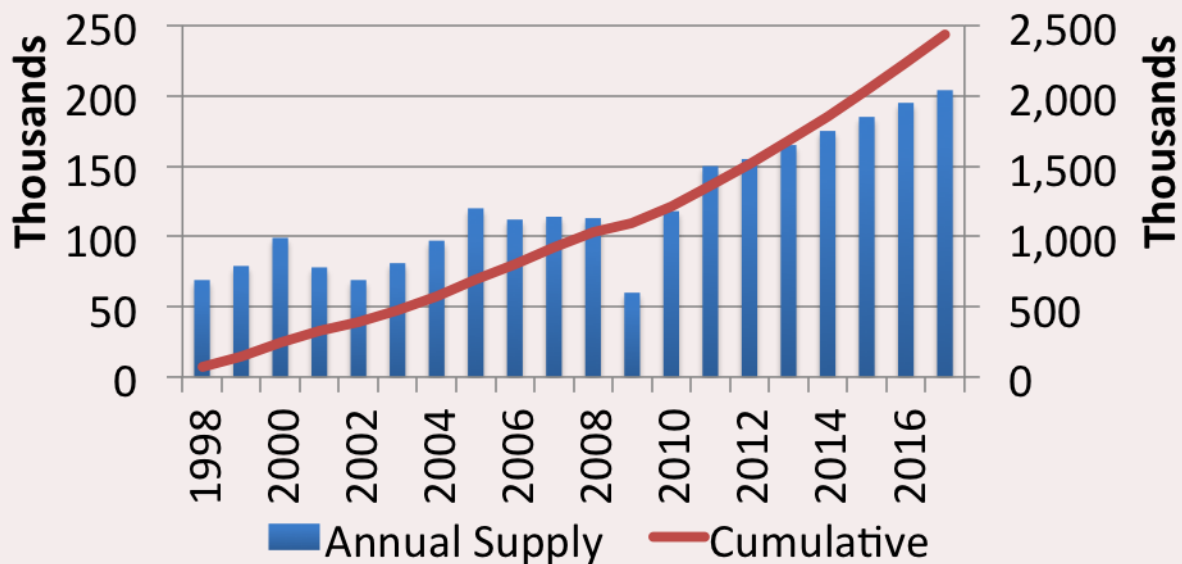


Jamming Gripper



Market Potential

Industrial Robotics Market Units



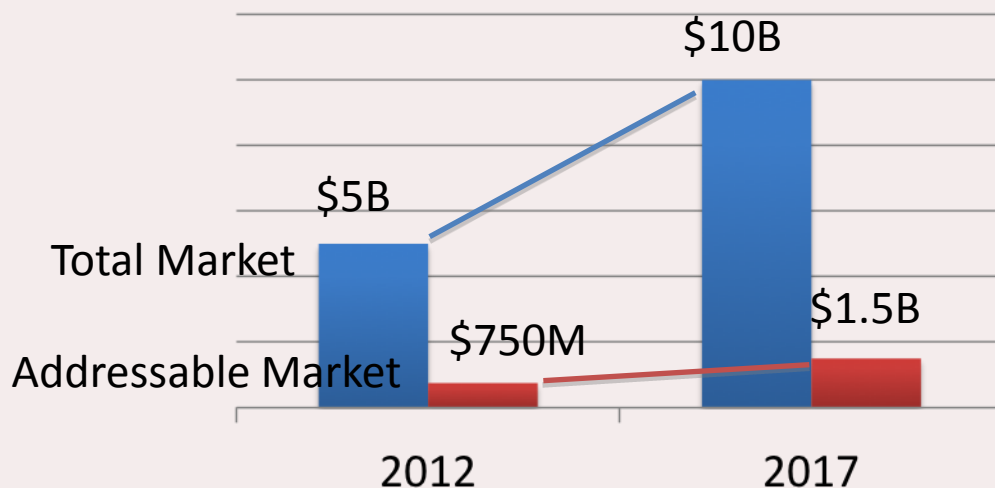
2% of existing market
= \$15 - \$30M in sales

- Industrial market only
- Existing market only

Enabling lower-level industrial processes

- >1B manuf. Laborers
- ~\$10B labor costs
- 5% of tasks addressable
- \$500M niche market

Industrial Robotics Market \$



Surgical Robotics

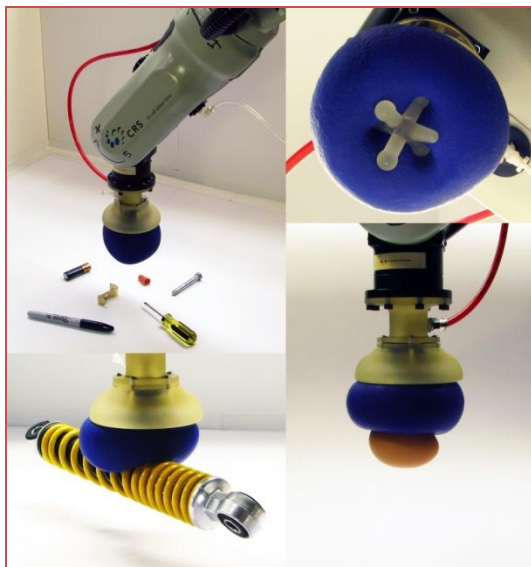
- \$1B market today
- \$5B by 2014

Military Robotics

- \$10B by 2016



Competitive Advantage

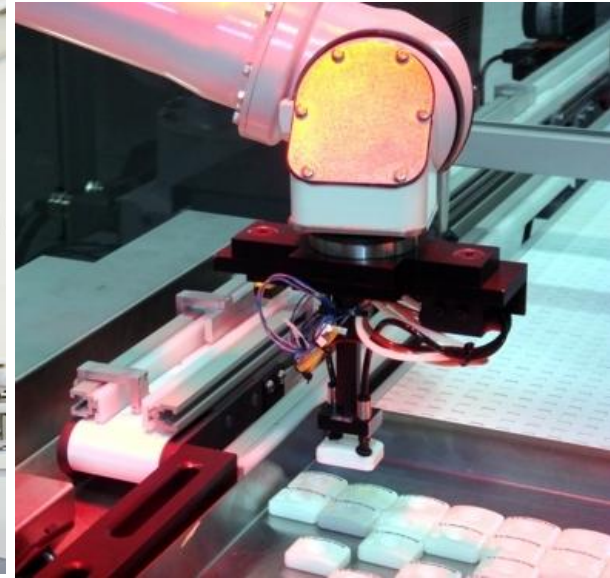


FUNCTION

COST



Target Market



Revenue Model



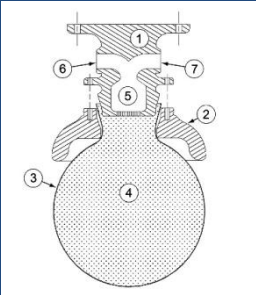
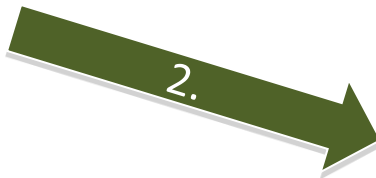
1. Jamming Gripper Sales

Price
\$499 - \$2,499
Cost
\$100 - \$1,000



2. Replacement Membranes

Price
\$49 - \$499
Cost
\$5 - \$200



3. Non-Recurring Engineering

Price
\$25,000 - \$100,000
Per contract



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Rockwell Automation
DESTACO
A BOYER COMPANY



P&G Tyson
NISSAN FOXCONN
Advancing Through Innovation

Company Structure & Growth

Company Structure

Product Development

- Relies on core technology
- Involve strategic partners
- Expand through adjacencies

Manufacturing

- Plastic extrusion outsourced
- Hardware purchased
- Granular material contracted

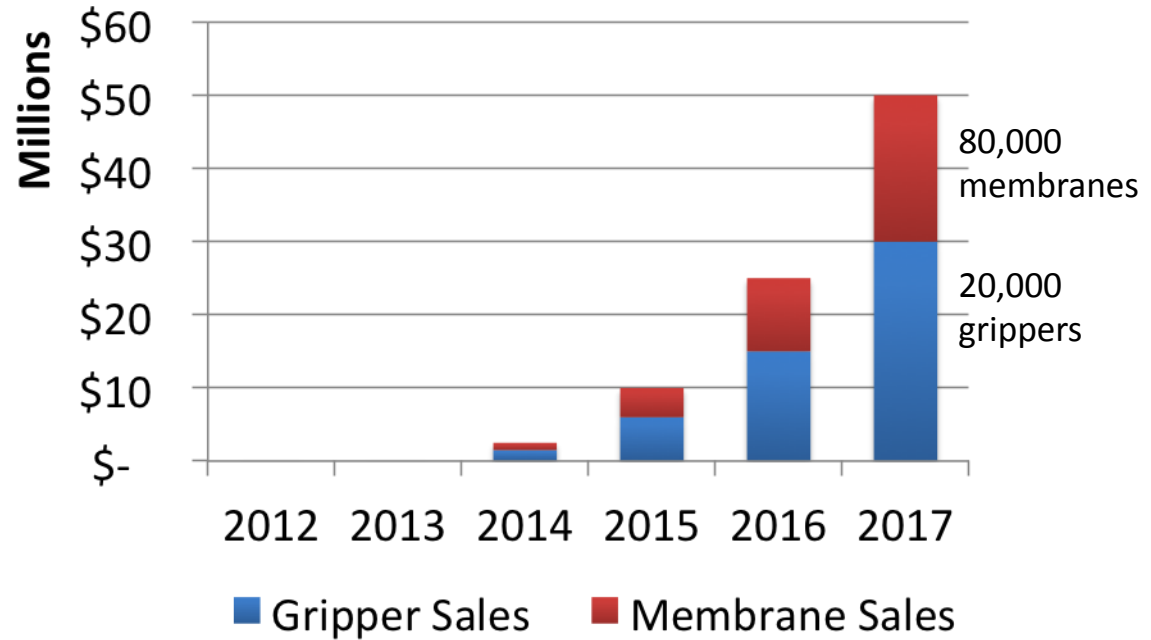
Sales & Marketing

- Robotics trade shows
- Detail sales to partners
- Direct design for end-users

Distribution

- OEM for robotics solutions
- Direct replacement sales
- Direct engineering contracts

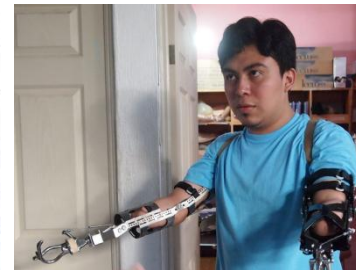
Sales Projections



Future Expansion



Medical & Surgical



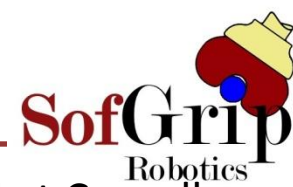
Prosthetics



Home Robotics



SofGrip Team



Bill Culley, President is a 2012 MBA candidate at the Johnson School at Cornell University, with experience raising \$150k for his previous startup and successfully exiting. Bill was a management consultant with Oliver Wyman, and holds BS and MEng degrees from Cornell in mechanical engineering.



John Amend, CTO is a PhD candidate in mechanical engineering with the Creative Machines Lab at Cornell University. John has published in several top robotics journals, and has previously performed robotics design research in mechanical engineering at SUNY Buffalo. John is the recipient of the National Science Foundation Graduate Research Fellowship.

Technical Advisory Board



Hod Lipson, PhD '98 - Associate Professor of Mechanical Engineering, Cornell University, Ithaca, NY



Eric Brown, PhD '07 - Assistant Professor in Natural Sciences, University of California, Merced, CA



Heinrich M. Jaeger, PhD '87 - Professor of Physics, University of Chicago, Chicago, IL



Non-dilutive Financing

- Sub-licensing IP for non-core fields of use
- Exclusive options on developed product applications
- Non-recurring engineering contracts
- NSF grant funding
- Business plan competition prize money

Equity Financing

- \$1-2M Convertible Notes
 - employ an applied physicist and a product developer, design products for strategic partners
- \$2-5M Series A
 - Product line development and business development
- \$5-10M Series B
 - Move multiple product lines into production and ramp up sales

Exit

Strategic acquisition by a major robotics company

Potential acquirers

- Toshiba Machine Co.
- Fanuc Robotics
- Nissan Motors
- Adept Technology
- Stäubli-Unimation
- ABB Group
- KUKA Robotics
- iRobot
- Willow Garage

Thank You
Q&A

