



Cash Raise Proposal for Robo Reliance

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GPT for Robo Reliance – ask it anything: <https://shorturl.at/UYlHb>

Executive Summary

Company Overview:

Robo Reliance LLC is your trusted partner for nationwide robot maintenance and repair. Our mission is to provide reliable, high-quality robot maintenance solutions that maximize performance and ensure uptime. We provide maintenance and repair services for robots—offering subscription-based plans and on-demand solutions that reduce downtime and extend robot lifespans. As we say, “We Keep Robots Running.”

With the U.S. market estimated at \$500 billion annually, the industry is at a critical growth point. Tens of thousands of robots will be deployed next year, scaling toward one million within 24 months. Our Annual Recurring Revenue (ARR) model, combined with strategic manufacturer partnerships, positions us to capture substantial recurring revenue. At Robo Reliance, “Five Stars or Better—That’s Our Goal.”

Funding Request:

- **Amount Sought:** \$1.5 million seed round
- **Pre-Money Valuation:** \$5 million
- **Use of Funds:** Technician recruitment/training, marketing, predictive maintenance tool investment, and partnership development travel.

Post-Raise Ownership & Negotiation:

The \$1.5 million raise at a \$5 million pre-money valuation will dilute current equity holders proportionally. We invite strategic investors who can accelerate market penetration through industry relationships, as well as financial investors who provide capital and governance.



Use of Funds

Category	Allocation Details
Operating Expenses	\$800,000 Recruiting and training ~20 technicians in Year 1, expanding to ~100 by Year 3 and ~375 by Year 5.
Technology Development	\$300,000 Investment in predictive maintenance software, CRM integration, and training modules to enhance efficiency.
Marketing & Branding	\$300,000 Digital advertising, social media campaigns, PR initiatives, and participation in major industry conferences.
Travel & Partnerships	\$100,000 Attendance at industry events, meetings with manufacturers, and finalizing strategic agreements.

Market Opportunity

Market Size & Growth:

The U.S. robotics maintenance market is ~\$500B annually. Rapid adoption is projected, with tens of thousands of units deploying next year and approaching one million in two years. While our near-term focus is capturing ARR within this market, long-term trajectories suggest deployments could reach hundreds of millions globally.

Market Drivers:

- **Technological Advancements:** Improved functionality fuels higher adoption.
- **Aging Population:** Assistive robots for older adults drive demand for reliable maintenance.
- **Commercial Efficiency:** Businesses automate to cut costs and boost efficiency.
- **Environmental Sustainability:** Extending robot lifespans reduces e-waste, aligning with global eco-friendly trends.

Supporting References:



- Elon Musk: Predicts one billion humanoid robots by 2040s
 - Goldman Sachs: Humanoid robot market could reach \$38 billion by 2035
 - Nvidia & Figure AI: Significant investments signaling robotics sector growth
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Business Model

Service Offerings:

- **ARR Maintenance Plans:** Annual subscriptions for proactive maintenance and diagnostics.
- **On-Demand Repairs:** Emergency service calls at premium rates.
- **Warranty & Manufacturer-Authorized Services:** Partnerships with manufacturers like TinyMobileRobots for authorized repair work.
- **Predictive Maintenance & Training:** Tools and modules to improve technician efficiency and reduce downtime.
- **Future Services:** Extended warranties, refurbished parts, trade-in programs.

ARR Economics:

- Initial Capacity: ~50 ARR contracts/technician
- Year 3 Goal: ~100 ARR contracts/technician due to efficiency gains

Unit Economics:

- **CAC:** ~\$150/robot
- **LTV:** ~\$1,200/robot over ~3 years
- **Renewal Rate:** ~80%

Revenue Streams:

- Subscription Revenue (ARR)
- Service Revenue (on-demand)



- Partnership Revenue (manufacturer alliances)
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Competitive Advantage

We operate with a set of values that guide our approach: Think Like the Customer, maintain Direct Communication, respond Fast both internally and externally, make Timely Decisions, avoid Drama, protect our Reputation, and Adapt and Pivot when needed. These values support our innovative service delivery and reliable customer experience.

First-Mover Benefit & Strategic Partners:

- **Speed and Branding:** Early ARR lock-in and a strong brand position.
- **Lean Technician Model:** Independent contractors enable rapid scaling.
- **Manufacturer Partnerships:** Preferred service status enhances credibility and revenue.
- **Sustainability & Community Benefit:** Prolonged robot lifespans reduce e-waste and strengthen goodwill.

Differentiators:

- **ARR Focus:** Predictable, recurring revenue.
 - **Scalable Technician Network:** Rapid market entry and expansion.
 - **Sustainability Commitment:** Appeals to eco-conscious customers.
 - **Expert Team:** Proven leadership and operational execution.
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Financial Projections

Revenue Targets:

- Year 1: ~\$500,000 (1,000 ARR contracts)
- Year 2: ~\$1,500,000 (5,000 ARR contracts)
- Year 3: ~\$4,000,000 (10,000 ARR contracts; break-even)



- Year 4: ~\$9,000,000
- Year 5: ~\$15,000,000 (~37,500 ARR contracts)

Assumptions:

- Efficiency gains through predictive tools and training.
- Expanded manufacturer partnerships.
- Optimized marketing to reduce CAC.

Financial Highlights:

- **Revenue Growth:** From \$500K Year 1 to \$15M by Year 5.
 - **Break-Even:** Year 3 at ~\$4M revenue.
 - **ARR Scalability:** 1,000 ARR contracts to ~37,500 by Year 5.
 - **Margins:** Improved margins as scale and efficiencies increase.
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Risk Mitigation

Dependence on Market Adoption:

- **Plan:** Quarterly market validation, segment diversification, flexible scaling of expenses, and pilot programs with manufacturers.

Technician Scaling:

- **Plan:** Partnerships with trade schools, streamlined onboarding modules, predictive demand planning, and robust technician incentive programs.

Manufacturer Partnership Fragility:

- **Plan:** Diversify alliances, reinforce our value proposition, strengthen direct-to-customer branding, and negotiate joint ventures.
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Exit Strategy



Potential exits include acquisition by a robotics manufacturer or tech-services conglomerate. A long-term IPO is possible once the ARR base and brand maturity are fully established.

Investor Benefits

- **Massive Market:** \$500B U.S. market with high growth potential.
 - **Predictable ARR Streams:** High renewal rates and stable recurring revenue.
 - **Strategic Alliances:** Early partnerships to enhance adoption and credibility.
 - **Sustainability & Community Impact:** Align with environmental and social responsibility trends.
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Investor Preference Positioning

We prioritize strategic investors who can speed market entry and solidify manufacturer partnerships. Still, we welcome financial investors aligned with our ARR-driven growth and scaling timeline.

Conclusion

Robo Reliance offers a strategic entry point into a booming market. With a clear mission—"To provide reliable, high-quality robot maintenance solutions that maximize performance and ensure uptime"—supported by consistent values and a focused ARR model, we are ready to scale.

Contact Steve Urban at steve.urban@roboreliance.com or 970-685-2268 to explore this investment opportunity.