

A photograph of a clothing store interior. In the foreground, a rack of clothes is visible, with several white hangers and a blue garment. The background is filled with more racks of clothes, creating a sense of depth. The lighting is warm and soft, with a bokeh effect from the lights in the background. The overall atmosphere is clean and modern.

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Robotic mannequins

We make your retail business unique

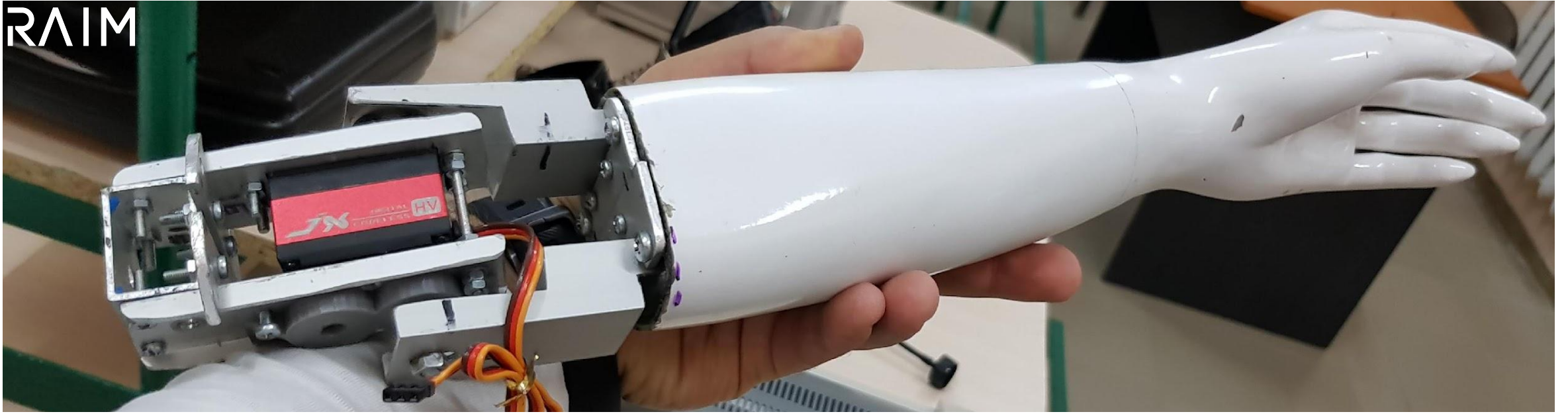
Technology in Retail is outdated

We know how to fix it!

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About us.

Only crazy people can do anything really ambitious. We will change Retail forever

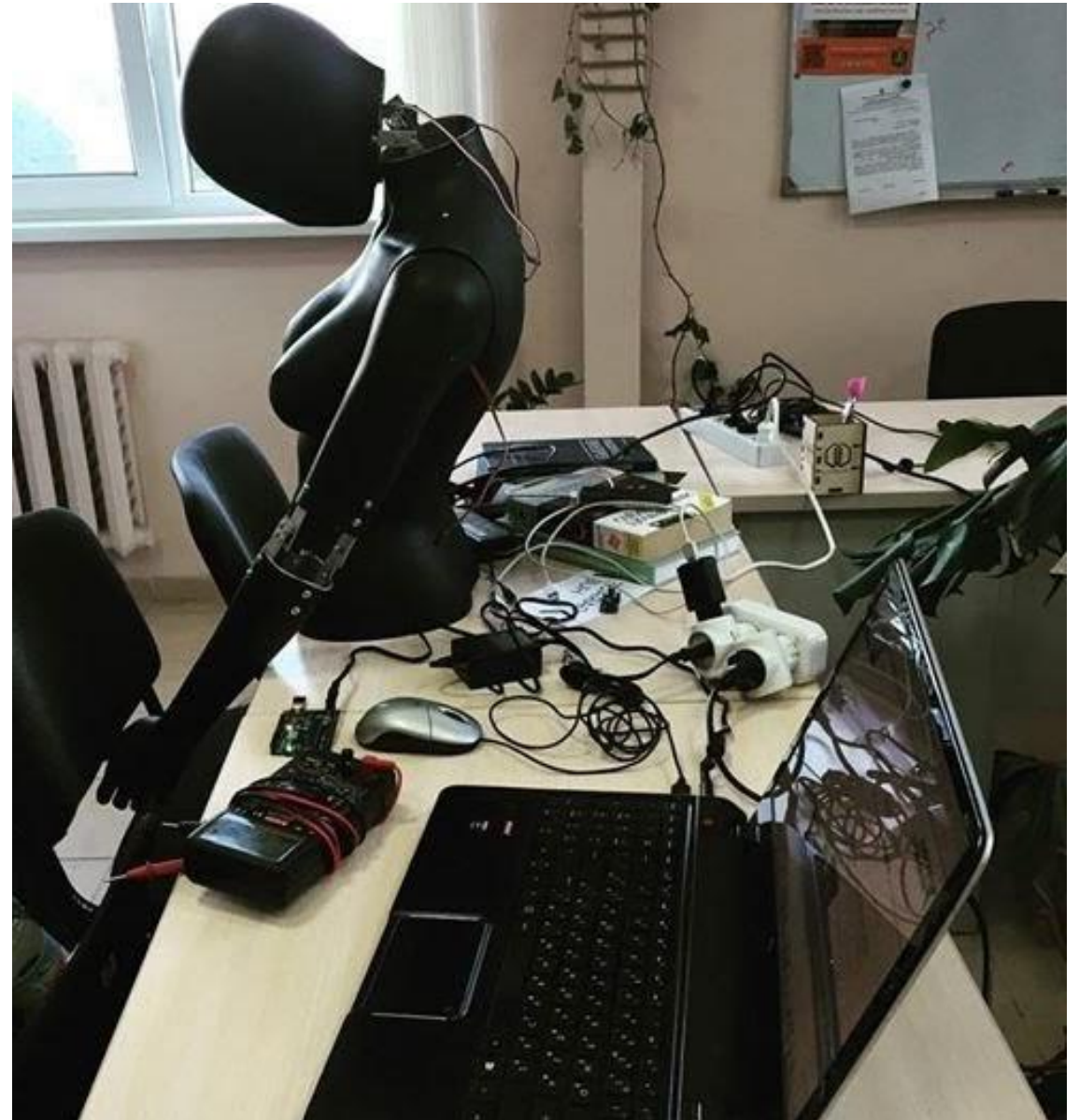
The RAIM team comes from one of the FabLab Mironaft research and development projects. Following the philosophy that science cannot be "barefoot", we decided to monetize what we know best: robot construction. Our robotic dummies are a derivative of the anthropomorphic work project and the result of research work of young specialists over the last 2 years.

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The problem

Static dummies are too boring and have long since ceased to fulfill their main task of attracting the attention of potential customers.

- Huge market, boring glossy dummies of the same type, which differ only in color and posture;
- No interactivity of any kind;
- Modern dummies are basically just super-expensive hangers;
- Dummies do not have an individuality for shops, there is no possibility of any settings;
- There is no possibility of easy daily modification, except for changing.





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Problem solving - robotic mannequins

- Dynamic, moving dummies with many degrees of freedom;
- Interactivity with a potential buyer - repeated movements, conversation;
- Artificial intelligence for analyzing the statistics of customer visits (age, gender, how much time a look at the product was delayed, etc.);
- Ability to order any configuration of the dummy (choice of color, eco-plastic or transparent form factor with backlight, the number of degrees of freedom, robo-slider with moving fingers);
- A mobile application that allows the owner to customize the behavior of each individual dummy at least every day;
- Protection against "fooling around" - the robot will shut down on its own and signal the owner about atypical excessive loads;

Products:

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Our robotic mannequins are available in four independent ranges:



Type R

Radiant. Solutions based on body parts (such as chest, arms, legs). Suitable for jewelry stores, headdresses, gloves or shoe stores, etc.



Type I

Intelligent. Slicer dummies solution. We offer for all establishments with an expressive emphasis on retro, style, elegance.



Type A

Anthropomorphic. The solution of full-length mannequins. Suitable for any branded clothing stores.



Type M

Majestic. Solution of mannequins made of transparent backlit plates. We offer for nightclubs, various modern conveniences, airports and others.

What are the benefits of robotic mannequins?

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Significant increase in a number of performance indicators of your stores:



+120% ↑

The number of visitors to the store is increased by 120% if a robotic dummy in the showcase.

+20% ↑

Among visitors, have already entered the shop the number of those who really buy something increases by 20%.

+550% ↑

The time it takes to keep the attention of visitors in the shop window increases by 550%.

-70% ↓

The probability of theft in a store is reduced by 70% as the effects of additional presence are created.

Why are we cool?

Our products are distinguished by a number of significant advantages

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Cool design

We don't repeat others. We create our own design and technical solutions in robotics.

Eco Plastic

Each mannequin is made of ECO plastic absolutely unique and it will never happen again + the client saves the planet.

Online builder

Ordering a mannequin is available from the website, and the online designer will help you quickly present the final result and make a price.

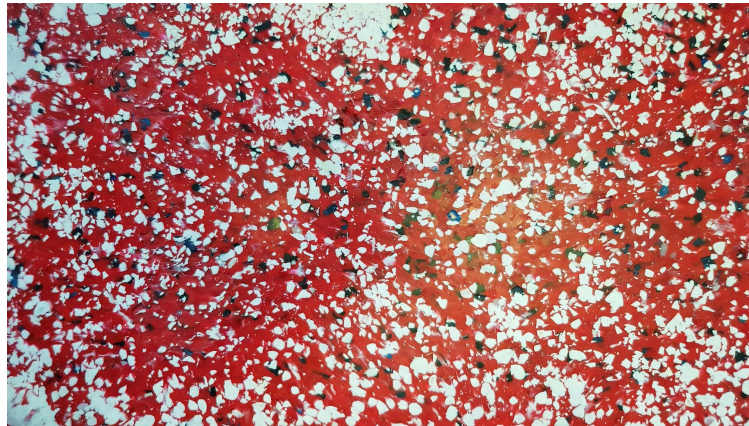
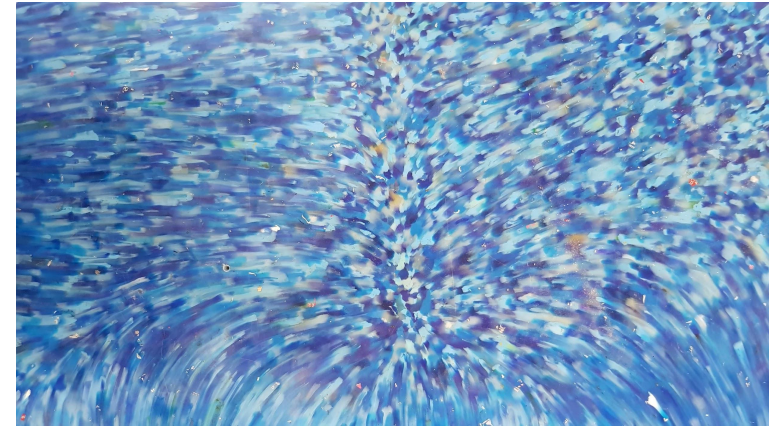
Mobile app

Directly from the phone, the client can change the combination of dummy movements. Statistical data on AI analysis are also available there.

ECO - plastic

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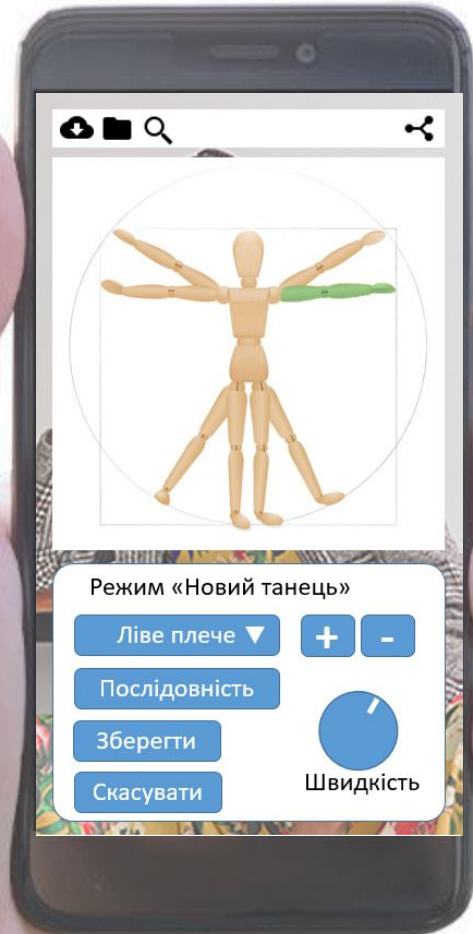
On request, our dummies are made by thermopressing formed sheets of recycled PLA plastic from under the caps of plastic bottles.



Mobile app

The mobile application is available for download on Play Market and AppStore. All available dummies are entered into the application via QR code.

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The ability to control a group of robots

The owner of several dummies can control each one individually, invent and save new sequences of movements.



Features joystick mode control

Game component - the ability to control a particular robot in real time.



Statistics on performance indicators at hand

Video image from each of the robots returns to the cloud, analyzed by artificial intelligence and returns statistics on visitors (age, gender, duration of attention on the product, etc.).



Доступ до камер в манекенах в онлайн

The owner of dummies has the ability to observe in real time the image from all his robots - dummies.



What are we going to the market with?

Our business model, competitor analysis and understanding of Ukrainian and world markets.

Business Model

The main monetization strategy for us is of course the direct sale of B2C. In addition, we are considering renting dummies and retrofitting dummies available to the customer.

1

Rent of mannequins

Using the dummy as a job - a promoter for individual events. Using dummies at the opening of a store or at the beginning of sales

500 USD/week.

2

Mannequin purchase

Ordering a unique mannequin through the company's Internet site. Through a full-fledged online designer, you can fully adjust the functionality of the new dummy.

from 2000 USD.

3

Conversion

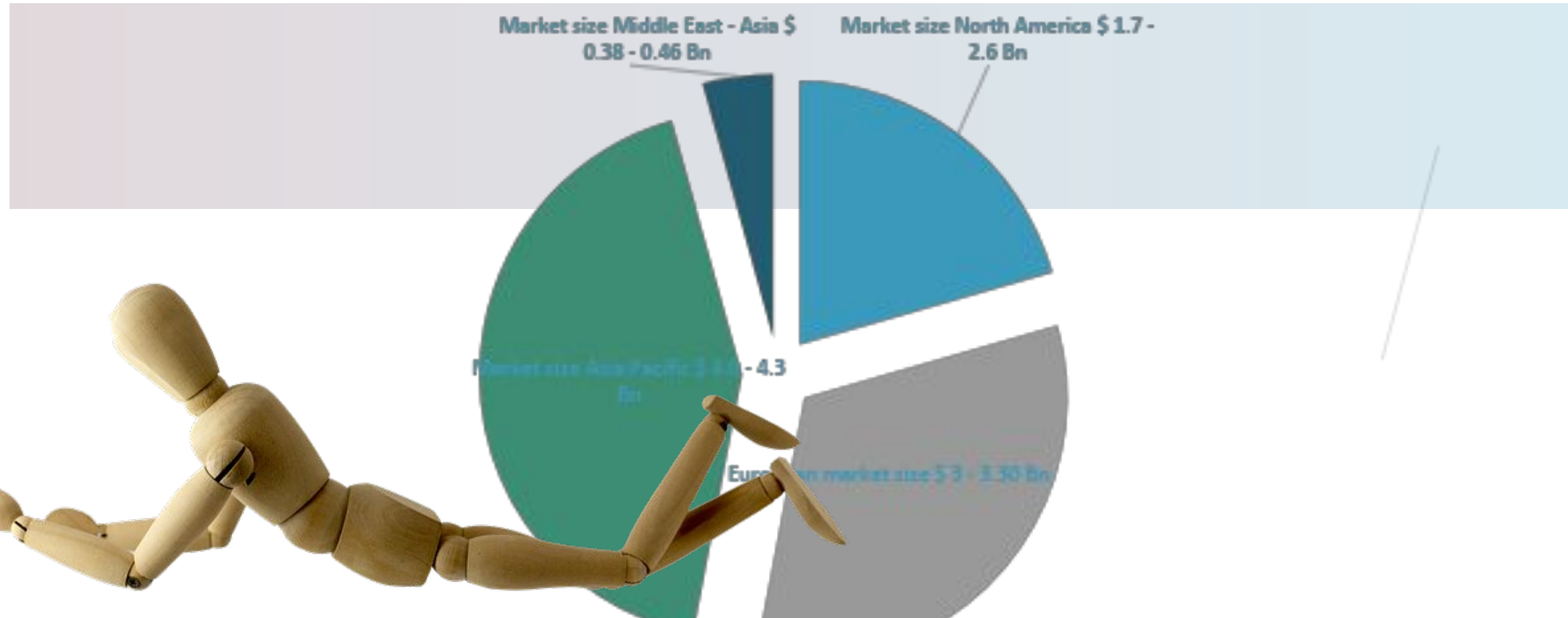
In the presence of powerful static mannequins, there is a singular value for the customer to re-equip his mannequins on modern robotic mannequins.

from 1800 USD.

Market opportunities

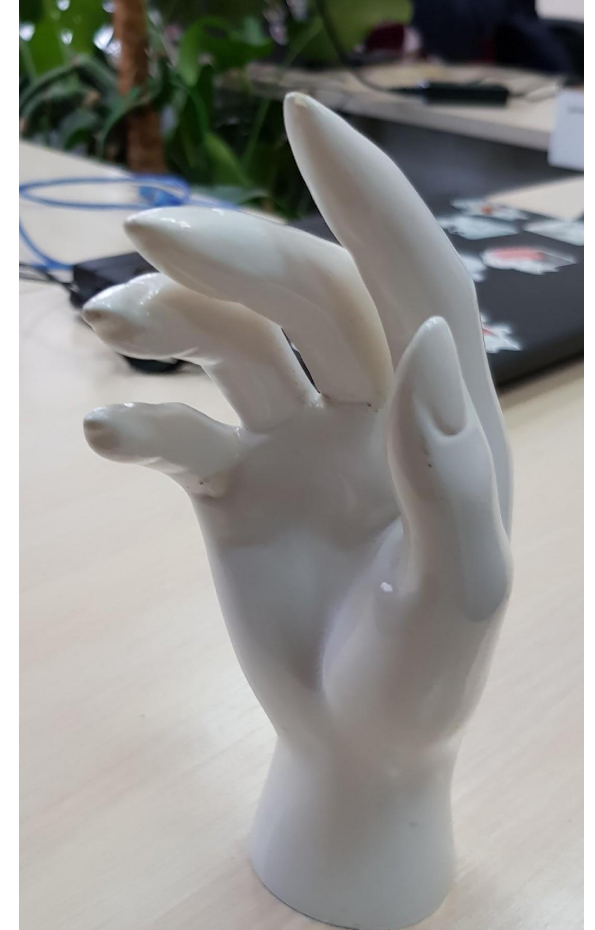
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According to Beroe Inc. estimates, the global dummy market is estimated at \$8.9-10 billion. The world dummies market is currently growing at a rate of 3.9%.



Trends in global market development

- North America, Eastern Europe and markets in the Asia-Pacific region, such as China, have high market maturity;
- The Asia Pacific region, excluding Japan, is expected to remain the largest market for mannequins;
- The Asia Pacific dummy market is projected to achieve the highest growth rate by 2022;
- The markets in the Middle East, Africa and Latin America are expected to grow rapidly;
- The whole body mannequins are expected to remain the most profitable products in the global mannequin market. These dummies are projected to expand rapidly in the market until 2022;
- Major players have started to focus on producing environmentally friendly mannequins due to growing demand from clothing retailers in Europe (UK, France, Italy, Germany) as well as the USA.



Competitors

The main competition for robot dummies is, of course, old-fashioned static dummies, but they have all the disadvantages in a number of store performance indicators.

Manufacture of static mannequins

- ABC Mannequins
- Cofrad
- Global Display Limited
- Bonami
- Larosaitaly
- Shenzhen Huaqi
- New John Nissen
- Mondo Mannequins
- Pentherformes Group
- ETC (УКРАЇНА)
- Window Mannequins
- Hans Boodt
- Retailment
- Bonaveri
- Almax
- Goldsmith
- Bernstein Display
- Atrezzo
- Norlaine (subsidiary Patina)

Manufacture of robot mannequins

- Palette OT Flower Robotics
- D+ropop OT Eager
- Hina OT Sugiura Machine Design Office
- Fits.me Robot Mannequin
- i.Dummy Robot Mannequin
- RoMA a Hi-tech Robotic Mannequin
- Механізмус (УКРАЇНА)

Competition among robot mannequins.

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Growth strategy

Nosce te ipsum et impera

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Ukraine

local market

- First round of funding;
- Development and approval of the entire line of dummy robots;
- Deployment of production with a maximum capacity of 20pcs / month;
- Organization of sales through large marketplace (socket, Citrus, etc.).
- Participation in Ukr. Fashion week, etc. ;
- Participation in Euroshop (Dusseldorf).

Global market

Markets in Europe and Asia-Pacific

- The second round of funding;
- Deployment of own production with a maximum capacity of 600pcs / month;
- Opening of sales offices in Italy, France, Germany, UAE, USA, Brazil and Japan.
- Participation in ParisRetailWeek, CES, ShopExpoMilan and MapicItaly;

IPO

Initial public offering

- Selection of trading platform, selection of consultants and brokers;
- Final agreement on the action plan and configuration of the IPO;
- Create an investment memorandum;
- Advertising company. A series of meetings with potential investors;
- Construction of a second production facility with a maximum capacity of 3000 pcs / month;

Milestones

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We have a fairly clear view of our work until at least 2027.

2020

December

Access to Ukraine

First round of funding.
Production with a maximum capacity of 20pcs/month.
Development and approval of the initial line of dummy robots;

2021

December

Improvement

Organization of sales through large marketplace (Rozetka, Citrus, etc.)
Participation in Ukr. Fashion week, etc.;
Output on stable 20 sales per month + advance orders

2023

March

Access to Europe

Participation in Euroshop (Dusseldorf).
Second funding round;
Participation in ParisRetailWeek, CES, ShopExpoMilan and MapicItaly;

2025

December

Expansion

Deployment of own production with a maximum capacity of 600 pcs / month.
Opening of sales offices in Italy, France, Germany, UAE, USA, Argentina and Japan.

2027

December

IPO

Initial public offering

Financial figures

The calculations are based on an operating cost factor of 72% of the company's net profit, is preliminary and requires further agreement.

	2020	2023	2025
Stable sales, pcs / month	20	600	3000
Average price per robot mannequin, USD.	2000	3000	3000
Gross income, USD	480 000	21 600 000	108 000 000
Liquidity, 40%	192 000	8 640 000	43 200 000
Operational expenses			
— Sales and Marketing, 40%	76 800	3 456 000	17 280 000
— client service, 10%	19 200	864 000	4 320 000
— Research, 20%	38 400	1 728 000	8 640 000
— Other, 2%	3840	172 800	864 000
General maintenance costs, USD	138 240	6 220 800	31 104 000
Profit before tax, USD	53 760	2 419 200	12 096 000

Dream-team

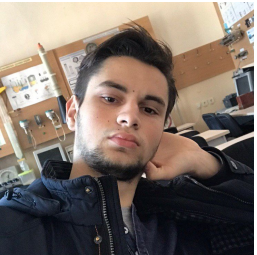
We have the coolest team possible. Experience in other projects and a high level of motivation make them an integral part of the project.



Yehorov Viktor
CEO



Habuiev Kostiantyn
CTO



Kotsur Igor
Electronic engineer



Hlushko Serhiy
Robotic, CAD engineer



Elina Kosmahevskaya
CFO, Fundraise

First funding round (Seed)

The total amount is required until 2023 is 490 thousand U.S., the vast majority of which will be spent on the purchase of necessary equipment.

- Equipment, 240 thousand USD
- Salaries, 150 thousand USD
- R&D, 60 thousand USD
- Marketing, 40 thousand USD





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Thank you for your attention

Contacts

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