



SALLY 500  
ROBOTICS

# EXECUTIVE SUMMARY

SALLY 500 | AI ROBOTICS  
1317 E. COOLIDGE STREET, PHOENIX, WWW.SALLY500.COM

## MISSION

We sell robots to farmers and project managers who want better yields at lower cost. Unlike other automation companies, we provide value with voice commanded robots that are customized for each job through machine learning artificial intelligence that protects human life.

## TEAM

### **CEO & Founder**

Elliott R. Hobbs 602-653-1000

### **CTO & CoFounder**

Royce Birnbaum 602-558-1817

### **Programmer**

Bon Goodman 623-606-3354

### **Professional Engineer**

Andre Masters 480-309-6329

### **UX**

Adam Klaasmeyer  
480-495-2458



## OPPORTUNITY

### **PROBLEM**

Demands for agriculture and infrastructure jobs are increasing, while the labor market is thinning.

### **SOLUTION**

SALLY 500 robots will do the jobs most workers wish to avoid. SALLY robots are customizable and controlled by Alexa voice command.

## BUSINESS MODEL

### **CUSTOMERS**

Project managers, building managers, cannabis farmers

### **CHANNELS**

Adam Klaasmeyer, Woz U, Oregon Coast Farms, Kahn Construction

### **KEY ACTIVITIES**

Listen to customers, set up deep learning stacks, sell SALLY subscriptions and upgrades, pickup and deliver SALLY boxes

### **MARKET**

Over 200,000 labor jobs are unfilled every year, with an opportunity cost per job averaging \$432k/month.

### **MARKET ADVANTAGE**

SALLYs are controlled by voice command and are customizable through our deep learning job library.

### **COSTS**

SALLY droid built \$4,000 ea  
CEAD ai unit \$750 ea

### **REVENUES**

SALLY sales, \$15,000 ea  
Subscription \$2,000/month

## TRACTION

**PARTNERS:** Kahn Construction, Oregon Coast Farms, Woz U

**Funding:** \$250k to develop and test 10 droids by July 2019

**Targets:** 1 year, 280 leads/month, 28 SALLYs sold, 4 contracts