Launching into Hardware

Jalali Hartman
CEO & Founder
Robauto, Inc
jhartman@robauto.co
@robautoproject
Fire
This one really changed things!
Electricity
Can you imagine a world without power?
Artificial Intelligence is bigger than electricity or fire

Sundar Pichai
CEO - Google
Battle of the bots

Tests show Amazon leads rivals in hiding its data from price-tracking programs, or ‘bots.’ This lets Amazon keep competitors in the dark when it undercuts their prices on popular electronics — like a Logitech webcam — helping it win sales.

**RESULTS FROM 10 MAJOR RETAILERS THAT SELL THE LOGITECH C920 WEBCAM ONLINE**

- Pass
- Fail
- Amazon.com

**SIMPLE TEST**
*Does the site stop bots that hit it 3,000 times rapidly?*

- Pass
- Fail

**MODERATE TEST**
*Does the site stop bots that click more slowly to mimic human behavior?*

- Pass
- Fail

**SOPHISTICATED TEST**
*Does the site stop bots using dozens of computer addresses to hide their origin*

- Pass
- Fail

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**PRICE ON AMAZON**

Only for product sold and shipped by Amazon.com*

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<thead>
<tr>
<th>Price</th>
<th>Date</th>
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<tbody>
<tr>
<td>$62.00</td>
<td>May 6</td>
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<tr>
<td></td>
<td>12 p.m. ET</td>
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<td></td>
<td>May 7</td>
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<td>May 8</td>
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*Does not reflect prices of third-party sellers on Amazon.com

Image courtesy of Logitech
Sources: Distill Networks; CamelCamelCamel.com

C. Chan 09/05/2017
ADD ANY MEDIA
BUILD ONE OR BUILD A SWARM
ADD ANY POWER SUPPLY
ADD ANY SENSORS
ADD ANY MOTORS
Original Baby BiBlis
This is a BiBli brain in it's most basic function. Sensors, servos, cameras and monitors can be added, as well as any body.
Do we like, trust and respect it?
What’s next in hardware?
BiBli “inside”

Robots & Plush Toys  Internet of Things  Automotive  Space
Intelligent Emotion

Sound

Light

Motion
Which AI Routines Engage the Best?
1. Understand the market
### Hype Cycle

**Roy Amara**

**Gartner**

#### Technology Trigger
- **R&D**

#### Peak of Inflated Expectations
- **First-generation products, high price, lots of customization needed**
- **Startup companies first round of venture capital funding**

#### Trough of Disillusionment
- **Supplier consolidation and failures**
- **Second/third rounds of venture capital funding**

#### Slope of Enlightenment
- **Less than 5 percent of the potential audience has adopted fully**

#### Plateau of Productivity
- **Third-generation products, out of the box, product suites**
- **Second-generation products, some services**
- **Methodologies and best practices developing**
- **High-growth adoption phase starts: 20% to 30% of the potential audience has adopted the innovation**

#### Time Phases
- **On the Rise**
  - **Supplier proliferation**
  - **Mass media hype begins**
  - **Early adopters investigate**

- **At the Peak**
  - **Activity beyond early adopters**

- **Sliding Into the Trough**
  - **Negative press begins**

- **Climbing the Slope**

- **Entering the Plateau**
Wordpress has 500 employees and gets more monthly traffic than Amazon.com with 230,800 employees.
2. Understand the building blocks
A.I. = Sense, Think, React

Machine Learning = Data Analysis
Tesla Autopilot Miles

Projected Total Autopilot Miles:
2,350,446,445
Date: 2020-01-01

Projected Autopilot Miles on Hardware 1:
790,016,716

Projected Autopilot Miles on Hardware 2+:
1,560,429,729

Current Total Autopilot Miles:
1,056,505,935
Date: 2018-12-23

Current Autopilot Miles on Hardware 1:
581,495,817

Current Autopilot Miles on Hardware 2+:
475,010,118
3. Design around a user’s burning needs.
Thank-you!

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@robautoproject

www.robauto.co