Our Market
Current projections of the robot industry predict that the demand for robots will triple by the year 2010, and grow to nearly 10 times by 2025. The biggest of this growth is in the personal robotic industry.

Our Robot
The Goal of this IPRO was to create a business around a robot. We decided on a market and decided on the educational and hobbist market. We then had to find a way into the market. Our idea was to make it affordable, and enhance some areas that other manufacturers overlooked.

Schematic
It is done using ORCAD. It is used to graphically show the connections between the parts.

Casing
-> Focused on Maximizing heat emission.
-> Fins provide wider area for heat emission.

The IPRO 353 Team
Website Development
Chungyun Kim
Electrical Eng.

Commercial Team
Nick Chillemi
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Electrical Eng.

Technical Team
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Computer Sci.

Graph 1 - World wide Market Growth

Picture -1
Robot Competitions
IPRO 353
Microcontroller Business Development

Features
- More memory
- GCC Compiler
- Motorola HC11 Microprocessor
- Casing
- Testing Facility

The Competition
The Handy Board
- Established in Robot community
- Used in many universities
- Breaks often
- Unreliable Power-Supply
- Expensive ($200 to $300)

LEGO
- Well established company
- Simple programming
- Geared toward high school students.
- Easy to build with the Lego bricks.
- Expensive ($200 for the starter kit.)

Market Strategy
- Use IIT ECE 100 class to promote Product through Beta-testing.
- Use IIT First Robotics club to Promote Product.
- Sell in IIT Book Store.
- Sell and promote Online.

Business Model
- Design Microcontroller
- Send Parts and design to the manufacturer.
- Use Feedback from ECE 100 class to develop our product.