



PASHOOT

ROBOTICS

Simplify Robotics
Bringing the future closer

Hello!

Ron Fridental

Co-Founder & CEO

Serial entrepreneur (acquired by BRCM),
25+ years as tech leader

Dr. Mica Arie-Nachimson

Co-Founder & CTO

8200 Alumna, 18+ years Algorithm R&D, CV, AI
PhD, Weizmann Institute of Science



Amir Nusboim

VP Software

16 years embedded AI, ML
Software management
BSc. Engineering, MBA

Pashoot: “Simple” in Hebrew

We believe that Manufacturing should be fully automated. And **simple**!

Today industrial automation is costly and slow.

We make it **fast**, **affordable** and **flexible** for everyone.
Everywhere.

Automate the Automation



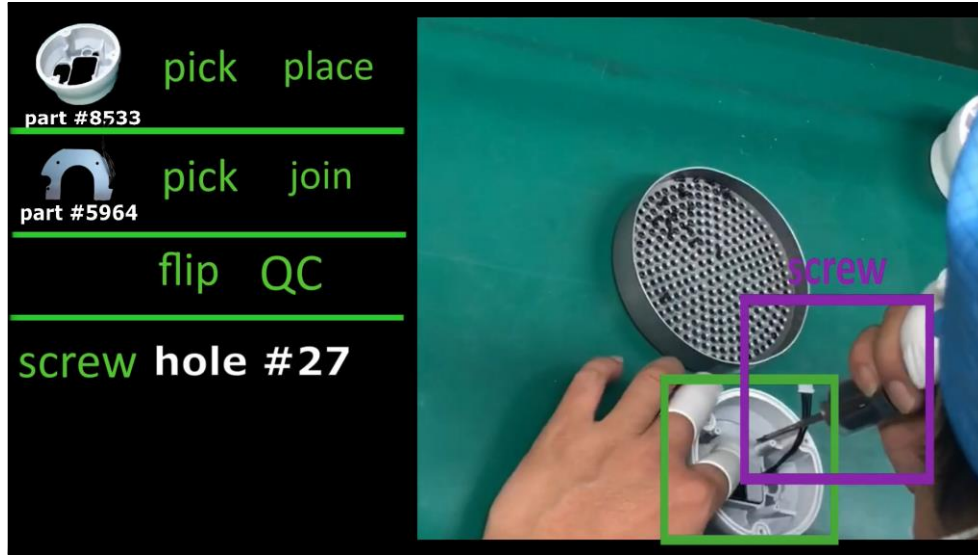
We combine our AI software with an off-the-shelf robot arm and camera and get a human-like **smart arm**

Intuitive learning and environment aware

Fast – Cheap – Flexible



Learn What the Task Is Perform Task in Work Environment



Learn from demonstration
Understand **what** needs to be done



Environment aware
No preparation needed

Our Differentiation

- ◎ Visual interactive teaching
- ◎ Software only – hardware agnostic
- ◎ Evolving AI learning from all installed sites (while maintaining full privacy)
- ◎ Environment aware performance
- ◎ Sensor fusion
- ◎ Live visualization by simulation



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Our Advantage: What vs How

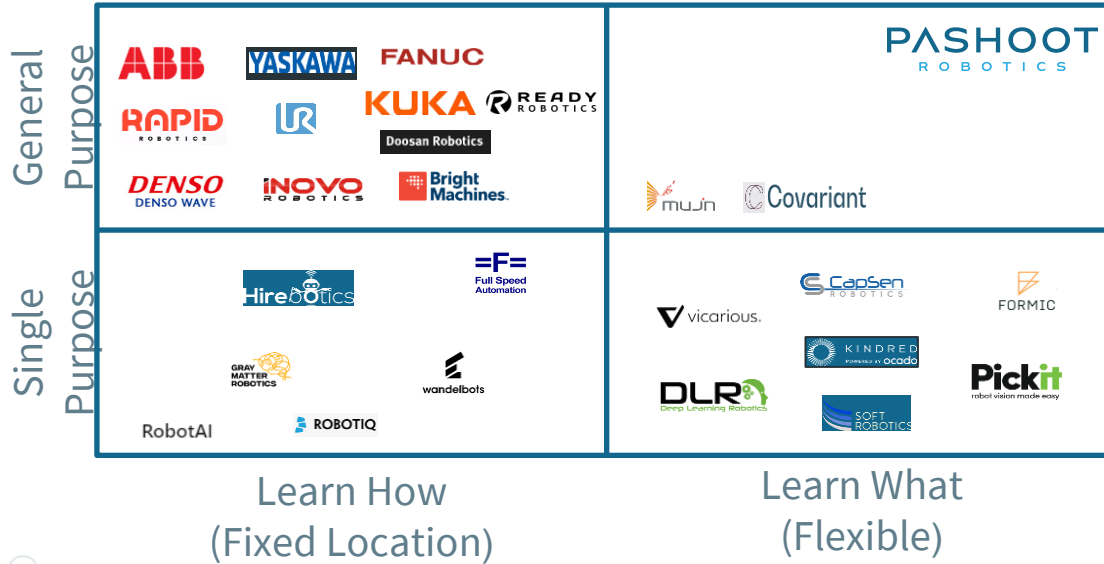
- ◎ **Faster** deployment
 - (weeks/months -> same day)
- ◎ **Cheaper**, eliminate customization
 - (\$100K-\$500K -> \$0)
- ◎ More **Flexible**
 - No setup required between batches
 - Easy re-assignment and scale



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Competitive Landscape

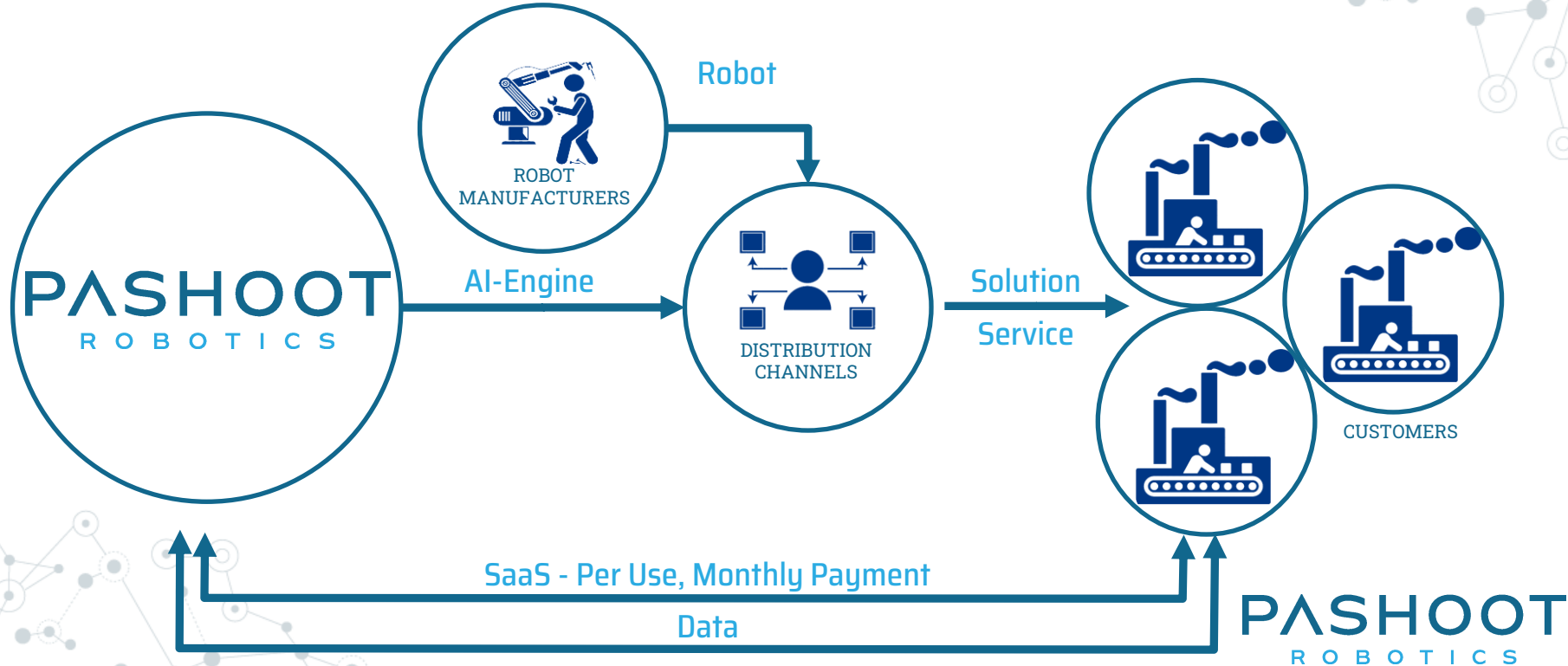
Trends toward flexible general purpose robotic arms



Pashoot is General and Flexible

Go To Market Strategy

“You enable us to sell automation to customers we couldn’t help before”



Business Model – SaaS B2B2B

Customer (factory)

- ⦿ Faster deployment
- ⦿ Cheaper installation
- ⦿ Flexible and scalable automation solution
- ⦿ OPEX

Distributor (integrator)

- ⦿ Faster sale cycle
- ⦿ New markets
- ⦿ Recurrent revenue

Pashoot Robotics

- ⦿ Worldwide distribution and maintenance
- ⦿ Recurrent revenue
- ⦿ Real world data

Win – Win – Win

Keep it Simple

We make industrial automation
fast, affordable and **flexible**
for everyone. Everywhere.

Contact us:

Ron Fridental, CEO

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