Robotics HUB

Factsheet #4

Validating Robotics Business Ideas

This factsheet presents some examples of how robotics companies validate their business ideas.

What we did

The main objective of the exercise was to validate robotics business ideas through the collection of data from a sample of 1045 respondents from 36 countries between Mid-November 2020 and Mid-January 2021. The survey was conducted through Typeform. The following questions were asked:

- Your company name
- Your country
- Your role
- Your gender
- Your age
- Your company's size
- Your company's sector
- Your company's stage
- Your company's main technology
- Your company's main application
- Your company's main customer segment
- Your company's main value proposition
- Your company's main revenue stream
- Your company's main cost structure
- Your company's main key resource
- Your company's main key partner
- Your company's main key activity
- Your company's main channel
- Your company's main customer relationship
- Your company's main key metric
- Your company's main challenge
- Your company's main need

The following questions were also asked, but only if applicable to your company:

- Is your company's main technology a robotics or a robotics-related technology?
- Is your company's main application a robotics or a robotics-related application?
- Is your company's main customer segment a robotics or a robotics-related customer segment?
- Is your company's main value proposition a robotics or a robotics-related value proposition?
- Is your company's main revenue stream a robotics or a robotics-related revenue stream?
- Is your company's main cost structure a robotics or a robotics-related cost structure?
- Is your company's main key resource a robotics or a robotics-related key resource?
- Is your company's main key partner a robotics or a robotics-related key partner?
- Is your company's main key activity a robotics or a robotics-related key activity?
- Is your company's main channel a robotics or a robotics-related channel?
- Is your company's main customer relationship a robotics or a robotics-related customer relationship?
- Is your company's main key metric a robotics or a robotics-related key metric?
- Is your company's main challenge a robotics or a robotics-related challenge?
- Is your company's main need a robotics or a robotics-related need?

Cut-off questions were also included to ensure that only companies with a robotics or robotics-related main technology or application or customer segment or value proposition or revenue stream or cost structure or key resource or key partner or key activity or channel or customer relationship or key metric or challenge or need were included in the survey.