



## A FAMILY OF 5 ROBOTS



**OSOJIMIX OM6**  
KITCHEN

[Watch video]



**DOJO**  
VACUUM

[Watch video]



**MADO**  
WINDOW CLEANER

[Watch video]



**KATTO**  
CUT GRASS



**PURU**  
SWIMPOOLS CLEANER

## >>> 2021

Every year 400 thousand households in Chile and four million households in Mexico buy a vacuum cleaner. For 3 years in a row, robot vacuum cleaners have grown as the product in greatest demand.

Osoji offers a family of robots that simplify household tasks, freeing up time for people. To date we have sold more than 32,000 robots in Chile alone and we will launch in Mexico during the second semester.

Our secret to achieve a market share of 12% so quickly, has been to offer products of excellent quality, easy to use, at 30% less than those of our major competitors. Thus, Osoji has positioned itself as the leading brand in the smart-choice category.

Now is the time to scale all of America.

*Octavio Urzúa, CEO and founder of Osoji*

A blue ink signature of Octavio Urzúa.

**Octavio Urzúa**  
ourzua@osoji.com



## Our dream

At Osoji we seek to democratize robotics and free up people's time. Time that they spend on household chores, so that they can spend it on themselves, their families and their community.

## How do we do it?

We develop and market state-of-the-art robots that do complex work simply for us.

## What do we offer?

We have five lines of robots that automatically vacuum, cook, clean glass, clean pools and mow lawns.



## Problem

In a home, an average of five hours a day is spent on housekeeping, cleaning and cooking. The alternative is to hire someone for \$ 10 an hour, which is unattainable for the vast majority of Latin American families.

In addition, they are tasks that most people prefer to avoid and do in less time.

The Covid pandemic accentuated this domestic burden and stress for heads of households, who must now work from home. Today more than ever, they need smart solutions that make life easier for them.



## Solution

Through the Osoji-robots, people can release between 2 to 3 hours a day. They also make housework more pleasant, allowing you to enjoy the process.



## Osoji today



## Market Share

		2019	2020	2023
Chile	Market (usd)	US\$ 21 MM	US\$ 29 MM	US\$ 75 MM
	Mkt Share	6%	12%	20%
Mx	Market (usd)	US\$ 120 MM	US\$ 160 MM	US\$ 428 MM
USA	Market (usd)	US\$10,000 MM	US\$ 15,000 MM	US\$ 40,000 MM

**1. Robotics growth gap in Latam** and the world: 5% versus 25%.

**2. Osoji is in 3 of today's fastest growing industries:** robotics, home improvement, e-commerce.

**3. Covid-19:** Need to automate sanitation, expansion of e-commerce channels and increase in teleworking made demand explode.

**4. Osoji offers the best price / quality / service** ratio on the market.

**5. Model tested in Chile**, ready to be scalable in America.



## Value proposition

**1. Usability:** The robots we offer make life easier, work in a simple and easy-to-understand way, have a state-of-the-art design and come with a two-year local warranty.

**2. Strategy:** Buy smart, products at a 30% lower price and access to a wide family of options.

a. **Distribution:** multi-product and multi-channel brand.

b. **Price:** best price / quality ratio.

**c. Product:** we use the micro influencers model to sell and we integrate part of our clients into a community of 'beta testers'.

**d. Advertising:** we seek to connect with a more human and less technical marketing. and. 3-year warranty: We trust our products.

**3. Innovation:** We are constantly innovating and testing our products to adapt them to the end user. At Osoji we work with Japanese technology, Chilean design and integration, and Chinese manufacturing. 100% of 2019 profits were invested in innovation and we will continue to do so for at least two more years, in which we expect to double annually.

**4. Data:** We create and improve our robots based on data, in order to solve the deepest needs and pains of customers. This leads us to an opportunity to enter the world of the kitchen, creating a platform of robots that save time and connect people.

**5. Triple formula:** We have a formula to develop products with cutting-edge technologies at a cost 30% lower than our competitors; with a time to market of 4 to 6 months; and an online marketing strategy to generate customers for 40% less than the competition (CAC) and higher value per customer (LTV).

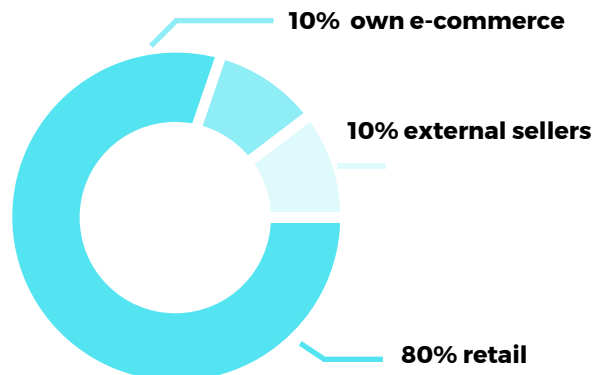
**6. Philosophy:** We adhere to the worldwide movement that seeks to create habits of physical and mental cleanliness, inspired by Japanese philosophy. Marie Kondo and Shoukei Matsumoto teach how order transforms people and companies. At Osoji these values have become a philosophy of life: if everything is in order, our mind and spirit will be as well.



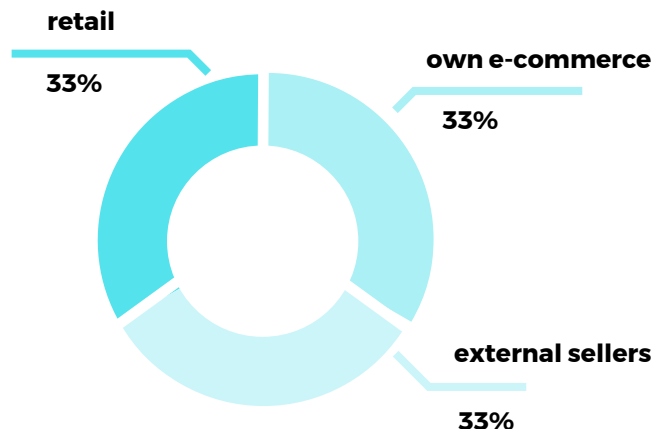
## Business Model

### Evolution in sales channels

#### Distribution 2020



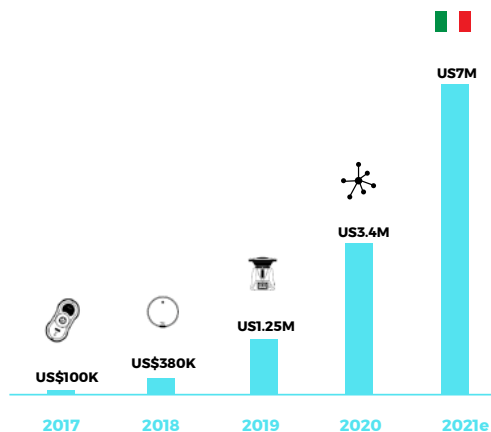
#### Distribution 2021



Everything is invested in R&D and growth.  
Customer Acquisition Cost (CAC):  
US \$ 5 to \$ 55 depending on channels  
Life Time Value 2019 (LTV): US \$ 210  
LTV / CAC = 4



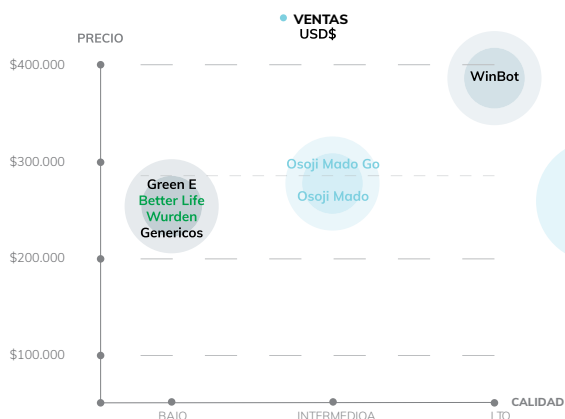
## Traction



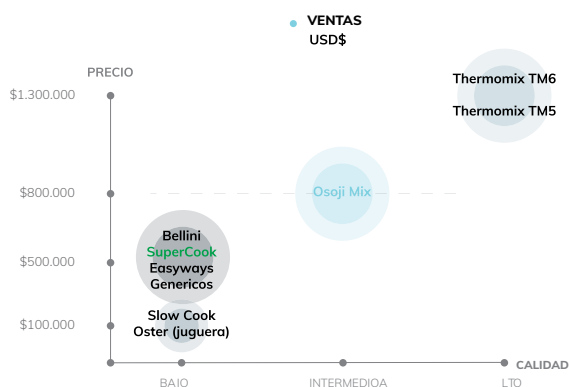


## Competitive Maps

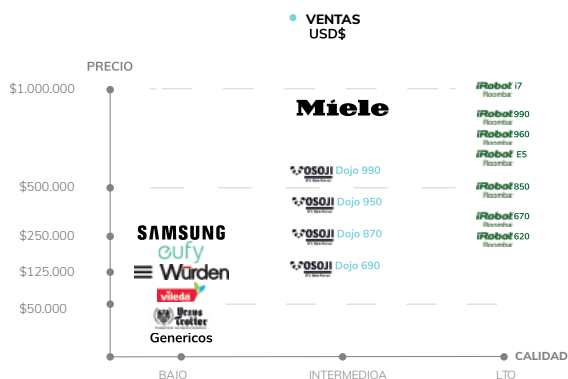
### • Competitive map vacuum cleaners



### • Competitive map kitchen robots



### • Competitive map window cleaner



## Osoji Laboratory

Our office in Chile has become our laboratory where we develop new products, test new pricing strategies and test channels with sales prospects. This is how we have managed to create our world-class products that are ready to scale in other countries.



## Roadmap

Our office in Chile has become our laboratory where we develop new products, test new pricing strategies and test channels with sales prospects. This is how we have managed to create our world-class products that are ready to scale in other countries.

	2017	2018	2019	2020	2021	2022	2023
Sales	100.000	380.000	1.250.000	3.400.000	7.500.000	15.000.000	30.000.000
Ebitda	27%	19%	0,45%	22%	12%	14%	15%
Investment	60.000	100.000	200.000	576.000			
Valuation	1.000.000	3.300.000	10.000.000	30.000.000	60.000.000	120.000.000	
Multiple		2,6	2,6	3,0	4,0	4,0	4,0



## Mexico Next Steps

We are closing contracts to launch in Mexico with three Mexican distributors: Liverpool, Amazon and Meli. This, to land in that market during the second semester, which will open us to a potential market of 79 million people.



## Testimonials

We get 4.5 stars for retail reviews. Here we leave some of the customer testimonials.

*"Excellent!! Happy with the purchase, it is wonderful. Now I can have a coffee while the vacuum cleaner does the job! I have three pets and this machine sucks their fur very well!"*

Verónica Poblete Muñoz

14 de octubre de 2019





## Team



**Octavio Urzúa**

**CEO**



**Consuelo Vial**

**Controller**



**Gerardo Domínguez**

**Commercial and  
Business Manager**



**Luis Fuentes**

**IT manager**



**Cecilia Jottar**

**Community  
Manager**



**Jaime Muñoz**

**COO**



**Catalina Kawas**

**Marketing  
Manager**



**Manuel Salas**

**Accounting and Finance  
Manager**



## Directory



**Nicolás Shea**

President



**Iván Vera**



**Gerardo Jofré**



**Octavio Urzúa**

CEO

### Other investors:

Andrés Cargill, Orion  
Eduardo Muñoz, Nevasa  
Germán Cabrera, Pulsar  
Helmuth Petersen, STM Corp

Manuel Suárez, Synaptic  
Nicolás Larraín, NL Producciones  
Roberto Lástrico, Inversionist  
Rodrigo Cabrera, Pulsar



## Previous Rounds



## Terms of the round

**Financing amount:** US\$ 2 million

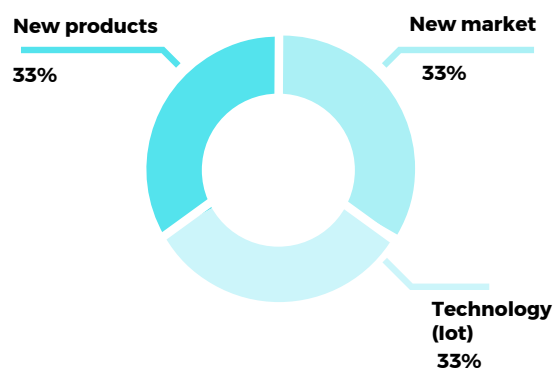
**Company percentage:** 10%

**Minimum amount:** US \$ 100 thousand

Convertible debt at 1.5% monthly interest.

In case of oversubscription, the order of arrival and the highest amounts will be privileged. Notwithstanding the foregoing, we reserve the right to choose the partners who want to join, regardless of the amount offered.

## Use of funds



## Contact

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