

-PAGE 1-

Applicant Contact Information

First Name: Swan

Last name: Ronson

Role/ Title at your organization: CEO

Email Address: Swanson@RobotsRUs.com

Phone #: 207-555-5555

Business Information:

Business Name: Robots R Us

Organization type: B Corp

(Choices: Sole Proprietorship, S-Corp; C-Corp; LLC; Partnership; B-Corp, E-Sop, or Co-op; Nonprofit; Other)

Street Address: (provide the complete primary address for your business operations within Maine)

14 Main Street

Street Address 2:

City/ Town: Gorham

State: ME

Zip: 04038

Industry: Robotics

UEI number: 123456687

EIN: 123456789

Registered with ME Secretary of State? yes

Date of Business incorporation: 5/1/2021

NAICS code: 541511

What was the organization's reported total revenue for 2022 (on taxes or if taxes are not yet complete, financial statements): \$65,922

What was the organization's total revenue for 2021 as reported on federal taxes: \$10,201

What was the organization's total revenue for 2020 as reported on federal taxes: n/a

What was the organization's total revenue for 2019 as reported on federal taxes: n/a

{Not for Nonprofits} Business Principals:

Add an entry for each principal or business with 20% or greater ownership of the applying business. If you are the sole proprietor, enter your name and indicate that you own 100% of the business. List owners from greatest to least ownership percentage.

First name: Swan

Last name: Ronson

Ownership percentage: 62%

First name: Keslie

Last name: Lope

Ownership percentage: 25%

-PAGE 2-

Business Job Creation:

How many full-time employee equivalents does your company employ? (calculation video at www.famemaine.com/thrive): 4

How many Maine-based full-time employee equivalents? 3

Are you a seasonal employer? no

Total Aggregate Wages over one month: Provide total aggregate wages paid to employees (excluding owners) during the most recent calendar month for which such information is available \$2,224

Diversity, Equity, Inclusion and Belonging

Is the business owner's native or primary language other than English? [Nonprofit: Is the leadership's (CEO or Board Chair) native or primary language other than English?] no

[if yes, please specify the language]

Do you identify as a woman-owned business? [Nonprofit: Does you identify as a women-led organization? (CEO or Board Chair)] no

Do you identify as a veteran-owned business? [Nonprofit: Does you identify as a veteran-led organization? (CEO or Board Chair)] no

Do you identify as a Hispanic or Latinx-owned business? [Nonprofit: Does you identify as a Hispanic of Latinx-led organization? (CEO or Board Chair)] no

Do you identify as a minority-owned business? [Nonprofit: Does you identify as a minority-led organization? (CEO or Board Chair)] no

[if yes, please describe]

(Nonprofit version: Is half the board (or more) self-identified minority?

Does the company offer paid leave and paid sick time (yes/ no) yes

Does the company offer paid vacation? (yes/ no) yes

Does the company offer health insurance? (yes/ no) no

Does the company offer a retirement savings plan to employees? (yes/ no) no

Do you have a predictable and regular schedule? Are schedules distributed at least 2 weeks prior to start? (yes/ no) yes

Do all employees undergo a regular performance review at least once yearly? (yes/ no) no

Is the average wage of an FTE (or FTE wage equivalent) higher than \$35k? (yes/ no) no

Does the staff have opportunity to provide feedback on leadership? (yes/ no) yes

[Nonprofit only] In the last 5 years, have you met a majority of goals that the board of directors have set for you in at least 2 of the years?

[Not for nonprofits] Has the business ever been profitable? (yes/ no) no

-PAGE 3-

Pandemic Impact and Response Plan

Section 3: Negative Impacts of the COVID-19 Pandemic:

I certify that my business/organization has not received grants and/or forgivable loans greater than the amount of loss experienced by my business/organization (yes/no) yes

List previously received funds from state or federal pandemic relief programs funding received below. Include program name, amount received, date received, date forgiven, and purpose of funds.(i.e. Payroll Protection Program (PPP), Economic Injury Disaster Loan (EIDL) advance, MTI PRIME, etc)

	Date received/ forgiven	Amount	Purpose
MTI Prime	7/5/22	\$25,000	Research and operational set up

Describe the negative financial impact of the pandemic on your business from 2020-2022. Include quantifiable dollar estimates for things like: revenue/ profit lost, additional costs incurred due to the pandemic, increased lead times, increased materials cost, etc.

We established our business in May of 2021. Robots R Us is a b corp company that creates robots that are household butlers, like in the Jetson's. This creates a positive impact because household stress takes a real toll on families and a robot can help to reduce this stress.

Our robots need lots of parts that were hard to get. Delays and price increases on processors, memory, and certain metals necessary for our robots impacted our first full year of production. For one robot, we need 7 processors and 8 GBs, which together cost \$1,941 more in 2021 than they did in 2019 (2x). The increased cost hampered production since we didn't have cash available to stock inventory and made margin on our products lower. The increased cost of technical parts was \$48,525 from our 25 initial robots.

The increased cost of steel impacted our robot builds, too. Steel cost 2x, and there were longer lead times. The steel cost us an additional \$8,477 for the first 25 robots in the first year.

The longer lead times on materials cut our production by 5 robots, since we couldn't get the parts. Lost margin on the 5 robots was \$10,000 (\$2k each).

Together, the financial impact of the pandemic was \$67,002.

After accounting for any pandemic funding you've already received, does your organization still have more than a \$10,000 economic loss due to the pandemic? (yes/ no) yes

After accounting for any pandemic funding you've already received, does your organization still have more than a \$250,000 economic loss due to the pandemic? (yes/ no) no

How did you learn about this ARPA program? MTI email

-PAGE 4-

Impact Statement:

How much money are you requesting for your loan? (\$10k-\$500k) \$89,500

I certify that my business/organizations has not received or utilized other Federal or State grant funding to pay for the same expenses requested in this grant. (Yes/no) yes

I certify that my business/ organization does not have another active/ pending request for Federal or State grant funding to pay for the same expenses included in this grant (yes/ no) yes

If implemented, how many Maine FTEs would you hire directly because of this money? 3

Thrive Maine Round 2 Impact Statement (uploaded document)

In two pages or less, please answer the following questions. Be specific and provide numbers whenever possible.

1. What would you do with this money? Please include a line item break down of your request

With this money, we will apply for 2 patents to protect our butler robot technology. We have spoken to a lawyer to get a quote for how much it will cost us, which is more expensive since we are applying for a utility and design patent. We would need to hire three different lawyers to complete the project. By receiving patents, we could grow more aggressively without the fear of losing our competitive edge.

Cost break down:

3 lawyers time at \$165/hr for 100 hours each (300 hrs total)	\$49,500
Application fee for design patent	\$20,000
Application fee for utility patent	\$20,000
Total	\$89,500

2. What benefits will this plan provide to your organization? (increased capacity, increased efficiency, diversified revenue streams, increased stability, enhanced service, revenue growth)

This plan will create many benefits to our organization and the Maine economy. Mainly, we'll experience increased stability and revenue growth. We've been hesitant to grow our marketing, since competition could come and take our idea. The patent would protect our developments and IP. We're ready with marketing strategy and anticipate growing revenue 3x through a small marketing investment.

3. How many Maine FTE equivalents would this plan add to the business? (numerical answer including decimal points) What other benefits will this plan provide to the state of Maine? (supply chain growth, economic impact, community partners, industry stability and viability, in-state purchases of goods and services) Please include explanation of how you have determined these benefits.

We will employ 3 additional full-time employees to work at the company with the stability of patents. The list of employees are as follows:

1. One will be a full-time marketer, who we've already talked with and she's created a strategy for us to follow. She has 10 years experience with successful go-to-market marketing in large businesses and start-ups.
2. An operations manager: with increased production, we'll need to manage more logistics and the operations manager will be able to increase our capacity and organization.
3. Production assistant: An additional robot builder to manage the increased demand due to marketing

4. Why is this important and appropriate for your organization at this moment?

We spent the first year developing the technology, one year to test the market fit, now we're ready to grow with those two key pieces in place. Our robots are best in class. This was tested by a full market analysis, as well as a deep customer study, which included 4 large focus groups, totaling 250 market experts and potential customers. The market is ready for this tool. This is partially demonstrated by our growing waitlist (which we are not marketing). We currently have 75 people on the wait list for the butler robot. We know we are ready, that our technology is ready, and the market is ready. We're excited to grow our organization.

5. *Why are you confident you'll succeed in this plan? (value proposition, market need, and skills/experience on your leadership team)*

As stated previously, we have done focus groups with industry experts and our product is in perfect line for organization expansion. We have the marketing strategy ready to go once we get patents. We finally have the materials that were very hard to get during 2021 and parts of 2022.

Additionally, our leadership team has the experience to make this happen. Our Chief Technology Officer worked at Apple and the leading robotics company. Our COO was a Sr. Vice President at Unum. Our leadership team is strong with 20 years combined of startup experience with 3 successful exits between them. We're confident that we can make the butler robots a household staple within our target market. The missing step is the protective patents. Once that step is done, we'll be able to expand rapidly.

Required documents to upload:

- *Impact statement*
- *2019 -2021 federal income tax returns or personal income tax returns; 2022 if completed*
- *2020-2023 YTD profit and loss statements*
- *Two forms of identification*