RAPID ROBOTICS

- Who is Rapid Robotics?
- Our Solution
- State of Manufacturing & Automation
- Automate 2023
- Meet the Team
- Resources

Who is Rapid Robotics?

We are the robotic workforce company making it possible to close the gap between the labor shortage limiting the growth of American manufacturing and the insignificant number of manufacturing robots in service.

While robotics adoption is growing, the industry remains plagued by complexity and outdated business models. That's why, in 2019, our founders Jordan Kretchmer and Ruddick Lawrence created Rapid Robotics and the Rapid Machine Operator (RMO, for short) that breaks down barriers to traditional automation and enables the fastest average deployment times in the biz.

Using state of the art technology like AI-driven motion planning and digital simulation alongside a true "as-a-service" business model that prioritizes customer support, we deliver robotic automation that is not only affordable and accessible, but quick-to-deploy and scalable for manufacturers of all sizes.

We are accelerating the workforce of the future.

Fast Facts

Markets

Target Customers

RAPID ROBOTICS

Who is Rapid Robotics?

Fast Facts

- **FOUNDED** – 2019
- **OFFICES** – HQ in San Francisco, CA
  - » Deployment Hub in Novi, Michigan
- **THE TEAM** – 100+ experts
- **100% ROBOT RETENTION** – No RMOs have ever been returned
- **SERIES A/B FUNDING** – $54.2 M
- **INVESTORS** – Kleiner Perkins, Bee Partners, Tiger Global, NEA, Greycroft & 468 Capital
- **MILLIONS SAVED** – In aggregate, customers have saved millions of dollars per year in production costs

RAPID ROBOTICS

Who is Rapid Robotics?

Markets

- AUTOMOTIVE
- HOME APPLIANCES
- FOOD & BEVERAGE
- HIGH-END ELECTRONICS
- CONSUMER PRODUCTS
- HEALTH & BEAUTY
- MEDICAL DEVICES & LAB EQUIPMENT
- METAL & METALWARE MANUFACTURING
- PLASTICS

RAPID ROBOTICS

Who is Rapid Robotics?

Target Customers

- **MID-LARGE CAP MANUFACTURERS** who are well-acquainted with traditional automation and may have significant internal teams but still don’t have enough resources to scale their automation efforts
- **SOPHISTICATED SMALL TO MEDIUM-SIZED ENTERPRISES** who are ready to automate to achieve growth but don’t have the necessary internal expertise.
- **EVERYBODY IN BETWEEN**

RAPID ROBOTICS

Our Solution

More than a robot:
True “Robotics-as-a-Service” or RaaS is about so much more than renting a robot.

It’s about...

- **RAPID PEOPLE** – A custom engineering, design, and 24/7 support and service team that functions as an always-on extension of your engineering and automation team.
- **RAPID PROCESS** – We deliver the fastest deployment speeds in the industry, testing, training, and getting robots up and running in weeks with guaranteed success.
- **RAPID RESULTS** – Customers can bid new business at labor rates as low as $6/hr with the millions of dollars in ROI they’ll achieve with our robotic workforce solutions. RMOs also produce parts with a 99.9% approval rate (15% higher than a human operator, on average).

The Rapid Way

Our Products

Rapid Deployment

Our Partners

RAPID ROBOTICS

Our Solution

The Rapid Way

Robotics-as-a-Service (RaaS) from Rapid Robotics eliminates the challenges of traditional robotic automation by offering:

Low, predictable monthly OpEx

Turnkey programming & installation of fully-equipped robotic arms

Task-switching flexibility

24/7, ongoing remote monitoring, maintenance and support

Total maintenance & repair coverage

Cloud-based software upgrades for continuous performance improvements

A hassle-free automation option that doesn't require robotics expertise

The Rapid Way vs. Traditional Way

Our Solution

The Rapid Way vs. Traditional Way

	Rapid	Traditional
Time to Deploy	**Weeks**	5+ months
3rd Party Integration	**None**	Required
Complete Solution	**Yes**	Robot Only
ROI Timeframe	**Instant**	1+ year
Repair Timeframe	**Remote: 1 hour On site: 1 shift**	Days or Weeks
Task Flexibility	**Yes**	None
Cost	**Equivalent labor rate from $6-$16/hour**	$250k+
Support	**All-inclusive 24/7 support and service**	Requires significant fees
Risk	**None**	High
Equipment Lifetime	**Duration of contract**	7-9 years

To learn more about the advantages of our RaaS solutions, check out 'CapEx vs. RaaS: The True Cost of Owning Robots'.

Our Solution

Our Products

A fully integrated, pre-trained robotic workforce solution, the **Rapid Machine Operator (RMO)** comes ready to work on most secondary manufacturing tasks such as machine tending, laser etching, assembly, pick-and-place, inspection, labeling, packaging, palletizing and more.

Cobot RMO

Fully integrated with Universal Robots' entire line of collaborative robot arms, our cobot RMOs can deploy faster and on a greater scale than ever before. UR's portfolio unlocks more capabilities for Rapid customers, like palletizing, box building, packing and other tasks that require heavy payloads or longer reach.

Industrial RMO

Our partnership with Yaskawa Motoman allows us to offer an industrial RMO that has all the same capabilities as our cobot RMO, with added speed, reach, precision and payload.

Anatomy of an RMO Workcell

Our Solution

Anatomy of an RMO Workcell

What makes our RMO special?
Take a look for yourself!

Touch a to learn expand info.

Additional RMO features

RAPID ROBOTICS

Our Solution

Anatomy of an RMO Workcell

What makes our RMO special?
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Pedestal: Either version of our RMO can be deployed on a mobile robot pedestal that can be moved by a single person with a pallet jack. Modular fixturing reduces the need for additional peripherals, and makes the pedestal a complete, flexible workcell solution that can be configured to work alongside any common machine.

Additional RMO features

Our Solution

Anatomy of an RMO Workcell

What makes our RMO special?
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Tablet: Rapid's tablet-based app makes the RMO simple to operate, no programming or robotics expertise required. It also helps machine operators switch between pre-programed tasks in less than the time it takes to make a cup of coffee.

Additional RMO features

RAPID ROBOTICS

Our Solution

Anatomy of an RMO Workcell

What makes our RMO special?
Take a look for yourself!

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Custom 3D-printed grippers: Rapid Robotics custom designs and prints most of the end-of-arm tooling (EOAT) we provide to customers. This enables us to automate some tasks that were previously impossible, maximize the robotic arm payload, and quickly replace broken parts if necessary.

Additional RMO features

Our Solution

Anatomy of an RMO Workcell

What makes our RMO special?
Take a look for yourself!

Touch a to learn expand info.

Vision Systems: Rapid Robotics' RMOs are equipped with vision systems – cameras and sensors to help the robot get a sense of its surroundings and facilitate instant-on 24/7 support. RMO's can also be integrated with more comprehensive vision systems to complete tasks that previously seemed impossible, such as part inspection or picking.

Additional RMO features

Our Solution

Additional RMO Features

Vision Systems: Rapid Robotics' RMOs are equipped with vision systems – cameras and sensors to help the robot get a sense of its surroundings and facilitate instant-on 24/7 support. RMO's can also be integrated with more comprehensive vision systems to complete tasks that previously seemed impossible, such as part inspection or picking.

Digital Simulation: We completely design and program applications in a digital environment, using advanced digital twin technology to train our RMOs. Then, we can deploy operations to the RMO at the literal touch of a button. This helps us produce concept designs faster and with the right level of fidelity so reachability and cycle time studies can be quickly generated to ensure the solution meets customer expectations.

AI: RMOs show up smart and get smarter over time. With our regular AI updates, RMOs are constantly learning new tasks and getting better at the ones they already know. Your monthly subscription stays the same, but your RMOs become more versatile — and valuable— by the day.

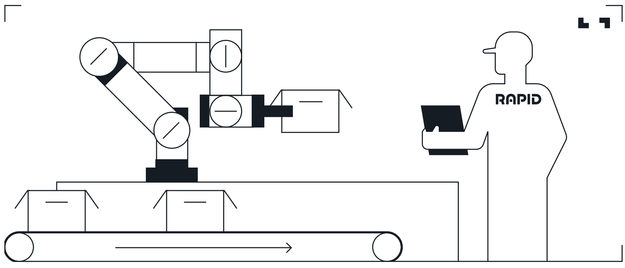
Cloud Connectivity: All RMOs are cloud-connected, enabling us to provide customers with 24/7 support and access to expanded tasks capabilities as needed. Another benefit of connectivity? Scalability. It's now possible to efficiently support thousands of robots, removing the need to physically go on site to address each support call.

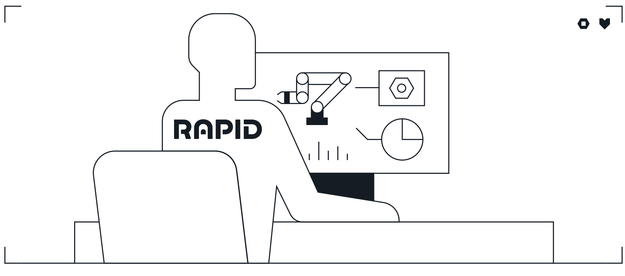
RAPID ROBOTICS

Our Solution

The Rapid Deployment Process

Rapid Robotics is on a mission to deploy robots at scale quickly to close the labor gap. Our teams function an extension of the customers' engineering and automation teams to deliver a fully integrated machine operator designed for minimal cost and maximum impact and reliability.





5 Stages of a Rapid Deployment

Our Solution

How We Work:
5 Stages of a Rapid Deployment

Feasibility Assessment
Rapid engineers go on site for task discovery and issue go/no-go decision

Automation Design
End-to-end solution design, gripper & fixture concept development

Solution Proposal
Gripper unit testing, work cell build, full system tests, design validation & iteration

2–3 weeks

On-site deployment
System delivery and installation, final waypoint testing, robot begins working

4–8 hours

Support
Ongoing, free, 24/7 support and maintenance, including remote monitoring

24/7

RAPID ROBOTICS

Our Solution

Our Partners

The robotics and manufacturing industries are historically siloed and protective. But to breathe new life into American manufacturing, we know we cannot do it alone. That's why we've partnered with experts across the robotics and automation ecosystem – to provide manufacturers with the highest performing, integrated solutions at record speeds.

UNIVERSAL ROBOTS

YASKAWA

ROBOTIQ

QC Conveyors
A DURAVANT COMPANY

APERA

elementary

COGNEX

The State of Manufacturing & Automation

A Call to Robotic Arms:

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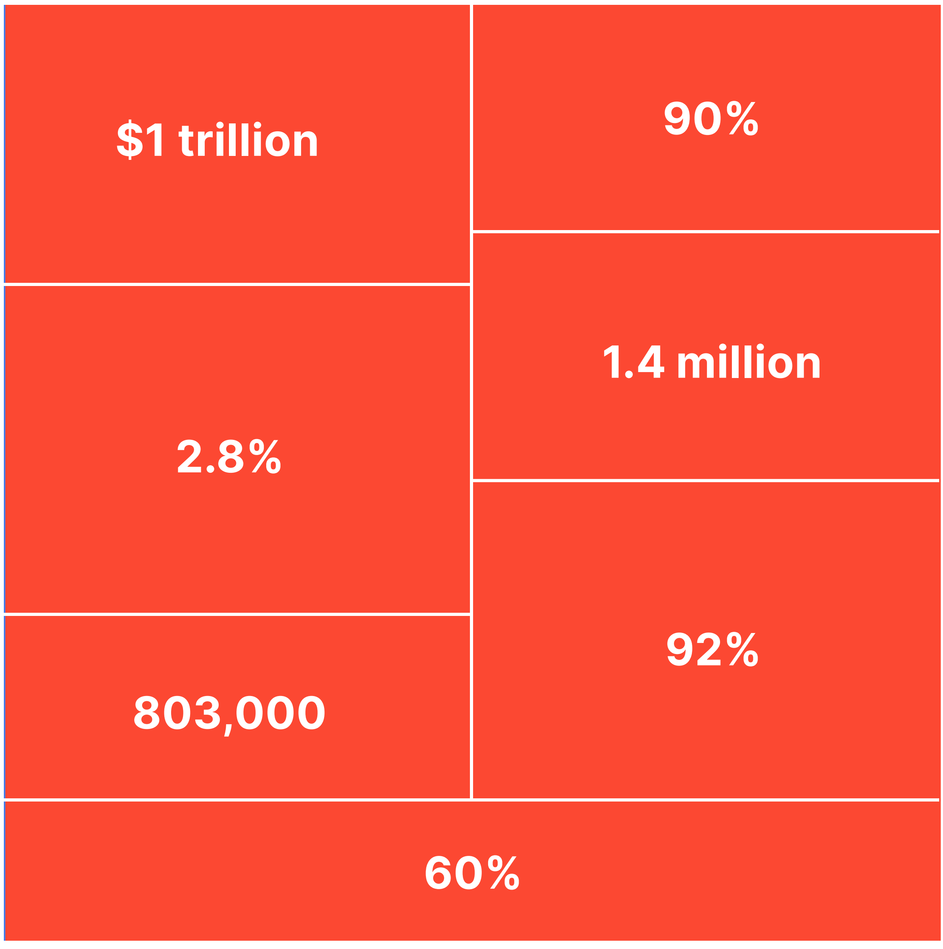

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America used to be an international powerhouse of manufacturing. It was a job infused with dignity and a pursuit of innovation. But America's leadership in manufacturing has been declining for decades.

The debit on the economy by 2030 from the estimated 2.1 million unfilled manufacturing jobs[1]	90%
2.8%	1.4 million
803,000	92%
60%	

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$1 trillion

90%

Industry productivity is decreasing, falling 2.8 percent between 2011 and 2021 after increasing significantly between 2001 and 2011[4]

1.4 million

803,000

92%

60%

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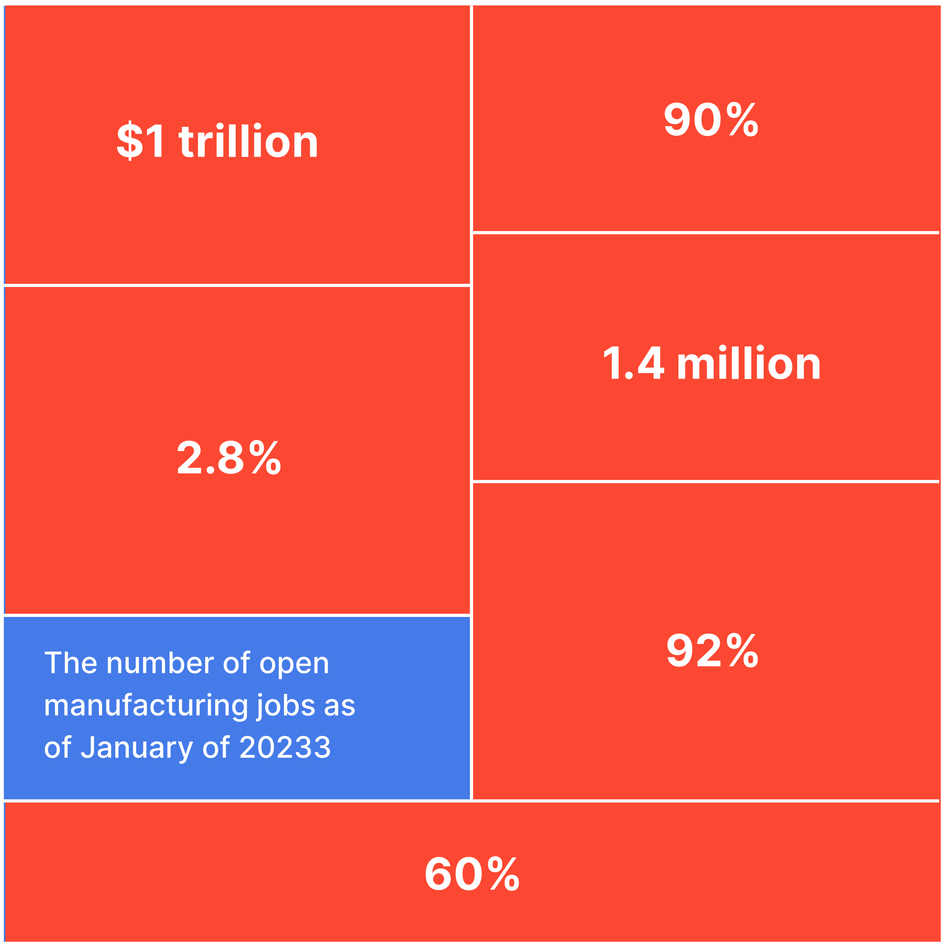

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$1 trillion	90%
2.8%	1.4 million
803,000	92%

The percentage of manufacturers unable to take on new business because of machine operator shortages[6]

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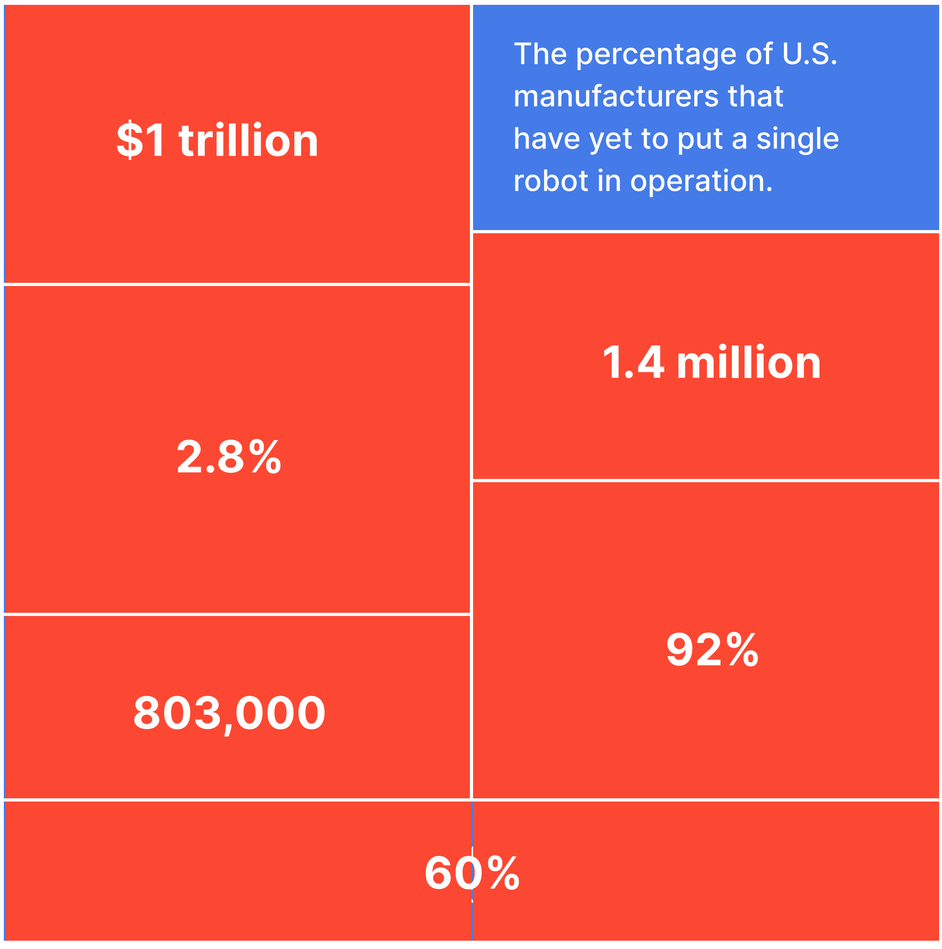

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$1 trillion

90%

The number of jobs lost in the manufacturing industry as a result of the COVID-19 pandemic[2]

2.8%

803,000

92%

60%

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$1 trillion

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1.4 million

2.8%

The percentage of manufacturers hiring specifically for the machine operator role in 2022, placing a burden on current employees[5]

803,000

60%

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Creating the Workforce of the Future:

Robotic automation is a powerful and immediate solution to this long-term industry challenge – but historically, automation hasn't been accessible to many manufacturers.

3	$250,000	9+ months

Robots can help flip the script of the industry from "dirty, dark and dangerous" to "innovative, interesting and safe," bringing renewed momentum not just to production but the work itself and inspiring tech-driven young professionals to imagine a future in manufacturing.

+2.9%	No more 3rd shift
Zero	

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The major barriers to robotic automation are time, cost & complexity	**$250,000**	**9+ months**

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3	The average capital cost of robotic installation	**9+ months**

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3	**$250,000**	The average lead time for robotic deployment

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The percentage difference between employment growth in manufacturing and the private sector between 2021 and 2023[7]	No more 3rd shift
Zero	

What can we do about it?

[7] Clay, Ian. "Recent U.S. Manufacturing Employment Growth Hides the Sector's Abysmal Productivity Performance." Itif.org, 23 Feb. 2023, itif.org/publications/2023/02/23/recent-us-manufacturing-employment-growth-hides-the-sectors-abysmal-productivity-performance/. Accessed 3 May 2023.

The State of Manufacturing & Automation

Creating the Workforce of the Future:

Robotic automation is a powerful and immediate solution to this long-term industry challenge – but historically, automation hasn't been accessible to many

3	$250,000	9+ months

Robots can help flip the script of the industry from "dirty, dark and dangerous" to "innovative, interesting and safe," bringing renewed momentum not just to production but the work itself and inspiring tech-driven young professionals to imagine a future in

+2.9%	By increasing productivity, robots can help eliminate the need for the dreaded third shift and make manufacturing a more equitable job for parents/caregivers.
Zero	

What can we do about it?

[7] Clay, Ian. "Recent U.S. Manufacturing Employment Growth Hides the Sector's Abysmal Productivity Performance." Itif.org, 23 Feb. 2023, itif.org/publications/2023/02/23/recent-us-manufacturing-employment-growth-hides-the-sectors-abysmal-productivity-performance/. Accessed 3 May 2023.

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+2.9%	No more 3rd shift

The number of human workers displaced by the Rapid Machine Operator, proving robots do not have to foreshadow job obsolesence.

What can we do about it?

[7] Clay, Ian. "Recent U.S. Manufacturing Employment Growth Hides the Sector's Abysmal Productivity Performance." Itif.org, 23 Feb. 2023, itif.org/publications/2023/02/23/recent-us-manufacturing-employment-growth-hides-the-sectors-abysmal-productivity-performance/. Accessed 3 May 2023.

RAPID ROBOTICS

The State of Manufacturing & Automation

Insights from the 2023 Get Real About Automation Symposium

Watch Rapid Robotics' CMO Kim Losey, The Automation Ladies' Nikki Gonzales, Alex Shikany from A3, and Jeff Puma of the Manufacturing Leadership Council at NAM discuss what recent research reveals about the significant challenges faced by the industry.

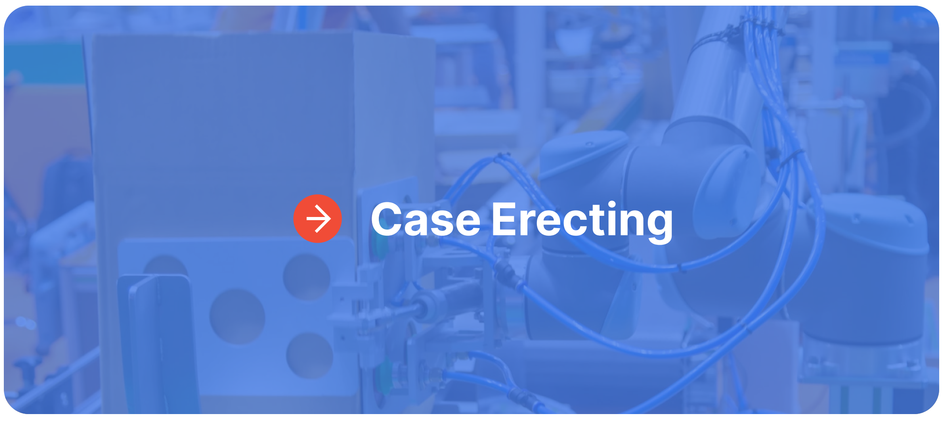
Watch Troy Nix, Executive Director, Manufacturers Association for Plastics Processors, and Andrew Crowe, founder of the New American Manufacturing Renaissance explore the workforce of the future with our Director of Customer Operations at Rapid Robotics, Steve Barsanti.

RAPID ROBOTICS

AUTOMATE

2023 Highlighted Solutions

Visit us at Automate 2023 in **Booth #5620** to learn about our unique approach to Robotics-as-a-Service, explore case studies and hear about our end-of-line solutions.



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AUTOMATE

2023 Highlighted Solutions

Case Erecting

An often-overlooked task for robots, box-building automation accelerates the entire end-of-line process and boosts profit margins. Using 3D printing and common materials, our sleek yet compact case-erecting RMO is a durable, small-footprint solution that can be deployed quickly and without added equipment costs for the end user.

RAPID ROBOTICS

AUTOMATE

2023 Highlighted Solutions

Palletizing

Created in collaboration with industry partners, the RMO is fully integrated with our unique software stack, Robotiq's 7th axis and a variety of other robots, enabling a truly turnkey solution that leads to unparalleled deployment speeds and cycle times. By utilizing robotic automation for palletizing operations and redeploying manual handling, manufacturers save costs, reduce the risk of injury and increase efficiency.

RAPID ROBOTICS

AUTOMATE

2023 Highlighted Solutions

Packing

Manual packing creates operational bottlenecks and can result in mistakes and short shipments. Our quick-to-deploy RMOs help speed up the packing process, eliminate human error and keep end-of-line operations moving without worry.

RAPID ROBOTICS

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2023 Highlighted Solutions

Other Places You Can Find Rapid Robotics during Automate:

Universal Robots Booth #3623

As a Universal Robots UR+ partner, Rapid Robotics can be found at UR's booth, where a UR5 featuring Rapid's software stack will be hard at work demonstrating one of our latest deployments safely packing embalming fluids for a funeral supply distributor.

Yaskawa Motoman Booth #3223

Rapid Robotics' partner Yaskawa Motoman is featuring an interactive kiosk at their booth where you can explore dozens of applications that can be deployed in weeks with Yaskawa industrial arms integrated with Rapid's unique tech stack.

Presentations

On Tuesday, May 23, Rapid Robotics VP of Product Juan Aparicio will speak about how new innovations in software, AI, 3D printing and beyond make robotic automation easier and more achievable for manufacturers of any scale.

Meet The Team

Jordan Kretchmer
Co-Founder & CEO

Ruddick Lawrence
Co-Founder & CTO

Kim Losey
CMO

Steve Barsanti
VP of Customer Operations

Meet The Team

Jordan Kretchmer

Co-Founder &

Jordan has over 20 years of experience as a product strategist, marketer, and business leader with expertise in scaling enterprise software companies and a passion for problem-solving. Prior to co-founding Rapid, Jordan founded Livefyre, the largest cloud-based content and community platform on the web for marketers and publishers. He sold Livefyre to Adobe in 2016 and, through various subsequent advisory and board roles, found himself immersed in the world of manufacturing. Working with some of the world's leading robotics and AI experts, Jordan quickly saw the potential of bringing the service model to manufacturing automation.

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Meet The Team

Ruddick Lawrence
Co-Founder &

Ruddick has spent his career working in robotics, hardware and manufacturing. Most recently, he was the VP of Engineering at Carbon Robotics, where he led the entire engineering team. Prior to Carbon, Ruddick was in charge of the manufacturing software group for all new robotic end effectors for the da Vinci robot at Intuitive Surgical. The da Vinci robot is the most-used surgical robot in the world, capable of performing extremely precise medical procedures. Ruddick's group wrote calibration and testing for over 30 instrument types representing tens of thousands of shipped products. Ruddick has a Master's degree from Stanford in Mechanical Engineering, with a focus on mechatronics.

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Meet The Team

Kim Losey
CMO

Kim is a serial entrepreneur and business designer with a passion for manufacturing, marketing, and leading high-growth businesses. She has led global teams responsible for the growth of some of the world's most well-known toy and entertainment brands, built an award-winning omnichannel retail business, and was part of the founding team of Modio Inc., which Autodesk acquired in 2014. At Autodesk, Kim led the marketing teams responsible for Emerging Products, Acquisitions, and Growth, including Fusion 360, expanding on years of manufacturing expertise. She holds a B.S in Marketing and a B.S in Owner Operated Management from the University of South Carolina and thrives on translating creative vision into plans with immense impact.

RAPID ROBOTICS

Meet The Team

Steve Barsanti
VP of Customer Operations

Steve has over a decade of experience working in Operations, Manufacturing and Deployment for various startups specializing in hardware and software in the Bay Area. Prior to Rapid, Steve worked at Carbon Robotics where he was responsible for manufacturing and supply chain, as well as customer deployments. At Skycatch, Steve oversaw manufacturing operations and the transition to two different contract manufacturers. Steve currently runs the Deployment team, managing operations and customer relationships, and ensuring automation is designed to meet customer expectations. Steve's breadth of experience in operations and professional services is one that places the customer first.

RAPID ROBOTICS

Resources

Want to learn more? Get in touch!

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Director of Brand Narrative
forest.lee@rapidrobotics.com

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