

# Experiments Booster – SAGA (Avular)

*What has been done and how Booster has helped us achieve it.*

Avular has undergone a radical change. Our staff has more than doubled in the past year, we have entered new markets, we have formed a new vision and mission, have a new management team and a new investor. This is the new Avular.



Our history is one of drones. We have started in 2014 with a large agricultural drone, and have been developing industrial drones ever since. Our latest drone product is a flexible platform in both hardware and software, meant for the development of new drone applications.

The concept of a flexible platform in hard- and software to create new applications is not only useful for drones, but also for any other part of the mobile robotics market. Therefore, we have developed the Curiosity Core, a robot brain based on our latest drone.

At the start of the Booster program, Avular was facing several difficulties. There was a difference in vision for our products within the MT, as well as difficulties in the market and finances. The Booster program has helped us overcome these difficulties. Specifically, we have been working on creating a new vision and mission, finding a new investor, formulating a new business plan, creating new material for our products and engaging new customers.

## A team, a new vision

The very first step for us as a company was a change in management team. The energy in the company was too low and there was little sense of direction. Therefore, a major change in the management team has been realized. Co-founder Albert Maas is still part of the new management team (MT), together with former lead electrical engineer Joop aan den Toorn and newcomer Yuri Steinbuch. They have been giving a lot of new energy and direction to the company.

A first step for the fresh MT was to develop their own vision, based on their ideals for the world of tomorrow. In the coming years, the MT will make sure that the company works towards contributing to this vision:

### **Robots part of everyday life**

## A major first step – a new investor

What seemed to be the hardest challenge at first, proved to be a very successful step within the Booster program. Avular found an investor quite quickly, and in April 2018 we signed the deal. Lumipol Holding B.V. is [our new investor](#), with a specific interest in not only our drone, but also the Curiosity Core. In addition to finance, Lumipol also supports us with knowledge from years of industry experience in the field of business development and accounting. A major successful step within the Booster program!

## A new business plan

With our new investor by our side, Avular started the [High Tech XL Accelerator Program](#). The goal was to form a new business plan around the Curiosity Core, including pitch and presentation, target market, business model and marketing strategy. In an intensive program, the new MT has successfully followed this program, presenting their product and results to the audience.

In addition, Avular also had various sessions with [EY](#) about finance, among which budgeting and financial forecasts. This was a great addition to the High Tech XL program, zooming in on the finances and discussing usual pitfalls and tips, further improving our budget.

### New material for our products

Another important step within the Booster program for Avular was to work on new materials for her products. A lot of work has been done in this respect, resulting in a brochure for the Aerial Curiosity Explorer Program (a new customer program that was set-up within the Booster program as well), as well as a brochure about the Curiosity Core.

In addition, a new design including new renders of the Curiosity Core have been produced, as well as a first change in the company website. A completely new version of the website is in the pipeline, but not yet finalized.

### Engaging new customers

The final step of the Booster program was for Avular to engage new customers. This was also one of the most successful parts. The most important achievement was a successful project with Vanderlande, world leader in Airport Logistics. During this proof of concept, the Curiosity Core was integrated into their [FLEET autonomous robot](#) along with one of Avular's navigation systems. The proof of concept was successfully delivered in January, and conversations about next steps are held since then.

Furthermore, we have also developed a measurement robot for another new client based on the Curiosity Core, which we are now taking to the next level. Apart from these projects, we have also delivered three Curiosity Cores and eight Aerial Curiosities to other customers, with a lot more customers in the pipeline.

## The Boost from Booster

The list above would have looked quite different without the Booster program. It has helped us a lot. Mainly, we could not have done the High Tech XL accelerator program without the Booster. This did not only result in our new business plan, it also resulted in a new brochure, increased management skills and in a clearer and better vision and mission.

Furthermore, Vanderlande would never have been a customer of ours without this program, or at least not this year, since we came across them directly through the program. In addition, the program helped us with the rest of the process of customer engagement, and increased the quality and quantity of our customer engagement meetings.

In short, it has been a very hectic, impactful and successful year for Avular. It started with a new management team and a new investor. It resulted in two major projects, various new clients, a new program for our line of drones, new brochures and a major increase in staff.

Most importantly, Avular has a new vision. We believe that the age of robotics will be amazing. And we aim at realizing that age, with all our customers, and accelerate together towards the robotic age. In that way, we will realize **Robots part of everyday life**. Everywhere.