

## Entrepreneurial ID «venture leaders» 2007

### Pierre Bureau

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**Interactive Robotic Companion:** *The product concept will merge the idea of an artificial robot pet with programmable robot competitions. Using concept inspired from Tamagotchi, the companion will have a evolving artificial personality and ability to play games against others...*

**Industry:** *Mobile robotics. The target market is related with boy toys and consumer electronics.*

### Biography

- Graduated from ESIEE Paris in June 2000
- Employed by K-Team SA as main product developer in August 2001
- Moved to CTO position, managing the entire robotic business unit, in March 2004



### Profile Summary

- Solid engineering background with strong experience in product development.
- Current activities focused on business development and marketing strategy for robotic platforms
- Strong links with European robotic research network and EU research framework program.
- Now active to start a new business...

Also implied in the Robotic Camel Jockey project for Qatar.



### Company / project

Robots are generating more and more interest in education as a perfect stimulation for students to discover the challenges of science and technologies. At the same time, toys are becoming closer and closer to autonomous robots, by integrating more and more electronic component. *The product concept is to merge these two trends, creating a robotic companion with an artificial personality, able to compete with other robotic toys, and with a strong educational value for children.*

The product key features are:

- Evolutive artificial personality and emotion based communication
- Ability to learn from the user and to be programmed
- Ability to play games against others
- Users are invited to be part of official competitions

With a price tag of \$150, the product will target the high end toy market, with added educational value. Generated revenues should be over \$100 Millions by 2011. By then the company should build expertise in domestic mobile robotics and reach a size of 30-50 employees.

Prototype development is ongoing now, the company should be funded by October 2008 to target a product launch for Christmas season 2009. Initial funding money is required for industrialisation and mass production.

