Through Quadrupped robot–based software development, we drive innovation in n ew platform businesses and in surveillance and guidance services.

AIRINAI

1. Market Challenges and Solutions

Safety vulnerabilities of disabled and elderly workers

- Disabled workers are always exposed to risk factors in the field, such as farms and factories.
- Currently, there are no assistive robots for disabled workers.
- Need for auxiliary measures to improve safety and work efficiency

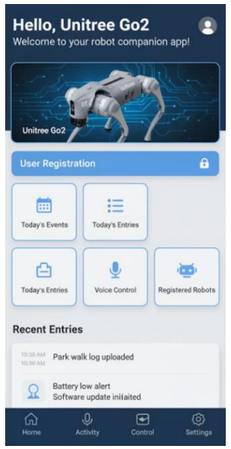
Limitations of existing alternatives

- CCTV: Difficulty detecting moving hazards with fixed cameras
- Drones: 24-hour patrols impossible due to battery limitations
- Specialized personnel security: High costs and limitations in responding to dangerous areas

Combination of Quadruped walking robot (Unitree)
+ AI software (autonomous patrol/follow/voice/anomaly detection/streaming)

Need for continuous and safe support solutions through AI autonomous robots

2. Product/Technology Details



Quadruped walking robot platform

Unitree Robot-based AI-integrated solution

Services using stable four-legged walking robots that can climb st airs and overcome obstacles

Autonomous driving, voice recognition, anomaly detection

Autonomous driving using cameras, LiDAR, etc.

User voice command recognition and detection alarm function

High quality implementation with proprietary software

Integrating high value-added software into hardware

User-friendly interface with intuitive UX

AIRINAI offers solutions that reduce hardware costs to one-tenth of those of competing products and are easy to maintain and upgrade.

2. Product/Technology Details

Key features of the software product

1

Autonomous Patrol

Designated route patrol, LiDAR/camera-based obstacle avoidance, indoor/outdoor movement

2

Follow & Information

User recognition and tracking, indoor and outdoor accompaniment/guidance

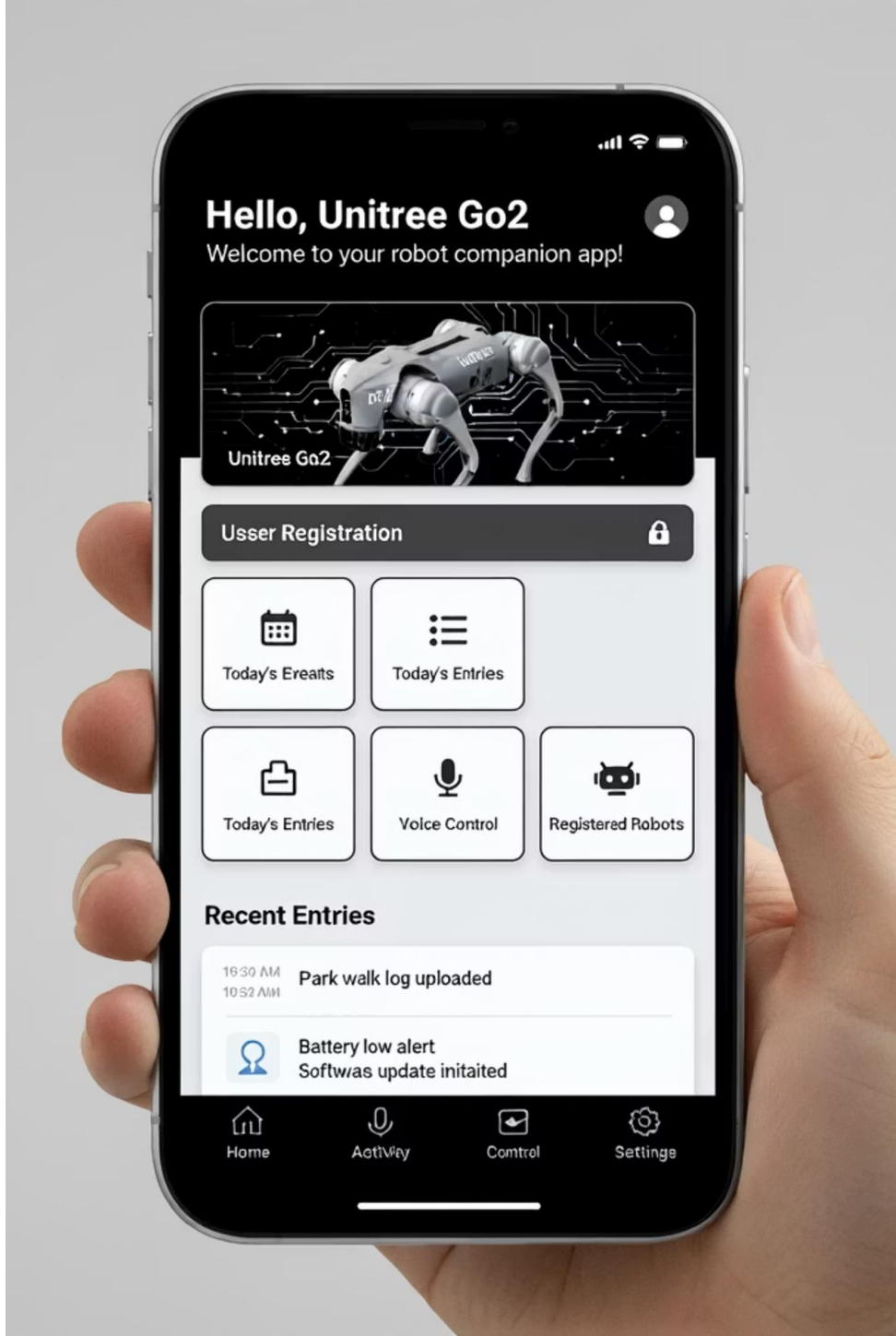
3

Event Detection/Notification

Detects people, vehicles, animals, and abnormal movements → App push notification

Operations/Platform

- **Video black box (cloud storage), voice control (simple commands), dashboard (event analysis)**
- **Implementation Strategy: Proven Unitree Go2 Platform + Proprietary AI Software (ROS2/SDK Integration)**



2. Product/Technology Details

Key Features of UniTree Go2

Excellent mobility

Stable movement on various terrains, mission execution even in hard-to-reach areas

Advanced Sensors and Perception

LiDAR, camera, AI-based precision detection, and real-time obstacle avoidance

Powerful Performance & Scalability

Various missions can be performed by installing additional modules.

2. Product/Technology Details

System Development Architecture

Unity Go2 Robot Platform (Quadruped Robot)

Quadruped walking robot for stable movement and environmental exploration.

ROS (Robot Operating System)

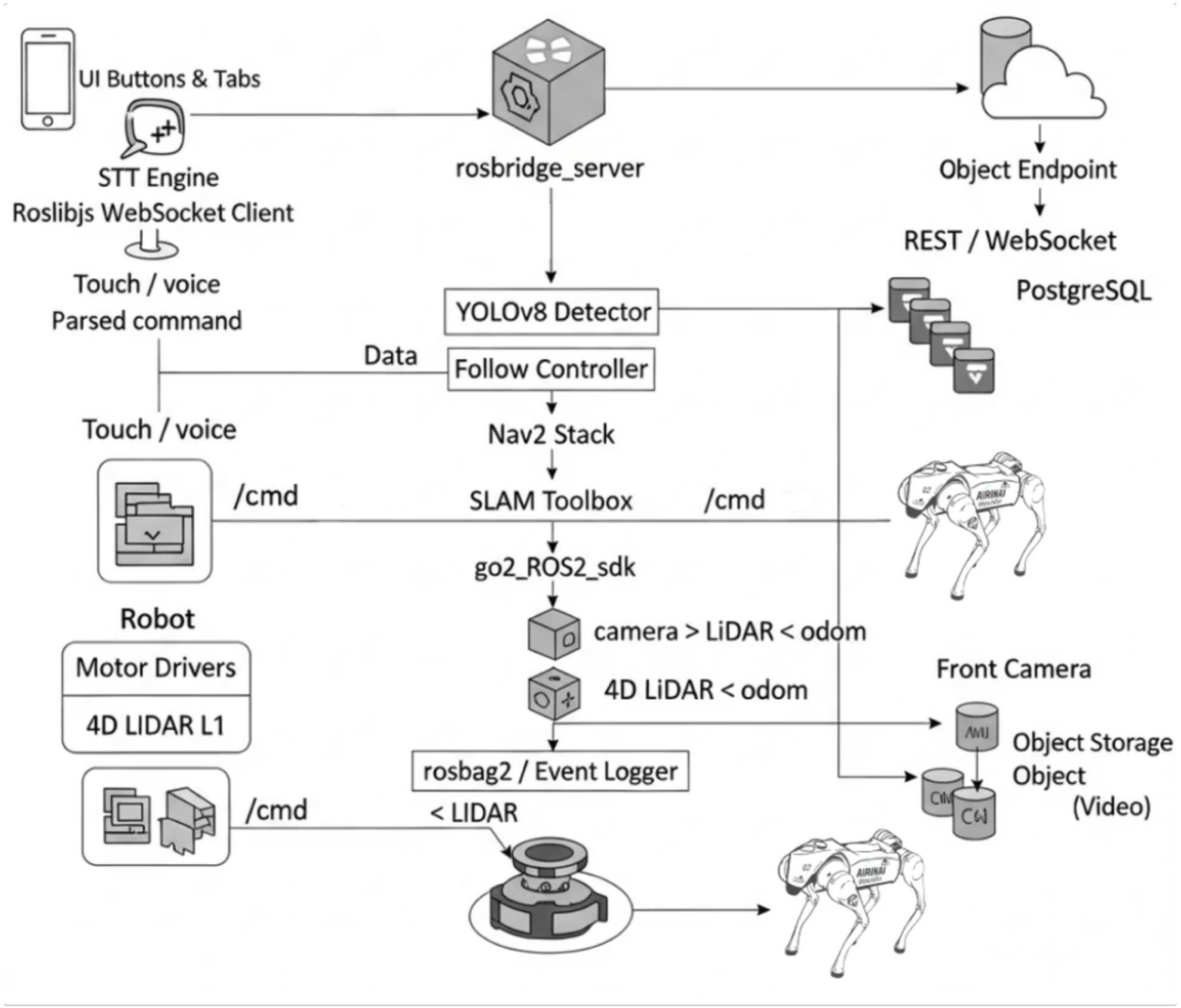
Sensor data processing, motion control, and navigation inte gration management.

AI Model Serving Server (Cloud Server)

Robot data-based AI model execution and learning (autonomous driving, anomaly detection).

User Application (Mobile)

Providing remote control of robots and real-time notifications



2. Product/Technology Details

Examples of use in various industries

Farm Patrol and Smart Management

It supports smart farm operations by patrolling unpaved roads and farmland, monitoring conditions, det ecting dangerous areas, and issuing alerts, thereby helping to solve labor shortages.

Increased factory safety and efficiency

It enables 24-hour unmanned surveillance by automatically patrolling dangerous industrial sites, detecti ng security threats, and ensuring worker safety, thereby increasing factory productivity and safety.

Museum Smart Docent

It provides customized cultural experiences such as exhibition explanations and guidance for visitors, a s well as detailed information in front of specific works, thereby increasing visitor satisfaction.

Event Promotion and Information Assistant

We maximize the effectiveness of events and enhance visitor convenience in various ways, such as pro viding event information and guiding participants at expositions and conferences.

2. Product/Technology Details

Comparison with existing services

1. Filling the gap in the dual target market

It directly fills the gap in the existing market by simultaneously meeting the needs for disability assistance and industrial/public patrols.

2. Mobile app-centric All-in-One operation

All functions, including autonomous patrol, tracking, voice control, detect ion, notification, and real-time streaming, are integrated into a single app to minimize field application and operational complexity.

3. Affordable price based on RaaS

B2C: Deposit of 500,000 won, monthly fee of 200,000 won (reduced bur den through voucher linkage). B2B/B2G: Annual OPEX package provided.

4. Clear positioning compared to competitors

Spot, 1/10 the price of SORA and app-centric immediate use eliminate ba rriers to entry.

Core Competency: “Field-based AI-Robotics Integration Service Capability (RaaS + App-centric Operations + Dual Target UX/Scenario Packaging)”

Planning, implementation, and operation of Quadruped walking robot platform integrated with AI software and mobile apps, provided as a service (RaaS).

5. Business Model (1)

Key Partners

Robot supply/after-sales service (Digisys), assistive technology/welfare institutions, local governments/procurement, security companies, academia/research institutes (algorithms)

Key Activities

Autonomous driving, voice, and vision AI development, robot-app-cloud integrated operation, on-site PoC, data analysis, and customer onboarding.

ValuePropositions

Mobility independence (people with disabilities), unmanned patrol/safety (industry), low-cost subscription, ESG/social value

Customer Relationships

Trial conversion to full conversion, SLA-based maintenance, remote support/training, community/feedback

Customer Segments

B2C (visually impaired), B2B (farms, logistics, factories, security companies), B2G (local governments, public facilities), educational institutions

Key Resources

Unitree robots, AI/mobile software, GPU cloud, reference data, robotics personnel and partner network

Channels

Exhibitions/Demonstrations, Partners/OEMs, Procurement, Online (Content/Advertising), Associations/Communities

Cost Structure

Fixed and variable costs, including hardware procurement and after-sales service, cloud and communications, R&D, patents and certifications, personnel expenses, marketing, and business trips/testing.

Revenue Streams

B2C deposit + monthly subscription, B2B/B2G annual package/customization, data/modules/maintenance/license

5. Business Model (2)

1 → 2 → 3 → 4

Supplier

Unitree robot platform supplier, AWS cloud service , LiDAR/camera sensor manufacturer, communicati on module supplier

Our company(AIRINAI)

AI software, mobile app development, remote robo t control systems, platform integration operations, and data collection analysis services.

Promoter

Welfare centers for persons with disabilities/gover nment voucher support, local governments, securi ty companies, media outlets/communities for pers ons with disabilities

Buyer

Individual users, smart farms/agricultural facilities, manufacturers/factories, local governments/public facilities/educational institutions

B2C – Individuals (such as visually impaired people)

- Initial robot deposit of 500,000 won (refundable upon termination of use)
- Monthly fee of around 200,000 won
- 50-80% of usage fees covered through government vouchers and subsidies
- Lowering the final personal contribution to between 50,000 and 100,000 won per month

B2B/B2G – Institutions and Companies

- Annual service contract method
- Farm type: One robot + monitoring/security service 5 million won per year
- Logistics warehouse type: Two robots + traffic analysis/security 10 million won per year
- Factory type: Three robots + safety management/security 15 million won per year

B2C: Subscription-based, voucher-linked

B2B: Package/Rental (RaaS), OEM Channel

B2G: Innovative product registration → Veterinary medicine and procurement, linked to demonstration projects

6. Business Strategy

Focus on core markets in the early stages

- Initially targeting visually impaired individuals and smart farms (farmers)
- In collaboration with the Association for the Blind, we are recruiting 5 to 10 product testers.
- Improving product quality by reflecting feedback after trial use

Promoting success stories

- Produce videos and articles featuring early users' satisfaction reviews and use cases.
- Promotion through social media and media coverage
- Emphasizing social value stories (support for independence for people with disabilities) to attract media attention

Targeting the corporate /public sector

- ESG management companies show increased interest in solutions for hiring people with disabilities and managing safety
- Secure B2B contracts by presenting pilot project proposals and performance data.
- Responding to demand for unmanned patrol robots from local governments and public institutions

Strategic Partnerships

- Signed a partnership agreement with robot hardware supplier Digisys Co., Ltd.
- Collaboration with organizations for persons with disabilities, smart agriculture consultative bodies, etc.
- Research and development of national R&D projects and products in collaboration with research institutions

Step 1 (2025)

- Robot supply and demand
- Core Module PoC
- Complete the basic functions of the app.
- Initial proof-of-concept design

Step 2 (First half of 2026)

- Prototype Production
- Internal/Field Testing
- Product Improvement and Certification
- Preparing for launch

Step 3 (Second half of 2026)

- Launch/Start of sales
- Introduction of B2C subscription and B2B package
- Procurement and Partner Channel Expansion

Step 4 (Extension)

- Data services/additional hardware (robot arms, sensors) upsell
- Overseas Smart Farming and Safety Market

7. Marketing Strategy

Online Target Marketing

Utilizing government support programs

Launched a YouTube channel to share product demo video s, user interviews, and more.

Creating viral content from patrol and guidance demonstrati on videos

Offline Promotion & Events

Actively participating in related exhibitions such as welfare equipment fairs and smart farm expos

Providing hands-on experiences through on-site demonstra tions and interactive booths

Operating educational programs in collaboration with universities and training institutions

Utilizing government support prograr

Participation in assistive technology support projects, smart city/crime prevention projects, etc.

Securing technology development funds by participating in national R&D projects

Utilized in government-certified marketing for persons with disabilities, social enterprises, etc.

Channel	Initial Action	Conversion/Retention	Expansion plans
Test group(B2C)	5-10 people, 4-week trial period	Review Content/References	Quarterly ongoing operation
Exhibition/Demonstration(B2B/B2G)	Robot World and Security Industry	Demo Meeting/PoC	Industry Roadshow
online	YouTube and social media demonstrations	Landing/Lead Collection	Search Advertising/Retargeting
Partners	Security Agency/ /OEM	Joint Sales	Search for overseas distributors
Procurement/Public	Innovative Product Application	Preferential Purchase and Maintenance	Widespread use by regional and national institutions

8. Project Milestones

2025, H2 – Start of technology development

- June 2025 Company established
- Market research and requirements analysis (June–August)
- Securing hardware platforms (August–September)
- AI software module development (September–December)

2026, H2 – Product launch

- Official product launch
- Initial service contract signing
- Smart Farm, visually impaired experience group becomes official customers
- First B2B contract concluded (1-2 small and medium-sized factories)

2026, H1 – Prototype completed

- Prototype production (December 2025–March 2026)
- Internal testing and stability verification
- Final Product Improvement (April-June 2026)
- Certification process completed and ready for launch

2027 – Business Expansion

- Expansion of initial distribution to major domestic hubs
- Services for one local government, ten farms, and 50 people with disabilities
- Follow-up investment attraction and team expansion
- Started developing additional functions (robot arm, inspection sensors, etc.)

11. Company Status & Team Composition

Company Overview

- Company Name: AIRINAI
- Established: June 2025
- Industry: Information and communications (software development)
- Capital: 10 million won
- Headquarters: Seocho-gu, Seoul

Certifications/Awards and Grants

- Acquired “Disabled Enterprise” certification (July 2025)
- “Small and Medium Enterprise Confirmation” Certification (2025)
- Selected for the Business Start-up Support Program for People with Disabilities
- Plans to utilize government investment matching and technology guarantee benefits in the future

Founder/CEO – Lee Jung-Young

- A software engineer with 20 years of experience
- AI and software expertise
- Formerly a researcher at KIST, game developer, and CTO of a startup company.

> *Airina aims to create a world where everyone can live equally by breaking down these environm ental barriers with robot platforms and AI technology.*

Team and Advisors

- Currently, development is handled exclusively by the CEO (full-stack developer).
- Plan to hire one person for robot hardware assembly and after-sales service support
- Supply and technical consulting from Digisys Co., Ltd. (Unitree Robot's distributor in South Korea)
- Improving UX through consultation with organizations related to persons with disabilities

Thank you.

AIRINAI

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