

# Company Profile

Robopreneur Sdn Bhd



**ROBOPRENEUR**  
EMPOWERING INNOVATION



Empowering Innovation  
for a **Better Humanity**

[www.robopreneur.com](http://www.robopreneur.com)

# Introduction

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Robopreneur brings about the future by heightening the capabilities of service robotics. Our robots are developed to help solve human problems and to ultimately become partners to humans. As Robopreneur's tagline says "Empowering Innovation", we are customising and empowering innovation in our products and solutions to solve client's problems and bring value to them.



I believe if you want to get into the big industry of artificial intelligence, **we need to start taking action now** and I believe if we have the right team, sufficient funding and good project execution plan, we will not be far behind China, United States and Japan.

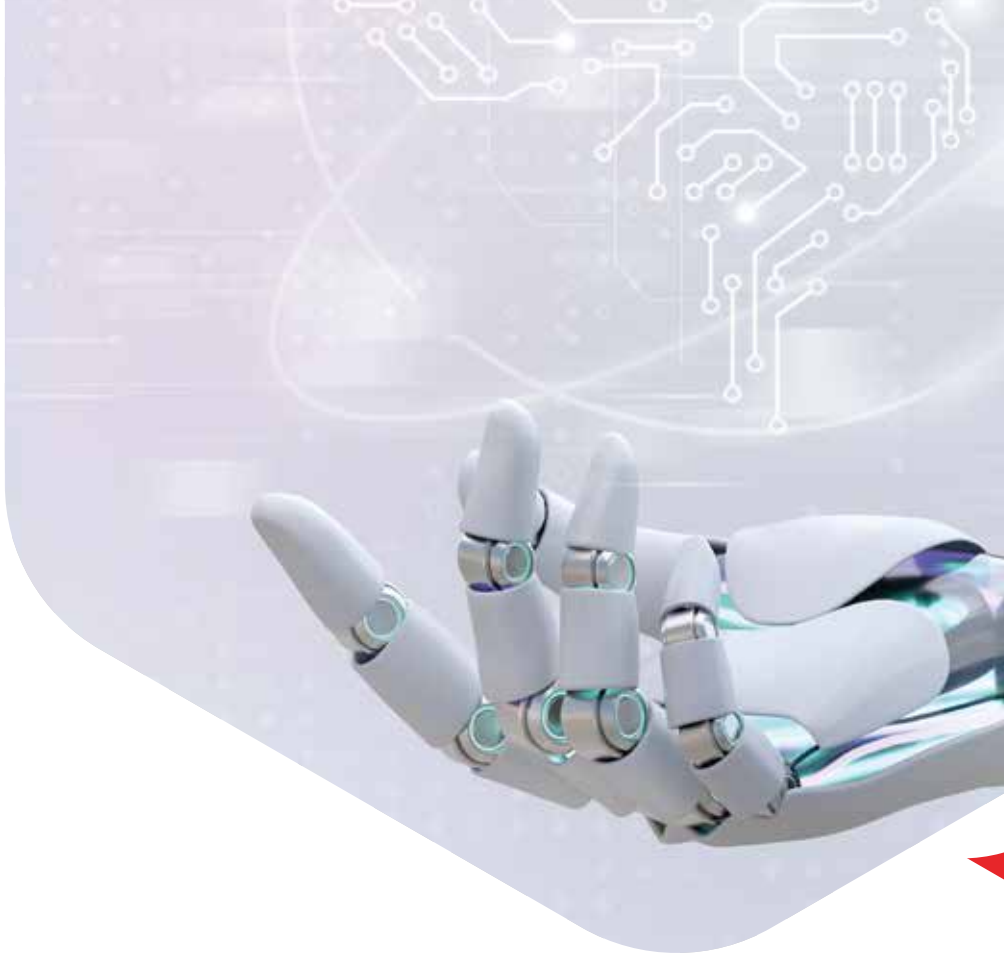
— Dr. Hanafiah Yussof  
Founder & CEO Robopreneur Sdn Bhd



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# The Company

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Robopreneur Sdn Bhd (Robopreneur) is a pioneer and market leader in service robotics technology and solutions in Malaysia. Robopreneur has been involved in modernizing businesses and accelerating digital lifestyles in the country.

Robopreneur is an award-winning robotics company providing service robotics products and solutions for professional and domestic use. Established in 2015 as a start-up company developing humanoid robot applications for Autism children, Robopreneur is now expanding as the leader in the service robotics business in Malaysia.

Based in Cyberjaya, a Silicon-Valley of Malaysia, Robopreneur's business segment is focusing on four pillars; Service & Hospitality, Medical & Healthcare, Industrial Cleaning, and Education. The company's strength is in its strong R&D capabilities to offer customized solutions and project development utilizing robotics, automation, and AI for the digital transformation of commercial businesses and social enterprises.



**Robopreneur is now the market leader in the service robotics business in Malaysia.**



# Key Technologies

According to World Robotics 2021 – Service Robots report, presented by the International Federation of Robotics (IFR) the market for professional service robots reached a turnover of 6.7 billion U.S. dollars worldwide (sample method) – up 12% in 2020. At the same time, turnover of new consumer service robots grew 16% to 4.4 billion U.S. dollars.

The Service Robotics market is projected to grow from USD 36.2 billion in 2021 to reach USD 103.3 billion by 2026; it is expected to grow at a Compound Annual Growth Rate (CAGR) of 23.3% from 2021 to 2026.

## Robotics Technology

Robot R&D, prototyping and manufacturing. Sensor and IoT development & customization.

## Software Automation

Software, apps and systems in robots to replace repeatable processes and reduce manual intervention.

## Data Transformation

Data optimization and organization for better use in analytics and automation management.

## Market Segment



Manufacturer  
B2M



Enterprise  
B2B



Goverment  
B2G



Academic  
B2A



Consumer  
B2C

# Problems We Are Solving

# Our Vision & Mission



## Human Labour Shortage

Reduce dependency on manual workers. 1 robot cover 4 to 6 human tasks.



## Digitalization & Modernization

Service robotic solutions to solve technology gap, digital migration, and socio-economy unbalance.



## Cost And Productivity

Increase productivity by 6x, save cost more than 50%.



## Stem Education Gap

Reducing gap in technology & science education, deep-tech talents development.



## Ageing Society & Healthcare

Supporting elderly care and improving quality of public healthcare service.

## VISION

To Provide Innovative Solutions through Service Robotics that Empower Human Capabilities and Propel the Economy Forward.

## MISSION

To democratize Service Robotics business by offering affordable and reliable service robotics products & solutions. And to become the market leader for Service Robotics business in Malaysia and Asia region.



# Value Proposition



**6x**  
Productivity

1 robot can accomplish the work of 6 human in one time



**2x**  
Efficiency

Automation can increase the efficiency 2x compared to manually operation



**Cost Saving**

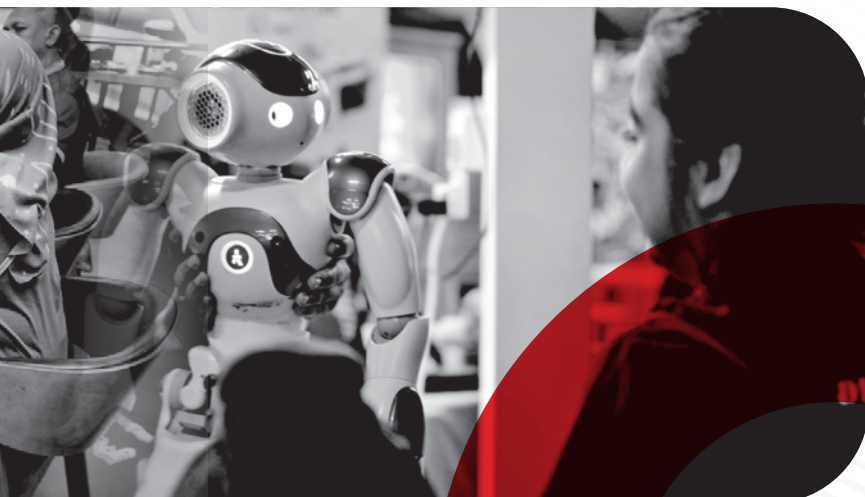
Reduce cost more than 50%

## | Business Strategy

**1** Robot as a Product

**2** Robot as a Solution

**3** Robot as a Service



Robopreneur service robotics solutions increase productivity by 6x and efficiency by 2x, while reducing cost more than 50%.



# Founder Profile

EY Entrepreneur Of The Year™ 2021  
Malaysia Top Nominee

Dr Hanafiah Yussof

Robopreneur Sdn Bhd  
Founder & Group CEO

Top Nominee in Technology Category

ey.com/my/eoy

## COMPANY BACKGROUND

Incorporated	: March 2015
Company Name	: ROBOPRENEUR SDN BHD (1135440-A)
Founder	: Dr. Hanafiah Yussof
Paid-up Capital	: RM2 Million
Core Business	: Service Robotics, AI & Software, Additive Manufacturing, Medical Technology
Key-Industry	: Service & Hospitality, Medical & Healthcare, Industrial Cleaning, Education
Office	: Cyberjaya Selangor, Malaysia Tokyo, Japan & Singapore

Dr. Hanafiah Yussof is the Founder and Group CEO of Robopreneur Sdn Bhd, a pioneer and market leader in service robotics technology and solutions in Malaysia. Robopreneur has been involved in modernizing businesses and accelerating digital lifestyles in the country. With more than 20 years of experience in robotics research and development, Dr Hanafiah is a prominent figure for the adoption of robotics technology in businesses.

Dr. Hanafiah have won several academic and business awards including the Ernst & Young Entrepreneur of The Year Award 2021 (top nominee in Technology Category). Dr Hanafiah started the business in 2015 as a Universiti Teknologi MARA (UiTM) start-up company to commercialize his patented research on a Robotics Rehabilitation System for autistic children. In 2018, Robopreneur developed the first humanoid robot in Malaysia named ADAM. Upon its success, Dr Hanafiah expanded Robopreneur's R&D capabilities to offer robotics, automation and artificial intelligence (AI) products and solutions for the digital transformation of commercial businesses and social enterprises.



# Key Team Members



**Dr. Hanafiah Yusof**  
Founder,  
Chief Executive Officer



**Dr. Rubie Zahari**  
Co Founder,  
Chief Administrative  
Officer



**Syed Kamarul Hisham**  
Chief Operating Officer



**Shahrizan Abd Latif**  
Chief Financial Officer



**Ir. Dr. Sami Hajjaj**  
Chief Technology  
Officer



**Noor Azlizam Ishak**  
Manager  
Commercial Sales



**Norashikin Mat Yusof**  
Manager  
Finance & Account



**Mohd Aizan Mohd Nor**  
Manager  
Business & Ecosystem  
Development



**Zuliana Zainuddin**  
Manager  
Marketing & Customer  
Discovery



**Rayyan Radzwill**  
Head  
Commercial Sales



**Kisheen Rao**  
Head  
R&D and Application



**Murshiduzzaman**  
Head  
Hardware Solutions



**Saanthana Laxmi**  
Head  
Software Solutions



# Our Clients

## Government



## Universities



## Telco



## Other Industries

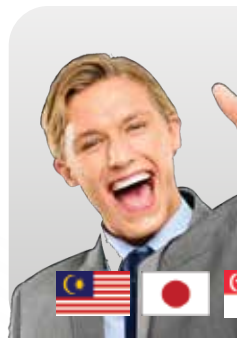


# Market Share

Since its inception, Robopreneur has gained significant traction across its product range and has successfully navigated through the challenges posed by the recent global pandemic, emerging stronger. Based on the expected economic rebound and stronger demand, we expect to achieve a better growth trajectory resulting from streamlining our product and services range.



**80%**  
Service Robotics Market in Malaysia



**1000+**  
Clients Served



**500+**  
Robots Sold



**50+**  
Projects Completed

Currently, Robopreneur holds a 70-80% market share of the service robotics business in Malaysia. Since 2015, we have sold over 500 robots and completed 50 projects involving robotic solutions. We have served over 1,000 clients, ranging from B2B, B2G, B2A, and B2C. Currently, 90% of our revenue comes from the domestic market. With our technical capabilities and strategic business plan, we are confident in expanding our business regionally, starting this year. We currently serve overseas clients in countries such as Singapore, India, Portugal, Germany, and Qatar.



Due to our remarkable growth over the last few years, we are expanding to Japan and Singapore.

# Core Solutions

## SERVITALITY

- Restaurant Automation
- Smart Mall Solutions
- Hotel Service Solutions
- Smart Retail & Outlets
- Smart Office & Showroom
- Lightweight Delivery in Factory & Warehouse

## ROBOMEDIK

- Smart Hospital Solutions
- Robot for Ageing Society
- Assistive Healthcare Home Solutions
- Robot for Autism Rehabilitation

## SOUJIDO

- Solar Panel Cleaning Solutions
- Autonomous Floor Cleaning
- Pipeline Inspection & Cleaning Solutions
- Sanitization & Disinfection Solutions

Our business is focused on providing advanced service robotics solutions that can help businesses and industries across a wide range of sectors. We strive to bring efficiency, productivity, and cost savings to our customers, and our service robots are designed to meet the most demanding needs of modern businesses.

## Servitality

**Delibot Ketty**  
Smart Delivery & Reception Robot



**Delibot Hola**  
F&B Table Clearing Robot



**Delibot Bella**  
Premium F&B Delivery Robot



**Temi**  
Retail & Healthcare Robot



**Delibot GO**  
Lightweight Factory Delivery



**Delibot Flash**  
Hotel Room Service Robot



## AIBOTEC

- Library Automation
- Academic Contract R&D
- STEM Education Solutions
- Technical Training & Talent Development Programs
- Smart Campus Solutions

## SOFTWARE

- Robot Indoor Positioning System (RIPS)
- Food Ordering Apps & Payment POS System
- Kitchen Management System
- ROBOFleet Asset & Fleet Management
- Software Social Media Analysis
- Interactive 3D Avatars Signboards



Soujido



Kleenbot Snail  
Floor Cleaning Robot



Kleenbot Phantas  
Premium Floor  
Cleaning Robot



SolaKleenBot  
Solar Panel  
Cleaning Robot

Servitality



BrewBot  
Automated Coffee  
Barista

Pepper  
Humanoid  
Robot



Furhat  
Social  
Robot



Servitality

Robomedik



Robotic Wheelchair  
Healthcare &  
Assistive Robot



Delibot Bella  
Premium F&B Delivery Robot

Temi  
Retail &  
Healthcare  
Robot



Aibotec

NAO  
Humanoid Robot



Pepper  
Humanoid Robot



ROOKIE  
Robotic Kit for  
Education



# Service Robotics Products

Our service robots are capable of meeting your demands regardless of job sector. With Industrial Revolution 4.0 underway not only can they be the solution to your problem, they can also help you transform your business to endure and thrive in the changing workplace climate.

# 3D Digital Products

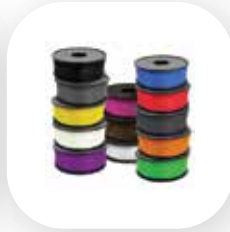
## 3D PRINTING PRODUCTS



3D Printer & Printing



3D Scanner



3D Filament

## DIGITAL PRODUCTS



Digital Brochure



STARS



3D Hologram



Avatar



**Empowering Innovation in Service Robotics for a Better Humanity**

# Our Services

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## RoboAcademy

RoboAcademy is the robotics & 4IR education arm of Robopreneur Sdn Bhd. Our holding company, Robopreneur Sdn Bhd is an award-winning robotics company providing service robotics products and solutions for various industries since 2015

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## 3D Printing Services

We offer complete online 3D modeling and printing services using our high-performance 3D printers. Our 3D printers produce superb quality finishing, using selected high-quality printing materials, for any customized 3D modeling, prototyping, toys, special gifts, replica, etc.

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## Robot Rental for Event

Renting a robot is an excellent approach to inspire your audience and staff to think futuristically. If you want to build fantastic robot experiences, we are your go-to partner. We collaborate with skilled partners and have served over 500 clients globally.

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## Consultancy, Design & Build

Robopreneur is skilled in a wide range of contracting techniques. With our demonstrated experience, we can successfully engineer, purchase, and construct projects using design-build and design-bid-build methods.



# Awards & Recognition

World Digital Economy Corporate CEO  
Lifetime Achievement Award 2022

EY Entrepreneur Of the Year Award  
Top 3 nominees in Technology Category

Top in Tech Innovation Awards 2022  
Top Finalist in Most Innovative Category

UiTM Best Startup/Spinoff Company 2022

STAR Outstanding Business Award (SOBA) 2021  
Meritorious Achievement in Best Innovation Category

SME & Entrepreneurs Business Award 2021 (SEBA2021)  
Technopreneur of The Year Award 2021

SUPERBRANDS Award 2021

Winner of Khazanah Impact Innovation Challenge (KIIC) 2021  
Robotics Wheelchair Arm System

SME100 Fast Moving Company Award 2020

SME100 Sustainable Brand Award 2020

STAR Outstanding Business Award (SOBA) 2020  
Meritorious Achievement in Best Innovation Category

Malaysia Industry Personalities & Entrepreneurs Award 2021



Meritorious Achievement in Best Use of Technology Category



Malaysia Industry Personalities & Entrepreneurs Award 2021



SME100 Fast Moving Company Award 2020





*Certified*




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