

List of Educational and Research Robots

Our pilot tests will be aimed at high school robotics programs, where the market is saturated with two major categories of competitors: small educational robotics platforms and modular construction kits:

Product	Company	Cost	Units Sold	Modular	Size
MMM	Choitek	\$1,500	1	Yes	Large
HERO 1	Heathkit	\$2,500	14,000	No	Large
Mindstorms	Lego	\$350	1,000,000	Yes	Small
Arduino	Arduino	\$80	1,000,000	Yes	Small
Cubelets	ModRobotics	\$330	1,500	Yes	Small
Edison	Edison	\$50	100,000	No	Small
Finch	Birdbrain	\$99	15,000	No	Small
NAO	Aldebaran	\$8,000	1,065	No	Medium
Starter Kit	Makeblock	\$120	8,000	Yes	Small

For universities and other research institutions, the market offers a few dozen large industrial research-grade mobile manipulator robots with similar capabilities at very high costs:

Product	Company	Cost	Units Sold	Arms	Mobile Base
MMM	Choitek	\$1,500	1	Yes	Yes
PR2	Willow Garage	\$400,000	35	Yes	Yes
TIAGo	PAL Robotics	\$57,000	?	Yes	Yes
UBR-1	Fetch Robotics	\$35,000	?	Yes	Yes
Baxter	Rethink Robotics	\$22,000	1,000	Yes	No

Our initial market is the robotics hobbyist market, which has the widest assortment of competitors, *because everything else a robotics hobbyist can buy with the same money is considered an alternative:*

Product	Company	Cost	Units Sold	Function	Size
MMM	Choitek	\$1,500	1	Helper robot	Large
Jibo	Jibo	\$750	4,956	Social robot	Small
Aido	Aidorobot	\$1,000	797	Social robot	Medium
Personal Robot	RobotBase	\$995	140	Social robot	Large
Buddy	BlueFrogRobots	\$600	1,000	Social robot	Medium
MakerBot 2	Stratasys	\$2,500	44,000	3D Printer	Medium
Parrot Drone	Parrot	\$200	180,000	Drone	Medium
Roomba	IRobot	\$600	13,000,000	Vacuum cleaner	Medium