

7/12/2019

# Sales and Business Development

## ROCKET SHIP WITH RUMBLING ENGINES HAS AN OPEN SEAT

### 1. Job Summary

The current workforce loves their jobs, but they want to get more done and be more effective. They need autonomous mobile robots, which they can setup, use, and reconfigure when needed, so that they can be empowered to make the companies they work for competitive in the globalized, Industry 4.0 marketplace. Manufacturers and logistics companies must automate to survive, and do so with their current workforce if they want to grow and thrive.

According to the Robotic Industries Association robotics shipments were up 41% over 2018, in non-automotive workplaces. In particular, Autonomous Mobile Robots (AMRs) are enabling workers at companies of all sizes to automate tasks that they despise, because those tasks are physically exhausting and cognitively infuriating (because they are a waste of the workers' valuable time and talents).

Waypoint Robotics offers autonomous mobile robots that are made *for* the workforce that is on the job today. Our robots are designed with the workforce in mind, not as an afterthought, but as the number two priority (safety is number one), so that workers can use these robots to do real, meaningful work on the first day they receive them. We believe that our robots offer the easiest and best user experience of any AMR on the market.

We are looking for a customer-centric sales professional to spread the word directly to customers and integrators nationwide with international expansion to follow. This is a role for someone with technical sales experience preferably in the automation or robotics industry who enjoys a fast paced, exciting world of a startup. You'll spend your time leveraging existing relationships and establishing new ones, demonstrating Waypoint AMRs, and getting hands-on to define detailed customer requirements. Our ideal candidate will (eventually) be able to manage the end-to-end sales cycle. You'll be backed by a fantastic team with a strong reputation and proven experience. Waypoint robots are a joy to present because they deliver on their promises of being easy to setup & use, providing a demonstrable ROI, and game changing capabilities. We have a large network of existing prospects, turn-key applications for specific verticals, and a team who is passionate about making industrial robotics accessible for all.



## 2. Job Responsibilities

- Sell robots
- Own the end-to-end customer acquisition process
- Develop channel partnerships including qualified automation integrators
- Lead the outreach to target direct customers in manufacturing and logistics
- Present to all levels of an organization from CEO to production line worker with the ability to convey value for all and cover product, technical, and commercial issues
- Have detailed technical conversations about our AMRs with engineering leadership
- Travel to client sites as needed
- Adopt and refine the pitch for Waypoint products and company differentiators
- Further develop and refine Waypoint Robotics sales system including streamlined process, lead qualification, and ideal customer profiles
- Develop automated tools in Salesforce.com that correspond with pipeline stages, projects, metrics, and measurements

## 3. Skills Needed/Qualifications. What we really want...

- Existing relationships in the manufacturing, logistics, automation, data center, and/or robotics industries
- Relevant sales and business development experience preferably in the manufacturing, logistics, automation, data center, and/or robotics industries
- A growth mindset. At Waypoint we *listen to our customers* and we suggest products that will work for them. We also develop fast. This is no place for people who memorize a pitch and synchronize it with powerpoint.
- Knowledge of robotics systems and technology including experience with modern software products that integrate into these systems
- Ability to speak in detail to stakeholders about how our technology works, how it can integrate with their systems if desired, but more importantly that it doesn't have to integrate with anything to do its job well
- Strong analytical skills required to provide sound inputs into financial evaluations
- Experience with and appreciation for CRMs and other systems
- Innate desire to build and use processes, tools, and systems to create a scalable sales machine for yourself and those that follow
- Understanding of the joys and challenges, and risks and rewards of a small, capital-efficient, bootstrapped startup -- and likes it that way



## 4. Company Expectations

We believe in fitting the work to the people, as opposed to trying to force people into predefined roles. In that context, the performance will be measured against the expectations and objectives defined together with the Waypoint team. In general, however, these are some characteristics we expect from our teammates:

- Curiosity and humility. You should have a thirst for this experience and the information that will be accessible to you.
- Motivation and tenacity. You should be self starting and unstoppable.
- Thoughtful and outspoken. You should come up with good ideas and fight for them.
- Finish what you start. Pass a baton that the next person can immediately run with.

## 5. Other.

Waypoint is a new robotics startup that is hitting its stride in terms of revenue growth. It's impressive for any hardware startup to have a product on the market in less than 2 years; and with robotics, 4 years is a more typical time to market. Waypoint has been operating for just over two years, and we have already sold dozens of robots; that kind of execution is unheard of. Given the excellent progress of our technical development, the company infrastructure, and the strong marketing and brand equity we have developed, it is time to focus on sales: selling robots and building systems, processes, metrics, reporting, and automation of all of those things.



## About Waypoint:

Waypoint is doing for robotics what Apple did for MP3 players. We are designing, manufacturing, marketing, and selling autonomous mobile robots at our Merrimack, NH headquarters. These robots have navigation capabilities that our customers have said are the best in the world, and great hardware enables us to make the robots extremely easy to use. We are also creating an ecosystem of accessory products, each of which is designed to address very specific customer needs, and make our robots easier to use.



Only about 10% of the companies in the USA that could benefit from adopting automation technology have done so. We believe that the reason for this is that the technology has always been inaccessible because it has been too hard to use. Our solution to that problem is to create a user experience that is profoundly different, and profoundly better, than the world has ever seen. We believe that if we make the robots easy to use, then the workforce that is in place today can use these robots to increase their efficiency, strengthen their companies, and add another skill set that will make them part of Industry 4.0. These robots are very specifically designed to empower the workforce, not replace them.

To see how we are delivering on that promise, take a look at [this video](#) which shows our Vector autonomous mobile robot going from crate to fully autonomous navigation in 15 minutes. This is unprecedented ease of use.



Vector, Waypoint's flagship product has been nominated for the NEBA Innovation of the Year, [MHI Innovation of the Year](#), [MassTLC Innovative Tech of the Year](#), NHHTC Product of the Year, voted [Favorite Product at Mass Innovation Nights](#), and was selected for the [RBR50](#). At MODEX 2018, we were recognized as a [Standout Exhibit](#). Waypoint was recently featured in [Forbes](#), and CEO Jason Walker was interviewed on



[Bloomberg Radio](#), as well as a video feature from [Industrial Sage](#). Walker was selected as a panelist for a discussion on ROS as a force for better user experiences at the Robotics Summit & Expo 2019, was a featured speaker at the 2019 PROMAT Show, the 2019 Automate Show, and was invited to be a panelist at the upcoming RoboBusiness 2019 conference in Santa Clara, CA.



Waypoint Robotics has been accepted into Alpha Loft's Accelerate NH, an exclusive and aggressive startup accelerator program designed to support, nurture, and fund early-stage startups.



Waypoint Robotics has been nominated for a 2018 New England Innovation Award, which recognizes them as a company who transforms their ideas into a product that delivers proven value to customers.



Waypoint Robotics has been nominated for two awards as part of the 2018 MODEX conference in Atlanta, Georgia – Best New Innovation and Best Innovation of an Existing Product.



Waypoint Robotics fleet management system, Dispatcher, was selected by the audience as a Favorite Product at Mass Innovation Nights 110, a special startup showcase held May 10, 2018, at Draper's Sembler Office for Startup Engagement.



Waypoint Robotics was named by Robotics Business Review as one of the World's Top 50 Leading Robotics Companies of 2018.



Waypoint Robotics has been named a finalist for the Mass TLC Leadership Award in the category of Innovative Tech of the Year in Robotics, for its autonomous mobile robot, Vector.

Please jump onboard; this rocket is launching!

