PaShoot
Simplify Robotics

PaShoot; "simple" in Hebrew, brings AI-Robotics with human-like learning and work capabilities, requiring zero setup and allowing low RaaS-based labor costs.

The deep-tech Israeli start-up was founded on early 2020 by AI and computer vision experts, to empower the labor-intensive manufacturing industry, rendering the robotics revolution accessible to all, including high-mix lines and SMB.

🔍 PROBLEM

Low deployment of Industrial robots for high mix production in small and medium-sized factories. Millions of low-skilled workers are still doing simple and repetitive tasks which better be automated, resulting in inferior quality and higher priced, non-competitive products. Main barriers in industrial robot deployment are the high capital investment needed for customization, and the frequent, expensive, and professional setup required for the high-mix production automation.

💡 OUR SOLUTION

PaShoot introduces a generic, flexible, self-learning AI robotic assembly force, which uses state-of-the-art artificial intelligence and computer vision algorithms to eliminate setup costs and minimize customization needs. Our AI-enabled robots learn and perform assembly tasks in a human-like manner, by simple examples and instructions, understanding the task, product and environment, so no programming or calibration is needed. These robots are deployed with the most common skills needed in the assembly line, and learn new skills as they evolve.

📊 MARKET

Cobot is the fastest growing segment of the industrial robot market, with a CAGR of +37.8%, expected to grow from around $1.3B in 2020 to $16.57B at 2028.

PaShoot, with its flexible robots and RaaS business model, is offering professional results at low-skilled price, and is ready to scale and capture a large share of the industrial labor market within the next few years.

👥 FOUNDING TEAM AND ADVISORS

Ron Fridental (CEO), and Dr. Mica Arie-Nachimson (CTO) are Edge AI and Computer Vision experts, bringing decades of proven success in developing innovative vision solutions. Prior to founding Pashoot, Ron co-founded and served as CEO of Sightic Vista, a leading camera chip maker, acquired by Broadcom in 2010, and as GM and CTO of Yi Technology, a Chinese unicorn which developed edge vision computing and sold worldwide in millions of units. Mica served as officer at the IDF elite technology unit 8200, receive her computer science PhD degree from the Weizmann Institute of Science, and served as a senior algorithm researcher in several companies. Our robotics partner, Polygon, is a leading robotic house for custom robotics and automation, serving the industry for over 20 years.

🏁 COMPETITION

Current industrial automation relies on complex proprietary setup for each task and each setting, often requiring an expert for customization and utilization, custom feeders and controlled environments, limiting the automation to performing specific tasks. These automation solutions are mainly targeting the high-volume production lines.

PaShoot's solution is opening a new opportunity, bringing robotics to the huge market of higher mix production that couldn't be reached before.

RaaS model, the robotic equivalent of SaaS, is starting to be accepted as the future model for robot deployment. It is expected to be easily accepted and adopted by smaller and medium-sized manufacturers that are limited in high capital investment, as well as by larger manufacturers, for their need of flexibility in their high mix lines.

➜ OUR ADVANTAGE

Our accomplished team of AI and computer vision specialists expertise in real-time consumer edge-AI products. It allows us to build an exceptionally cost-effective generic solution, one that minimizes customization and requires no setup. Combined with the RaaS pricing model, it is the best solution for small and medium-sized manufacturers, with a very high ROI.

For more info:
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