



# AIRSEEKERS

Business proposal of Airseekers

**World 1st Mulching  
Robotic Lawn Mower**

# About

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**Airseekers** is a high-tech robotics startup founded in 2022, headquartered in Shenzhen—the Silicon Valley of China and a hub for cutting-edge technology.

We are a team of top AI and robotics R&D experts from the Greater Bay Area, dedicated to building next-generation intelligent robots.

**70%** AI & robot engineers

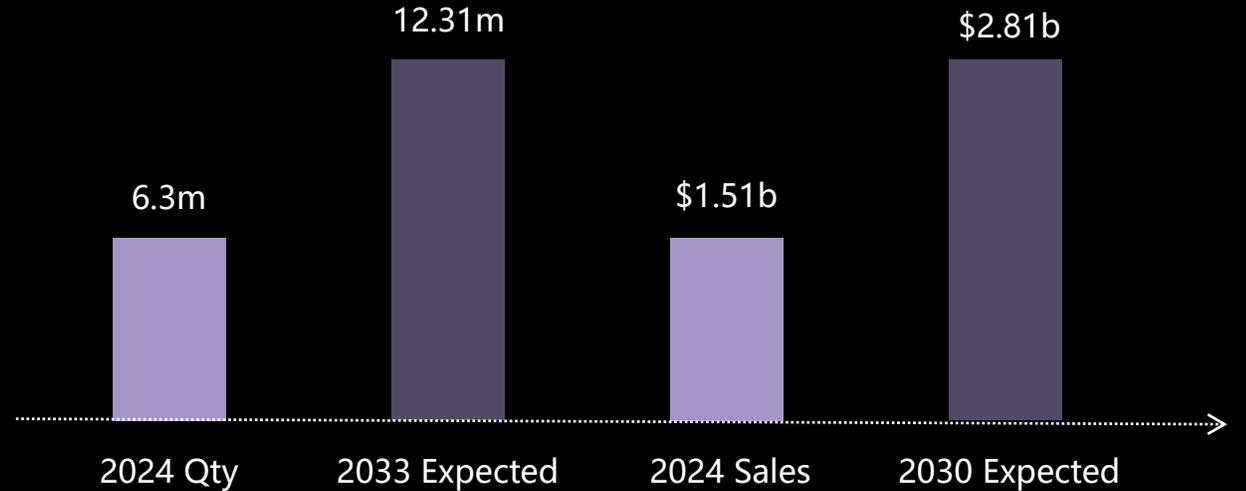
**30%** Others



**AIRSEEKERS**

# Market Trend

Europe is expected to reach **USD 2.81 billion** by 2030, the market is set to expand at a **CAGR of 12.3%**, driven by increasing adoption of smart home technologies, labor cost reduction, and a growing preference for sustainable lawn maintenance solutions.



## Top 12 Europe countries

robotic lawn mower data by 2030 :

\* From Verified market reports



2024 Qty (million)	2030 Qty (millin)	2024 Sales (billion\$)	2030Sales (billion\$)	2024–2030 CAGR (estimate)
6.8	12.31	1.51	2.81	12.30%

# Exhibition & Event



AIRSEEKERS

# Team Activity



# User Experience



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# Crowdfunding Success

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**1st**

The world 1st Mulching  
RTK AI Robot Lawnmower.



**TOP1**

Top-ranked in backer reviews for  
crowdfunding lawn-mowing robots.



**TOP10**

All-time highest crowdfunding amounts  
globally No.10 with 1389 backers,  
Founded \$2,259,402

# Awards & Press

reddot design  
**REDDOT**  
DESIGN AWARD

MUSE  
DESIGN AWARDS

DESIGN AWARD 2024  
**IF**  
DESIGN AWARD

Better Design Award  
**BETTER**  
DESIGN AWARD

**YD**  
YANKO DESIGN  
**YD**  
DESIGN AWARD

**TWICE PICKS**  
AWARDS WINNER  
**TWICE PICKS**  
DESIGN AWARD

the gadgeteer

GadgetFlow

Product Hunt

NEWSBREAK

**TRENDHUNTER**

NOTEBOOKCHECK

skroutz

yahoo!finance

# Gloal Office & Service Center



To provide more efficient and convenient services for our global channel partners and users, we have established localized warehousing centers and service hubs in **Europe** and the **United States**. By shortening delivery cycles and optimizing response processes, we continuously enhance user experience while better aligning with local market needs and cultural preferences.

# Warehouse & Service Center in Europe



- European After-Sales Repair Network (Hub-Based Model with Frankfurt as the Center)
- Multi-Channel After-Sales Service (Blending Online & Offline, 24/7 Coverage)
  - 24/7 Online After-Sales Support
  - Localized Call Centers
  - Official Website FAQ / Q&A Knowledge Base
  - User Community / Troubleshooting Forum

- Current 3PL& Repair center
- Next 3PL& Repair center in Q1 2026

# Production capacity

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- our own facility in Zhuhai, China for R&D, pilot assembly and rapid iteration,

- third-party partner plants in Shunde and Huizhou with a combined annual capacity of up to 250,000 units.

CONTENTS

目录

01

Pricing Strategy & Product Introduction

02

Roadmap

03

Spanish OPE Players Comparison

04

Our Goals for 2026 for Italian Market



CONTENTS

目录

05

Support Package to Achieve Our Goals

06

Your requirements





01

Pricing Strategy & Product  
Introduction

# Product SKU and pricing

## Tron/Tron Max

Exclusively for OPE channels, with SKU differentiation from other regions.

This channel is mainly dominated by Sunseeker (priced at €1999-2799), Husqvarna, and Stihl — established brands focused primarily on wired models, all at relatively high price points.

For this channel, we will focus on positioning Tron as the best fit. Tron offers fully-loaded performance with a large cutting disc included in the box (30cm cutting width), boosting mowing efficiency.

Within the dealer channel, Tron delivers the highest cost-performance ratio. It outperforms Sunseeker X3/X5/X7 series while priced no higher than Sunseeker X5 and X7.

Regarding Husqvarna and Stihl, these legacy brands mainly rely on boundary wire solutions, with only a few RTK models available at even higher prices and lacking AI capabilities.

Therefore, Tron holds significant competitive advantages in the OPE channel.

Tron Series	Tron	Tron Max
Area	2400m <sup>2</sup>	3600m <sup>2</sup>
Positioning Method	Netrtk + Binocular + Side Camera	Netrtk + Binocular + Side Camera
Obstacle Avoidance	300° Full-body Camera	300° Full-body Camera
Automatic Mapping	Y	Y
RTK Deployment Required	N	N
Supports Multi-RTK Linkage Layout	Y	Y
Mowing Motor	300W	300W
Mowing Width	22cm (standard cutter head), 30cm (built-in large cutter head)	22cm (standard cutter head), 30cm (built-in large cutter head)
Cutting Height	3-9cm	3-9cm
Mowing area per hour	232m <sup>2</sup>	276m <sup>2</sup>
Battery Capacity	15AH	15AH
Charging Time	2H	2H
Runtime	3H	3H
Maximum Mowing Area per Charge	679m <sup>2</sup>	830m <sup>2</sup>
Night Mowing (with Fill Light)	Y	Y
4G	Free for the first year	Free for the first year
Warranty	3years	3years
Suitable Channels	Professional Dealer	Professional Dealer
MSRP	€1,999	€2,299

# Unique Features



**nRTK + 5-Cam vslam**– Precision mowing (2.5–5 cm), 300° vision, pet-safe



**World' s First Mowing FlowCut™ Tech**

3-in-1: Mow, Mulch & Recycle effortlessly



**Bionic & Adaptive Design**

Stylish, functional, fits various lawns



**Powerful Performance**

200 m<sup>2</sup>/h, 300W motor,

15000mAh battery,

All-terrain chassis capability

# nRTK Tech+300°AI visionHigh-Precision Navigation & Safety

- **1 mins Set Up**
- Powered by nRTK + VSLAM technology, it delivers centimeter-grade accuracy (2.5–5 cm / 1"–2") for precise mowing paths.
- NRTK tech—no extra antenna, **zero setup, no deployment:** unpack and it's ready. Start your hands-free lawn-care journey in just 5 minutes.



- **No Signal Issues**

Omni-vision system ensures smooth operation with no signal issues.

# nRTK Tech+300° AI vision High-Precision Navigation & Safety

- **300° Precise Obstacle Avoidance**
- TRON's human-like vision and AI obstacle modeling keep mowing smooth and hazard-free: no tangles, no mishaps, just a perfect lawn



## Animals



## Yard Fixtures



## Yard Decor & Tools



- **Pet-Friendly AI Vision**

Gently detects and avoids pets and other small animals, ensuring safety for your loved ones at home.

# One-Click Hands-Free Auto Mapping ( will be released in Apr. 2026.)



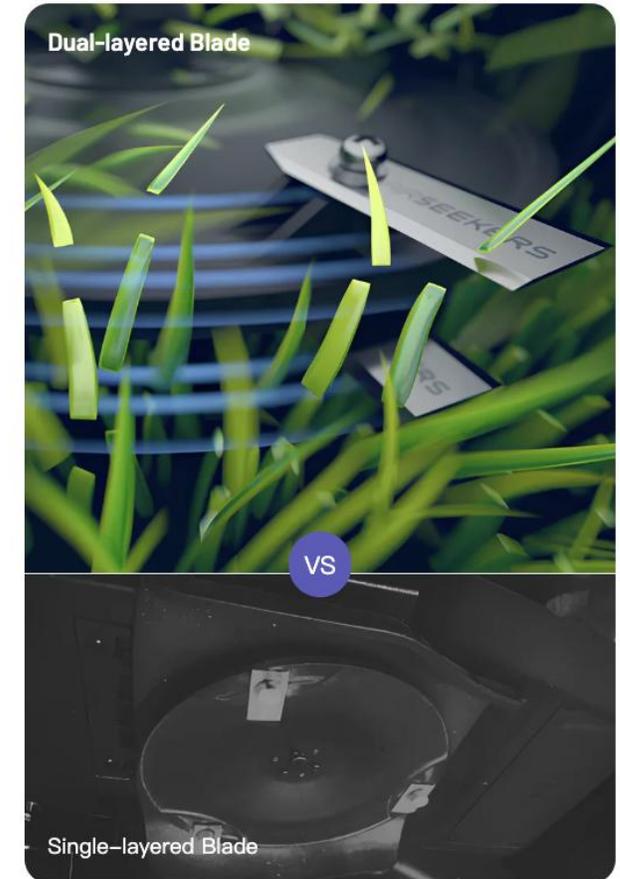
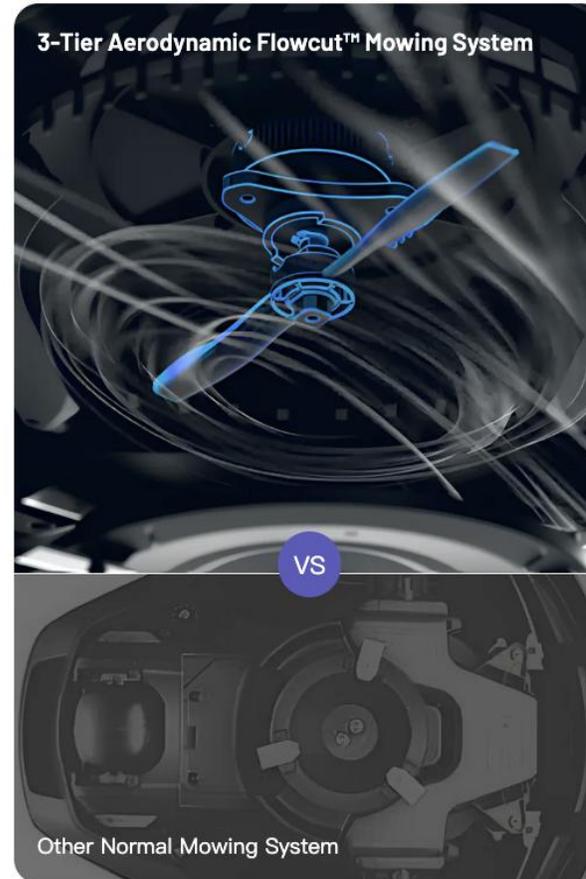
tron precisely maps and plans the mowing path—all visible in the app. Start your hands-free lawn care journey in just 5 minutes.

# World's First Mowing 3-in-1 FlowCut™ Technology

An innovative 3-in-1 mowing system that seamlessly integrates mowing, mulching, and grass recycling in one smooth operation.

Munching FlowCut™ makes lawn care effortless, improving overall efficiency and giving you a perfectly manicured lawn with minimal effort.

Eco Mulching – Natural fertilizer, no waste.



# World's First Mowing 3-in-1 FlowCut™ Technology



Surprise! Even the leaves can be shredded.

# Handles all grass varieties with powerful cutting, shredding and soil-amending mulching.



Powerful Motor: 300W high-performance mowing engine

3,000 RPM rotational speed

# Powerful Mowing Efficiency & Performance

Oversized 15 Ah battery with rapid charging: one charge covers more than 600 m<sup>2</sup>, and in a single day it can cut nearly 1 acre.



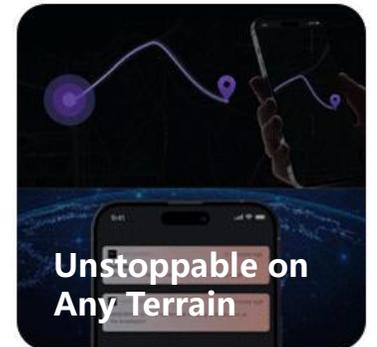
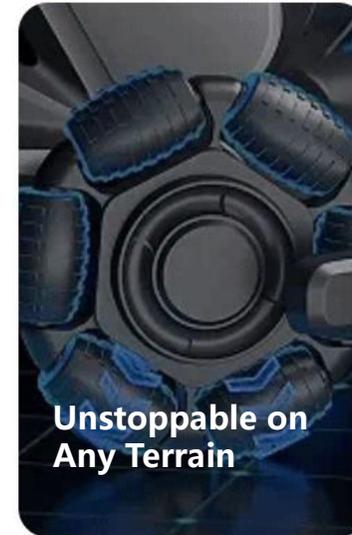
# Powerful off-road capabilities

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# Others Features

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# Current robot pain points

The mowing efficiency is low, and it cannot cut through thicker grass layers.



Most lawn mowing robots still cannot handle wet grass, and the cutting process will clog the blade disc.



After purchasing a lawn mowing robot, you still need to manually clean up the cut grass clippings—otherwise, the lawn will become yellow and unsightly.



# Our story-what makes Airseekers different

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Unstoppable Performance on  
Hard, Thick, Wet, and Regional  
Grass Types

# Our story-what makes Airseekers different

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After mowing, the grass clippings are finely mulched and left on the surface.

# Our story-what makes Airseekers different

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Anti-Clogging Design

Won't get clogged by wet grass

# Channel strategy: Tron/Tron Max match OPE channel

OPE dealer end-users are less price-sensitive. They care more about machine professionalism, mowing efficiency, maximum mowing area, and service.

Therefore, Tron and Tron Max are better suited for the OPE professional channel.

We offer over 50% margin to our customers, providing strong incentive to promote.

Additionally, discounting on Tron will be minimal in professional stores.

This creates SKU separation from Tron SE, which is the main model for CE and DIY retailers, ensuring Tron and Tron Max remain unaffected.



## Mowing efficiency

Equipped with 300mm large cutting deck, doubling mowing efficiency.

## After-sales

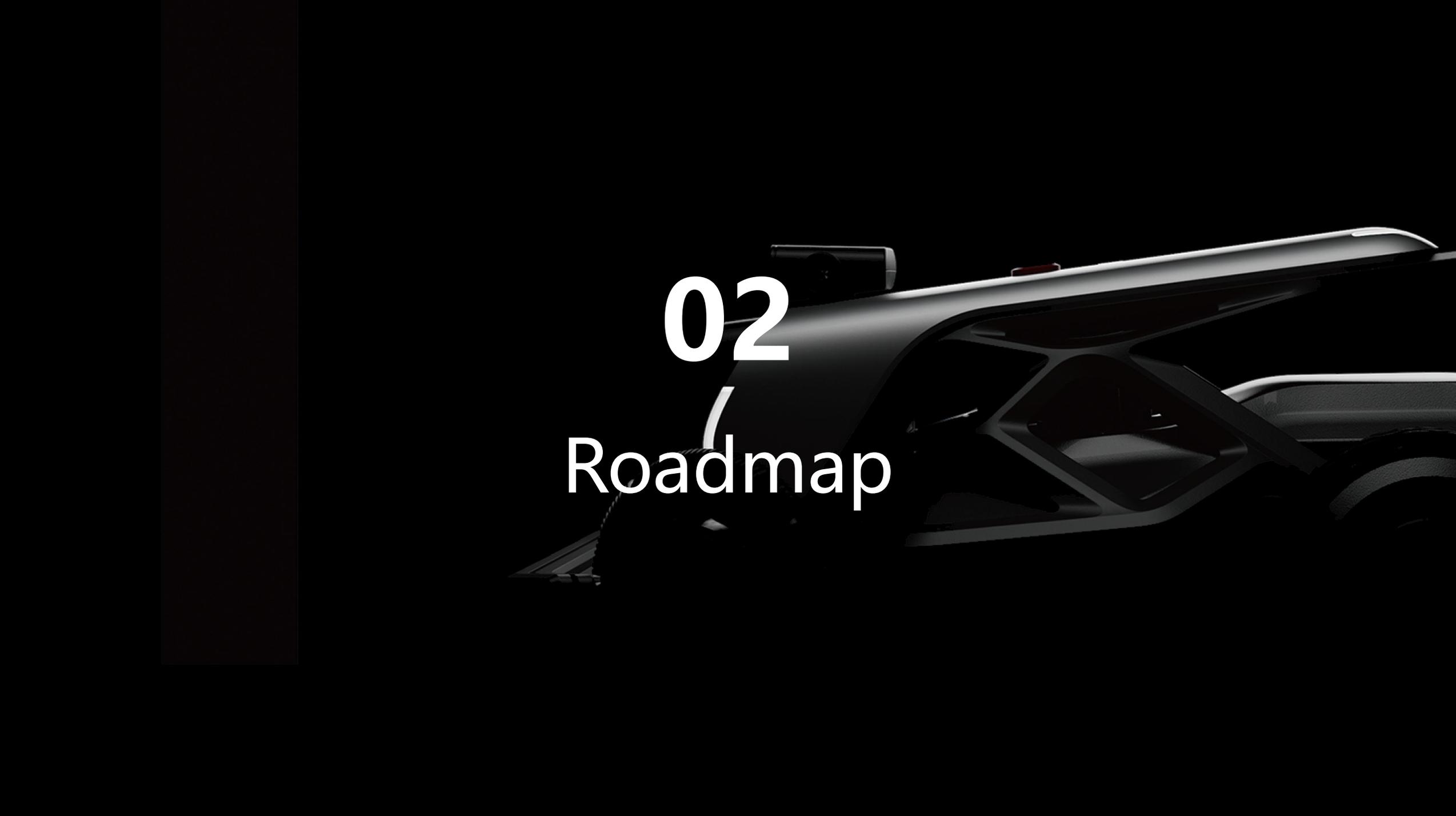
3-year warranty.

## Coverage area

15Ah battery for extended mowing time; flexible RTK layout configuration for larger coverage; with fill light for nighttime mowing.

## Mowing quality

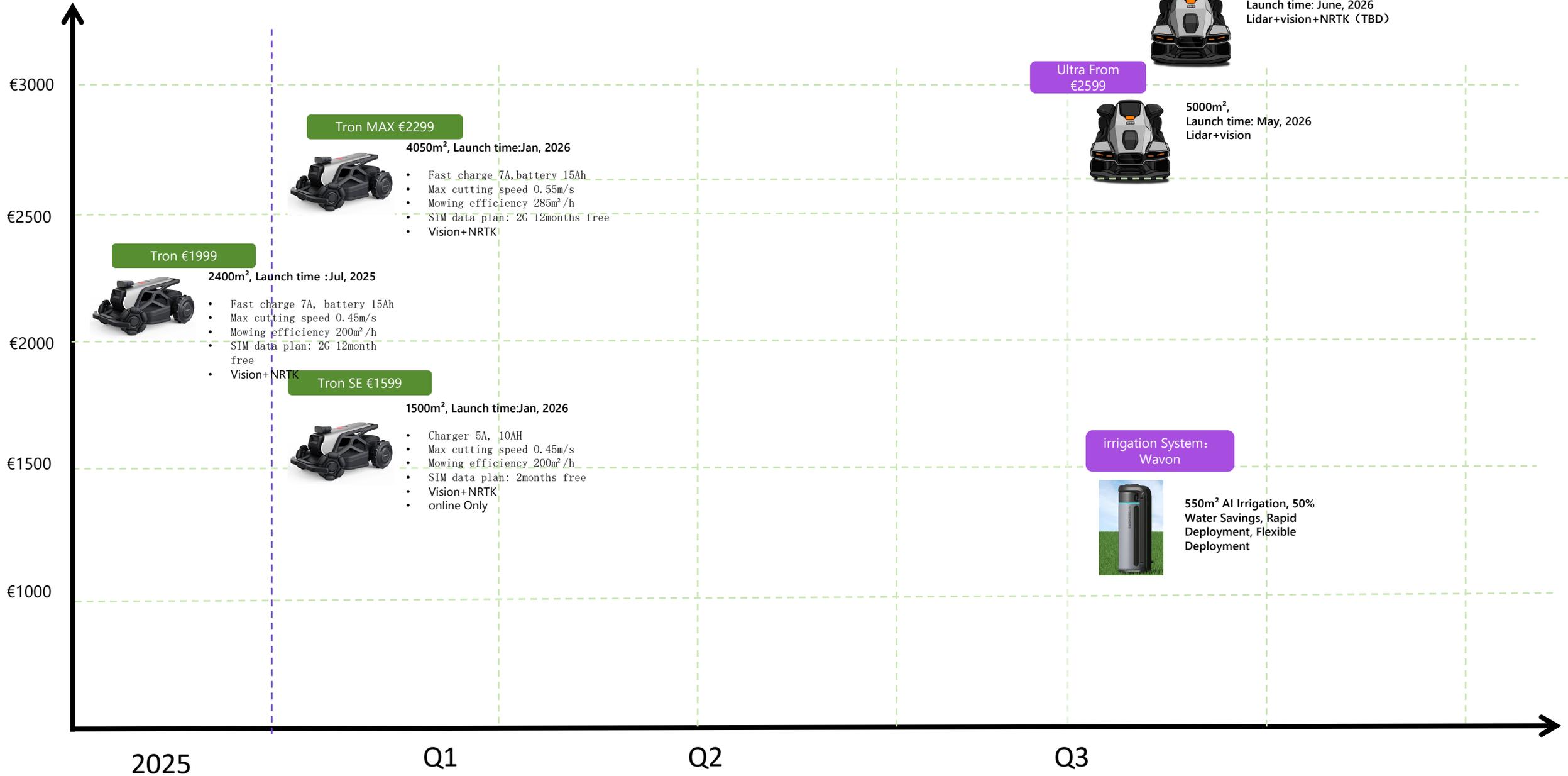
Paired with FlowCut mowing chamber — the industry's best mowing solution.



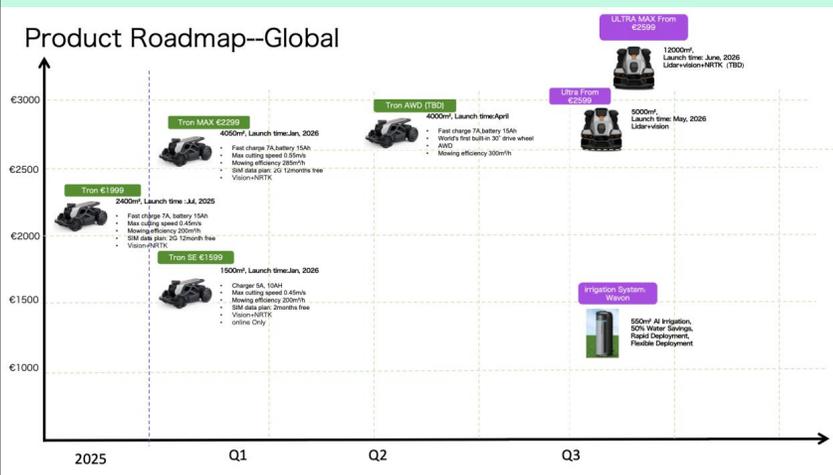
# 02

## Roadmap

# Product Roadmap--Global



# Product Strategy



## Strategy

For 2026, robotic lawn mower uses "lean SKU, stable performance" to build top-tier and expand for AI ecosystem.

## Tron Ultra and entry-level Plan

This August, we will launch Ultra, targeting premium brands.

ULTRA is currently the most differentiated product on the market. It revolutionizes chassis design and navigation capabilities.

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Tron is your first **MULCHING**  
Robotic lawn mower

ULTRA TRON  
Effortless Living



AIRSEEKERS

## Tron Ultra

The world's first lawn-mower robot with 4WSD  
(4-Wheel Steering)

Meet the world's first robotic mower that truly masters the maze of any garden. Powered by our exclusive 4SWD chassis, omni-navigation brain and twin-cutting deck, it glides over the most complex lawns as if they were billiard tables-no loops, no misses, no sweat.



**360° spin capability  
with 4SWD design**



**Tackles slopes to 85%**



**Dual cutting decks  
+ double layer blade system**



**360° LiDAR + upgraded AI  
visual navigation**



**2.0 FlowCut Mulching**



03

# Spanish OPE Players Comparison

# Tron series value

Brand	Airseekers	Husqvarna	Sunseeker	Sunseeker	Navimow
Model	Tron	Husqvarna 415X	X5	X7	X315
Launch time	available	available	available	available	available
24h cutting area	2400m2	0.37acre up to 1500m2	2000m2	3000m2	1500m2
Navigation	Ai Vision+NRTK	cable	Ai Vision+NRTK	Ai Vision+NRTK	Ai Vision+RTK
Mowing area supported by vision without RTK	200m²	/	50m	50m	100m²
Cutting width	22cm(standard)30cm(large)	22cm	22cm	35cm	23.7cm
Mowing method	Cut-and-mulch – cut while shredding, becoming fertilizer	Standard cutting	Standard cutting	Standard cutting	Standard cutting
nRTK	Y	N	N	N	Y
Battery capacity	15Ah	2Ah	5 Ah	10 Ah	6 Ah
Battery type	Detached	Non-detachable	Non-detachable	Non-detachable	Non-detachable
Charging current	7A (fast charging)	1.3A	2.5A	5A	fast charging
CUTTING HEIGHT	30-90mm	20–55mm	20-60mm	20-100mm	20-70mm
Slope	65%(around 33°)	45%(around 15°)	60%/30°	60%/30°	0.5
Chassis design	2-wheel drive with 4 large wheels for enhanced off-road capability	2-wheel drive with small front wheels, limited off-road capability	3-wheel drive (small rear wheels)	3-wheel drive (small rear wheels)	2-wheel drive with small front wheels, limited off-road capability
Obstacle climbing height	5cm	2cm	4cm	4cm	2cm
Motor power	300w	50w	50w	50w	50w
Complex grass cutting	Y	N	N	N	N
MSRP EUR	1999	2299	1999	2499	2499

For the Spanish OPE dealer market, Tron and Tron Max far exceed Sunseeker and the Navimow X3 series in terms of cost-performance ratio, performance, product design, and differentiated features.

Tron leads Sunseeker and Navimow in core performance metrics such as battery endurance, mowing power, coverage area, and chassis capability. It also excels in product differentiation features like mulching functionality, innovative NetRTK + 300-degree camera VSLAM, and the four large wheels with front wheels tilted inward at 30 degrees — all at a reasonable price point.



04

Our Goals for 2026 for Spanish  
Market

# Nital Partnership



## Partnership Scope

Exclusive collaboration in Spanish market, focusing on CE & DIY retailer & Ope dealer market.



## Partnership Targets

Aim for 3% market share and around 2,000 units sell-through by 2026.

# Execution Plan



## Partnership Execution

Execution approach to be discussed between both parties.

## Plan Discussion

Both parties will discuss the execution approach of the partnership.





05

Support Package to Achieve  
Our Goals

# Tron& Tron MaxPricing (DDP)



## Product Prices

Tron: MSRP €1999 DDP €945  
Tron Max: MSRP €2299 DDP €1,086  
(both excluding VAT)

## Pricing Terms

FOB pricing should be calculated, FOB terms recommended, and a volume-based rebate model implemented with details to negotiate.

# Pricing



## Special Support

1.OA terms available with extra cash cost; first order gets 2% free units for display/demo.

2.Rebates will be offered upon reaching different volume tiers.

# Production Capacity



## Current Capacity

Currently ample, with maximum monthly output reaching 50,000 units.



## Lead Time

Standard lead time is 60 days, including long-lead material preparation and assembly.



## Special Support

Initial order supported by reallocating other customers' inventory; rolling FCST needed thereafter.

# After-Sales Service



## Warranty

max 3-year warranty period; after-sales details specified in dealer agreement.



## Repairs

Dealer repairs include free spare parts, stocked German warehouse, and on-site FAE support in EU.

# Training



## Dealer training

Regular sessions for all dealers with venue provided.



## Staff training

Full expenses covered for support staff to attend 2-week training in China.

# Dedicated Support Team: Dedicated Resources



## Support Aim

To drive sell-through and faster response, we provide special support with dedicated resources.



## Dedicated Team

Dedicated resources include 1 Sales/FAE and 1 GTM specialist for full-time in-store sell-through and after-sales support.

# Dedicated Support Team



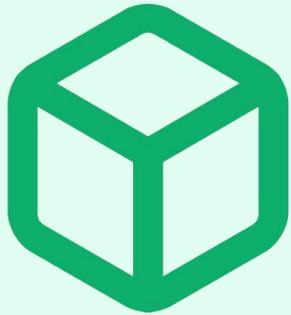
## Sell-out Incentive

Sell-out incentive: €100 per unit for first 100 sold to motivate sales staff.

## Local Support

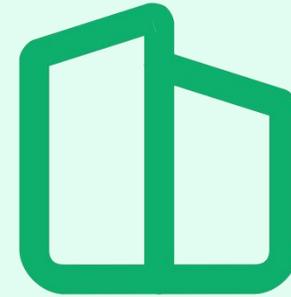
A German-based European headquarters has a local team supporting after-sales and marketing.

# Additional Support



## Design Solutions

Provide comprehensive display and fixture design solutions.



## Marketing Plan

80% of European marketing investment will go to Germany, Italy, Spain, France.

# European Sales Dealer Progress



## Launch

Launched globally via crowdfunding in 2024, achieving over \$1M pre-sales in 1 day, mostly from Europe.



## Sales

The first official sales year saw over 7,000 units sold and \$10 million revenue.



## Current Collaboration

Deep collaboration with regional distributors in Poland, Germany, Balkans, Czechoslovakia, etc., with 30,000-50,000 global annual shipments this year.



06

Your requirements

# Your requirements feedback



## Requirements

Please provide specific requirements you have for us to address.



## Feedback

Kindly share your feedback on the proposals mentioned above.



**THANKS**

AIRSEEKERS