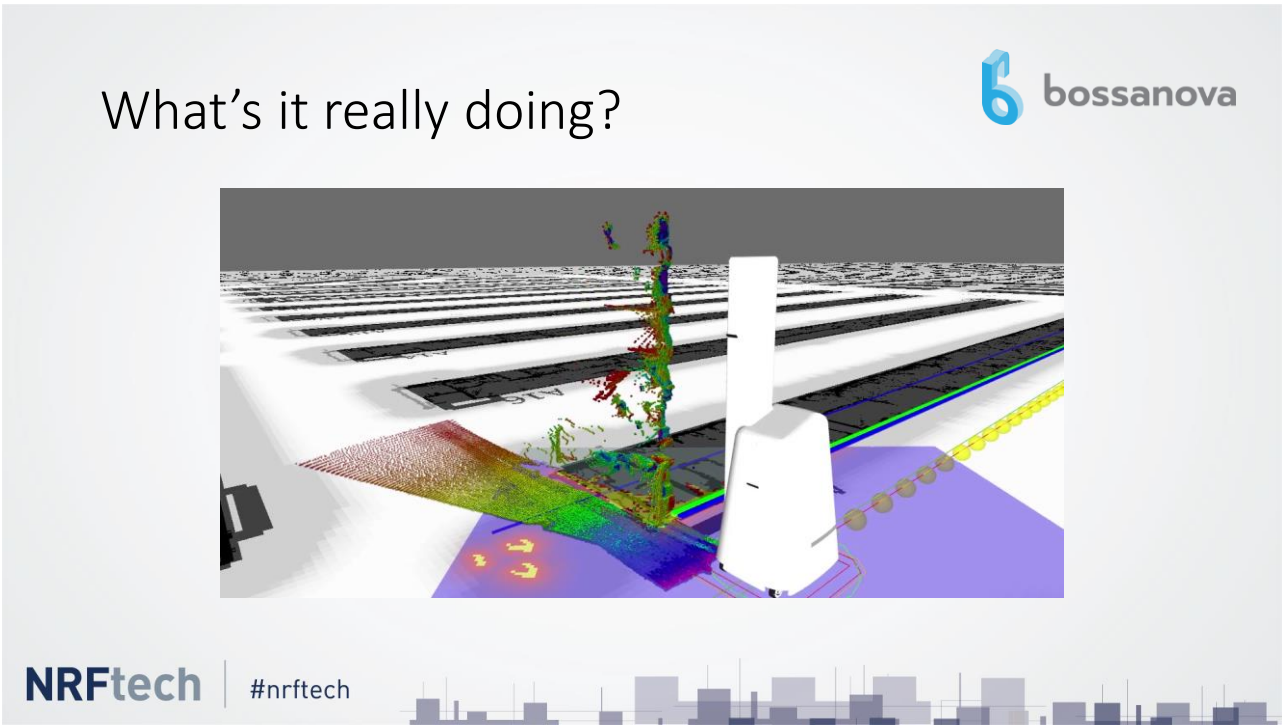


It's a Sprint, Not a Marathon.

Martin Hitch, Bossa Nova Robotics

About

- **Martin Hitch @hitchmar**
 - Chief Business Officer, Bossa Nova Robotics
 - CEO at Bossa Nova from inception until July
 - Background; 10 years CPG, 15 years technology start ups, two robotics companies
- **Bossa Nova @bnrobotics**
 - Integrated data system: Autonomous robots, Artificial Intelligence, Hybrid Cloud
 - Numbers:
 - 5 years working on the problem
 - \$40 million in venture financing
 - 800 kilometers driven in stores**



Visibility into the black hole

- Scan: Continuously
- Analyze: Everything
- Act: Productively



NRFtech | #nrftech

The sprint finish

- The last mile wins
- Logistics is king
- Data is the foundation of everything
- Sensor fusion is greater than the sum of its parts
- Automation is the best of human and machine worlds



NRFtech | #nrftech

Thank you!

Martin Hitch, @hitchmar

