

# RENDEZVOUS

with

# ROHIT AWASTHI

Product Marketing Lead,  
Rapyuta Robotics

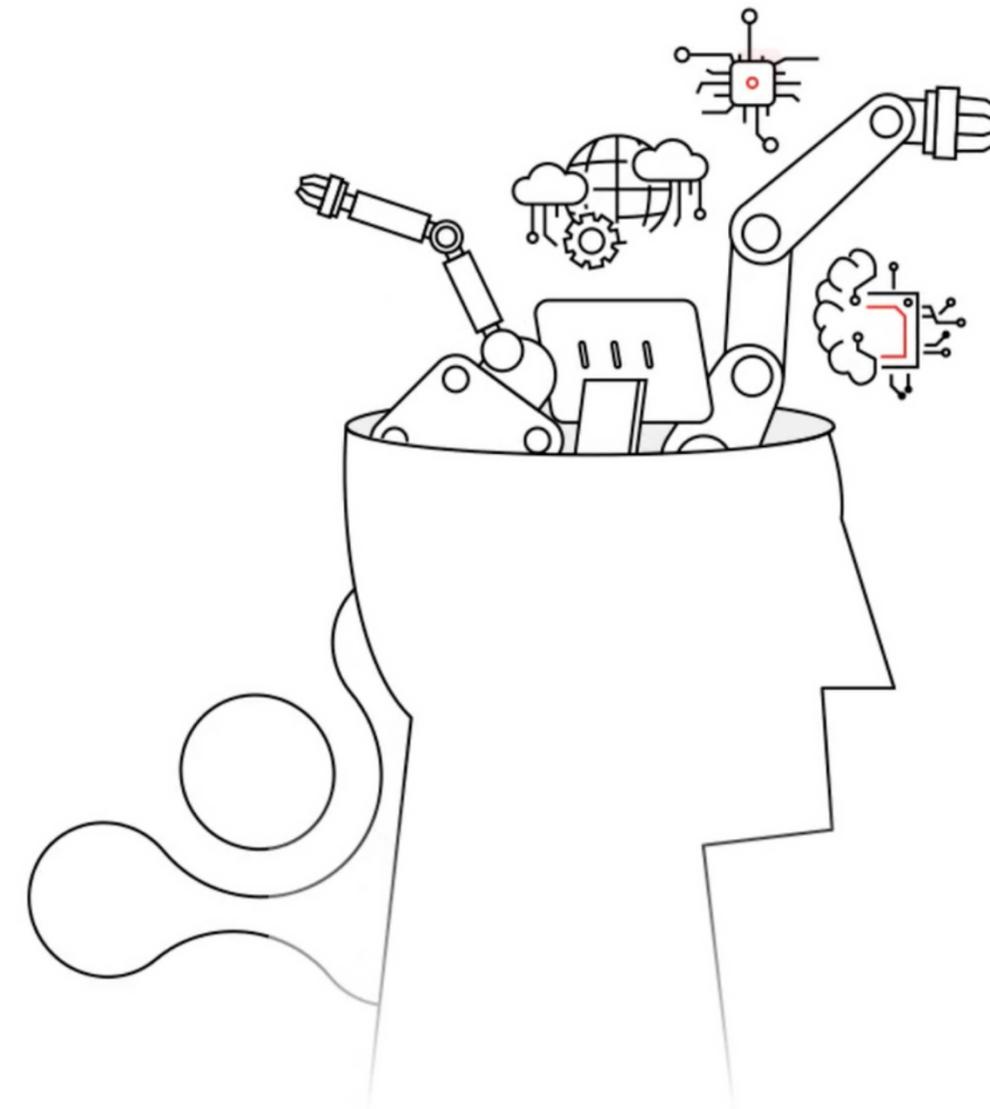


Tell us about

# Rapyuta's brand story

Our journey on Cloud Robotics started with RoboEarth, an EU-funded project from 2010 to 2014, whose goal is to create an internet for robots, where robots could enjoy both a shared (via a common knowledge base) and an extended (via servers in a data center) brain. The founding members of what would become Rapyuta Robotics made up the ETH Zurich team of the RoboEarth project.

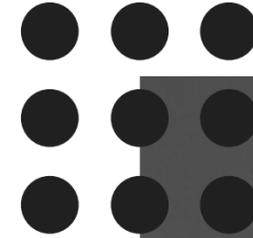
Rapyuta Robotics was incorporated in 2014, with the core purpose of Empowering lives with connected machines. Rapyuta Robotics now has offices in Tokyo, Japan and **Bangalore**, India.





# Bangalore

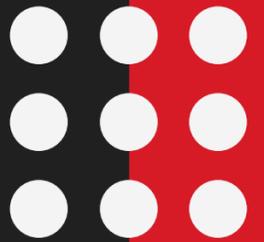
why  
and  
how



At a roadshow in Switzerland by swissnex, our co-founder Gajan decided to explore possibilities of doing business in India. Rapyuta's mission is heavily dependent on these resources. Therefore, interacting with swissnex's Startup Partnerships Head - Prateek Khare - brought the spotlight on Bangalore, the silicon valley of India, having potential to be tapped into.

Rapyuta catapulted operations in India in 2017. The initial team was of engineers from different disciplines. In the last 6 months, this has grown to involve sales and marketing personnel in supporting outreach activities. We're also shifting our development activities related to multi-robot intelligence features to India, and contribute remotely to the projects in Japan.





# Key milestones

Since getting the seed round in 2015, rapyuta.io - our cloud robotics platform was made publicly available in March 2019, after years of research and understanding the problems of the robotics industry and solution implementations.

We ended the year 2019 with **8 enterprise clients** and recently **closed our series B funding**.

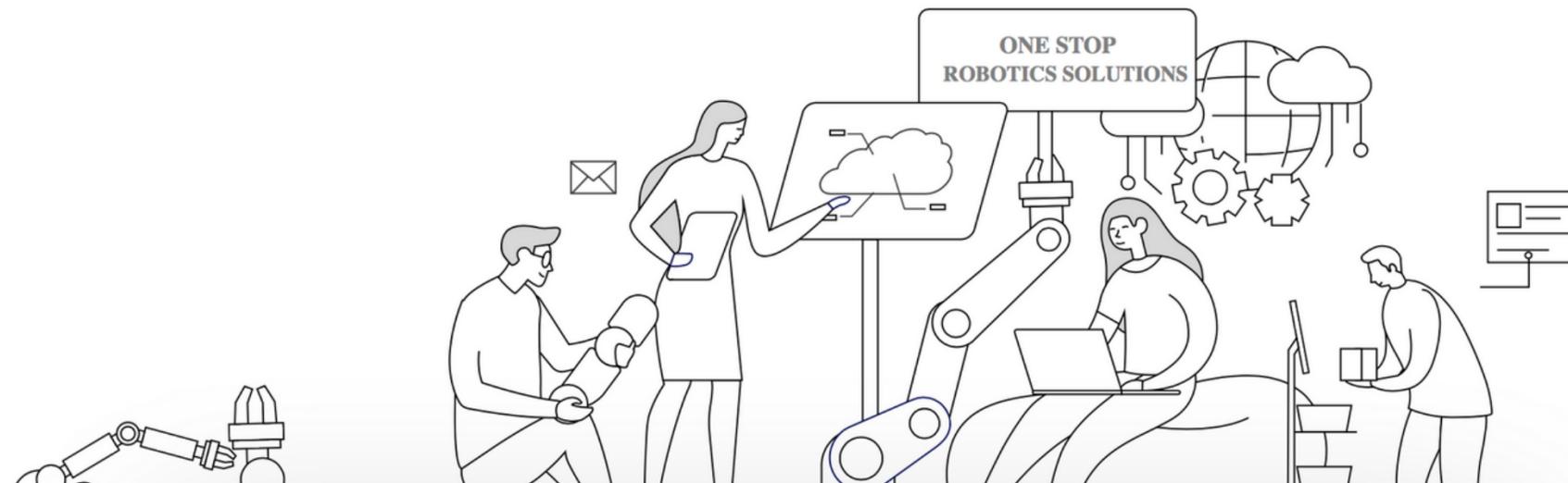
We are quite proud of the multicultural diversity of our team with 84 employees from 12 different countries.

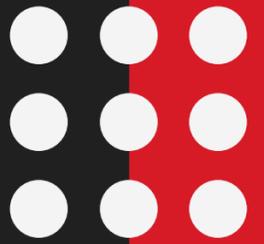


# Clientele

Our focus has been the Japanese enterprise segment where we now work with some of the top 3PL and Engineering companies. We have not onboarded any clients in India yet, but are in early-stage discussions with a few of them.

Also, swissnex has provided us some introductions, and we hope to move forward with them in the coming months.





# Support from swissnex

As we were one of the first 25 Swiss startups to establish a business in India, swissnex India played a pivotal role in not only advising us on scale-up strategy, but also assisted in the processes of setting up our Indian subsidiary. Starting from timely advice and guidance on human resource strategy to sharing the office space, the coaching and advice was critical in the early phase of incorporation and acquiring necessary experts to guide us with setting up base.

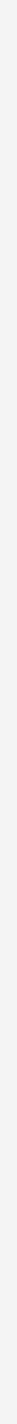
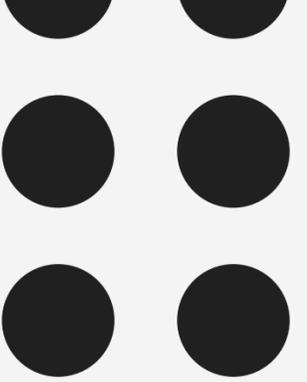
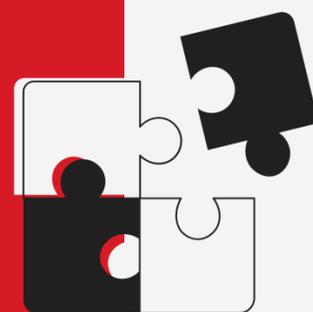
With the support from swissnex India and the ETH Zurich branding, we were able to attract arguably the best engineering talent from and around India with relative ease. We appreciate the continued support in scaling our business in India, including strategic access to Swiss interns to work at our Bangalore office.



The swissnex team has been very helpful and responsive as always. We look towards swissnex India for guidance in expanding to other markets and also to reach out to local Indian companies who are looking for robotics or automation solutions.

On the other hand, we can help other startups Swiss startups in their decision making to scale business to/in India.

# Collaborating to win



**You can do it too...**

**Want to scale to India, like Rapyuta?**

**Reach us!**

