ICP & ACP (WIP)

- ICP Industries (Good for outbound)

    - Aerospace/Defense/Space

    - Aviation/eVTOL

    - Robotics

    - 3D Printing

    - Agriculture

    - Drones

- ACP Industries (Inbound only)

    - Medical Device/Biomedical/Pharmaceutical/Life Science

    - Machinery

    - Renewables/Solar

    - Semiconductors

    - Maritime

    - Transportation

ICP Trends

- We primarily serve industries well that are lower to mid volume production (1-100 units/week roughly) and highly complex BOMs.

- We perform well with companies founded after 2000 since they are next generation companies with a more modern tool set

- We want to target companies with a headcount over 5 people and under 10,000 people

- Majority of our customers have a former SpaceX or Tesla engineer who has seen modern agile manufacturing (e.g. they have worked with a modern manufacturing platform before or understand that there are better systems that the typical legacy platforms)

- We target Head of Manufacturing/Production, Head of Supply Chain, and/or Co-Founders and leadership

- Based in US or close time zone (for now)

- We target customers who also care for traceability requirements that may pertain to their industry or compliance needs e.g. FAA certification, etc.

- Customers for reference:
  - Matternet
  - Blue Canyon Technologies
  - Space Perspective
  - Astranis
  - Launcher
  - Turion Space
  - Arc Boats
  - Orbit Fab
  - Varda Space Industries
  - Machina Labs
  - Chef Robotics
  - ICON Build
  - Relativity Space
  - Scythe Robotics
  - Atomic-6
  - Axelspace Corporation
  - Supernal

- KAV Sports

- Source Energy Company

- PlotLogic

- Headspin

- Muon Space

- Joby Aviation

- Phase Four

- Epirus

- Agile Space Propulsion

- Cobalt Robotics

- TRI/Woven Planet

- Astra

- Venturi Astrolab

- Umbra Lab

- Reliable Robotics Corporation

- Frontier Aerospace

- Stellar Pizza (Serve Automation)

- Gilmour Space Technologies

- Diligent Robotics

- Techno Planet Incorporated

- Radiant Nuclear

- Nimble Robotics

ACP Understanding

- ACP should be companies/industries/products that we have not successfully sold into yet, but we want to and know that we can sell to and deploy successfully

- We should target the industries shown above in the ACP category with headcount from 5-10,000 and year founded after 2000
- Target US-based companies

Not Ideal

- We are not currently suited for super high volume manufacturing (e.g. large scale automotive with 10,000 PPM, parts per minute).
- We typically struggle with sales conversations with companies founded before 2000, since we need to educate them on modern technology stacks e.g. the cloud.
- We do not serve companies well that are using a contract manufacturer to outsource major portions of their production workflow.
- We do not serve companies well that are and plan to build 1 unit of hardware.
- We do not want to expend sales energy on companies with headcount ≤ 5 people

References

- Link to old ICP: ⭐ Ideal Customer Profile
- AirTable Data:

https://airtable.com/shrWI3A2rnjf7eo2R