

## JOAN KANGRO FOUNDER AND CEO OF KINGDOM TECHNOLOGIES LTD.

kingdom.garden

*Hosted by the University of Glasgow*



Kingdom Technologies is a start-up company that has developed a robotic lawn mower for large terrains.

### **During the RSE Unlocking Ambition Enterprise Fellowship, what have been the biggest successes you have achieved and the biggest challenges you have faced?**

Successes have included:

- four retailers signed letters of intent to purchase ten of our products each;
- four city/regional councils agreed to start pilots with us in July 2019;
- £6K support from Glasgow City Council (Glasgow Guarantee Scheme);
- By Design grant of £5K approved;
- IP audit grant of £2.5K from SE;
- product design completed;
- prototype assembled and tested;
- article in Science Scotland magazine and a talk for Startup Grind;
- collaboration with an academic through Interface grant of £5K;
- winner of Scottish Wild Edge (£10–15K prize).

Transforming a prototype into a commercially viable, robust product has been a big challenge; ensuring that the robot can operate in any environment requires a lot of testing and iterations! Raising money without a paying customer is another challenge, especially for a hardware company; to have initial revenue,

it is necessary to produce the products, which requires a capital injection. Finally, it has been a challenge to find a good-fit non-executive director; most working in our field have incredibly busy schedules.

### **What are your ambitions for your company?**

At the start of the Fellowship, we had a novel technology, but we were not sure about the exact problem we were solving, the market, business model, uniqueness, etc. We have now managed to utilise our technology to provide a solution to a real problem, validated by extensive market research and initial traction, for a focused market segment in a unique way.

### **What difference has the RSE Unlocking Ambition Enterprise Fellowship made to you and your business?**

The Fellowship has enabled us to turn our novel technology into a commercially viable product, carry out extensive market research, develop our product from MVP to a real product, protect our IP and prepare for launch this Summer. The advice and knowledge imparted has allowed us to avoid many common mistakes, keep the focus on the key areas and get the company ready for a seed round of financing. Additionally, being part of the Fellowship validated our company, which has led to additional grants and investor interest. Without this Fellowship, our company might not exist today; it was crucial.