

# Virtual Export Development Day Innovation Guelph

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**Deep Trekker Robotics – Exporting into over 100 countries**

Date: 2020-10-29 | Presented by: Cody Warner

**Background Video – Deep Trekker’s President  
Sam Macdonald**



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 DEEP TREKKER™

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# AGENDA

## What I'll cover today

- Deep Trekker's robots
- Industries that our robotics are used in
- Our value proposition
- Our global presence
- Sales and Marketing strategies
- Logistics
- Strategies for the future to continue growth globally
- Key takeaways that we think apply to any export business

# Our Robotics

Remotely Operated Vehicles, Pipe Crawlers, Utility Crawlers



# INDUSTRIES WE SERVE



Aquaculture



Infrastructure



Defense



Search & Rescue



Energy



Commercial  
Diving



Ocean science



Municipalities



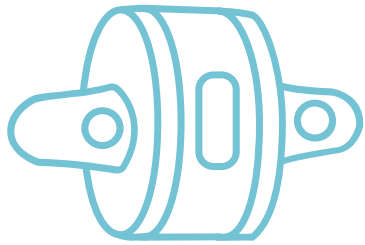
Maritime



Underwater  
Discovery

# THE DEEP TREKKER DIFFERENCE

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## Easy to use

Designed with the operator in mind. All in one handheld controller and intuitive piloting system.



## Portable

Battery power operation provides a truly portable solution. Freedom to move and deploy without the need for topside power.



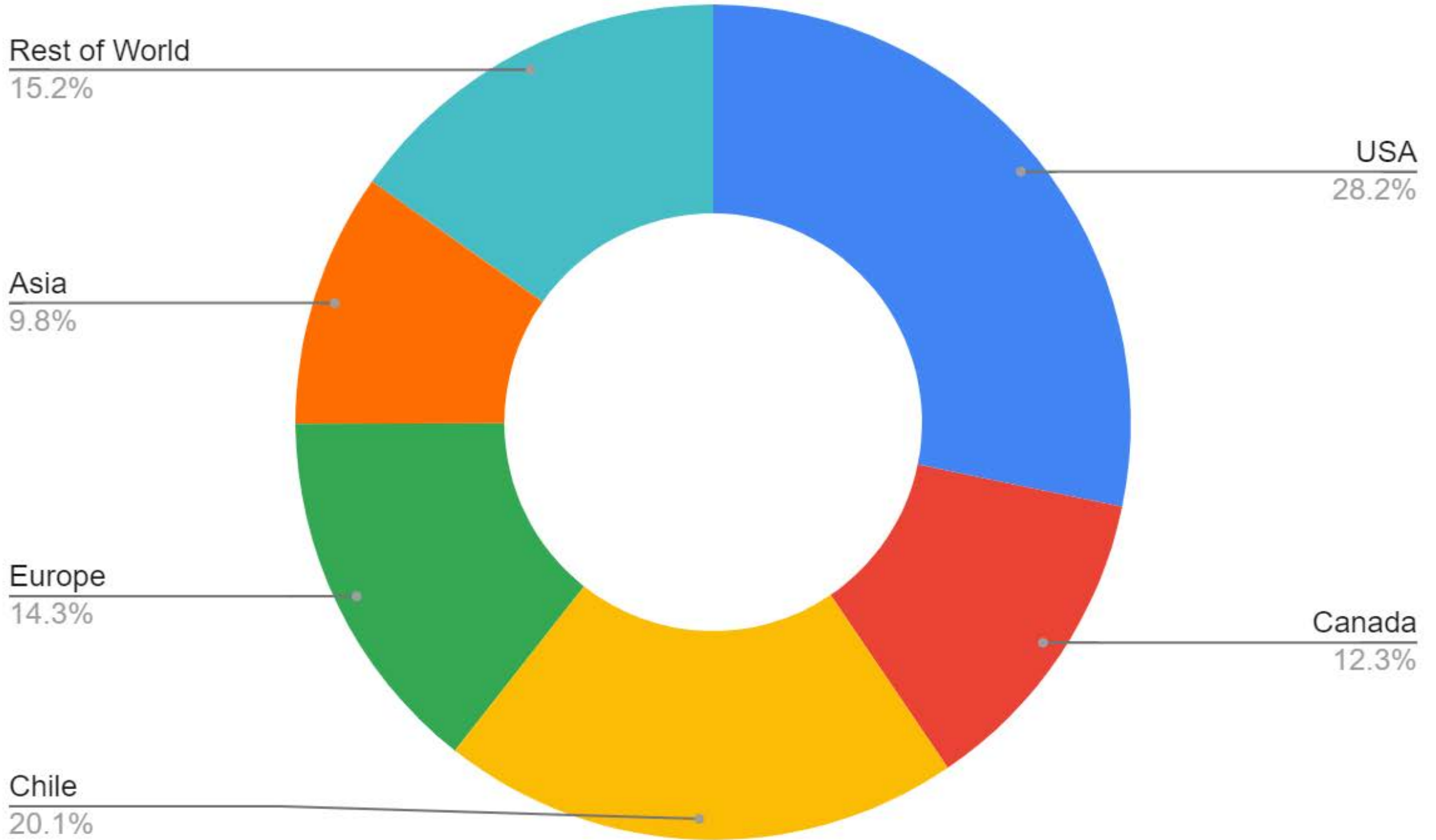
## Durable

Built to last and designed to safely conduct underwater inspections in harsh environments.



## Affordable

Innovative solutions for applications big and small. Suitable for all budgets.





# SALES AND MARKETING STRATEGIES



Trade Shows/Associations

Demonstrations

Digital Marketing

Resellers

Training Videos / Resources

# LOGISTICS



## FUTURE STRATEGIES DURING COVID-19 PANDEMIC

Video is the next best thing!

Resellers and Local Support

Remote Sales and Service Staff

More languages

# KEY TAKEAWAYS FOR ANY EXPORT BUSINESS

Start with  
Total  
Addressable  
Market

Identify  
areas you  
want to focus  
on

Get “Boots  
on the  
ground”

Be open to  
change – you  
don’t know  
everything!

Don’t be  
afraid!!

A stylized graphic of three waves. The top wave is light blue, the middle wave is white, and the bottom wave is white. The waves are positioned behind the text.

DEEP TREKKER™