Enterprise project challenge film case study

Oana Jinga: Co-founder of Dexory

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Imagine the future. I'm pretty sure somewhere in there, there is an image of a robot repeating a task that's quite tedious and boring for people to do. Well, that's exactly what we do at Dexory. We make life easier and better by using robotics.

Hello, everyone. My name is Oana Jinga and I'm a co-founder and chief commercial and product officer at Dexory. I think we probably need to change them so we can swap these around. Since I was quite little, I always had this thing in my mind that one day I would have my own business. However, it only started to materialise once I met my two co founders. My background is in commercial and business and sales.

My other two co-founders are much more techy. One of them worked in software, the other in hardware. Actually, when you're building a robotics company, all these three skills complement each other very, very well. So, one of our first products was called Bo. It was a small robot initially designed to interact with people inside retail stores or shopping centres.

And since it was meant to kind of capture data and information about its surroundings, some of the retailers have asked us if we can also help them with stock taking. Stock taking is a very simple procedure that humans normally do on a daily basis. They go between the different shelves and count how many products are on the shelf. As you can imagine, it could be quite tedious and repetitive. Being able to automate that with technology was something they were interested in and we jumped at the opportunity to support.

So in about 2020, when see the whole world came to a standstill, most of our retail customers had to close their doors, which obviously meant having a robot for inside the store was no longer something useful. However, because of the online sales going over the roof throughout the pandemic, we had the great opportunity to pivot from inside the stores to inside the warehouses of our customers. We pretty much opened up the doors to a completely new market that we had no idea about.

The number one thing we did was actually shadow people. The kind of understanding, what is it that they're doing, why they're doing it, why is a particular sequence of events happening? So, this whole period of research is absolutely fundamental to make sure that whatever you're building then can turn into a successful business.

Building a business is a constant problem-solving activity. The first step you normally have to think about is, who am I going to build this with? So, bringing a team together with the relevant skills is absolutely fundamental. And from here, then you start thinking about, what exactly is it that we are building and how is this answering a customer needs.

Our robots can scan a full warehouse from wall to wall every single day. They scan a rack in a warehouse with cameras going from the ground all the way up to twelve metres in the air. They capture all the information that they see about the goods on the racks. And all of that is then pushed into our digital platform, which allows then colleagues from the warehouse, at a click of a button, to see exactly what is in every single location. So, what we do is a great example of using robotics for logistics and supply chain.

But, robotics has already been used in multiple of other sectors, such as manufacturing on the production lines, agriculture, even to harvest crops or plant seeds. The medical sector have robots actually performing surgeries. Robots are fantastic at actually taken away repetitive, boring and tedious stuff from humans, so they can actually focus on the things that matter most.

Now it is your turn. Think about how you could use robotics in an environment that you're very familiar with, such as the home. Here's your challenge. Think about how you could find something in the home that you can make easier by just automating a simple task. I'd love you to think about these three things.

First of all, what task are you actually looking to automate inside the home? Really get behind that and understand it step by step. Secondly, who are you automating this task for? So who's going to be the user of this product or the end result of the product? And lastly, how can robotics really help us live more sustainable lives?

Good luck.