

Safeway, Providing Innovative Mobility in Everyday Life

About the Company

Safeway Inc. is a provider of hardware-based robotics and mobility services founded in 2017. Since being registered as a venture company, the company has been launching various products built based on autonomous driving and robot platform technologies. It has continued to grow steadily, achieving sales of over KRW 1 billion for six consecutive years. Having registered a robot application system factory in 2024, Safeway is developing and marketing innovative mobility products, including the electric stroller 'e-Restte'. It has also been selected for a number of national and local government projects and received various numerous certifications and awards.

Background

Taking a baby for a walk on a stroller is a huge challenge for parents as they have to deal with the heavy weight of the child and the stroller and store numerous baby items. Thus, they are eagerly looking for electric technology that can assist stable steering and handling, especially in uphill and downhill sections. The modern needs of parents and changing lifestyles are highlighting the need for more convenient and safer childcare products, while global urbanization and rising living standards are increasing the demand for innovative products such as electric strollers.

In light of the situation, Safeway Inc. has developed e-Restte, a smart electric stroller built with AI and autonomous driving technologies, to make childcare easier and safer. In addition, there is a need to expand businesses overseas and establish a mass production system, despite changes in the external environment such as the

economic downturn, foreign exchange rates, and rising logistics costs. Developed to meet these demands and needs, e-Restte is sure to provide a safe and convenient user experience for parents and children alike.

About the Product

Product details

Safeway's e-Restte is a versatile lifestyle mobility stroller built with cutting-edge AI technology to provide users with the best user experience and safety. In addition to its basic features for babies, the stroller is designed also to be used as a camping cart, dog stroller, shopping cart, and more.

Key features and technologies

- 1. Hands-free autonomous driving** e-Restte features hands-free autonomous driving, which uses a LiDAR sensor to track the user and automatically adjust the driving force according to the terrain. The technology eliminates the need for the user to push the stroller by hand and brings a huge convenience, especially for parents who are carrying items, holding a child, or using the stroller as a cart.
- 2. AI-based power assistance** The power assistance system powered with AI technology automatically detects uphill and downhill and adjusts the pushing and pulling force. The system reduces user fatigue and enables the stroller to move more smoothly. By automatically adjusting the driving force according to the terrain, it enables stable driving in various environments.
- 3. Modular design** e-Restte's modular design provides an electric platform that can be easily attached and

detached from existing strollers. The modular structure increases the product's flexibility, allowing it to be used in a variety of situations. In addition, the easy-to-use handle is operated by simply squeezing it so that users can use the electric function whenever it is needed.

4. Multi-purpose usage e-Restte has a high body structure to prevent the rider from falling out of the vehicle, and it is designed for children to ride on their own. With a loading capacity of up to 100 kg, it can be used as a camping cart, dog stroller, and shopping cart, as well as a stroller. The SUV-style design combines the advantages of a wagon and a stroller, providing excellent maneuverability and stability.

Competitive Edge and Business Strategy

Competitive Edge

Safeway Inc. is a provider of robot hardware-based services that is preparing for the era of Mobility of Things (MoT) by converging autonomous driving and robotic platforms, which are two core technologies essential for mobility. The company is capable of simultaneously developing hardware and software for the mechanism and control system of autonomous driving and driving platforms, which helps it quickly commercialize various types of robotics and mobility services.

1. Robot hardware expertise: Safeway specializes in the robot driving platform and electric stroller business, and has achieved sales of KRW 60 million from electric strollers and KRW 30 million from robot platforms since their launch in the second half of 2023.

2. Production and sales capacity: Safeway has the capacity to produce and sell more than 1000 strollers per year, and ranks among the top three in Korea in the wagon-type stroller segment.

3. Excellent product designation: Safeway's products have been selected as Excellent SME Products of Korea in 2020, 2022, and 2023 in recognition of their excellent quality and innovative features.

Business Strategy

Safeway's business strategy focuses on leading the

market with innovative technology and strong commercialization capabilities.

1. Innovative product development: Safeway is committed to meeting market needs by continuously developing products such as e-Restte, which is based on technology that fuses autonomous driving and robotic platforms. Its innovative products bring new value to customers and enable the company to maintain its technological edge.

2. Global marketing and expansion: Safeway is actively marketing its products on a global scale by participating in global exhibitions such as CES 2024 and MWC 2024 to raise awareness in international markets. These efforts will help the company gain a competitive edge in overseas markets.

3. Active distribution network expansion and strong sales capabilities: Safeway is strengthening its distribution network by joining Coupang Rocket Delivery, Smart Store Big Power, and 25 on-site sales channels nationwide, while expanding sales outlets based on its practical sales and marketing capabilities.

4. Customer-centered product upgrades: Safeway is continuously improving its products by reflecting customer feedback and strives to maintain high customer satisfaction. These efforts will help the company enjoy long-term customer loyalty.

5. Stronger cooperation and partnerships: Safeway is working with various industry partners to strengthen its technological edge and market position and explore new business opportunities.

Future Plans

With the successful launch of its electric stroller e-Restte, **Safeway** is implementing specific future plans focused on the following to drive sustainable growth.

1. Strengthening position in the Korean market

Safeway aims to increase its sales in the Korean market by boosting the sales of its distribution business by more than 20%, thereby achieving annual sales of more than KRW 2 billion. To that end, Safeway plans to make its products more accessible by strengthening on-site and online distribution channels and finding new distribution channels. The company also plans to actively par-

ticipate in major exhibitions and fairs to raise brand awareness and engage with more consumers through various marketing campaigns.

2. Expanding presence in overseas markets

Safeway plans to strengthen global marketing and actively participate in international exhibitions and fairs to raise brand awareness in major markets such as the United States, Japan, and Europe. The company is working to establish localized marketing strategies to meet the needs of consumers in each market, and strengthen cooperation with major overseas distributors and local agents to expand the distribution network of its products. In an effort to increase market shares, Safeway also plans to establish branches or offices in major markets such as the United States, Japan, and Europe to enhance its understanding of local markets and respond quickly.

3. Developing technology and diversifying products

Safeway plans to further refine its AI technology and autonomous driving capabilities, and meet market demands by developing next-generation products such as multi-seater strollers. The company is also working on developing an all-in-one type of smart stroller that adapts to users' lifestyles and various environments. To that end, Safeway will continue to further invest in R&D to improve the performance and quality of its products, and continue to launch innovative products with new technologies.

4. Building a mass production system

Safeway plans to improve productivity by building a mass production system and make its products more price-competitive by reducing costs. These efforts will allow the company to offer products to more consumers. Safeway will also expand its production facilities and introduce automated production lines to maximize efficiency.

5. Improving customer service and satisfaction

Safeway is committed to improving its products by continuously collecting feedback from customers and strives to increase customer satisfaction. These efforts will help the company build trust with consumers and maintain long-term relationships. Safeway will also strengthen its after-sales service to ensure that customers can use its products with confidence. To that end, Safeway plans to operate a professional customer care team.

6. Laying the foundation for sustainable growth

Safeway will promote sustainable growth by developing products with eco-friendly materials and ethical production processes. These efforts will build its image as a company that protects the environment and fulfills its social responsibilities. In an effort to enhance its credibility in the global market, the company also plans to

develop products that meet country-specific certification standards.

7. Participating in overseas exhibitions and networking

Exploring export markets is essential to reducing costs through mass production. To that end, Safeway plans to actively participate in overseas exhibitions.

- **CBME 2024 in Shanghai, China (July 16-18, 2024):** Safeway plans to visit Asia's largest baby products exhibition to find production partners and find overseas sales channels. Flights and accommodation have been booked.
- **Kind+Jugend 2024, Cologne, Germany (September 3-5, 2024):** Safeway is scheduled to participate in the world's largest baby products exhibition. It registered to participate in the Korean pavilion, and flights and accommodations have been booked.
- **CES 2025 in Las Vegas, USA (January 7-10, 2025):** Safeway will participate in the world's largest consumer electronics exhibition.

By implementing these plans, Safeway will successfully launch its electric stroller e-Restte in the global market and achieve sustainable growth. The company is committed to innovating childcare by offering a user experience that is safe and convenient both for parents and children.



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* The opinions expressed in this article are the author's own and do not reflect the views of KOTRA.