Cutshion

Physical AI company enabling different robot brands to develop, deploy and operate through a unified platform, Pionoid

Contact Information

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Team

Minseok LEE | Founder & CEO

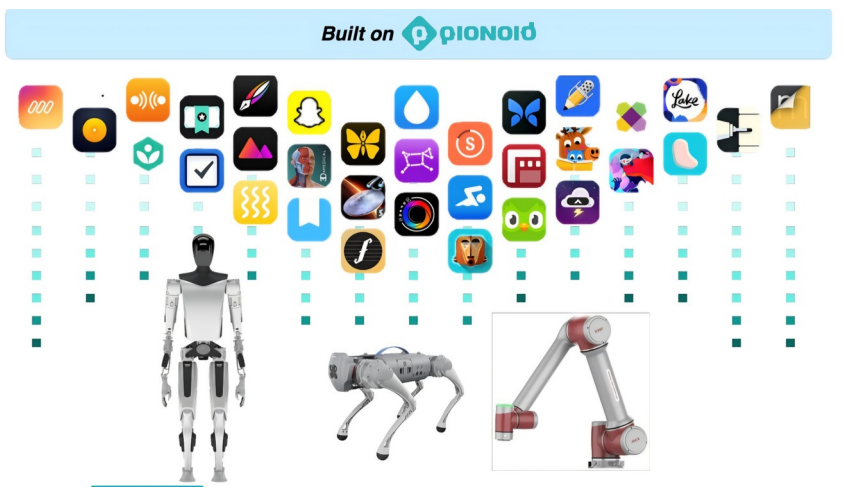
- Former VP, FutureRobot
- 25 years of experience in tech & robotics
- Masters in Computer Science, Seoul National University

Shinhui MO | COO

- 10 Years in IT venture management
- Ph.D.(ABD) in Architecture, Chosun University

Sangjo KIM | CTO

- Former Senior Manager, LG Electronics R&D Center
- 32 years of experience in Robotics
- B.A. in Mechanical Design, Hanyang University



Seeking Opportunities

- **Robot OEM/integrator partnerships, industrial robot deployment pilots**

Problem

- Fragmented robot systems require repeated development, increasing deployment time and cost
- Lack of scalability creates a major bottleneck to market growth, limiting commercialization and widespread adoption of robotics

Solution

- Factory for developers: Web framework & SDKs, virtual simulation, unified API library
- Store for robot users: App distribution, license management, OTA updates

Key Features

- Reuse the developed application and deploy it across different robot brands and models
- Connect and manage robots, equipment and applications through one platform

Business Model

- Pionoid Factory: Subscription and licensing revenue from robot application development tools
- Pionoid Store: Commission revenue from robot application sales and transactions

Business Snapshot

- 2025 investment from Evergreen Partners & CNT Tech, post-money valuation at KRW 5.5B (USD3.89M); 93% YoY revenue growth as of January 2026
- Commercial deployment with one of Korea's largest coffee chains (Mega Coffee): Signed annual supply contract for 100 units
- Developed and supplied a mobile welding robot in collaboration with HD Hyundai Heavy Industries
- US entity establishment in 2026

Target Audience

- Companies seeking to adopt robotic automation, robot developers, and robot operators