ClassifAI

Pitch Deck

CCTVs in **2023**

Brains for your cameras

The Problem
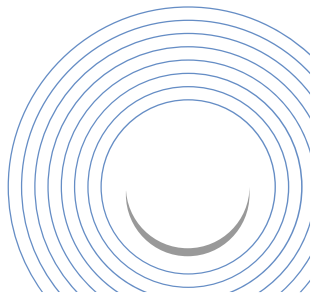
Watching CCTV is boring !

Sitting in front of a bank of screens and having to watch them, **all the time** !

Motion detectors are only good at one thing: - motion detection. However, not every movement is interesting.

Unable to summarize the incidents and create a story automatically

Logging incidents is a manual process

Give your cameras a brain

The **Solution**

Artificial Intelligence to the rescue !

Give 'em brains
Empower them with AI to detect interesting objects, movement and posture.

Save cost
Reduce the need and reliance on human attendants

Summarize
Generate a summary of incidents as they occur or even from a recording without having to replay the entire 24-hour video !

Product Vision

Immediate: Enable CCTV users to define incidents of interest and get notified as soon as they occur.

Long term: Add the ability to write a story in natural language from a video recording.

The Product

The MVP

Live Feed... All detections Ready Persons Detector Ready Anomally detector Ready

Snapshot

06-10-2022 08:36:14

person ...

More insights

Detected: person **Confidence:** 0.891704261302948

Stop / Start

All Incidents
8:27:46 AM - 8:27:52 AM person
8:27:52 AM - 8:28:11 AM chair
8:28:11 AM - 8:28:37 AM person
8:28:37 AM - 8:28:37 AM person

Persons
8:27:46 AM - 8:27:54 AM
8:27:54 AM - 8:28:23 AM person
8:28:23 AM - 8:28:23 AM person
8:28:23 AM - 8:28:36 AM person

Anomalies

Market Size

Our target market includes, without limitation:- Industrial and Manufacturing companies, Security Companies, Commercial buildings and Port Operations.

Manufacturing
800 approx KAM members

Industrial and Manufacturing premises have a lot to gain from AI insights.
Includes safety compliance and operational efficiency

- Skill 1
- Skill 2
- Skill 3
- Skill 4

Security Companies
500 approx in Kenya

More than half already providing armed security. Need to profile events/incidents to prevent breach or report them as they occur.

- Skill 1
- Skill 2
- Skill 3
- Skill 4

Port Operations
Early adopter

Potential first client is digiports based in Norway

- Skill 1
- Skill 2
- Skill 3
- Skill 4

Real Estate
Buildings / Retail

Highest potential clients

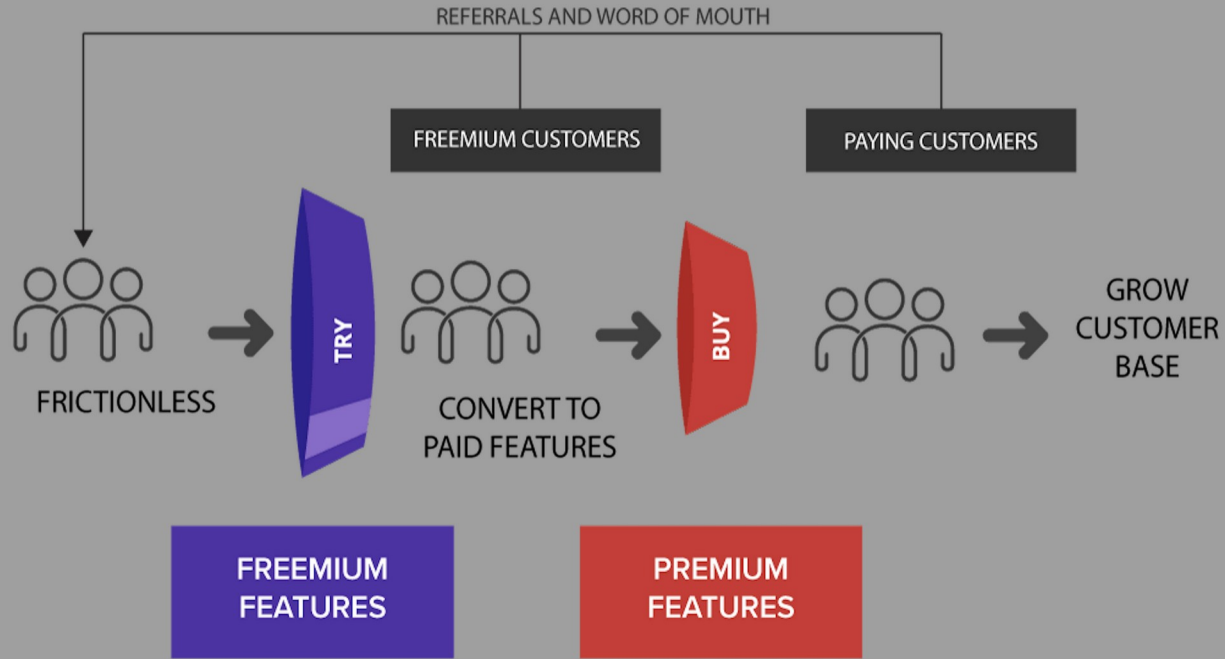- Skill 1
- Skill 2
- Skill 3
- Skill 4

Business Model - Freemium

"The easiest way to get one **million** people paying is to get one **billion** people using."
Phil Libin, Evernote

A freemium business model offers customers a free option for a service that has a reduced set of features compared to a premium and paid for offer. The free service provides enough features for it to retain customers because they find it meets the majority of their needs.

REFERRALS AND WORD OF MOUTH

FREEMIUM CUSTOMERS

PAYING CUSTOMERS

FRICTIONLESS — TRY — CONVERT TO PAID FEATURES — BUY — GROW CUSTOMER BASE

FREEMIUM FEATURES

PREMIUM FEATURES

Freemium Subscription:

- Single webcam
- Real time Object Detection – common objects only
- Choose type of incidents to be logged
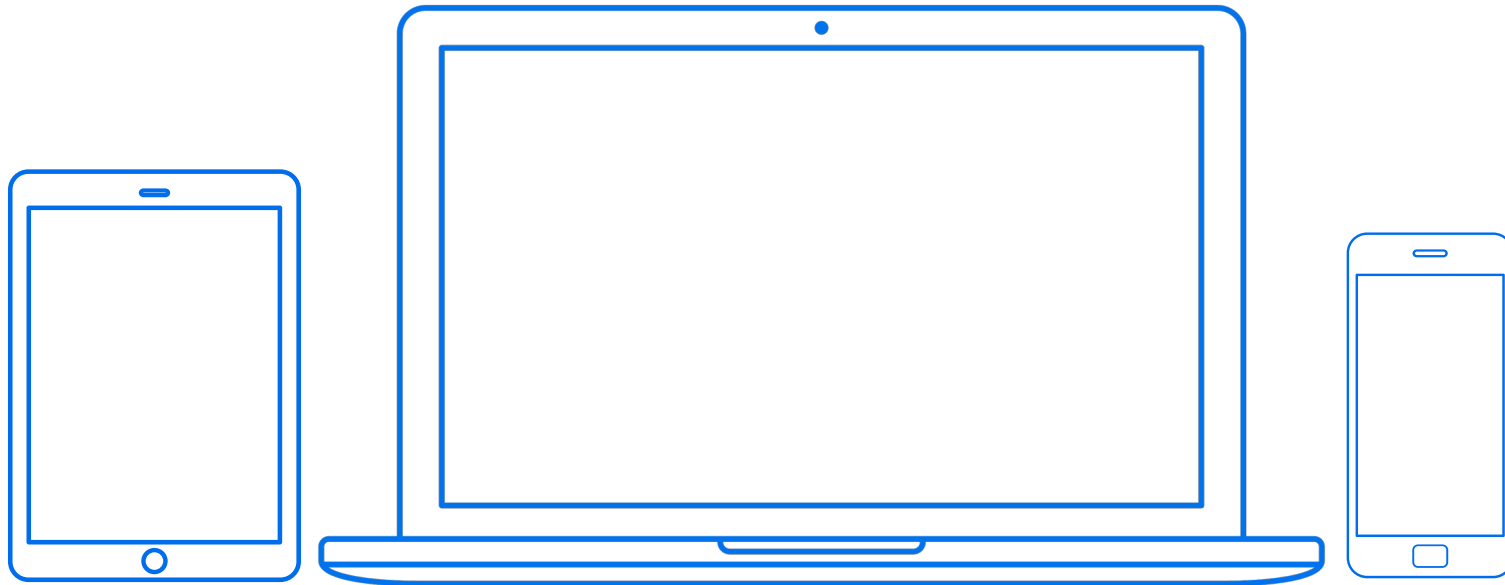- Summarize 1 hour video
- Incident logging

Premium Subscription:

- Unlimited CCTV cameras
- Detect persons and other common objects in context
- Pose estimation
- Realtime notifications
- Summary of video and incident log including photos
- Dashboards
- Write a story from a video

The Magic

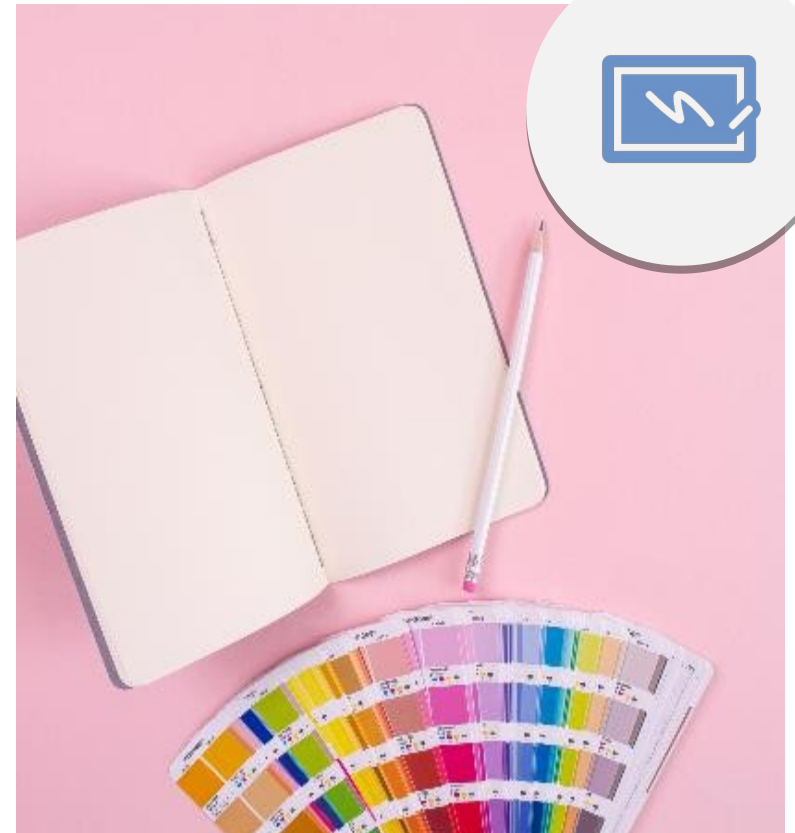Using our own Deep Learning models … details on demand only !

Go to **Market**

In the first 2 years ...

Free tier:- Onboard 1000 users monthly to maintain the buzz around the product

Subscription:- Approx. 1000 cameras at 1000/= per month

On Premise:- Avg. 100 installations per month at 50,000/= each

OUR **TEAM**

This is a sample text. Insert your desired text here. This is a sample text.

| **Ibrahim Itambo** | **Name** | **Name** | **Name** |
| **CTO, Founder** | **Edit position** | **Edit position** | **Edit Position Here** |

| Software Architect | Head of Operations | Business Development | Software Engineer |

Skill 1	Skill 1	Skill 1	Skill 1
Skill 2	Skill 2	Skill 2	Skill 2
Skill 3	Skill 3	Skill 3	Skill 3
Skill 4	Skill 4	Skill 4	Skill 4

THANK YOU!

Been nice ….

Change the world, one step at a time

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💻 **Coming soon .ai**

Business Proposal