**Sentra™ Indoor Privacy Camera Business Plan**

**Investor-Focused Plan**

**Executive Summary**

Sentra offers an AI-driven indoor security camera that prioritizes privacy by performing all video analytics on-device. It provides modular alerts (child fall, intrusion, inactivity, panic-gesture) and customizable user access, with optional India-hosted cloud backup for event clips. We target Indian homes, schools and offices through professional installer partners and strong retail/online channels. The India CCTV market is large and fast-growing: ~USD 4.8B in 2025, ~12.3B by 2030 (≈20.6% CAGR). Sentra differentiates on privacy masking, local-only mode, and a community safety mesh. We seek funding (₹X crores) to finalize product, expand manufacturing (Make-in-India), and build market channels; we project break-even by Year 3 with a profitable business by Year 4.

**Company Description**

Sentra (R&D and manufacturing based in India) is founded by security/IoT veterans. Our mission is “Safety without surveillance.” Key team members have backgrounds in AI hardware and security deployments. We will leverage Make-in-India initiatives (domestic production) and comply with India’s data-localization regulations by hosting customer data on Indian servers. Installation and maintenance will be handled by certified local partners, enhancing trust and service quality.

**Market Analysis**

* **Market Size & Growth:** India’s CCTV camera market is projected at ~₹40,000 Cr (USD 4.8B) in 2025, growing to ~₹100,000 Cr (USD 12.25B) by 2030 (≈20.6% CAGR). The broader smart home security segment also doubles (~USD 1.14B in 2024 → 3.56B by 2030, 20% CAGR).
* **Drivers:** Crime rates remain high (Delhi saw ~306K cases in Feb 2022, +13% heinous crimes YoY), spurring security spending. COVID and new safety norms (e.g. mandatory CCTV in COVID wards) have further boosted demand.
* **Segments:** Tier-1/2 cities dominate adoption (>80% share). Notably, CBSE now **mandates CCTV** in all board-exam halls (≈8000 schools in 2025), driving institutional sales. Office campuses, hospitals, and transportation hubs are also expanding video surveillance.
* **Competitors:** The market is fragmented. Major players (Hikvision/CP Plus, Godrej, Panasonic, etc.) offer basic cameras. Few Indian brands emphasize privacy or AI alerts. Sentra’s combination of on-device intelligence and privacy focus fills a unique niche.

**Service or Product Line**

* **Product:** Sentra indoor camera – 2K HD pan/tilt unit with advanced sensors. On-device edge-AI analyzes video in real-time.
* **Features:**
  + Customizable alerts (detects falls, intruders, inactivity).
  + Privacy safeguards: hardware encryption and **local-only mode** (no Internet connection required) ensure no video leaves the home. **On-device processing** addresses known Internet of Things camera privacy/security gaps.
  + **Privacy Masking:** Faces/areas can be blurred. Role-based user access (e.g. child vs parent views).
  + **Connectivity:** Wi-Fi/Ethernet; connects to smartphone app for live view and notifications.

**Packages:**

**1. Home Package (Standard Indian Home – 2–3 Bedrooms):**Average Indian urban homes have 2–3 bedrooms, a hall, kitchen, and possibly a balcony/entryway.

* **Starter (₹7,999)**
  + 2 Sentra Cameras (Hall + Entry or Bedroom)
  + Local SD storage
  + Free Sentra App with basic live view and alerts
  + Self-install (optional installer add-on)
* **Family Pack (₹12,999)**
  + 4 Sentra Cameras (2 Bedrooms + Hall + Entry)
  + Installer included (₹750 value)
  + 7-day cloud backup (Gold plan) included for 3 months
  + Smart behavior summary and customizable privacy zones
* **Premium Home (₹19,999)**
  + 6 Sentra Cameras (All rooms incl. kitchen, balconies)
  + 1-year Platinum cloud plan (14-day video, call alerts)
  + Panic detection, activity heatmaps, zone blurring
  + Full professional install + 1-year warranty

**2. School Package (Classroom & Campus Monitoring):**Average medium-sized Indian school has 10–25 classrooms, 2–3 corridors, a staff area, and front/back entry gates.

* **Basic Campus Pack (₹49,999)**
  + 10 Sentra Cameras (8 Classrooms + 2 Entryways)
  + Role-based access for staff/principal/admin
  + Free Gold cloud plan for 6 months
  + Certified installer setup
* **Safety-First School Pack (₹1,29,999)**
  + 30 Sentra Cameras (25 Classrooms + 5 Shared Spaces)
  + 1-year Diamond subscription for unlimited cloud coverage
  + Custom alerts: aggression detection, teacher panic phrases
  + Dedicated school dashboard access + audit logs
  + Multi-user training & support package
* **Enterprise Smart Campus (Custom Quote)**
  + 50+ Cameras for large schools/institutes
  + Advanced analytics dashboard with visitor logs, facial blur compliance
  + Integration with alarms and PA systems
  + Offline mode for areas without Wi-Fi

**3. Office/Clinic Package (Small to Medium Workplaces):**

* **Startup Pack (₹11,999)**
  + 3 Sentra Cameras (Reception, Workbay, Entry)
  + 3-month Platinum plan trial
  + Voice alert customization (e.g. “Staff-only zone”)
  + Remote view access for admins
* **Business Security Pack (₹34,999)**
  + 10 Cameras (All key areas: cabins, store, lobby)
  + Advanced alert modes (after-hours motion, object left detection)
  + Employee access roles & analytics reports
  + Installer included + hardware replacement warranty (1 yr)

**Marketing & Sales**

* **Channels:**
  + *Professional Installers:* Home/shield system vendors and electricians trained to sell/install Sentra, providing turnkey service (preferred by consumers looking for reliability).
  + *Retail & Online:* Electronics stores and e-commerce platforms (Amazon, Flipkart, local chains) for DIY sales. Leveraging Hero Group’s distribution network will boost reach.
  + *B2B:* School boards and office IT contractors engaged via direct marketing and pilot projects. Emphasize Sentra’s privacy advantage to institutional buyers.
* **Pricing:** Cameras positioned mid-market (~₹2,500–3,500). Monthly subscription tiers (basic free; premium ₹99–₹249/month) for cloud storage and advanced alerts. This matches local competitor pricing (Qubo’s plans in this range).
* **Promotion:** Demonstrations at tech expos; partnerships with security training academies; digital advertising targeting privacy-conscious customers. Emphasize real-world use cases (child safety, senior monitoring).

**Funding Request**

We seek **₹5 crore (≈$600K)** seed investment to fund final development, initial inventory, and market launch. Use of funds: 35% product R&D and certification; 25% manufacturing tooling (Make-in-India units); 25% sales/marketing (channel development, pilot projects); 15% operations (team hires, working capital). We plan a Series A follow-on (~₹15Cr) post-prototype success to scale production and expand to pan-India distribution.

**Financial Projections (illustrative)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Units Sold** | **Revenue (₹Cr)** | **Net Profit (₹Cr)** |
| 2025 | 5,000 | 2.5 | **-0.5** (loss) |
| 2026 | 20,000 | 10.0 | 0.0 (breakeven) |
| 2027 | 50,000 | 25.0 | 3.0 (profit) |

**Appendix**

* **Market Data:** India CCTV market ~USD 4.8B (2025)→12.3B (2030); India smart-home security ~USD 1.14B (2024)→3.56B (2030).
* **Regulatory:** CBSE mandates CCTV in ~8,000 exam centers, reflecting institutional adoption.
* **Competitor Comparison:** Sentra offers all features of leading cameras plus privacy/A.I. advantages, positioning it above commodity products.