

# **HORUS**

## **SECURITY SYSTEMS**



### **INNOVATION PLAN**

**Madison West High School**

**30 Ash St**

**Madison, Wisconsin, 53726**

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# I. EXECUTIVE SUMMARY

## Company Overview

Horus is the Egyptian God of protection and embodies how Horus Security strives to protect others through our AI-driven security model.

## Mission Statement

Horus Security Systems pledges to use safe, effective, accessible, and affordable security technology to prevent gun violence and cultivate a safer future for America.

## Problem

Gun Violence affects everyone. In 2024, the United States experienced thousands of gun deaths and hundreds of mass shootings, endangering all Americans.

As this crisis continues, responsibility falls on companies and organizations to increase security measures. Said groups have previously used inefficient security systems, prone to human error.

Further, these systems yield high costs, preventing adequate safety measures for most customers. Additionally, several current security systems, such as police occupation and metal detectors, are invasive and contribute to negative environments.

## Target Markets

Home Market: Private home security systems

Company Market: Security for companies and other institutions

Education Market: Security for K-12 schools and higher learning institutions,

## Unique Value Proposition

Horus Security Systems differ from competitors' through high affordability, accessibility, safety, and effectiveness.

## Solution

Horus Security Systems utilize AI weapon detection systems to detect intruders, and assess whether they are armed. This information is relayed to the Horus Security App, providing instructions to authorized individuals within the threatened environment. These individuals will then be able to access the live footage, and choose whether to utilize the Horus Active Denial System to temporarily blind the attacker to prevent harm.

## Investment

We request 3.5 million USD for 20% equity of Horus Security Systems at a 14 million USD pre-money valuation, determined by a conservative 2.5x multiple of our projected Year 3 gross profit (6 million USD).



## II. PROBLEM

### Problem 1: Gun Violence

- The United States suffered **16,576** non-suicide, gun-related deaths in 2024, including **488** mass shootings.
- Gun violence costs employers **500 million USD** annually in the US.
- Violent event settlements cost hundreds of millions more annually, as in **MGM's 800 million USD settlement**.
- Armed burglary causes an estimated **3.4 billion USD** in personal losses each year.



As these events persist, legislation requiring advanced security will likely be implemented. These laws would expand upon preexisting regulation, namely the Occupational Safety and Health Administration (OSHA) and state legislation enforcing baseline security measures.

### Problem 2: Current Security Technology



Current security technology is ineffective, costly, and invasive

- Most security systems don't utilize modern technology such as AI, leading to higher costs and larger error. Detection rates by human CCTV operators can vary from **25-100%**, at high costs to employers.
- Security systems are often expensive, and require constant high-cost maintenance to function properly. When technology is affordable, it is usually inadequate and prone to failure.
- False alarms and system failures are common.
- Metal detectors and law enforcement are often invasive, causing negative educational environments for **~26 million children**.

# III. CUSTOMER SEGMENTS

## Home Market:

The safety of the home is the utmost priority for millions of Americans. Smart home security enables this necessity, keeping families safe and earning a market evaluation of **7.7 billion USD** as of January 2025. Homeowners with the desire to fortify their homes will benefit from our precise detection system, hybrid response mechanisms, and easy integration--all at their very fingertips. As more and more homeowners realize the benefits to be drawn from smart home security, the market is expected to expand at a CAGR of 8.55%, to **10.6 billion USD** in 2030.



## Company Market:

Over the past several years, legislation requiring company security systems and liability for security failure in the case of tragic events has increased. Companies trusting Horus to fulfill safety responsibilities will enjoy its careful effectiveness and cost-efficiency. These companies' security needs generate a market value of approximately **9.4 billion USD** in 2025, expected to expand to **12.2 billion USD** by 2030.



## Education Market:

Horus recognizes and pledges to protect children and teachers from danger across the United States. The safety of schools and universities alike will increase nationwide through quick, hybrid responses, with both preventive and interventive measures. Less affluent K-12 schools specifically will appreciate heavily discounted systems, which Horus pledges to scale proportionately to Horus' financial capabilities.

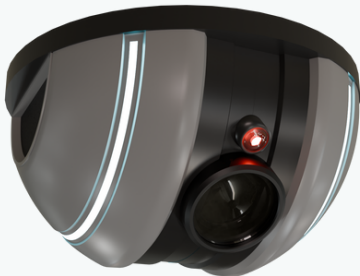




# IV. UNIQUE VALUE PROPOSITION

Artificial Intelligence’s analytic capabilities are valuable in countless applications, one of the most important of which is security. Current security systems cannot detect every crime and often fail to reduce damages. Horus differentiates itself from these competitors through cutting-edge **AI detection** software, regulated through the nuance of **human response**, and catalyzed by **active denial** hardware; Horus Security Systems respond to security threats ethically, safely, and efficiently.

These strengths best translate to the markets of homes, companies, and schools--areas that require a combination of care and efficacy. Horus Security Systems offers all features of current security (motion detection, glass break alarms, etc.), in addition to **AI weapon detection software** and **active denial systems**. Despite the additional benefits, Horus Security Systems cost less than half of the price of leading security systems such as Ring and ADT. Low unit costs are a result of Horus’s unique business model which allows clients to only pay for what they need. Rather than investing in expensive hardware clients can take advantage of Horus Cloud Services to process their data remotely for a small per-unit subscription fee. For large scale remote operations that may not have access to Wifi Horus offers On-Site data processing hardware that leverages Nvidia GPUs to manage thousands of camera feeds simultaneously.

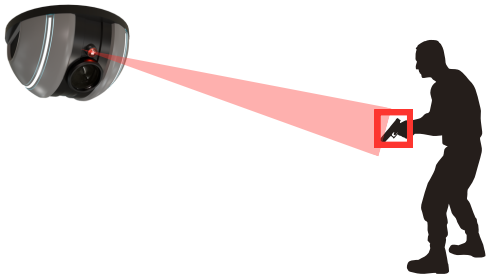
Horus Security Systems’ flexible sales model allows for any customer to meet the specific needs of their environment, including the number of cameras, on-site processing, and a subscription model, allowing for greater accessibility.

Hardware	On-Site Data Processor	Remote Processing Subscription
<p>Horus Security Hardware includes cameras and optional laser denial systems.</p>  <p><b>\$49.99 / Camera</b></p>	<p>Horus Security Processing Units offer on-site processing for increased security and reliability in remote locations.</p>  <p><b>\$2,200.00 / Processor</b></p>	<p>Horus Cloud Services™ enables security at any scale via a per unit subscription that is perfect for small buildings and homes</p>  <p><b>\$7.50 / Camera</b></p>

# V. SOLUTION

## AI detection model

Horus utilizes a unique AI model to detect security threats via live video feeds. This system has been trained on thousands of reference images to reliably detect weapons including knives and guns in the hands of attackers. The system also incorporates microphones to detect and analyze gunshot sounds.



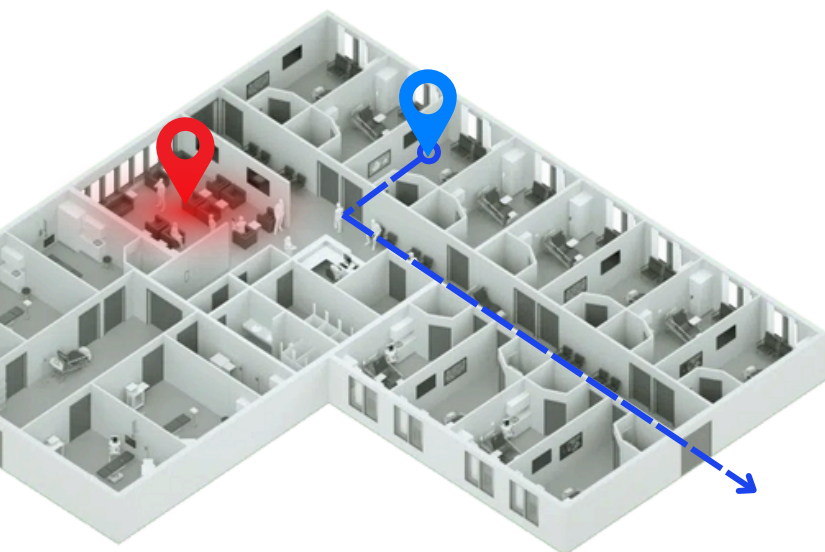
## Cloud Security Network and Mobile App

Horus's cloud security network allows users to access and manage security systems from anywhere on earth. The user friendly mobile app displays live video and audio feed as well as AI generated event summaries. For larger buildings with many camera units Horus constructs a virtual 3D map to pinpoint the exact location of potential threats. If a threat has been identified Horus will broadcast instructions to safely guide personel out of the building.

## Horus Mobile App

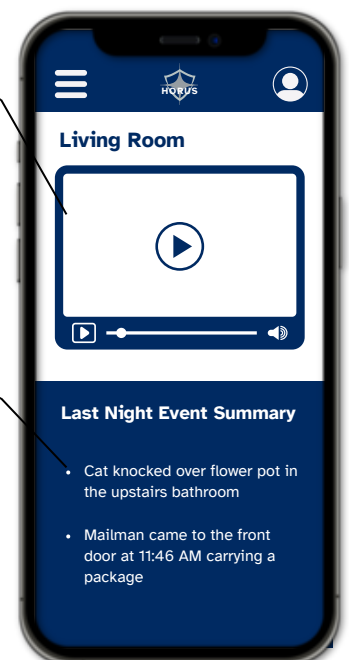


## Digital Evacuation Map



## Live video feeds

## AI Event Summaries

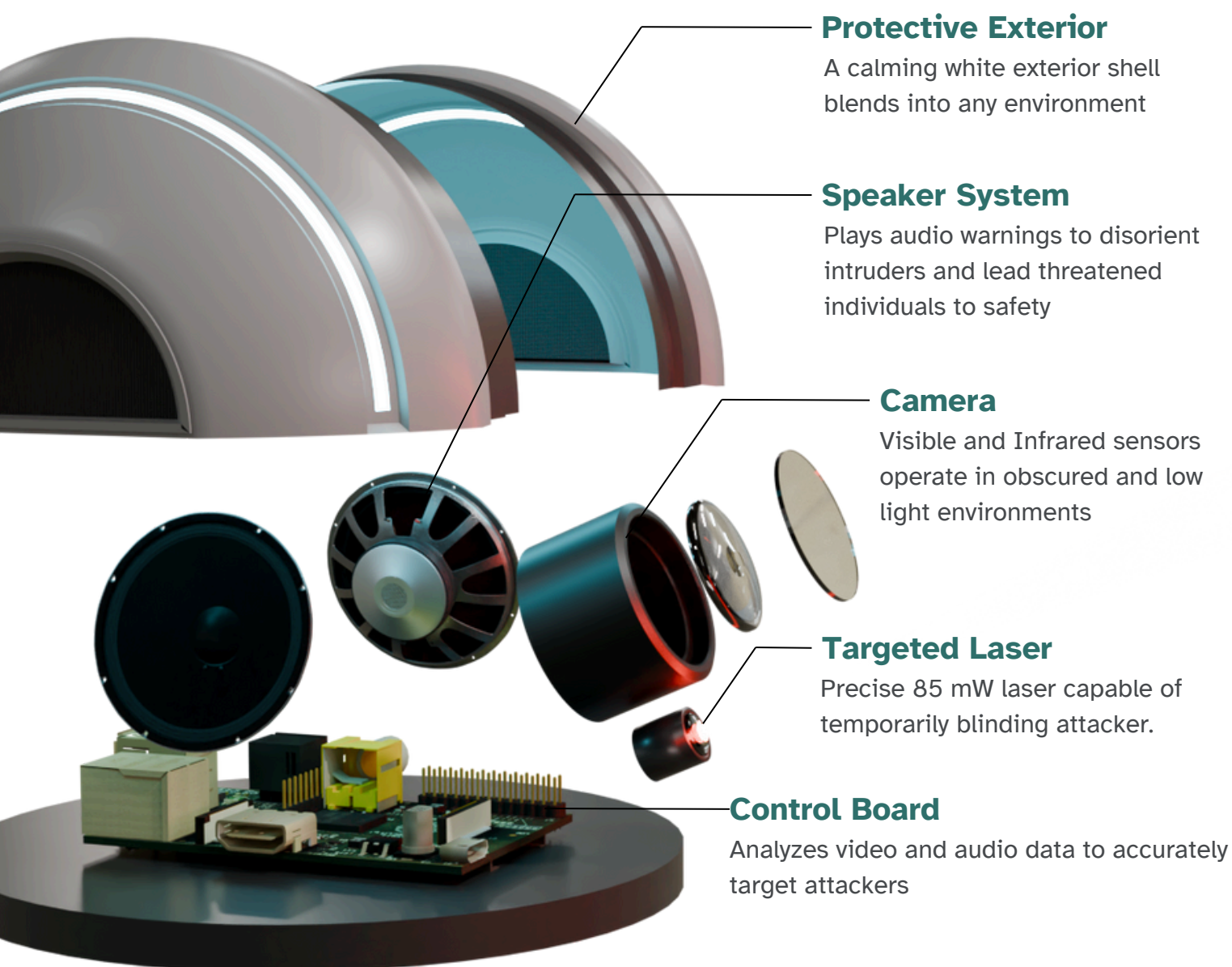




## V. SOLUTION

### Active Denial System

Once a threat has been identified the Horus system will notify authorized users and security personnel via the mobile app. The system can also be configured to contact local police authorities and provide detailed information about the threat including the type of weapon and exact location. Once security personnel have verified that a threat legitimate and presents an immediate danger to others they may enable the Active Denial System through the mobile app. The goal of the Active Denial System is to prevent an attacker from harming others while slowing them down in time for authorities to arrive. This is accomplished first through verbal warnings but if these prove to be unsuccessful or an immediate danger like a gunshot is recognized the system will take direct action. A targeted laser causes temporary blindness in combination with onboard speakers that emit a deafening 130 dB sound.





## VI. CONCLUSION

Horus Security Systems expect to support 0.01%, 0.04%, and 0.1% of new security customers for the first 3 years of operation. Based off of these projections, Horus's projected income through the first 3 full years of operations are shown.

### Income Statement

Revenue	Year 1	Year 2	Year 3
Home Market	\$382,400.00	\$1,529,00.00	\$3,824,000.00
Corporate Market	\$1,091,200.00	\$3,364,500.00	\$9,912,000.00
Education Market	\$190,000.00	\$540,000.00	\$1,520,000.00
Gross Revenue	\$1,663,600	\$5,434,100.00	\$15,256,000.00
COGS	Year 1	Year 2	Year 3
Home Market	\$229,440.00	\$917,760.00	\$2,294,400.00
Corporate Market	\$654,720.00	\$2,018,700.00	\$5,947,200.00
Education Market	\$114,000.00	\$324,000.00	\$912,000.00
Gross COGS	\$998,160.00	\$3,260,460.00	\$9,153,600.00
	-	-	-
Gross Profit	\$665,440.00	\$2,173,640.00	\$6,102,400.00
Expenses	Year 1	Year 2	Year 3
Research and Development	\$200,000.00	\$200,000.00	\$200,000
Marketing	\$20,000.00	\$12,000.00	\$12,000
Capital Investment	\$2,000,000	\$1,625,000	\$215,000
Gross Expenses	\$2,220,000	\$1,837,000	\$427,000
EBT	-\$1,554,560.00	\$336,640.00	\$5,675,400.00
Income Tax Expense	0	\$117,824.00	\$2,099,898.00
Net Income	-\$1,554,560.00	\$218,816.00	\$3,575,502.00

We have already developed a prototype system for weapon detection and targeting and are currently working on expanding production. Our products are set to reach corporate clients in June 2025 and we are working with major retailers to carry our products to the home market by August 2025. We expect to expand and thrive as AI hardware becomes less costly and the government continues to subsidize this emerging sector.

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## VIII. APPENDIX

### Legal Disclaimer

Horus Security Systems follows all relevant federal, state, and local laws, and holds ethical standards in high regard. Notable regulations include: the General Data Protection Regulation, Family Educational Rights and Privacy Act, and FAA Regulations on Laser Strength. Horus Security Systems ensures responsible AI usage through bias-free training, full transparency, independent audits, and continuous training, development, and improvement.