MATSOFT GROUP
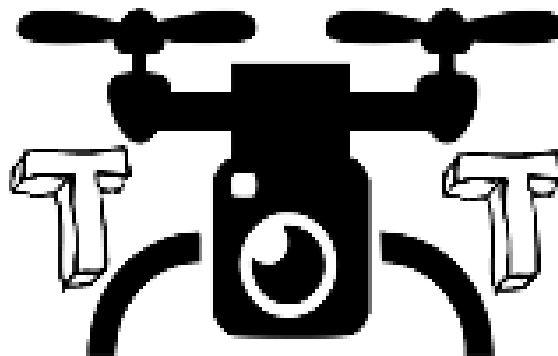
BIZNIS PLAN

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1. Summary

Matsoft Group represents a group of experts in the field of mechanical engeneering and information technology. MG's job is building of information systems and designing artificial intelligence algorithms. MG has vast number of realized projects in those fields, and the main project they are working on at the time being is TT (Terrorist Takedown).

The main goal of this project is building of information system for security agencies.
TT is a system that uses drones in purpose of detecting faces of major events participants and subsequently comparing them with established database of potential threats. System will enable faster and better communication between services, more efficient and more rapid response to attempted terrorist attacks. Therefore it would reduce the number of terrorist attacks worldwide.

Project itself is inspired by ever more often and more brutal terrorist attacks that have been happening around the world in the course of past few years.

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Shortname	MG
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2. Business description and vision

The main goal of this project is to create information system that would use arteficial intelligence to detect suspicious faces, with a possibility of tracking their movement. In the last couple of years, the rate of terrorism worldwide has shown sudden rise. Large number of countries, in the EU, as well as in the whole world have major problem with preventing terrorist attacks. Attacks almost always take place at public events, and security agencies find it extremely difficult to prevent such. Moreover, system will have the ability of centralising all data concerning potential threats, for security services to be able to react more efficiently.

In the past year, since this idea came to life, our firm has done a large number of reaserch, both in the field of information technology, moral and ethical responsibility and in the field concerning legal legitimacy. Besides that, the entire informational system has been designed.

Team of students from ETHZ, Matematical faculty and faculty of Mechanical Engineering, with the assistance of both professors and experts, has been working on designing the algorithms and building the special purpose drones for the specific needs of the system.

After the system has been built, with the help from security agencies (MI6, BIA and NIS), the system will be put to the test in real conditions. Later on system will be available for purchase to all security agencies who want to get involved in the system.

3. Market analysis

After all the reaserch had been done, we decided to make the system, that is of great importance for everyone in the world. We witness great tragedy that happen all over the world. The rate of terrorism has been increasing rapidly. Additional problem is that governments do not have adequate communication, and so far unique solution has not been found for the problem given.

Our system would be able to change this situation and save many lives at the same time. The rate of terrorism would be decreased. Security services would find it much easier to organise their jobs. Moreover, cooperation among national service would be on a higher level.

Idealy, every country in the world will be client of ours, because it is in their best interest to eliminate this problem. Besides human lives, which are of the greatest importance, it is in the best interests of the states not to reduce the influx of tourists, and to preserve state property.

Taking all of the above into the account, it is expected that a large number of states will be interested in buying the system, which is at the time being the only unique solution regarding this problem. In that manner, our share in the market is one hundred percent.

4. Product and services description

TT is informational system that provides services of detecting, comparison and monitoring faces using drones.

Our system consist of 3 main components:

- Drones
- Servers where the algorithm will be executed on
- Database

Remote controle drones, are specialized for detection and monitoring of faces. Later on, the data is sent to server, which compares the previously manetioned data with the database, using the specialized algorithm. Besides that, through the server navigation of the drones is done. When processing the data, servers communicate with the main database, in which information concerning potential threats are kept.

Nevertheless, the system allows communication between the services, in that way enabling them constant surveillance and monitoring in the field.

5. Organization and menagement

The project will be realised with the support of the Government of Repulic of Serbia, and universities in Belgrade and Zurich.
Taking into account large number of people, who will be involved in the project, what is most necessary is good communication amongst team members.
Teams will have their weekly assignments. On the other side, evaluation of the goals and analysis of the tasks preformed will be done on a monthly basis, during the meeting. At monthly meetings, team leaders will participate for the sake of submitting reports from the last month. Later on, the goals and tasks for the following month will be discussed.

Project is comprised of 5 entities:

- **Project menagement** – planning, managing and reacting to possible changes in different stages of the project.

- **Drone making** - assembling of drones, installation of cameras, sesors, and other modifications which specific drones for the use in this system.

- **Algorithm designing** – design and implementation of arteficial intelligence algorithms, used for recognition, comparison and face tracking, quick search of database etc.

- **Implementation** – physical implementation of the impormation system, beginning with inrastructure to the module connection, parametars adjustment etc.

- **Testing** – putting into operation in controlled environment, detecting bugs and other possible problems on realistic condition.

6. Marketing and sales

Our information system is unique product of its' kind, which has a role in reducing the rate of terrorism around the world.

The system will be advertised on the official website of the Government of Repulic of Serbia, other websites, radio stations and TV sscreens.

Moreover, with cooperation of the Government of Repulic of Serbia, project will be availabe on influetial business forums. Experts in the field of information technologies, who participated in the design of the project, will present project on the beforementioned forums. This will raise the reputation of our Government and company on the one hand, and consiciousness of the people regarding the problem that our system solves, on the other.