1. **Title**

SmartVision – Vision-Based Industrial Safety Alerts

1. **Team Identification**
2. **Customer Segments**

**Primary Segments – Industrial B2B (Safety-Focused):**

SmartVision is designed specifically for **industrial safety environments**, where rapid intervention in hazardous situations is crucial. Through our interviews and hypothesis testing, we’ve identified the following **key decision-makers and stakeholders**:

* EHS Managers (Environment, Health & Safety):
  + Responsible for ensuring compliance with safety standards (e.g., ISO 45001).
  + In charge of incident prevention, reporting, and mitigation.
  + Prioritise systems that reduce risk and provide audit trails.
  + **Insight:** I13 and I15 confirmed that automating hazard detection is a top priority.
* Operations and Plant Managers:
  + Focused on production continuity and personnel safety.
  + Interested in technology that prevents stoppages and accidents.
  + Typically approve or veto deployment of new systems in the plant.
  + **Insight:** I14 indicated strong interest in real-time alerts to reduce inspection workload.
* Innovation and Digital Transformation Officers
  + Responsible for evaluating and piloting new Industry 4.0 technologies.
  + Seek solutions that bring both safety and operational efficiency.
  + Often act as internal champions for scalable systems.
  + **Insight:** I16 and I18 highlighted their role in tech adoption and preference for edge/pose-based systems for GDPR alignment.

**Target Industries:**

We focus on medium to large factories across Europe, especially those where human–machine interaction presents safety challenges:

* **Automotive manufacturing** (robot arms, conveyor systems, high volume)
* **Logistics and warehousing** (forklift traffic, manual loading zones)
* **Metalworking and machining** (confined spaces, thermal/chemical risk)
* **Energy and utilities** (remote operation, critical maintenance zones)

**Validated Hypotheses:**

* H13: Safety managers are actively seeking AI-powered, real-time alert systems.
* H14: Decision-makers were correctly identified through some B2B interviews (I13–I18).
* H22: Industrial workers are open to AI systems, if they are positioned as safety-enhancing rather than surveillance tools.

1. **Customer Channels**

Delivering a safety-focused B2B solution requires targeted, high-trust acquisition strategies. Through interviews and hypothesis testing, we’ve identified four effective go-to-market channels for reaching key industrial decision-makers.

**Primary Acquisition Channels:**

* Direct B2B outreach via LinkedIn and existing networks:
  + **Why it works:** Factory decision-makers are often active on LinkedIn and value peer-to-peer introductions.
  + Used for initiating first contact, booking technical calls, or inviting decision-makers to demos or pilots
  + Especially effective when leveraging the team’s university connections, project advisors, or shared industrial contacts.
  + **Examples:** I15 and I20 highlighted openness to LinkedIn contact, provided it's personalised and technically relevant.
* Industrial trade shows and professional expos *(H18 running):*
  + **Why it works:** These events attract exactly the people we want to reach: safety officers, plant managers, and tech scouts.
  + Allow hands-on demos and credibility building through in-person networking.
  + SmartVision could showcase use cases and performance through real-time demos at booths.
  + **Next step:** Prepare presence at targeted European trade fairs (e.g. A+A in Düsseldorf, SICUR in Madrid).
* Trusted safety consultants and professional associations *(H21 running):*
  + Safety professionals rely heavily on **recommendations from consultants** and peers when evaluating new solutions.
  + Associations such as **APSEI** (Portugal), **IOSH** (UK), or **local EHS networks** often publish trusted solution providers.
  + **Insight from I18:** A safety consultant explained that clients rarely adopt tools found through ads — they rely on trusted voices and forums.
* Strategic partnerships with industrial safety integrators *(H15 validated)*
  + Many factories already have relationships with companies that install and manage security/safety equipment (e.g. SICK, Bosch Rexroth, Schneider)
  + These integrators can offer SmartVision as an add-on or replacement system.
  + Allows us to scale without building a large in-house sales team
  + **Validated in I13 and I14:** Clients said they are more likely to try a system **if it is recommended and installed by a known provider**.

**Key Insights:**

* **H7 invalidated:** Traditional digital advertising (Google/Facebook ads, cold email campaigns) was found to be **ineffective and even counterproductive**.
* Industrial clients see unsolicited ads as **low-trust**, and often block unknown vendors from contacting safety teams.

1. **Customer Relationships**

In the industrial safety space, adoption hinges on **trust, clarity, and ease of implementation**. SmartVision focuses not only on customer acquisition, but on building long-term partnerships grounded in operational support and measurable results.

**Engagement and Retention Strategy:**

* Pilot programmes (2–3 month trials in a limited factory zone):
  + Factories can trial SmartVision in one defined area (e.g. forklift zone, loading dock).
  + Allows them to assess performance, accuracy, and ROI **without upfront cost or disruption**.
  + **E8 validated** that free trials significantly reduce resistance, especially among decision-makers concerned with cost and system complexity.
* On-site onboarding support (camera placement, setup, and calibration)
  + SmartVision offers help with camera positioning, calibration, and alert zone configuration.
  + Minimises internal workload for the client’s team.
  + **Insight:** I13 and I15 expressed frustration with vendors that require extensive in-house integration effort — seamless setup is key.
* Monthly safety performance reports and event-based analytics
  + Clients receive visual summaries of:
    - Risk incidents detected
    - Zone activity heatmaps
    - PPE compliance data (future feature)
  + Helps justify ROI internally and improves site safety awareness.
* Ongoing relationship through a dedicated technical account manager
  + One point of contact who understands the site’s layout, risk zones, and user preferences.
  + Supports integration with other safety systems (e.g. PLCs, alarms).
  + Proactive in suggesting improvements and rolling out software updates.
* Strategic Positioning

SmartVision is **not just a product** — it’s a long-term safety partner.  
We aim to:

* Reduce incidents
* Automate compliance reporting
* Become a trusted component of the client’s operational safety strategy

**Key Insights:**

* **I13 and I15:** “We don’t want more complexity. If it’s plug-and-play and works, we’re open to it.”
* **E8 validated:** Decision-makers are **more likely to convert** if they can test the solution under real-world conditions, without long contracts or immediate costs.

1. **Revenue Streams**

SmartVision’s revenue model is designed to reflect how industrial clients budget, purchase, and scale safety technologies. We combine hardware and software in a modular approach that supports both pilot testing and long-term deployment.

**SmartVision Revenue Model:**

* Sale or leasing of safety-certified edge devices and cameras:
  + Clients can **purchase or lease** SmartVision-certified edge devices and industrial-grade cameras.
  + Leasing reduces upfront capital expenditure and simplifies trial deployment.
  + Hardware is designed for **low-latency edge processing** and factory environmental standards (dust, lighting, vibrations).
* Monthly SaaS subscription per monitored zone or site
  + A **monthly subscription** gives access to SmartVision’s detection engine, alert system, and analytics dashboard.
  + Charged per monitored **zone or safety area** (e.g. forklift crossing, machine bay).
  + Enables scalable pricing based on site size and risk level.
* Optional premium features, including:

To increase lifetime value and serve complex clients, we offer premium services:

* + Automated compliance and audit dashboards: Helps safety managers generate reports for internal audits or external certification
  + Custom alert routing and analytics: Prioritised alerts (e.g. to supervisor, PLC, mobile app)
  + PLC integration for automated machine shutdown on hazard detection: Enables **auto-stop mechanisms** (e.g. machine shuts down when someone enters restricted area)

**Key Insights:**

* H17 (subscription vs upfront payment) still being validated
  + Several clients expressed flexibility on payment model, as long as ROI is clear.
  + Early signs indicate subscription may be preferable for **low-risk pilot adoption**.
* H19 validated – installation and maintenance costs are more critical than licensing fees
  + I15 and I14 confirmed that **ease and cost of installation** is a bigger concern than software price.
  + Clients expect **quick setup and minimal disruption**.
* H24 validated – pose-based detection enables strong safety features without compromising privacy
  + Clients are more willing to pay when privacy risks are minimised.
  + Using **pose-based analysis** reduces objections and supports **wider deployment**.

1. **Key insights from stakeholders**

* Real-time alerts are crucial to prevent incidents and reduce harm (L1)
* Privacy concerns can be overcome via edge processing and pose detection (L2, L6, L24)
* Free trials build trust with industrial clients (L7)
* Direct control of alert routing (e.g., team leader vs central system) is valued (L8)
* Automation and integration reduce manual inspections and increase adoption (I13, I15)
* Clients want clear ROI and quantifiable impact (H16, H19)

1. **Interviewed Stakeholders**

* I13: Factory Safety Manager (Rebelisol) – confirmed demand for real-time alert automation
* I14: HR & Safety Lead (Rebelisol) – highlighted desire to reduce manual audits and showed interest in flexible pricing models
* I15: Technical Director & Safety Lead (Rebelisol) – emphasised cost-efficiency, risk assessment process, and openness to camera-based AI solutions
* I16: Production Supervisor (Industrial Logistics Plant) – discussed real-time safety concerns and risk mapping in loading zones
* I17: Innovation Director (Manufacturing Group) – highlighted adoption criteria and importance of audit-ready logs
* I18: HSE Specialist (Packaging Facility) – focused on compliance automation and reduction of reporting workload
* I20: Safety Consultant (Independent / external advisor) – confirmed that industrial clients rely on referrals and peer-reviewed solutions rather than ads or cold contact