kAIf

Smoking is prohibited.

Safety comes first

Safety comes first

Russia explosion: Huge blast rips through gas station in Volgograd, injuring at least 13

Independent, August 2020

Fire ignites multiple acetylene gas tanks

Washington Times, June 2019

Pakistan fuel tanker inferno death toll tops 200

BBC, July 2017

Nuke bomb-style mushroom cloud erupts at petrol station in blast injuring 25

The Sun, June 2021

Oil Refinery in Indonesia Catches Fire, Prompting an Evacuation

NY Times, March 2021

Better prevention than remediation

- **Ongoing trend**:
  - The number of factories with explosive materials
  rises by 0.1 - 0.3% a year[1], gas stations – 1 - 2% a year[1]
  - The percentage of working smokers stays the same[2]
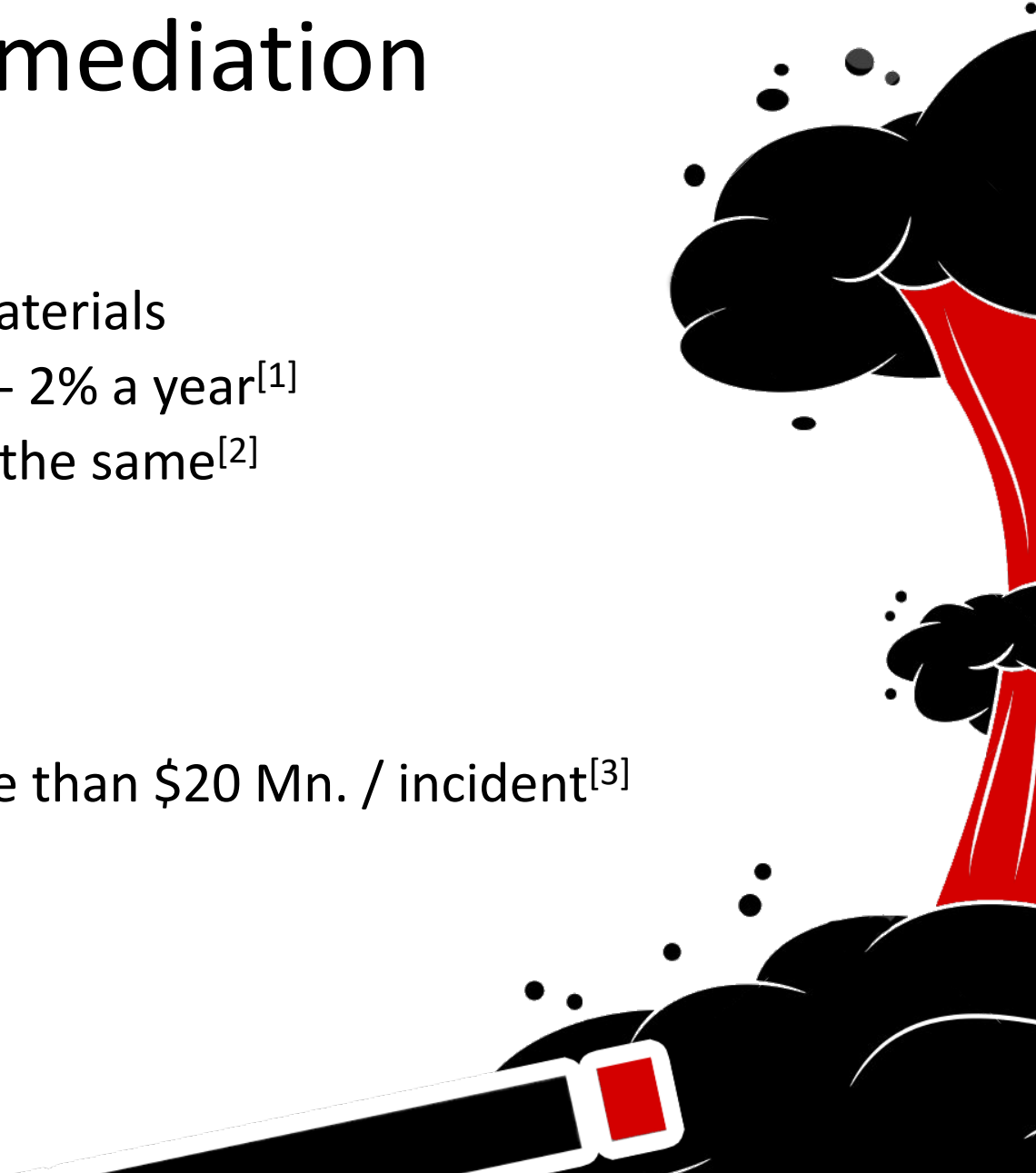

- **Result**:
  - Fire incident probability rises
  - Fixing the consequences of fire costs more than $20 Mn. / incident[3]

- **Problem:**
  - Smoking is one of major reasons of fires

[1] – Statista; [2] – NCHS; [3] - NFPA

Better prevention than remediation

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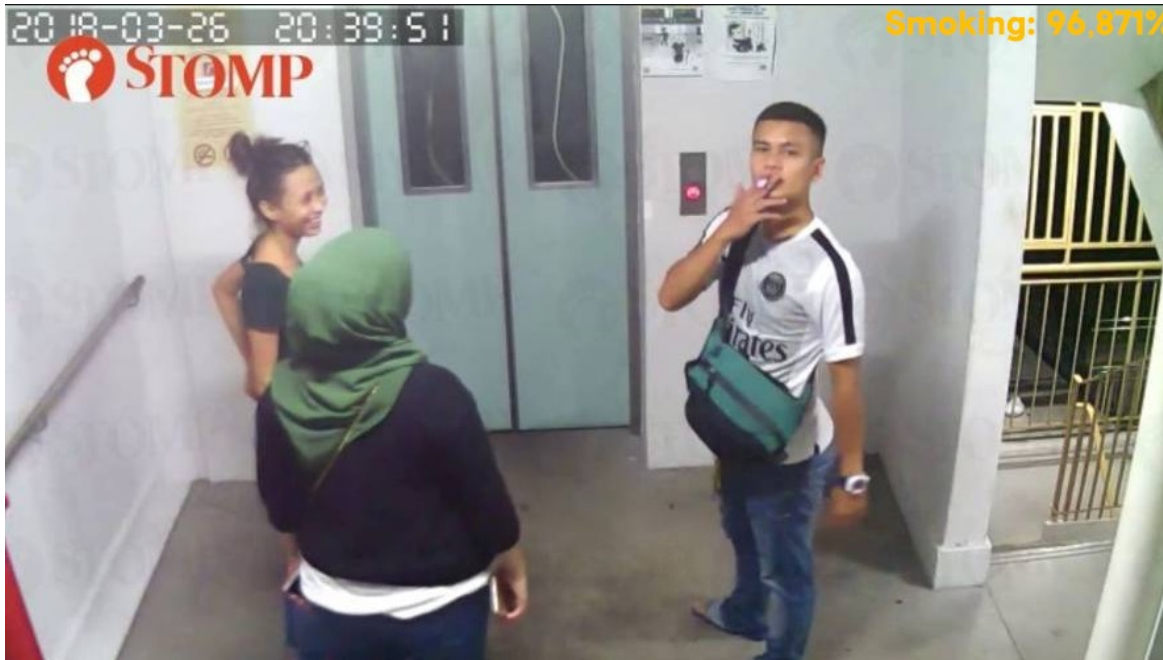
- **Result**:
  - Fire incident probability rises
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- **Solution: Detect smokers before they start!**

[1] – Statista; [2] – NCHS; [3] - NFPA

Demo examples

Simple, yet efficient solution

- Voodoo magic left behind
  - Requires only a cam and server

- Lightning fast
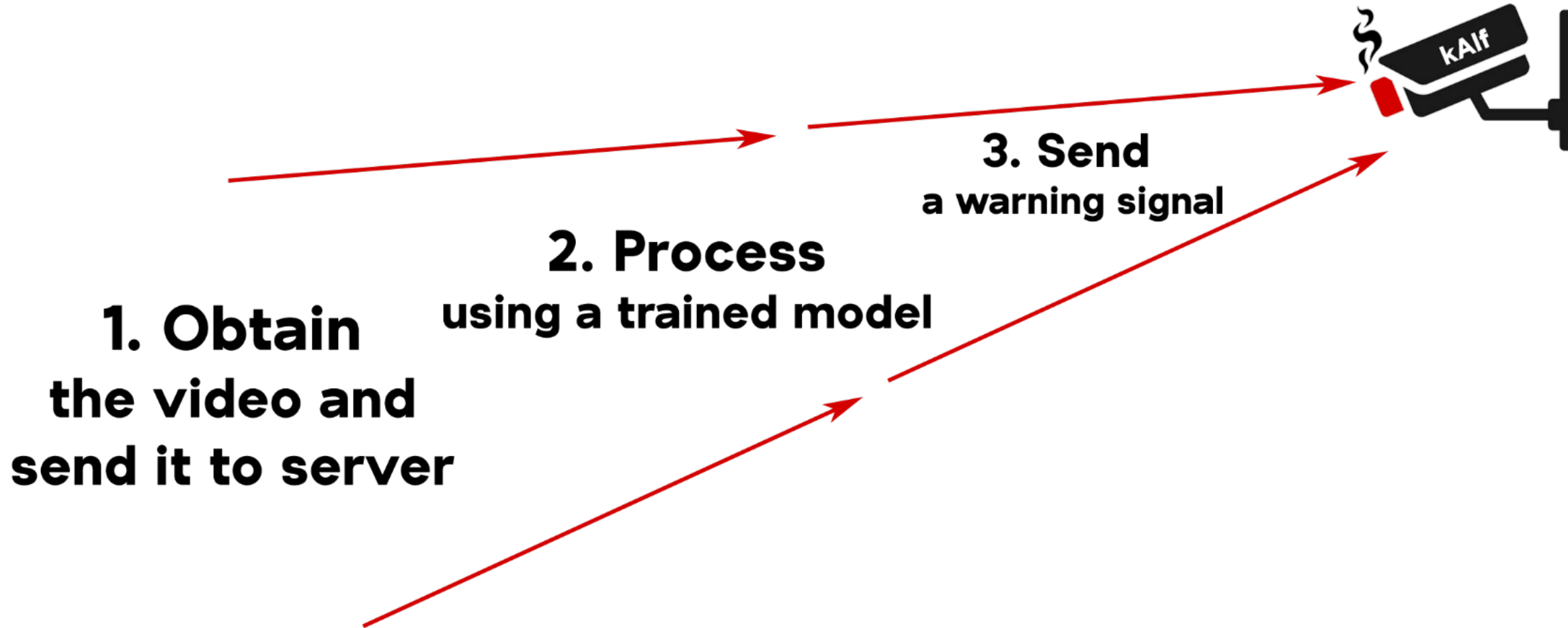 - Detects 95% of smokers in about 0.5 seconds
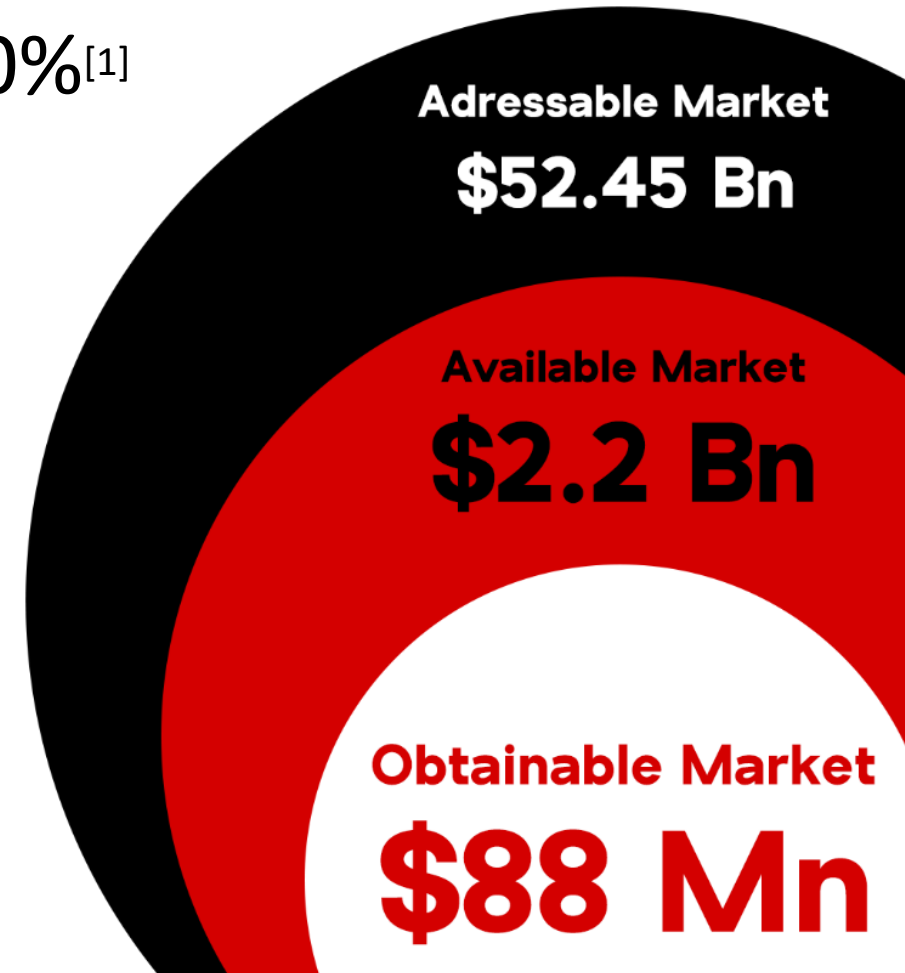
- Cost-effective
  - You pay only for the detection's usage

Solution based on Tensorflow & Azure

1. Obtain the video and send it to server

2. Process using a trained model

3. Send a warning signal

Perfect market without competitors

- Video surveillance market (and VSaaS as a part of it)
  - VS Market: CAGR = 9.31%[1] , VSaaS CAGR = 16.0%[1]
  - TAM = $52.45 Bn.[2]
  - SAM = $2.2 Bn.[2]
  - SOM ≈ $88 Mn.
    - Exact numbers are available in the business plan

Adressable Market
$52.45 Bn

Available Market
$2.2 Bn

Obtainable Market
$88 Mn

[1] – Mordor Intelligence, [2] – MarketsAndMarkets, information as of 2020;

Business model

- Old but gold
  - Subscription model (Video Surveillance as a service)

- Flawless
  - Adaptable to company size
  - Scalable to the number of cameras
  - Expandable for other options

- Momentarily deployable
  - Requires only data described above

Why now?

The fire won't wait!
With us – it will.

Want to start? Drop us a line!

Hlib

Strategy   Finance

Max

Tech   Design

kAIf

The fire won't wait.

Appendix: Lean Business Model Canvas

Analogical markets
Industrial control service market, video surveillance market

Competition
ADT, Johnson Controls, Axis Communications AB, etc.

Key partners
None

Key activities
Usage & extension of detection algorithm

Key source
Open datasets

Value Proposition
Smoking detection algorithm, which fulfills the safety req-ments for both people and flammable objects

Customer Relationship
Not available yet

Channels
E-Mail, Social Media, Expos

Customer segments
- Governments
- Gas Stations
- Power Stations
- Plants with flammable objects

Cost Structure
Cost-driven; is defined by spent time

Revenue Model
SaaS, model based on subscriptions

MVP Production
Requires adding multiple similtaneous detection

MVP Marketing and Sales
Expos, target ads, free try-offs