kAIf

Business Model

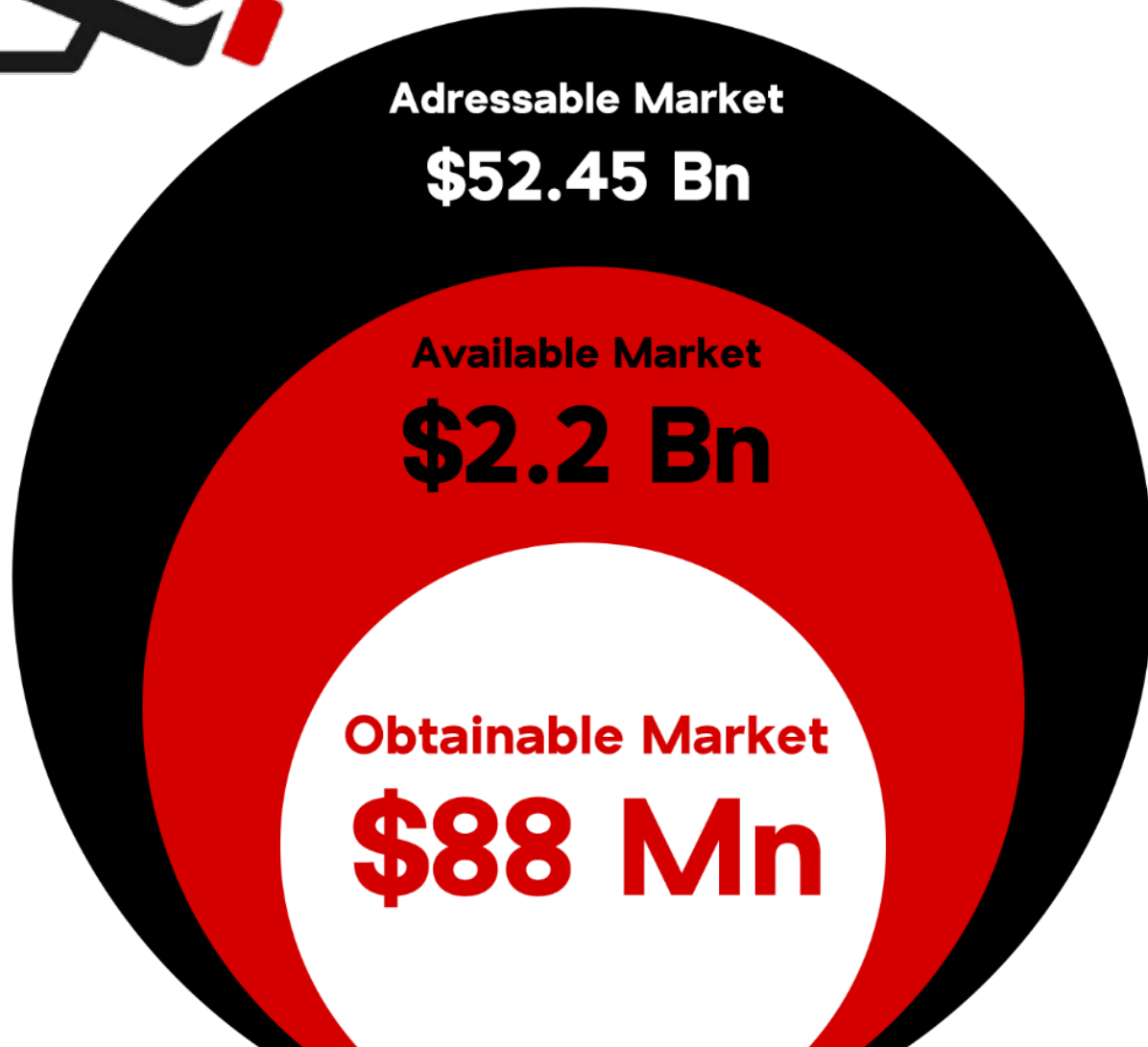# Market analysis
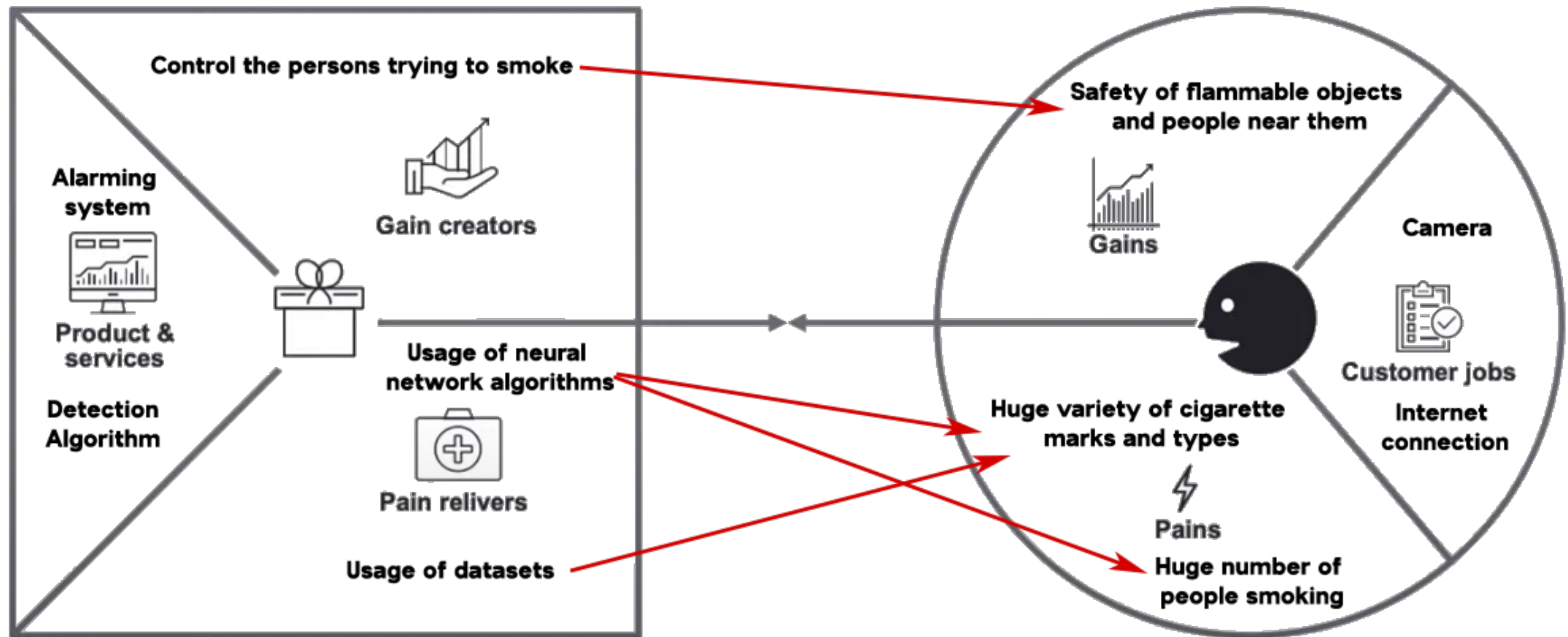

Adressable Market
$52.45 Bn

Available Market
$2.2 Bn

Obtainable Market
$88 Mn

- TAM of the global video surveillance market equals $52.45 Bn. in 2020 with the CAGR (compound annual growth rate) at 9.31%[1]

- SAM for the VSaaS (video surveillance as a service) is $2.2 Bn. in 2020 with CAGR of 16.0%[2]

- SOM is extremely hard to evaluate, but according only to the number of competitors in the branch (namely 25) and the fact that it also includes some major players[2], it can maximally achieve around 4% ($88 Mn.)

[1] – Mordor Intelligence, [2] – MarketsAndMarkets

Persona/Target Group

- Owners of gas stations

- Investors in industrial security systems

- Governments

- Plants with flammable objects

Value proposition canvas

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