

Protect your business and home.

G R O U P 4

# Our Team



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# Agenda

1. Introduction
2. Opportunity Identification
3. Value Proposition
4. Barriers to Adoption
5. Marketing Mix
6. Financial Projections

# Introduction - The Need

## THEFT IS SILENT BUT EXPENSIVE

- Shoplifting and home invasions are common and costly.
- Traditional cameras only record incidents, not prevent them.

What if a camera could detect suspicious behavior before a loss occurs?



# Product Overview – Third Eye

## Smart AI Camera – Security That Thinks

- 1 Detects suspicious behavior, not just motion
- 2 Sends real-time alerts to staff or homeowners
- 3 Reduces false alarms caused by pets or regular activity
- 4 Works in both retail and home settings



# Opportunity Identification

## Customer:

- Store Owners (from small businesses to large retail chains)
- Home Owners

## Category:

- Market flooded with basic motion-detection systems
- High rate of false alarms frustrates users
- Growing demand for smart, reliable, affordable solutions

## Competition:

- **Direct:** Ring, Nest, Arlo – motion detection only, no behaviour intelligence
- **Indirect:** Security staff, alarm systems – costly & manual

# Value Proposition



## FUNCTIONAL BENEFITS

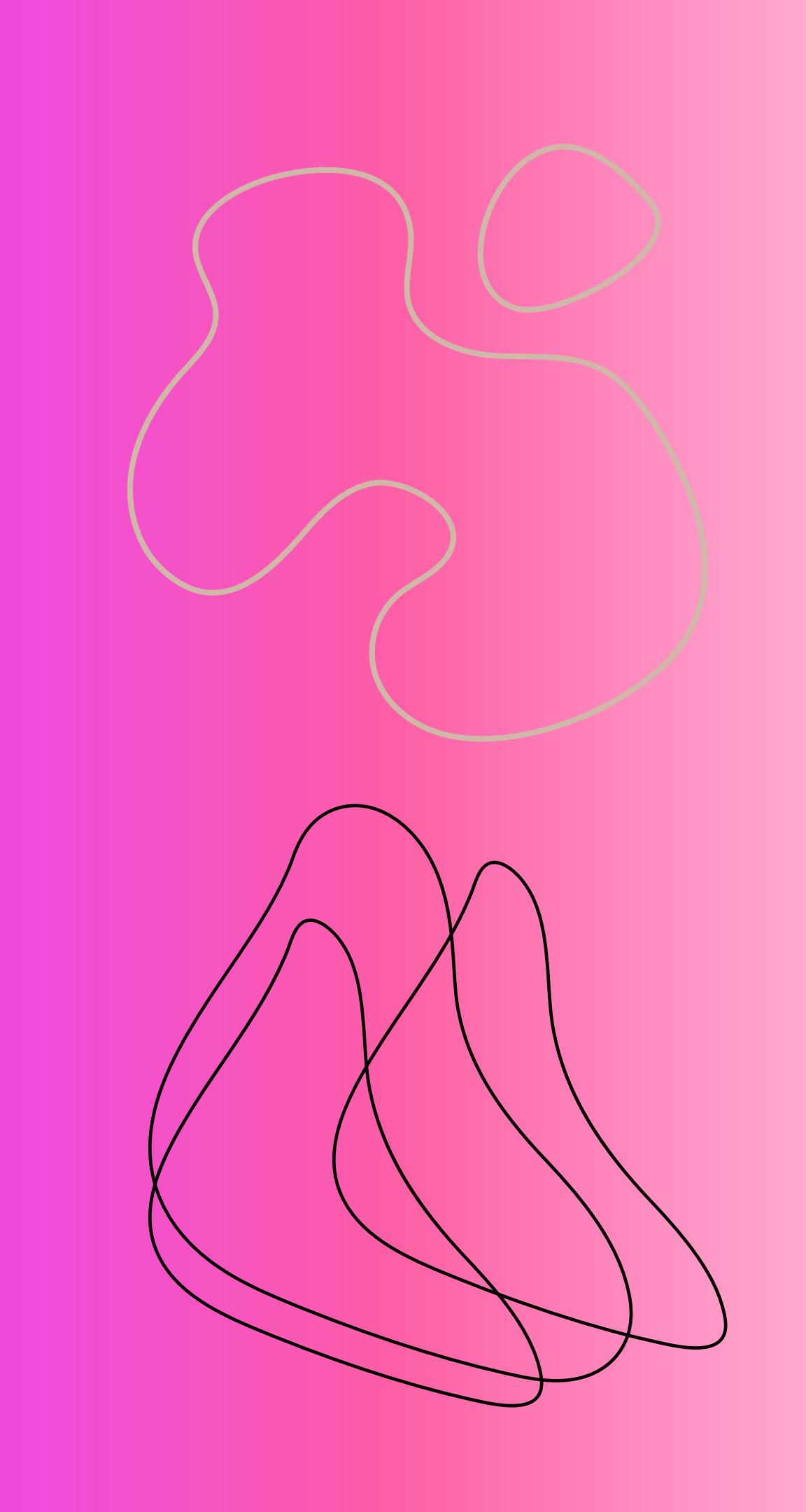
- Real-time behavior detection
- Instant mobile alerts
- False alarm reduction
- Easy, plug-and-play setup

## EMOTIONAL BENEFITS

- Peace of mind when you're away
- Confidence
- Reduced stress
- Feel in control

# Positioning Statement

Third Eye is a smart security camera that detects suspicious behavior in real time and alerts users instantly. It uses AI to reduce false alarms and offers simple, hands-free protection. Designed for small business owners and homeowners, it's easy to install, intuitive to use, and built for people who want reliable, proactive security without the complexity.



# Barries To Adoption

## PRIVACY CONCERNS

- Guests may **feel uncomfortable** with being **constantly monitored**, even for safety purposes.
- There could be concerns about AI identifying or recording **personal or sensitive behavior**.

## TRUST IN AI ACCURACY

- Customers may question **whether the AI can reliably detect** suspicious activity.
- Skepticism may arise **if the AI system misclassifies** normal behavior as a threat.



## TECHNOLOGY COMPLEXITY

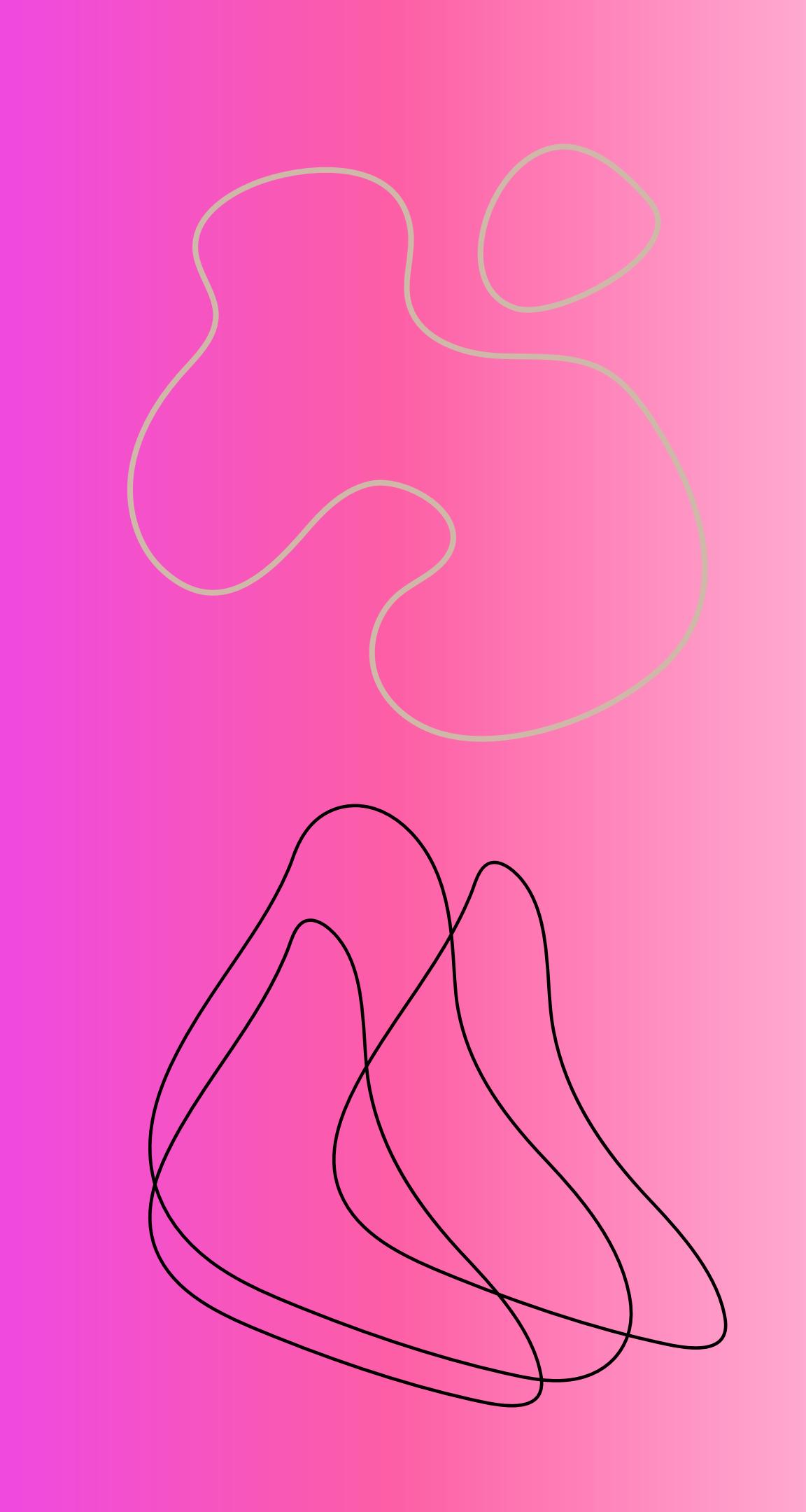
- Some small business owners may **lack the time or knowledge to install and manage AI systems.**
- Tech-averse customers might find the setup **intimidating or inconvenient.**

## COST SENSITIVITY

- Buyers may weigh the cost against cheaper but less effective alternatives.
- Hidden costs (e.g., cloud storage, maintenance) could impact affordability.

## LIABILITY ISSUES

- Facial recognition or biometric tracking features could trigger legal or ethical concerns.



# Factors That Facilitate Adoption

## CLEAR PRACTICAL VALUE

- Real-time alerts help prevent theft before it happens, not just record it after.
- Reduces need for full-time staff or manual monitoring, saving time and money.

## EASE OF USE

- Plug-and-play setup makes it approachable for non-technical users.
- Lower cost compared to hiring human security, especially appealing to small businesses.

# Marketing Mix

# Product

- Next-gen AI security camera that does more than detect motion. It identifies suspicious behavior in real time using machine learning.
- Top features:
  - Facial Recognition
  - License Plate Reading
  - Mobile App and Cloud Dashboard
- Add on subscription plan tailored to specific needs for users, categorized into Basic and Pro plans.

# Pricing

- Premium pricing at \$199, with \$80 per additional camera
- Offer a flexible subscription model
  - **Basic (\$20/month):** upto 10 cameras
  - **Pro (\$40/month):** upto 20 cameras
  - Volume based discounts for more than 20 cameras
- Optional bundles for installation and extended support
- Volume based discounts for multi-unit buildings, commercial properties, etc

# Place

- Focus primarily on direct website sales from the start to have support for high volume sales.
- Direct sales to homeowners, businesses, and schools.
- Later focus on expansion through third party retailers like Home Depot, Lowes, and Amazon.

# Promotion

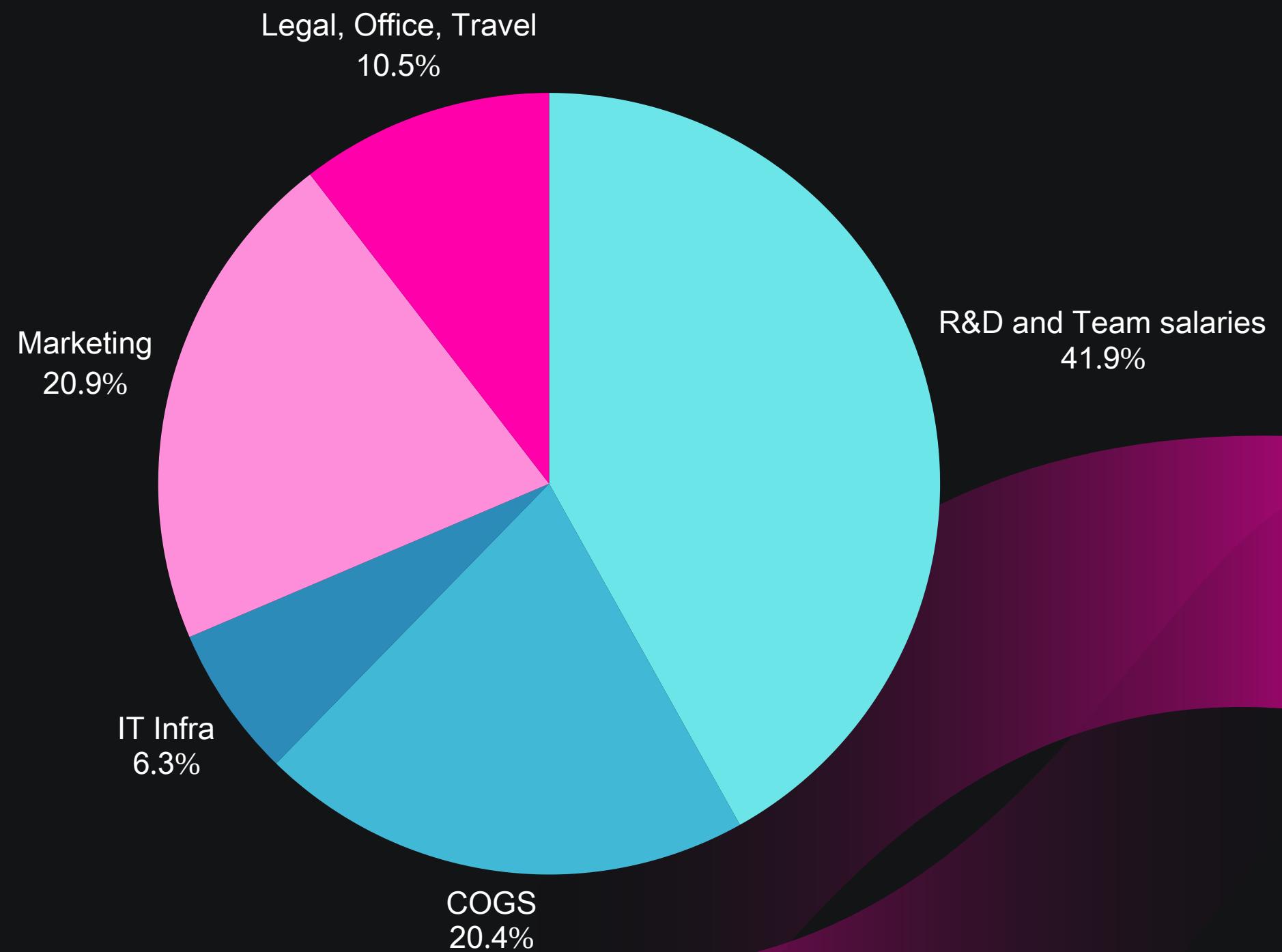
- Focus on highly targeted digital advertising for security-conscious homeowners and SMBs.
- Collaborate with top influencers who make family-style content or are business owners.
- Testimonial driven case studies from early pilot users.

# Financial

## Deliverables (15 Months)

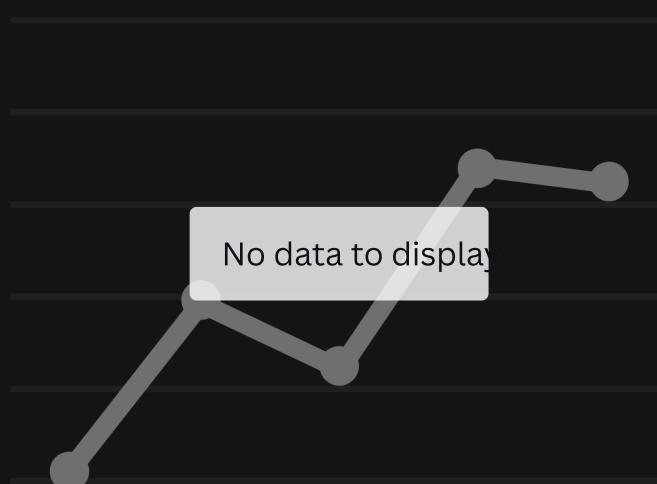
- R&D(Model Accuracy, system integration)
- Deployment:
  - 200 costomer
    - 50 Big Retailers
    - 100 Medium shops
    - 50 houses
- \$ 265,500 Revenue

Ask: \$ 475,000



# Projection

| Year | # Customer | Revenue |
|------|------------|---------|
| 1    | 200        | 247 k   |
| 2    | +500       | 585 k   |
| 3    | +1000      | 1.17 M  |
| 4    | +2000      | 2.34 M  |
| 5    | +3000      | 3.51 M  |



# Thank You

We are open to questions

