HORUS
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THE MANHATTAN PROJECT

POSITIONING STATEMENT

Millions perish and lose all that they had built up in their life due to natural calamities yearly. But, what if we could stop that? Of course, stopping hurricanes or landslides is next to impossible, however, with clear foresight, we can make immense headway in saving lives, as well as protecting our assets. HORUS presents this opportunity to us to make the world a better place, not by building something new, but by saving what we have and moving forward into the future.

PROBLEM STATEMENT

- **Landslides, avalanches** and **floods** are just some of the major hydro-geological hazards that affect large parts of India besides the Himalayas, the Northeastern hill ranges, the Western Ghats, the Nilgiris, the Eastern Ghats and the Vindhyans, in that order, covering about 15 % of the landmass.

- These annually cause losses in millions, if not then in billions and not to mention the massive loss of human life.
- Currently, scientists are not able to predict with certainty when and where such, or other, disasters will happen well before in advance accurately.

EXISTING

- Rudimentary real time warning systems
- Large size,innaccurate weather prediction
- Post disaster-managed responses
- Since its in response, it is much more expensive

HORUS

- Large-scale, preventive Emergency Alert System (EAS)
- Computer-generated modelling specialised in disaster computation
- Intermediate scale coverage and prediction
- Flexibility in coverage
- Preventative and hence cheaper than disaster response
- Infrastructure can be repurposed for modelling

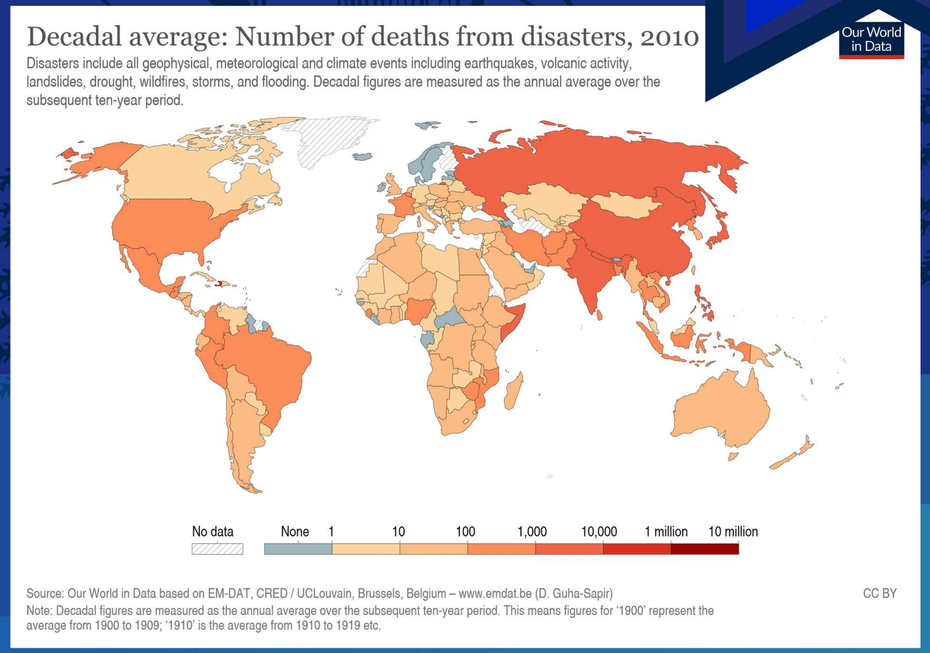
1 VALUE PROPOSITION

Value By Preservation

- Accurate prediction models working year-round with a state-of-the-art sensor system
- Rapidly moving water, debris, and broken utility lines can result in high death tolls which can be avoided
- Transport and trade disruption can be avoided
- Previous initiatives lack precision, accuracy and speed

Advanced Warning System

- Robust & reliable Early Warning System
- Improve first-responder effectiveness through faster response, lesser damage, and better planning
- Multi-layered warning system through the government for redundancy
- Specialised systems for private customers



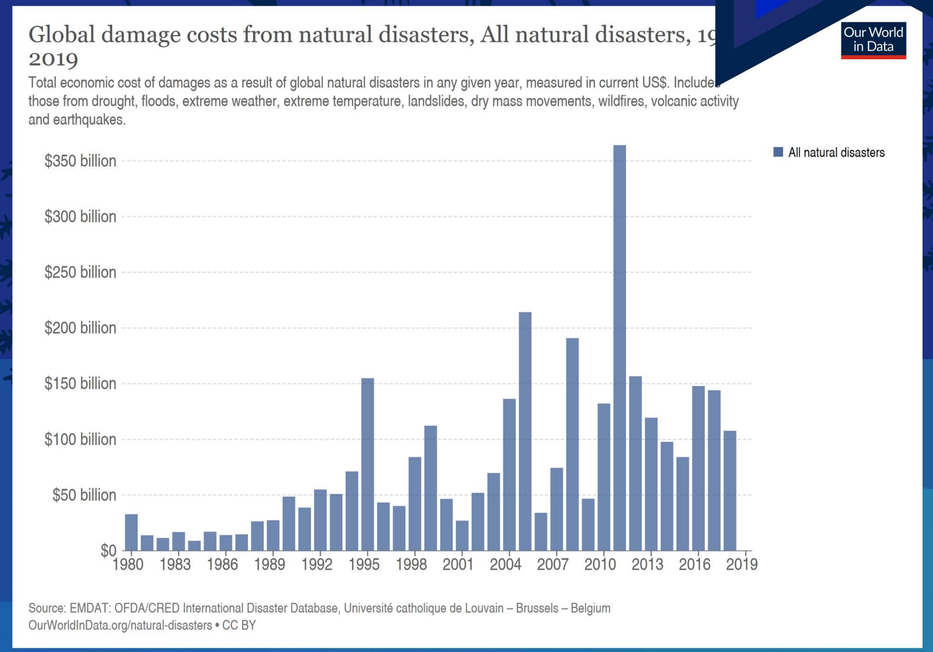
2 VALUE PROPOSITION

Ease of Access

- Emergency messages through SMS, radio, television, social media and government mediums in that region
- Vertically integrated system allows accurate and fast warnings

Industrial Consultation

- Consultancy and specialised services to private businesses engaged in construction, insurance, large land holdings, and holiday destination



CUSTOMER SEGMENTS

GOVERNMENT

NATIONAL

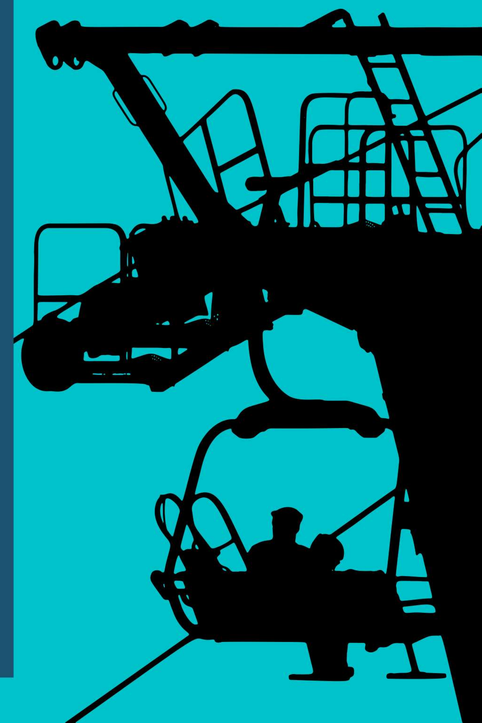
- Indian Meteorological Department
- National Disaster Management Authority
- National Highways Authority of India

STATE

- Department of Energy
- Department of Forest, Ecology and Environment
- Department of Infrastructure Development, Ports and Inland Water Transport
- Department of Water Resources

PRIVATE

- Construction and Demolition Firms
- Holiday and Destination Businesses
- Insurance Firms
- Large-scale Land Holders



Key Partners

- Data Collection Services
- Processing Partners
- Field Operation & Service Providers

Key Activities

- Real-time collection of data & model generation
- Delivery & Installation
- Operation of Infrastructure
- Delivery for installation of the system
- Early Alarm System

Key Resources

- Data Collection System
- Technicians, Engineers, Scientists, Customer Support

Value Proposition

- Value by Preservation
- Advanced Warning System
- Ease of access
- Industrial Consultation

Customer Relationship

- Real-time Risk Management and Loss Prevention
- Specialised Modifications
- Active customer service
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Channels

- Print Media, Social Media & Television Advertisements
- Pubilc Trial Demonstrations

Customer Segment

- Infrastructure Authorities
- Large-scale holdings for private or specialised use
- Real Estate and Construction Companies

Cost Structure

- Server Infrastructure
- R&D Expenses
- Logistics and Management
- On-field Services

Revenue Streams

- Data Analysis - Subscription
- Sensor Network: Lease and Retail Sale

NEXT STEPS

- To launch customized weather forecasting tech that immensely helps aviation, marine, travel, insurance and sports industries.
- To build weather models which the military can rely upon to plan operations and for long term research to understand the impact of climate change.
- To provide specialised weather analytics solutions that allow businesses to streamline their products, services, and marketing strategies.