



PHOENIX AI
EDGE ON-DEVICE AI - INTELLIGENT VIDEO ANALYTICS

INFO MEMO



OUR VISION



We want to be the worldwide leader
of intelligent video analytics on edge devices
with a green vantage point.

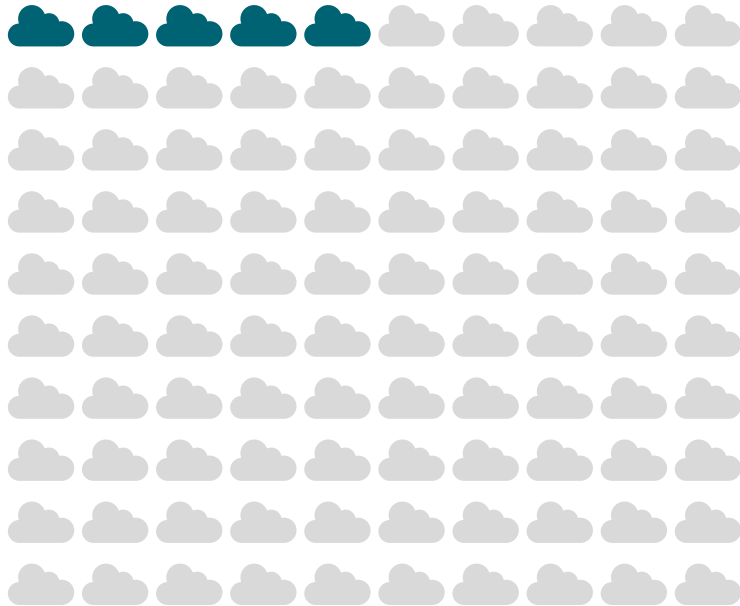
OUR MISSION



We associate AI with video cameras to enable event driven efficient monitoring and automative decision-making to improve productivity, security and safety

OUR GLOBAL MARKET

2020



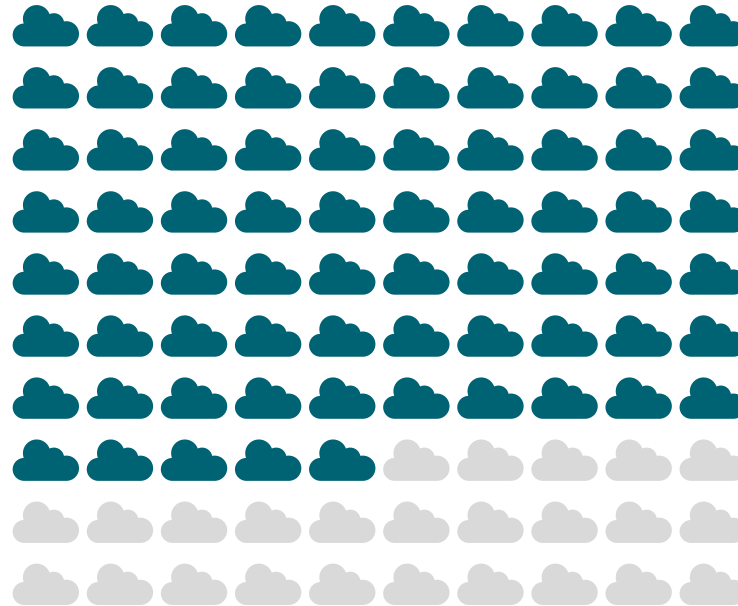
Edge

5%

Cloud

95%

2025



Edge

75%

Cloud

25%



770 M CCTV

By 2028,
Edge Computing
market value will be
61 Billions \$

OUR FOCUS



SMART CITIES

- People & Crowd Flow Management
- Waste Detection (Fly tipping)
- Graffiti Detection
- Outdoor parking management
- ...

100 Billion\$ + 15% by 2028



PUBLIC TRANSPORTATION

- Vehicle (cars, trucks) & vessels (boats/ships) detection & classification
- People detection and counting
- Dangerous traffic conditions
-

40 Billion\$ + 5% by 2028



SECURITY & SURVEILLANCE

- Loitering & intrusion detection
- Asset damage & destruction detection
- Critical infrastructure protection
-

172 Billion\$ + 8,5% by 2028

EXAMPLE



ANTWERP

- 2d biggest city in Belgium
- 2 300 euros surveillance cost per CCTV per YEAR
- 2 millions budget per year

WHAT ARE THE MAIN PAINS ?

COST

- Operator surveillance cost
- Bandwith cost
- Infrastructure cost
- Set up cost
- Fluctuent cost

LACK OF EFFICIENCY

- Weak AI on built-in CCTV
- Stability & Security
- Dedicative technology
- No real time detection
- Lack of GDPR compliance



PAINS ARE ADRESSED...BUT NOT SOLVED



COST



PLUG & PLAY



FIELD INTEGRATION

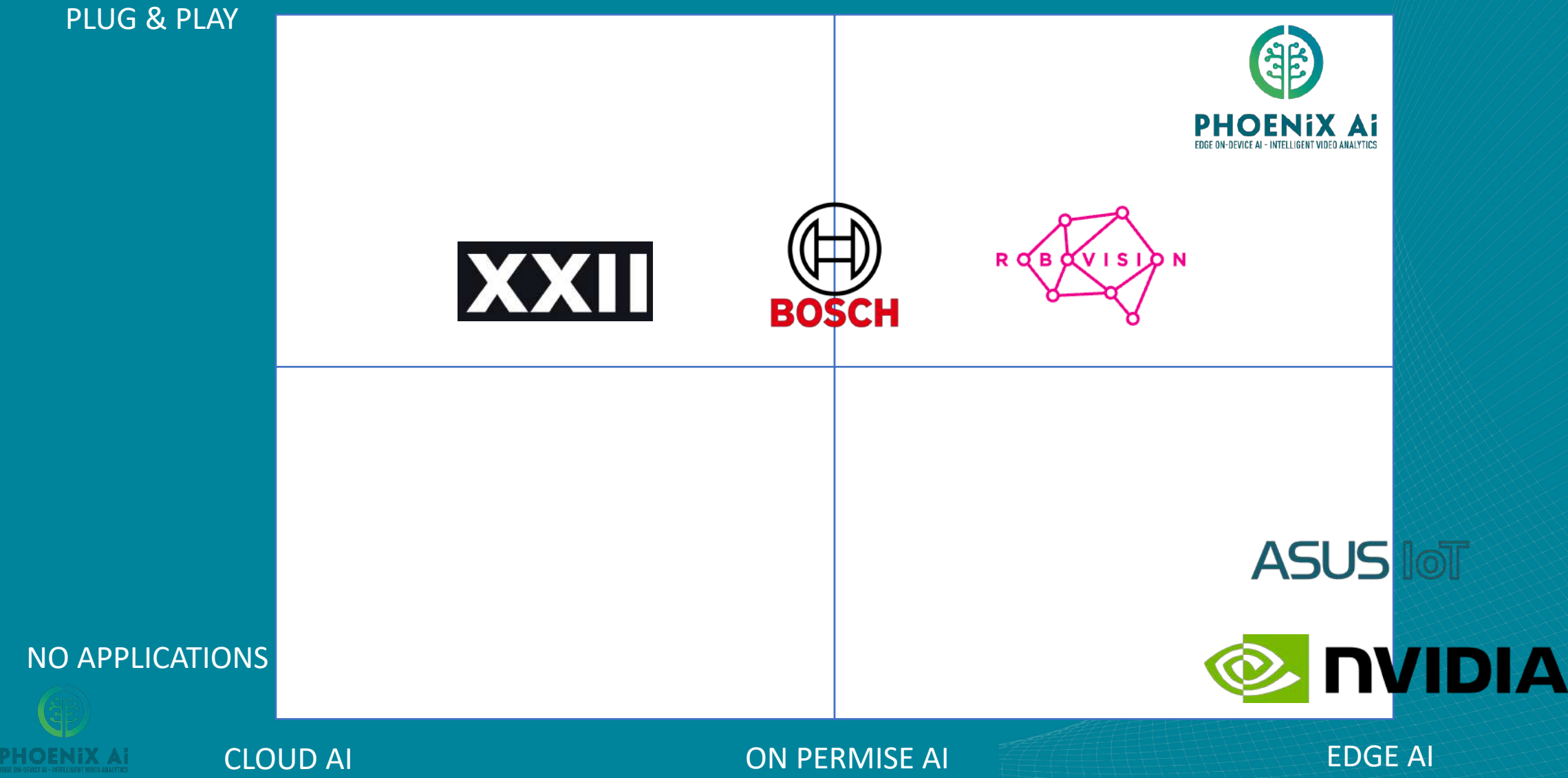


AI



PHOENIX AI
END-TO-END AI - INTELLIGENT VIDEO ANALYTICS

OUR MAIN COMPETITORS MAPPING



OUR TECHNOLOGY

HARDWARE

- Built-in NVIDIA processor
- Up to 4 cameras per stream
- Build to resist
- > 35 days video storage

SOFTWARE

- PLUG & PLAY
- CUSTOMIZED SOFTWARE

AI

- PLUG & PLAY
- CUSTOMIZED AI



PHOENIX AI MANAGE TO SOLVE THESE CHALLENGES



COST



PLUG & PLAY



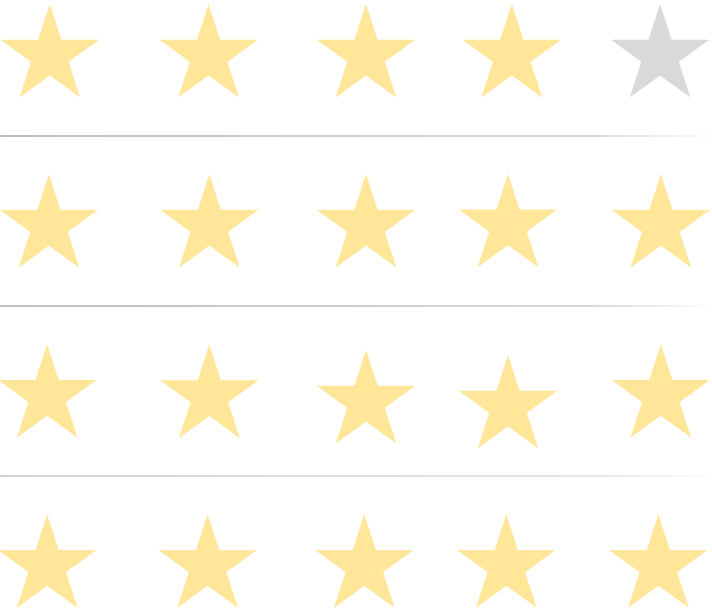
FIELD INTEGRATION



AI



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PHOENIX AI MANAGE TO SOLVE THOSE CHALLENGES



COST

- ✓ Best ROI
- ✓ Predictable & Fixed cost



PLUG & PLAY

- ✓ Easy to try / Easier to scale up
- ✓ Off the shelf AI & Software
- ✓ Customized on specifications



FIELD INTEGRATION

- ✓ No bandwidth needed
- ✓ Works with all cameras
- ✓ No need to update or change devices



AI

- ✓ AI Specialized on :
 - SMART CITIES
 - PUBLIC TRANSPORTATION
 - SECURITY & SURVEILLANCE



USER CASE : SMART CITIES



Case :

Kontich city wish to fight against incivilities and reduce drastically its waste management budget.

Application :

Phoenix AI mandate to detect each incivilities, identify and notify each one of them.

Result : Improved waste management

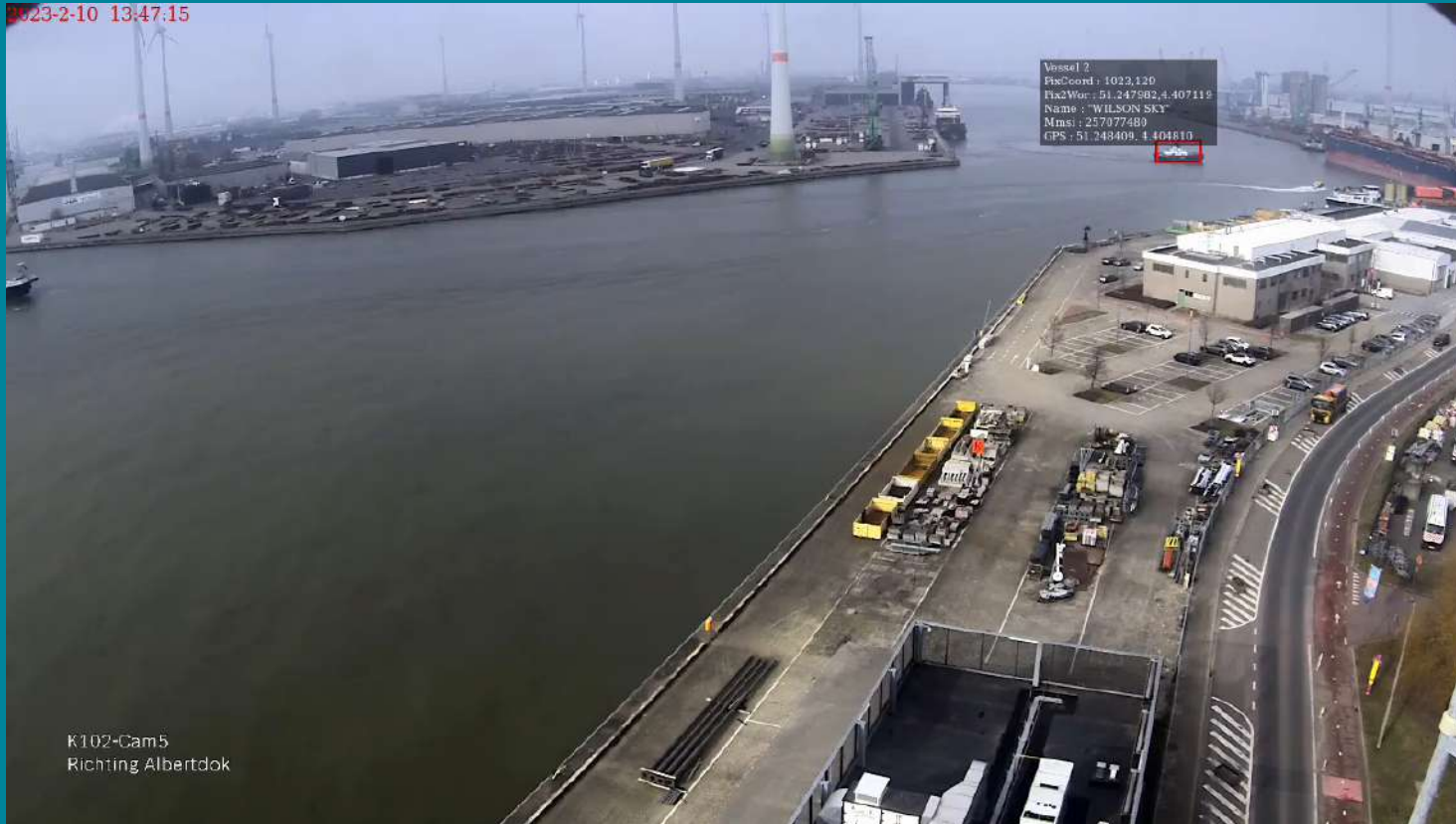
Phoenix AI mandate to detect each incivilities, identify and notify each one of them.

Next step :

SCALE UP !



USER CASE : PUBLIC TRANSPORTATION



Case :

Port of Antwerp was willing to increase its security level and tools towards the war on drugs.

Application :

Phoenix AI mandate to detect and identify all boats, even without AIS

Result : Smuggling & traffic reduction

Next step :

SCALE UP !



**Port of
Antwerp
Bruges**

USER CASE : SECURITY & SURVEILLANCE



Case :

RATP objective is to increase security level in its stations and around.

Application :

Phoenix AI inform train's drivers about cameras offset with 2 pixels detection.

System was deployed on existing platform (analog) cameras

Result : 2 persons saved in 2023

Next step :

SCALE UP !

OTHER USER CASE

SMART CITIES



CROWD CONTROL



24/7 DETECTIONS

PUBLIC TRANSPORT



CHECK POINT REGISTRATION



BRUSSELS SAFETY TUNNEL

SAFETY & SECURITY



TRUCK CHECK POINT



PPE DETECTION



THEY TRUST US



GO MARKET

Technology partners



ASUS IoT

CCTV Manufacturer



HIKVISION

VMS Manufacturer



Distributor



System Integrator



Direct Leads

PARTNERS & MANUFACTURERS ARE ALSO LEADS PROVIDERS FOR PHOENIX AI

GO TO MARKET

Phoenix AI
works along with introduced distributors & system integrators
to generate leads

10~20% on HW & SW

INTEGRATOR

25% to 40% on HW
10% to 20% on SW

DISTRIBUTOR



PHOENIX AI
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GO TO MARKET

BUSINESS MODEL



HARDWARE
13 – 30 KE



**SOFTWARE
LICENSE**
1500 – 3000 E/Y

MARGIN

60%

80%

OUR TEAM

A STRONG & RESULT ORIENTED MANAGING TEAM
WITH A DEEP TRACK RECORD IN VIDEO STREAMS
MANAGEMENT THANKS TO I-MOVIX...



LAURENT
RENARD

CEO & FOUNDER
R&D, MARKETING & SALES



NATHALIE
VINCHENT

CFO & FOUNDER
FINANCE, ACCOUNTANCY AND HR



BENOIT BOLLE

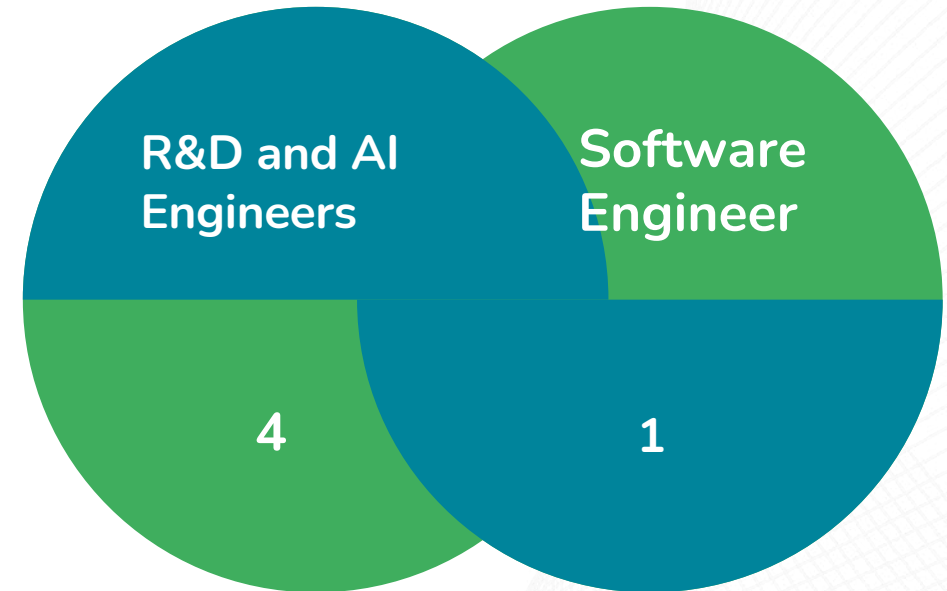
COO
MANUFACTURING & ELECTRONIC



FRANCIS
VANDER GHINST

HEAD OF
STRATEGIC INTELLIGENCE

...WORKS ALONG EXPERIENCED ENGINEER



OUR BOARD OF DIRECTORS



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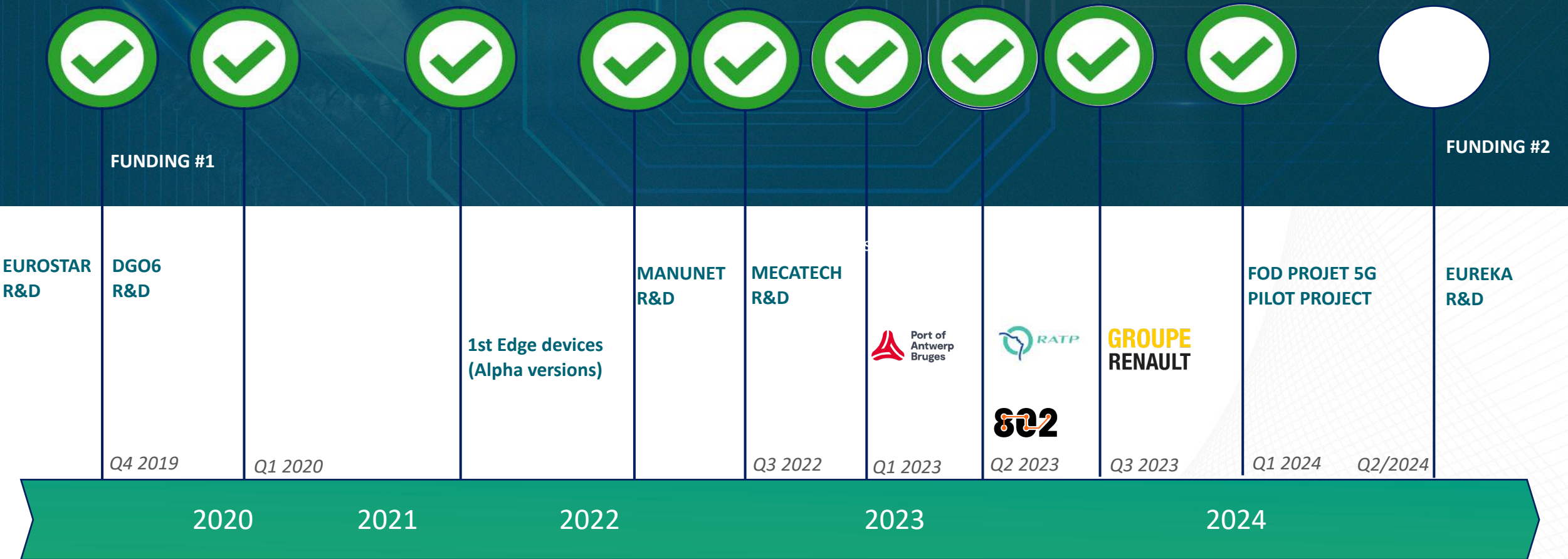


NADIA
SINIGAGLIA

PH.D. IN MANAGEMENT SCIENCES

OUR CONCRETE MILESTONES

End 2017, Nathalie Vincent and Laurent Renard, founders of I-MOVIX (60M E turnover), initiated an R&D electronic-based project combining AI with computer vision with the objective to bring local AI to cameras



OUR CONCRETE TRACK RECORD

Key actors tried Phoenix AI and are ready to scale up !

2022 : 260 KE

2023 : 435 KE

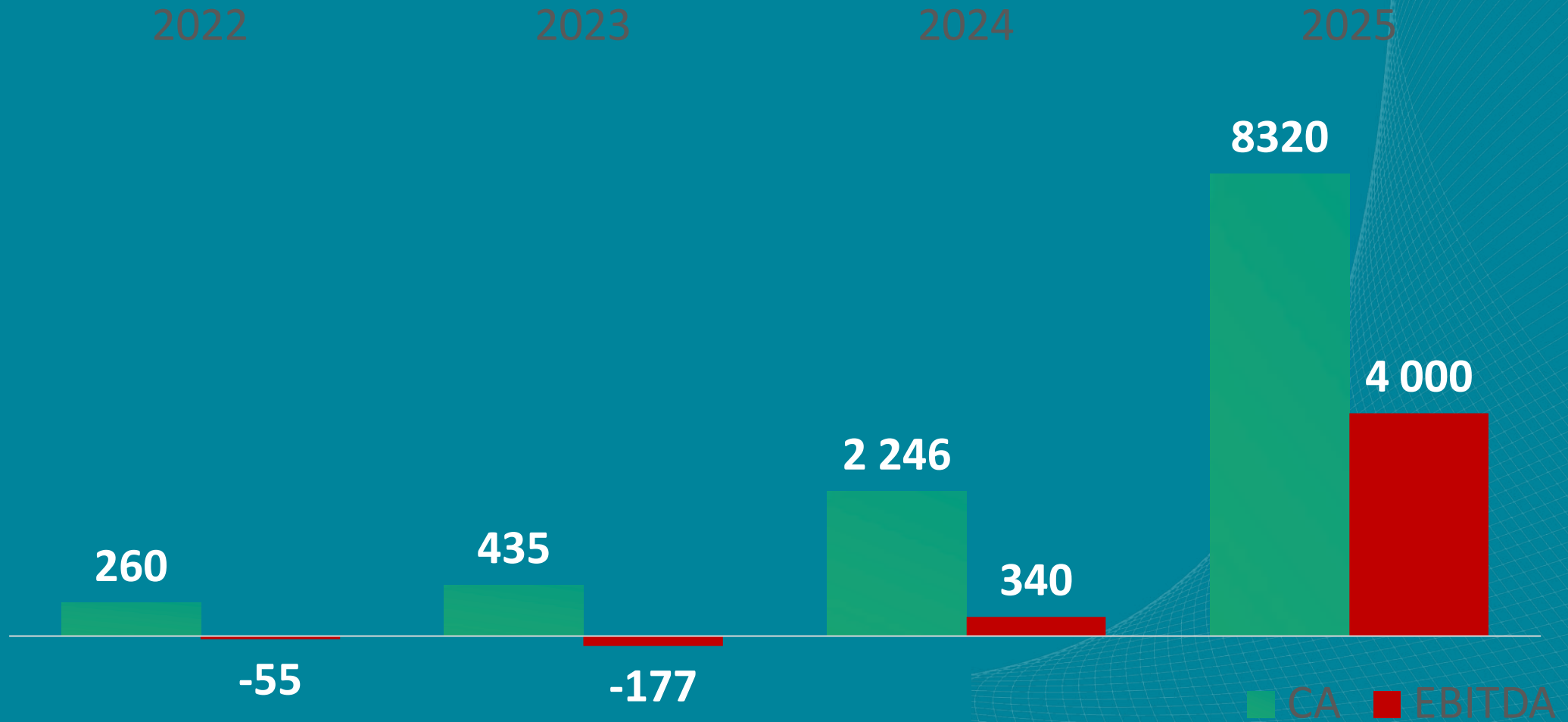


OUR CONCRETE TRACK RECORD

PHOENIX AI will scale up and now needs to finance its growth !



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OUR GOALS



PHOENIX AI
EDGE ON-DEVICE AI - INTELLIGENT VIDEO ANALYTICS

INITIAL
DEPLOYMENT

0%
CHURN

X2
INITIAL
DEPLOYMENT

X4
END USERS
&
DEALERS

2023

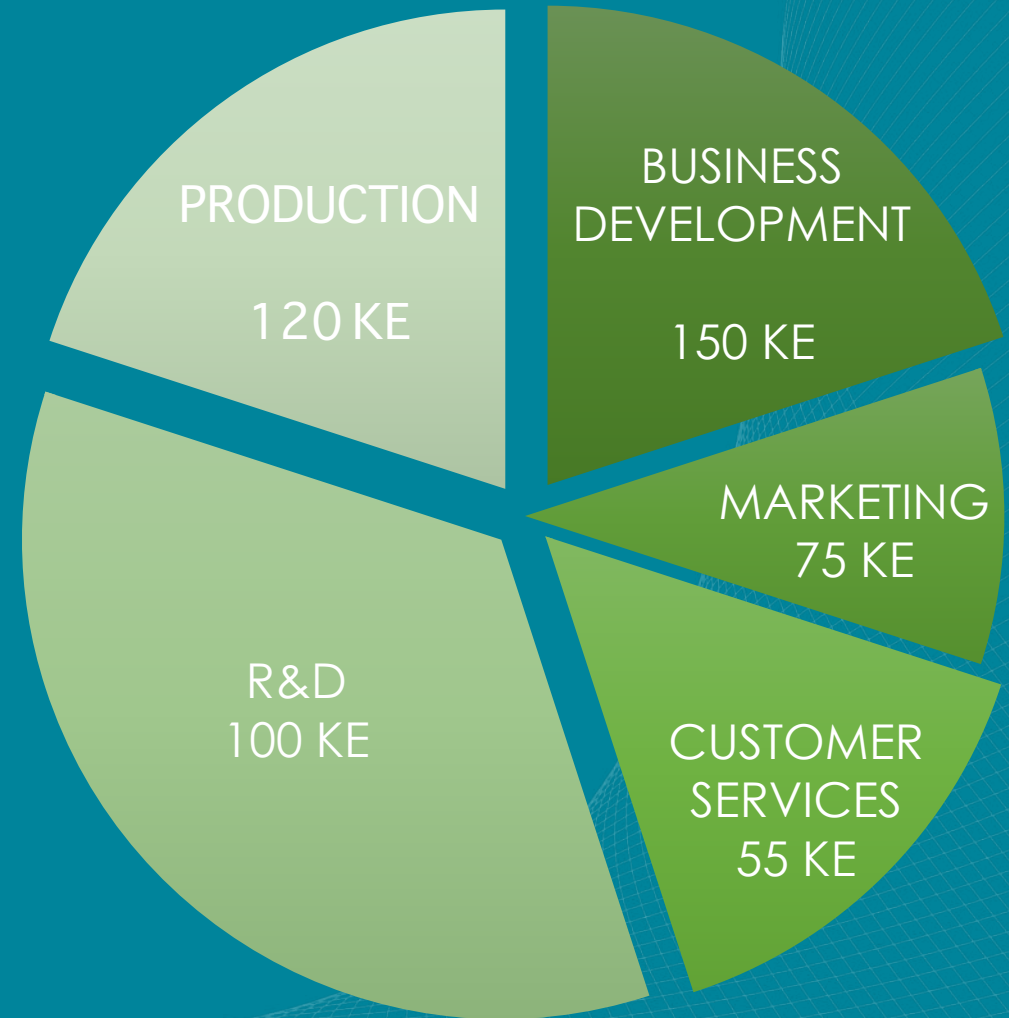
2024

OUR FINANCIAL NEED



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PHOENIX AI
is looking to secure
500 KE
in Q2 / 2024



CONTACT US



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