Swim Saver

Protection that doesn’t clock out

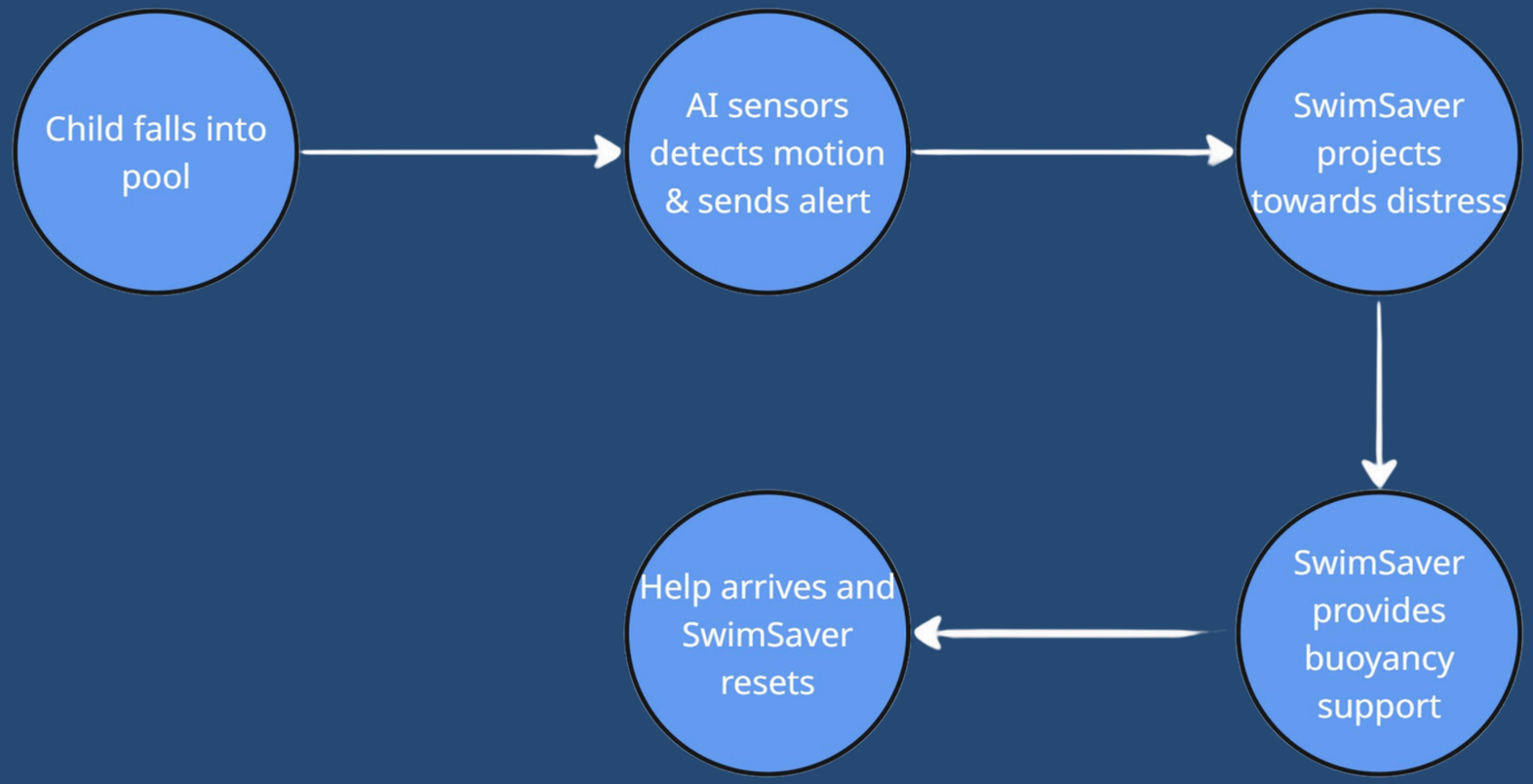
Presented by Group 47

Our Why

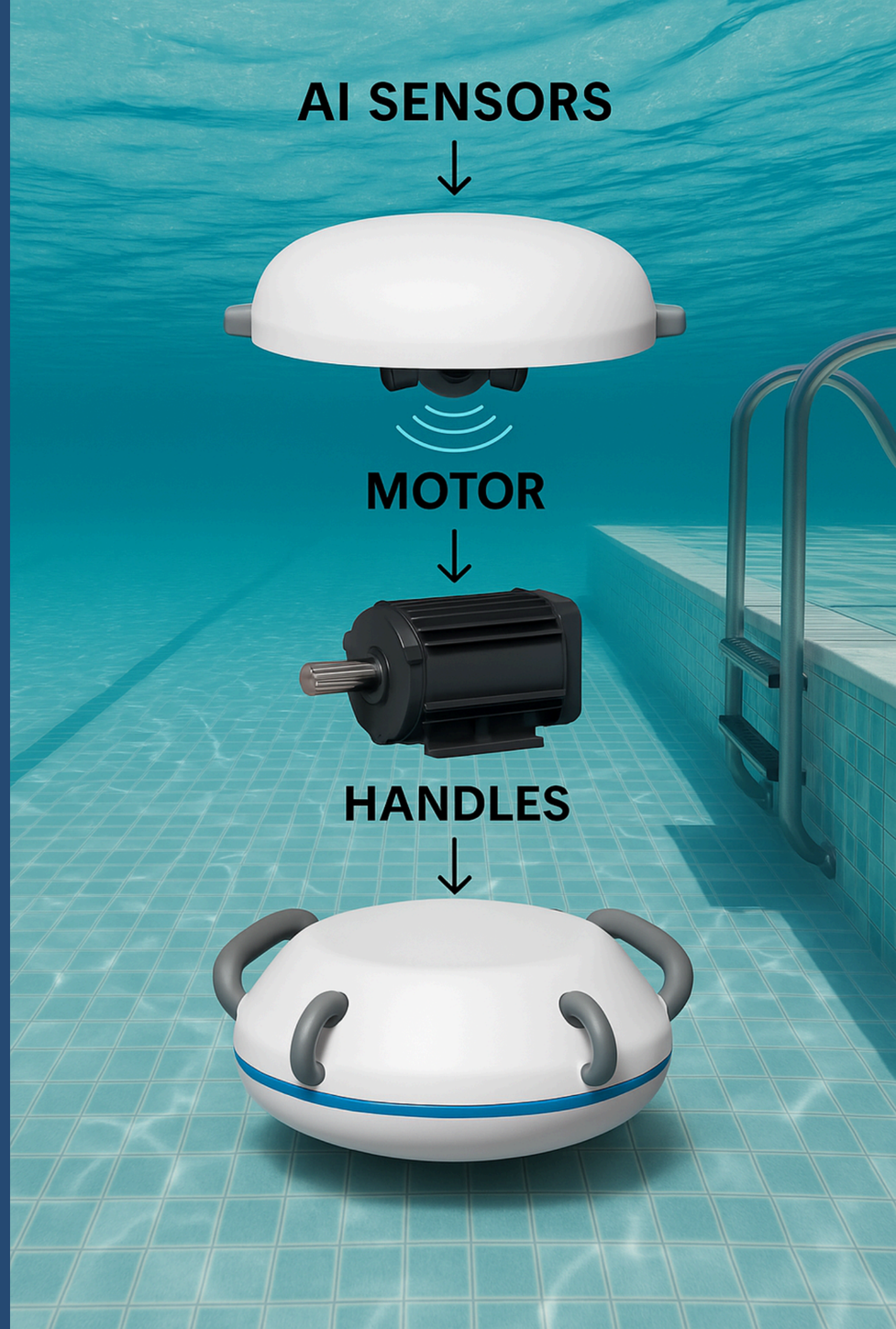
Death of Shay Lynch (7) after swimming pool incident at Clare hotel ‘heartbreaking’, says Taoiseach

Child was taken from Lakeside Hotel and Leisure Centre in Killaloe to University Hospital Limerick but was later pronounced dead

Process Map



We don’t just alert, ***<u>we act</u>***



Competitor Analysis

Features	Pool Alarm	Pool Cover	Lifeguard	Pool Camera	SwimSaver
24 Hour Monitoring	✗	✗	✗	✓	✓
Acts, Not Just Alerts	✗	✗	✓	✗	✓
After-Hours Safety	✓	✗	✗	✓	✓

USP - SwimSaver combines real-time detection AND intervention—no other product does.

Our Target Customer

🏠 **Home Pool Owners**

Safety-conscious parents seeking peace of mind

🏨 **Hotel/Resort Managers**

Hospitality leaders focused on guest safety & reputation

🏋️ **Gym/Swim Facility Operators**

Facility managers looking to reduce liability & automate safety

The Ask

€100,000 for 10% Equity

R&D - €60,000

- Enhance product features
- Prototyping and testing
- Regulatory compliance

Expansion - €40,000

- Office Premises
- Market Penetration
- Hiring Key Personnel (Area Managers)

R&D - What do we mean by this? What will we be researching?

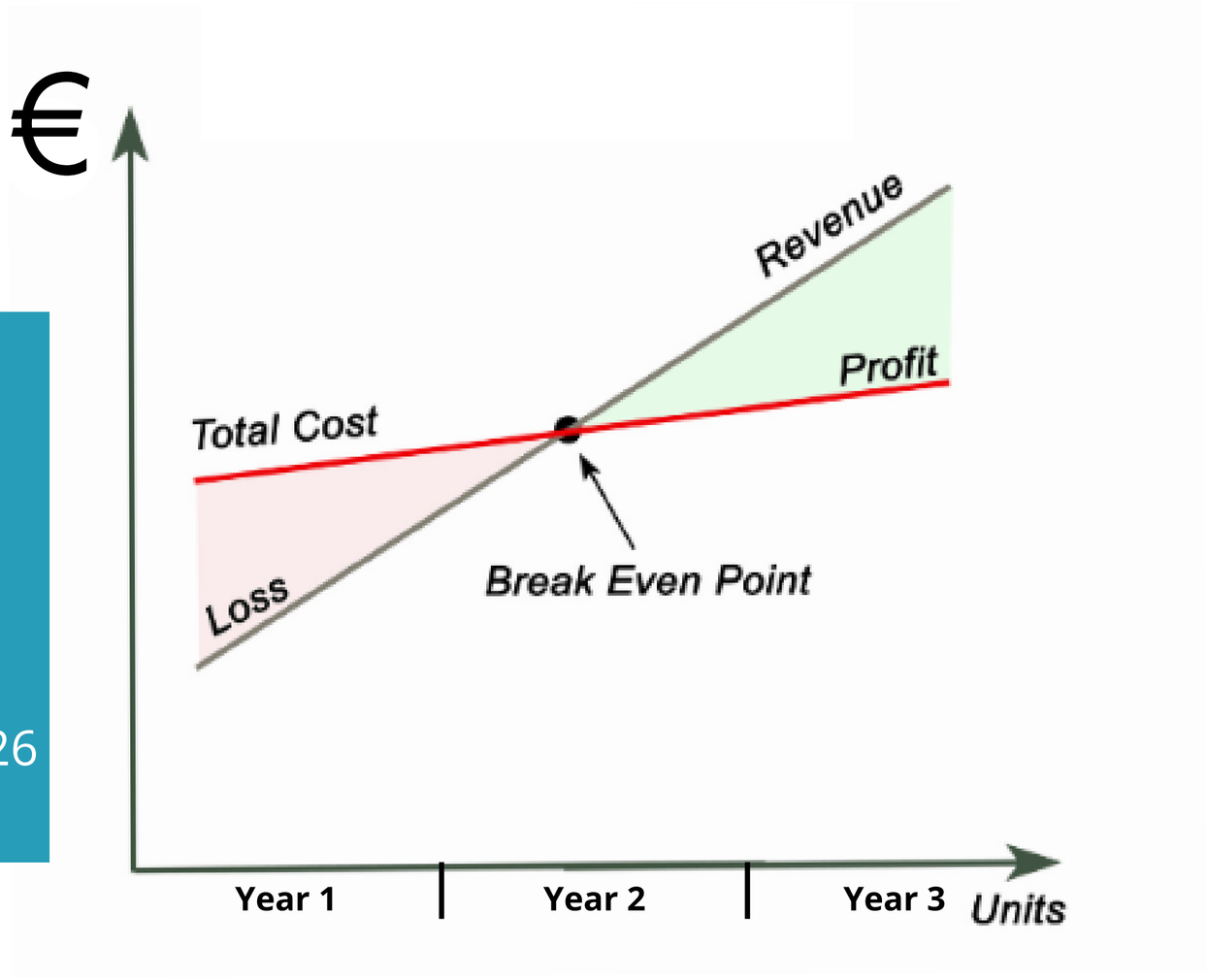
Scenario Plan - Units Sold

	2026	2027	2028
Best Case (units sold)	80	1700	3000
Base Case (Units Sold)	50	500	1200
Worst Case (Units Sold)	20	300	800

Break-Even Analysis

Break-Even Point
Units = 279
Gross Sales = €390,600

Product Launch Jan 2026
Break-even Q2 2027



Est. Time to break-even: 1 year and 6-9 months

Financial Projections

	Year 1 (2026)	Year 2 (2027)	Year 3 (2028)
Unit Price	€800		
RRP	€1,400		
Units Sold	50	500	1200
Revenue	€70,000	€700,000	€1,680,000
Gross Profit	€30,000	€300,000	€720,000
Net Profit	-€174, 870	€2,330	€276,330

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Appendices

Product Cost

Category	Included Components	Estimated Cost (€)
TECH	- LiDAR Sensor (Valeo) - Ultrasonic Sensors (Valeo) - Camera System (Valeo) - Microcontroller / AI Board (Jetson Nano, ESP32, etc.) - Wireless Communication Module (Wi-Fi/Bluetooth)	€510
HARDWARE	- Battery System (waterproof) - Propulsion System (thrusters/motors) - Waterproof Housing - Rubber Ring Buoy - Wiring & Connectors - Assembly & Integration	€290
	TOTAL UNIT COST	€800

Market Opportunity

	Ireland	Europe	USA
TAM (Total Available Market)	400 pools	7-8 million pools	10.7 million pools
SAM (Serviceable Available Market)	250-300 pools	2-3 million pools	5-6 million pools
SOM (Serviceable Obtainable Market)	60-80 pools	70,000 - 80,000 pools	150,000 pools

Market Competition

CAMEREYE™

PoolScout

AI pool cameras

Do not offer in-pool rescue aid

Valuation

Year 2 Revenue	**700,000**
Year 3 Revenue	€1,680,000
Year 3 Profit Margin	**16%**
Industry Revenue Multiple	**3**
Industry P/E Ratio	**20**

Revenue Multiple Valuation = 700,000×3=**€2,100,000**

P/E Ratio Valuation: 1,680,000 x 16% x 20 = **€5,376,000**

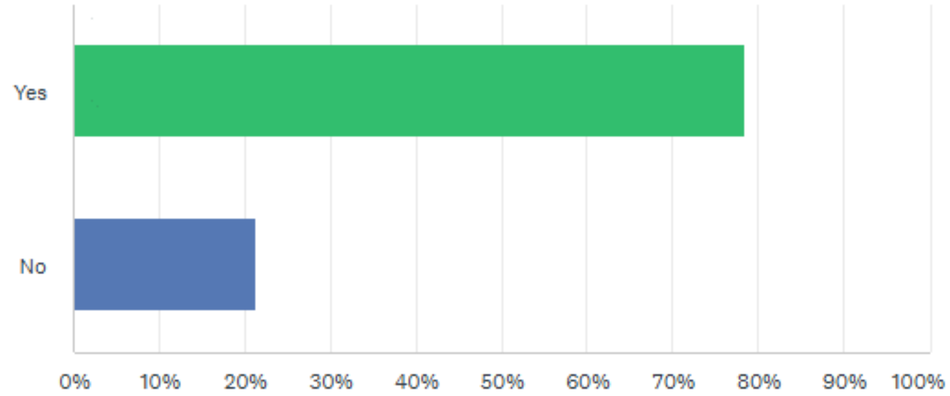
Value of Dragon Investment = 2,100,000/100,000×100=**4.76%**

Offer of 10% for added value of Expertise

Demand

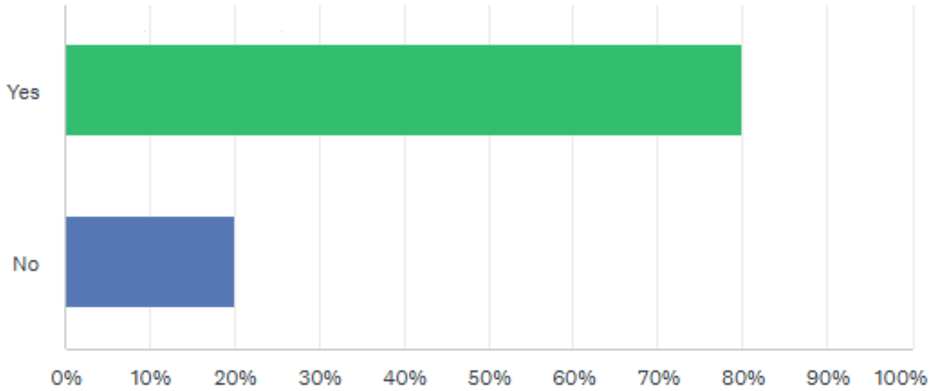
Is water safety a priority in your hotel?

Answered: 14 Skipped: 0



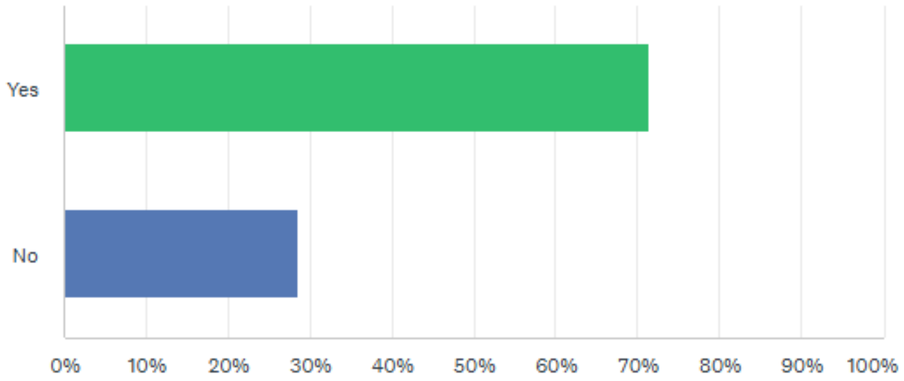
Is water safety a priority in your gym?

Answered: 10 Skipped: 0



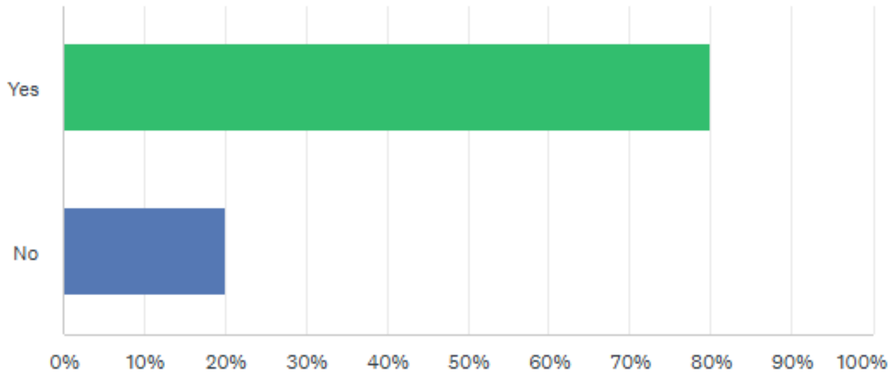
Would you pay for an automated after hours water safety device?

Answered: 14 Skipped: 0



Would you pay for an automated after hours water safety device?

Answered: 10 Skipped: 0



Marketing Strategy

1. **Social Media Campaigns.**
2. **Hotel and Fitness Centres Pilot Programs**
3. **Demonstration Events at Family Venues**
4. **Strategic Partnerships with Water Safety Organisations**
5. **Public Relations and Media Outreach**

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