



**OPTICOPS**

**AIoT Smart EyeWear for Law  
Enforecement**

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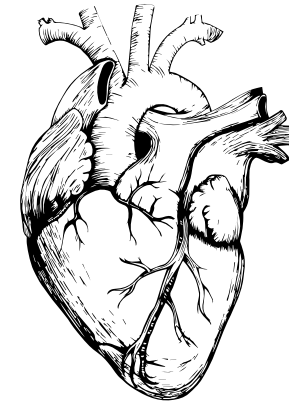
**\* Indian patent application number**

**"Unleashing Innovation in Policing : Redefining  
Safety with Cutting-Edge Body-Worn Camera  
Technology"**

# Problem

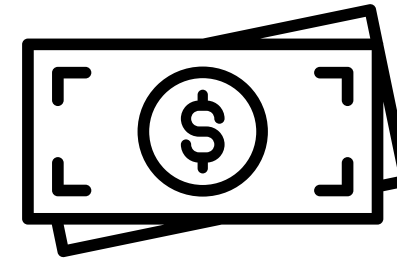
44%<sup>1</sup>

Citizens fear police



49.6%<sup>2</sup>

of police officers suffer health problems, especially heart issues



80<sup>3</sup>

India's rank in Corruption perception index



1,782<sup>4</sup>

Fake encounter cases

<sup>1</sup> Status of Policing in India Report 2018 - Centre for the Study Developing Societies (CSDS)

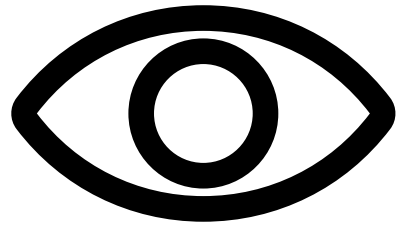
<sup>2</sup> Protect the Protector: Morbidity and Health Behavior among Police Personnel in National Capital Region of India. Indian J Occup Environ Med.PMCID: PMC6176699

<sup>3</sup> Corruption Perception Index 2023, Transparency Internatioanl

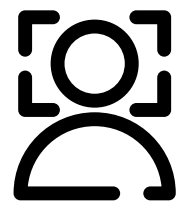
<sup>4</sup> 'Fake Encounter Killings - Allegations of Excessive Use of Force by Security Forces' (NHRC)

# Solution

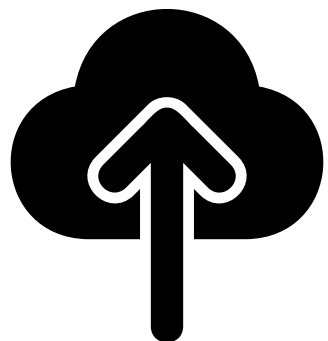
## AIoT Smart EyeWear for Law Enforcement



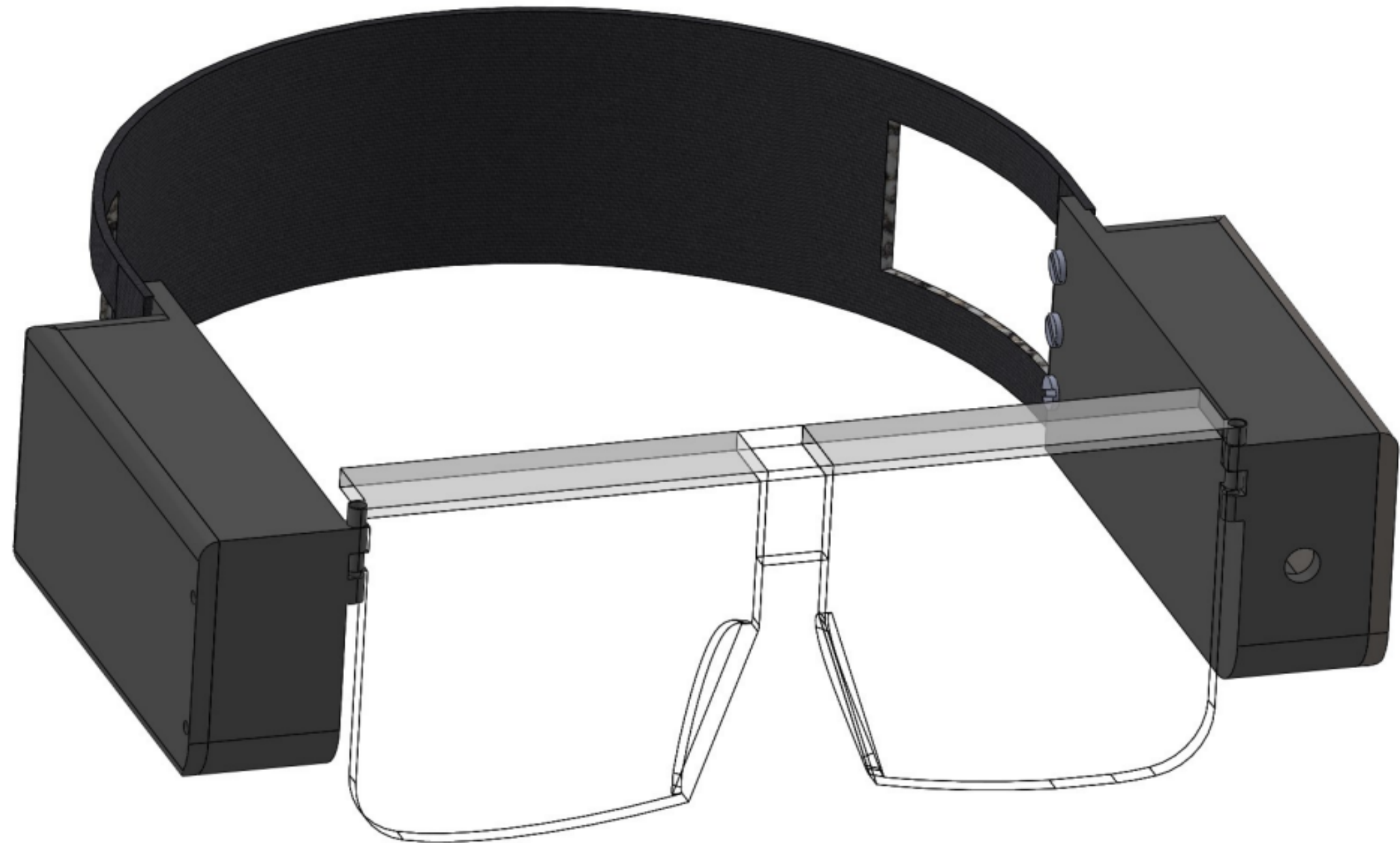
Better **perspective** at capturing evidence



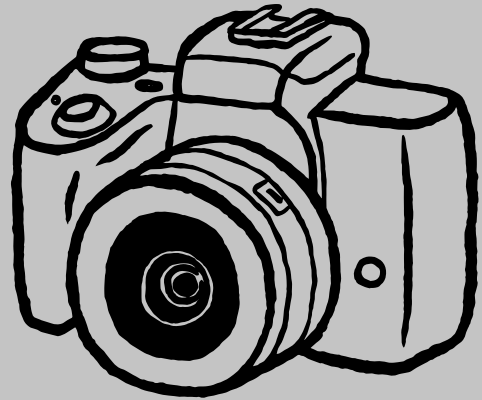
**Face recognition** to identify threats



**Cloud** connected for communication and alerts



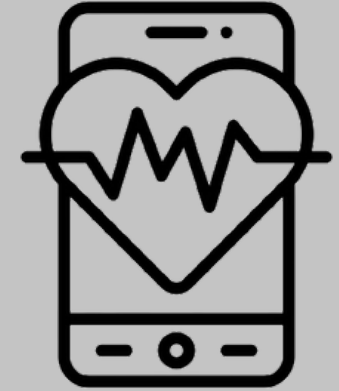
# Key Differentiators



Enhanced evidence capture **perspective**



**Face recognition** system  
to detect **fugitives**



**Location** and **health**  
monitoring system



**IoT** technology for  
Real-time monitoring

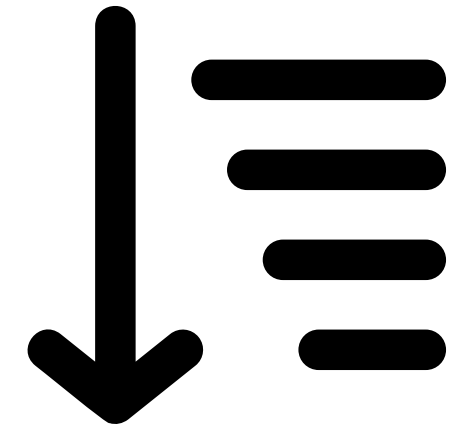


**AI Voice assistant** for  
situational awareness

# Benefits



Reduction in **use of force**



Decrease in **assaults** and **complaints** on police

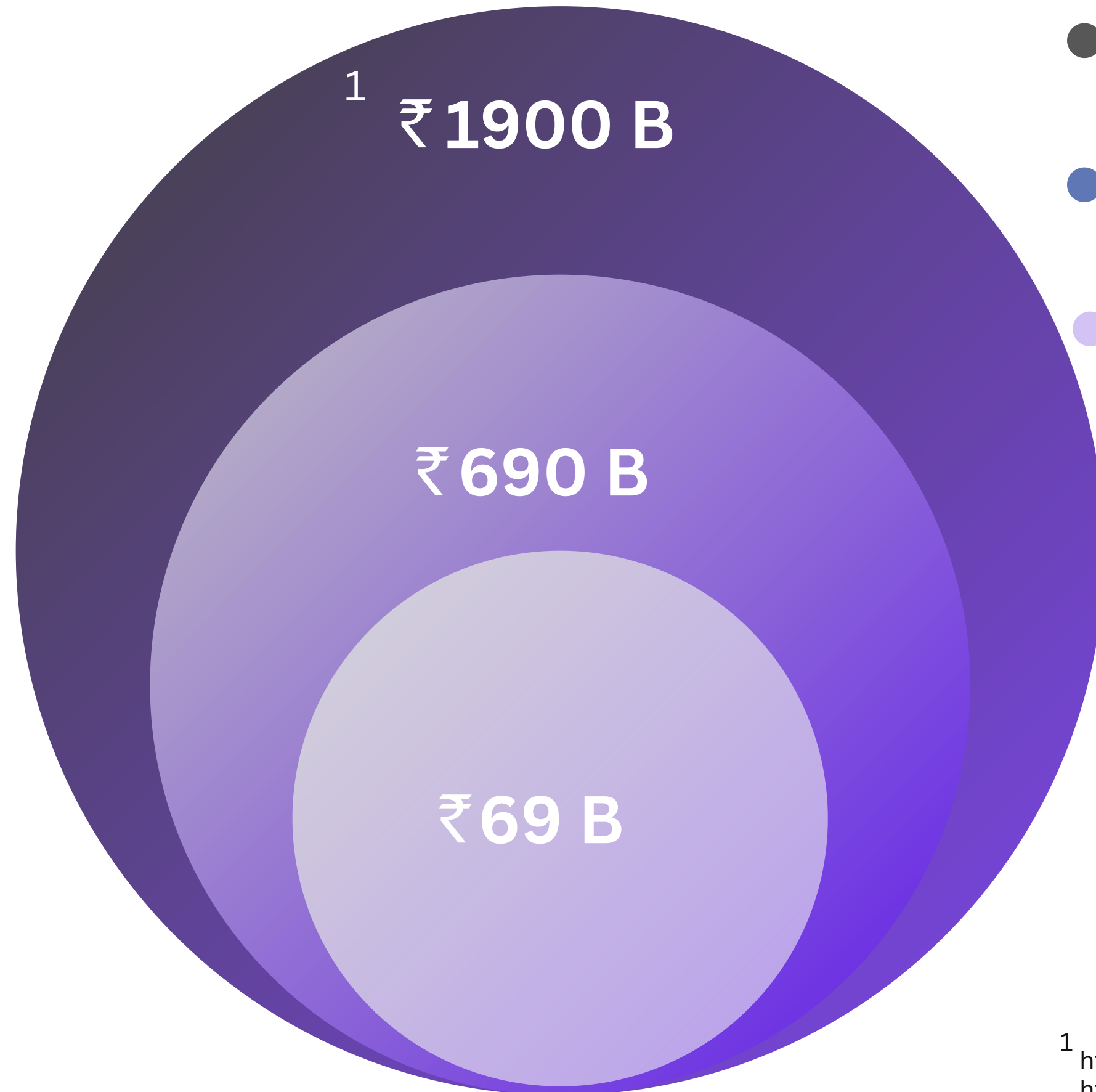


Increase in early **guilty pleas**



Officer **wellbeing** and **situational awareness**

# Market Overview



- **TAM**  
Total Addressable Market
- **SAM**  
Serviceable Available Market
- **SOM**  
Serviceable Obtainable Market

**15.96%**<sup>2</sup>  
CARG from 2023-28

**ASIA-PACIFIC**  
Fastest growing market

<sup>1</sup> [https://en.wikipedia.org/wiki/List\\_of\\_countries\\_and\\_dependencies\\_by\\_number\\_of\\_police\\_officers](https://en.wikipedia.org/wiki/List_of_countries_and_dependencies_by_number_of_police_officers)  
<https://www.theguardian.com>

<sup>2</sup> Mordor Intelligence LLP, Report ID:6484035



# Target Market

## B2B

### Private security companies

- J P Security and Services
- Sentrigo Safeguard Pvt. Ltd.
- Rolaye 7 Security group
- G4S Security and Services Pvt. Ltd.

<sup>1</sup> **89**  
**Lakhs**  
personnel

## B2G

### Law Enforcement agencies

- District police forces
- Traffic police
- Railway police
- Coastal security police
- Anti-Corruption Bureau

<sup>2</sup> **20**  
**Lakh**  
officers

## B2G

### Paramilitary forces

- Assam Rifles (AR)
- Border Security Force
- Indo Tibetan Border Police
- National Security Guard
- Central Reserve Police Force (CRPF)

<sup>3</sup> **6**  
**Lakh**  
personnel

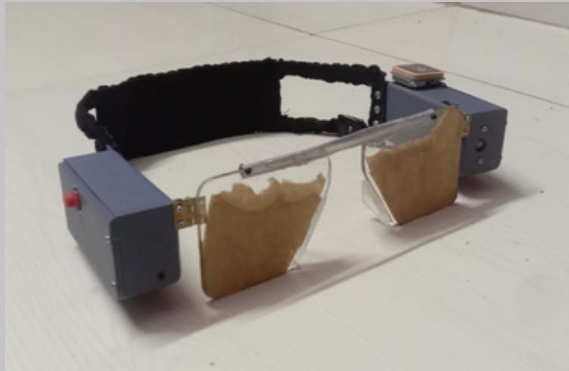


<sup>1</sup> <https://www.forbes.com/sites/niallmccarthy/2017/08/31/private-security-outnumbers-the-police-in-most-countries-worldwide-infographic/?sh=163f7095210f>

<sup>2</sup> <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1684384>

<sup>3</sup> [https://www.mha.gov.in/sites/default/files/AnnualReportEngLish\\_11102023.pdf](https://www.mha.gov.in/sites/default/files/AnnualReportEngLish_11102023.pdf)



# Competition

Product	Opticops 	Motorola 	Kingstop 
Audio and video recording	✓	✓	✓
IoT sensors and cloud	✓	✓	
Health and location monitoring	✓		✓
AI assistant and face recognition	✓		

# Revenue Model : PaaS



**Product sales**

**Upgrades and Add-ons**

**Maintenance and support**

**Subscription model**

# Go-To Market plan



## MARKETING

Work with law enforcement agencies.  
Collaboration with Private security sectors.

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## PRICING

Device: Rs.45,000  
Subscription model: Rs.15,000/Year

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## CHANNELS

B2B - Online distribution.  
B2G - Government e-Market place.

# Traction

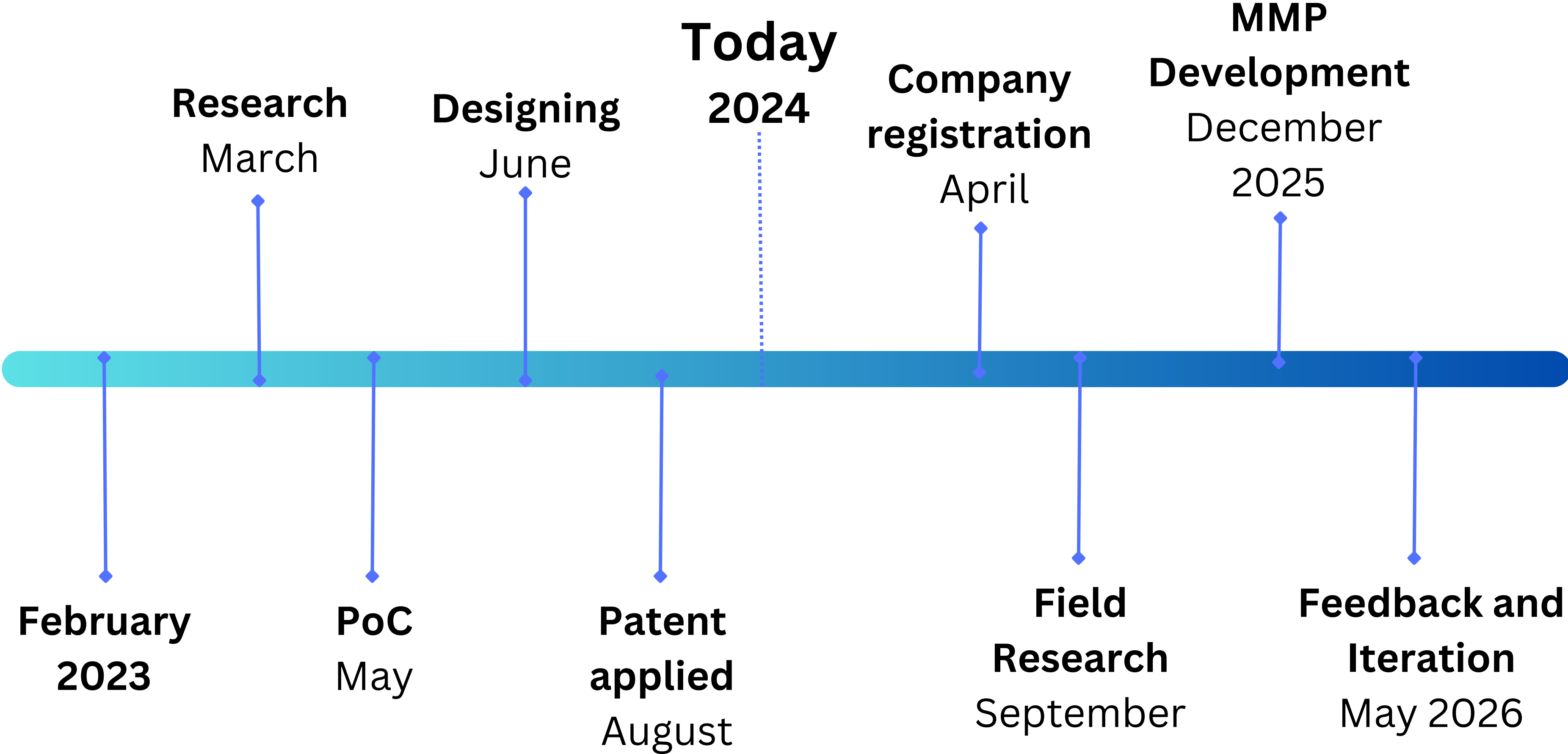
“ I have reviewed the Opticops project and would like to share my observations and recommendations. The device is impressively user-friendly and has the potential to be a valuable tool for State Police forces. I believe it can significantly enhance their real-time monitoring, ground surveillance, and crisis management capabilities, as well as improve their ability to capture essential, in-situation evidence. I recommend further assessing its future scope within police organizations, conducting on-ground performance tests to understand functional requirements, and carrying out trials to evaluate its performance. Additionally, exploring its usefulness within Defense organizations could be worthwhile ”.

**-Major Kirit Prasad**

“ BWC's are stepping into Indian police sector recently and is deployed for traffic police for now. I feel it is necessary to record audio and video of police conversations as they help in providing transparency and for evidence collection. It'll be definitely useful for police personnel like us. We use FRS but it takes a long time to identify, the feature the glasses provide is advanced to my view. We police officers go through a lot, the addition of health monitoring provides a unique advantage. It'll be better to add more health parameters like pressure. I would also suggest to test it in field for better you to better understand organization needs .

**-Vimalan,  
Sub-Inspector (Tirunelveli)**

# Key Milestone



# Team



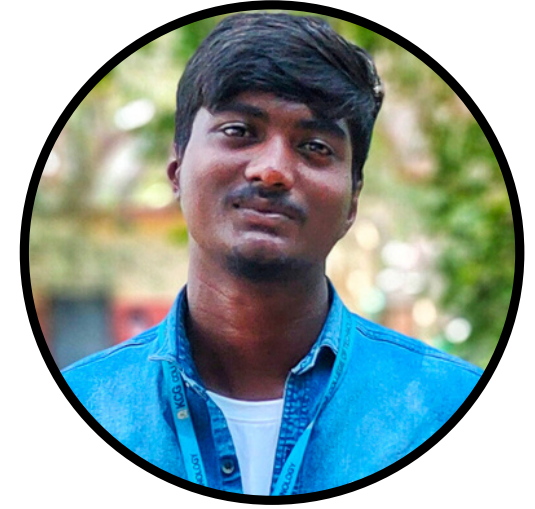
**JAGADISH J S,**  
**M.Tech Robotics**  
Founder



**Nitisri T S**  
**B.E. CSE**  
CEO, Co-Founder



**Shyamaly R**  
**B.E. CSE**  
Co-Founder



**Abishek J A**  
**B.E. ECE**  
CTO



**Dr. Vignesh Kumar M**  
**Head Project**  
**development cell**

# The Ask

We're raising ₹ 88 Lakhs to

