



Real-time hotel analytics for better efficiency



The **Problem:**



Guest Surveys:

Improve Next Stay

Front desk attendant was not available upon check in. Had a sign out they were away and had to sit down and wait. Worker was not polite There was an outdoor hotel speaker playing music keeping me awake at night. At 1:00 am I went to front desk and asked for speaker to be turned off. Speaker should be turned off at night without asking

Please share any additional comments regarding your stay:


Bathroom sink drained very slow

Breakfast Comment

Due to the increase in non business / tourists guests. The breakfast area was a disaster. We where allocated seating but the food area was a disaster

Car vandalized

Review of Best Western Premier Toronto Airport Carlingview Hotel

 Reviewed Mar 11, 2023

Everything was good at this hotel until we arrived back after 2 weeks vacation.

Car was vandalized , arrived on a Sunday night, couldn't drive home, had to call tow truck, insurance, police, hotel washed their hands of incident. Didn't offer anything or compensate us.

Date of stay: February 2023

 Value
 Location
 Service

 Rooms
 Cleanliness
 Sleep Quality



**Sales Manager at
The Best Western
Hotels**



**Senior Property Revenue
Manager at
Best Western Hotels & Resorts**



**Owner/GM, Best Western &
Stoneridge Inn & Conference
Centre**

“We often learn about employee misconduct or guest complaints **when it is too late**, typically through a bad review.



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“If we had real-time alerts with video clips, we could **improve our staff training and guest satisfaction on the spot**.



**Owner/GM, Best Western &
Stoneridge Inn & Conference
Centre**



Verkada

Cloud-managed security cameras
that enhance safety and
operational visibility.

**Raised
\$444.3M**

Setbacks:



DEPENDENCIES

Hardware
Dependency



High
Cost



JARVIS

Powered by Staqu

Transform long CCTV video
footage into meaningful
information.

**Raised
\$1.32M**

Setbacks:



Generalist
Approach



Limited
Security
Analytics



Scalable cloud-based video surveillance with global accessibility and advanced analytics.

**Raised
\$195M**

Setbacks:



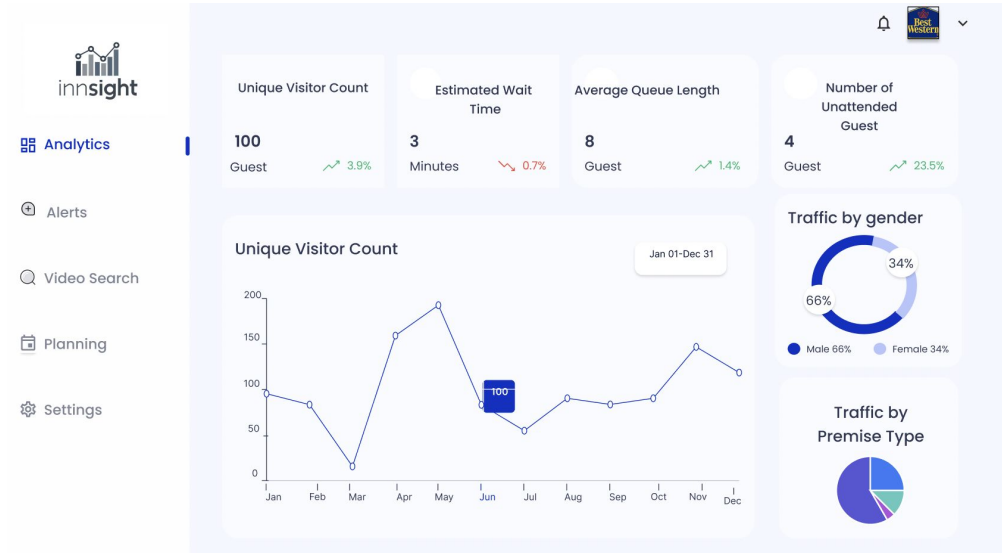
Primarily
Security
Focus



Over-Reliance
on Cloud

The Solution:

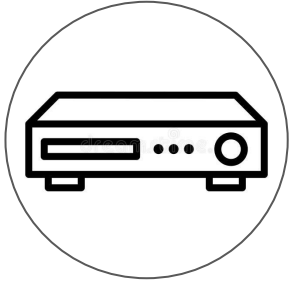
A web platform that enhances hotel operations and security by integrating with existing camera systems, delivering real-time analytics and immediate alerts to improve efficiency and decision-making.



How it **works:**



Suitably Placed
Cameras



DVR/NVR



Consistent
Internet

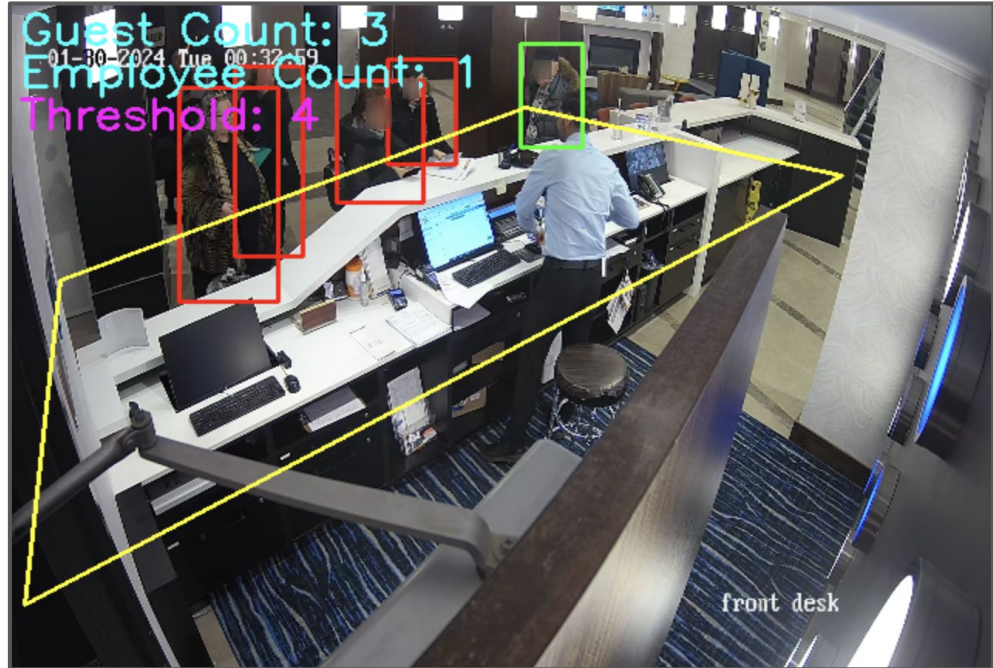


InnSight
(Software)



Alerts and
Insights

Specific Value Add's:



Specific Value Add's:



Specific Value Add's:

**Better
Planning**



Specific Value Add's:



Overall Market:

115,000 hotels
across North America

~\$2-4 M
Annual revenue

#1 Reason
for 3 star & below reviews.

Pricing Structure:

Our Price:

\$25/month

20 cameras

\$500/month

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Annual Revenue Per Hotel:

\$500month
X **12** months

\$6,000/yr

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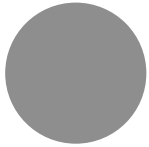
\$6,000/yr

Overall Market:

\$6k /yr/hotel
5% of NA

\$34.5M/yr

Timeline:



Mar 2024

- Built first MVP.
- Manually Deriving Insights.

Timeline:



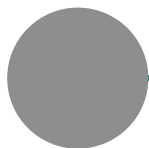
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July 2024

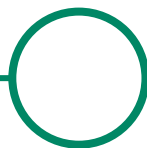
- Running 1 unpaid pilot.
- Verbal agreements for pilots with 3 other hotels
- 5k for hiring engineering and cloud

Timeline:



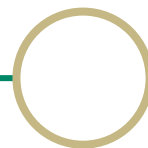
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Oct 2024

5 fully paying hotels

Our **Team:**



**Rahim
Merchant**

Co-founder

Previously interned @
Government of Canada



**Rahman
Merchant**

Co-founder

Previously interned @ CIBC







