

UNITRACK

Cameron Greer, Matt Wiegandt,
Mohamed Samba, Simranjit Singh

PROBLEM



Mo wanted a way to record his soccer progress, but he didn't have someone to record him

Sim was scrolling through the Ring neighbor's app and kept seeing videos of crimes, but the suspect was out of the camera's range of view

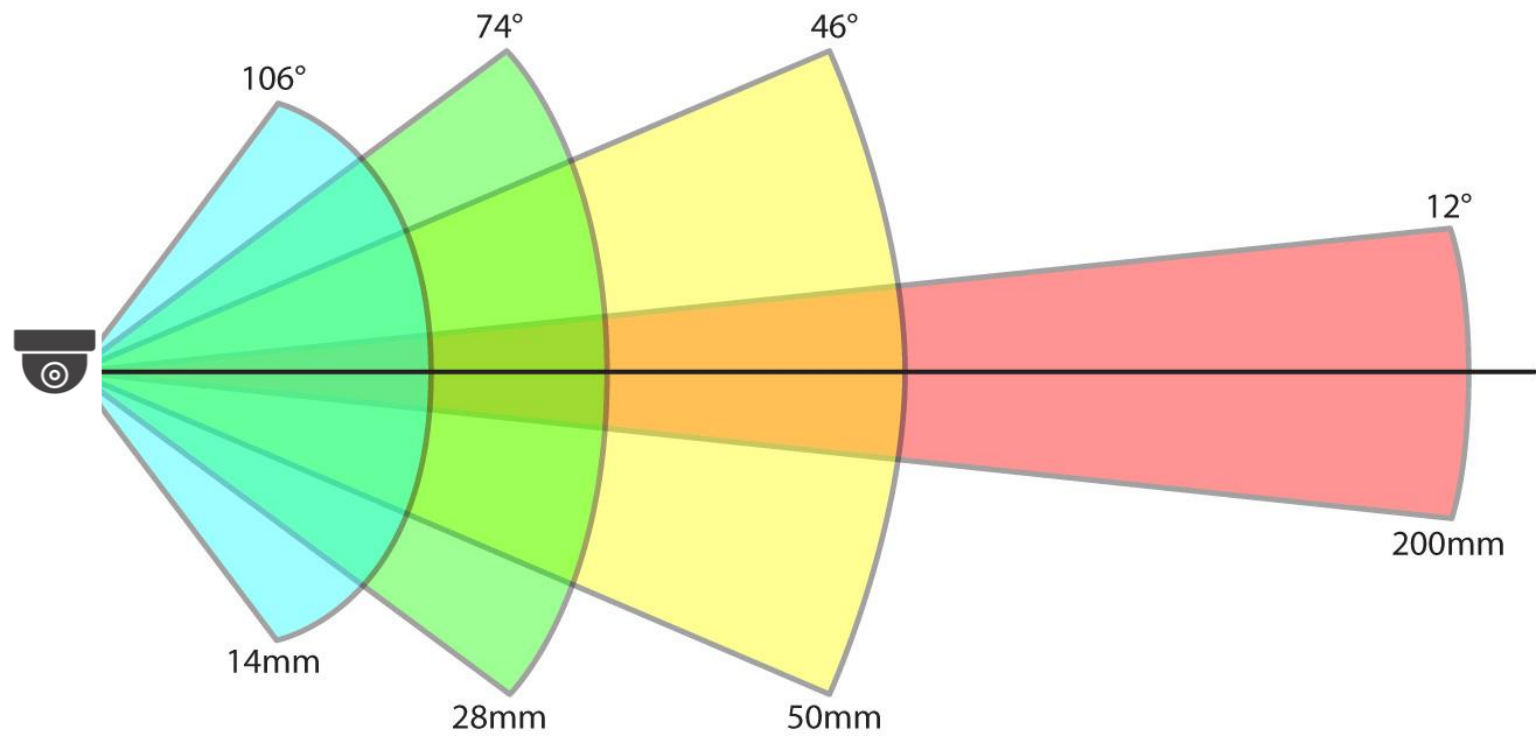
(Mo dribbling soccer ball out of frame)





PROBLEM STATEMENT

Today's cameras have narrow viewing angles and require supervision for movement





MARKET SIZE

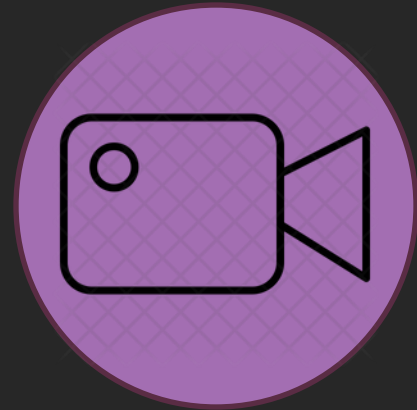
Three Major Markets: Home Security, Sports Media and Consumer Filmmaking



Home Security



Sports Media

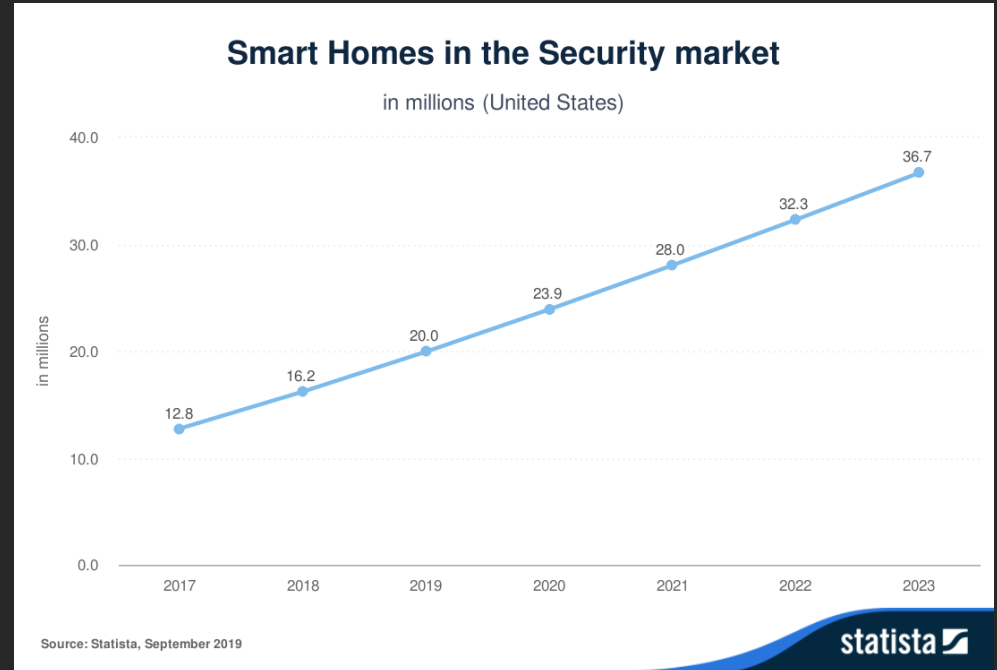


Filmmaking



MARKET SIZE – Home Security

- USD 40.66 billion now and is expected to reach USD 74.75 billion by 2023



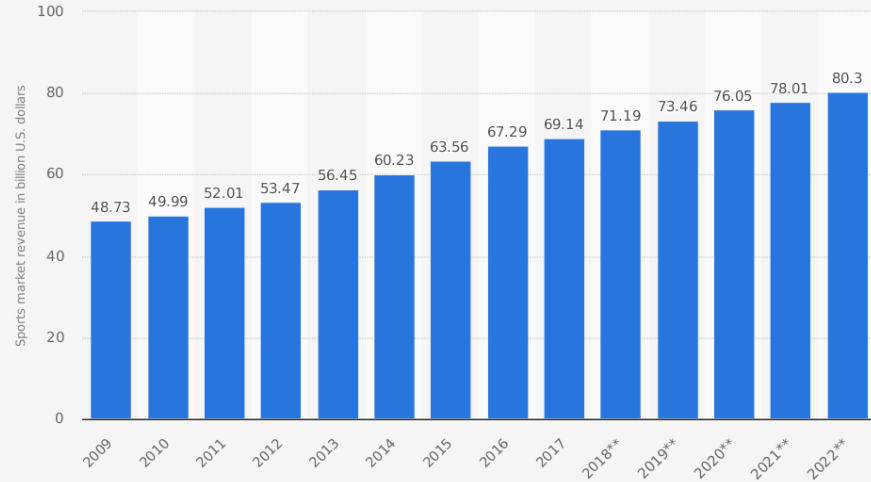


MARKET SIZE – Sports Media

- USD 73.46 billion now and is expected to reach USD 80.3 billion by 2022



North America sports market size from 2009 to 2022 (in billion U.S. dollars)*



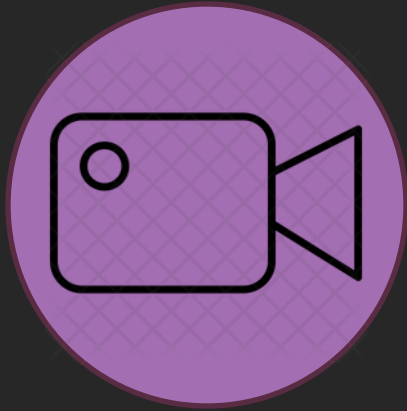
Source
PwC
© Statista 2019

Additional Information:
North America; PwC; 2009 to 2018

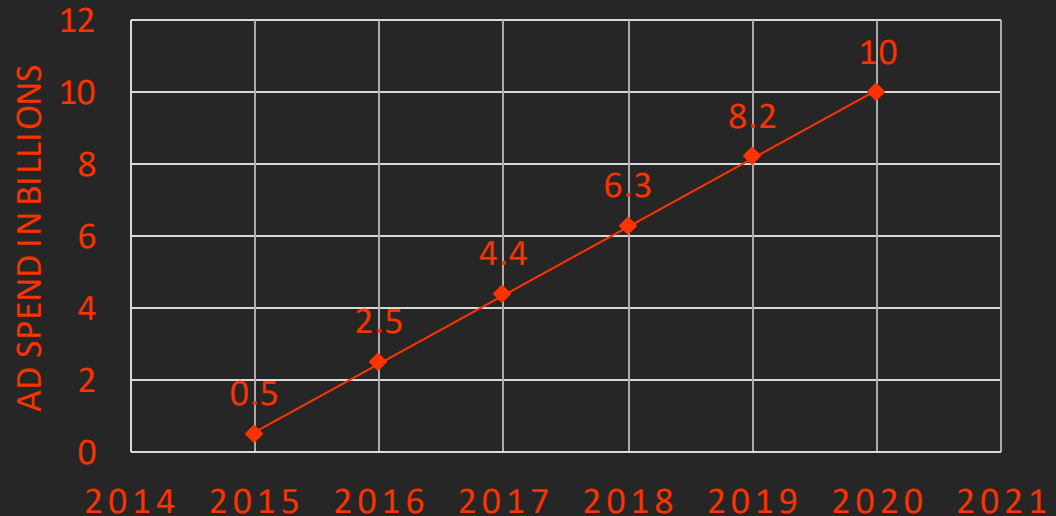


MARKET SIZE – Consumer Filmmaking

- USD 8.2 billion now and is expected to reach USD 10 billion by 2022



INFLUENCER MARKETING GLOBAL SPEND





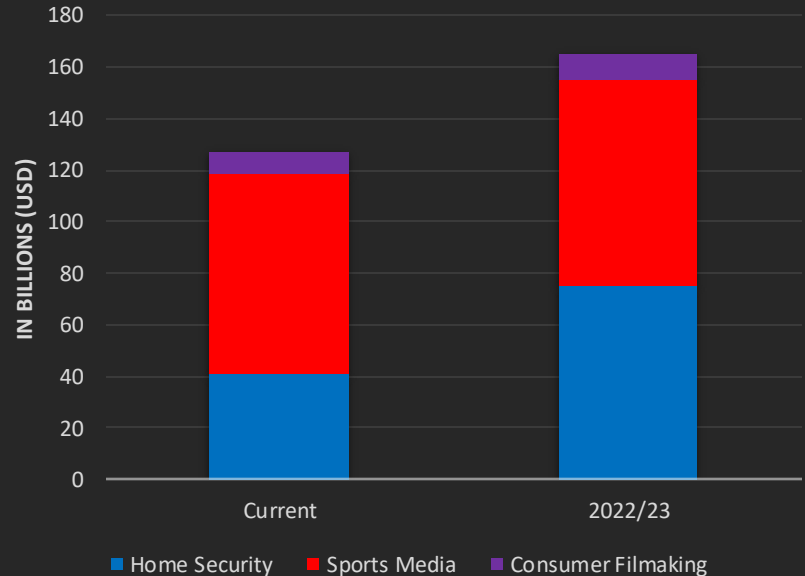
MARKET SIZE

Total Market Size Now:
126.87 Billion USD

Total Market Size 2022/23:
165.05 Billion USD



Current and Future Market Size





TARGET CUSTOMERS

Consumer

DIY



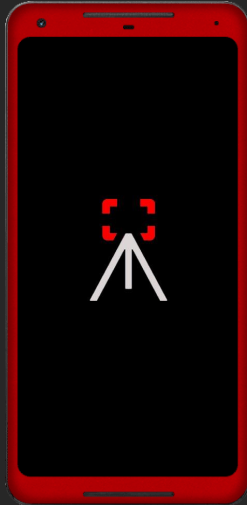
Business





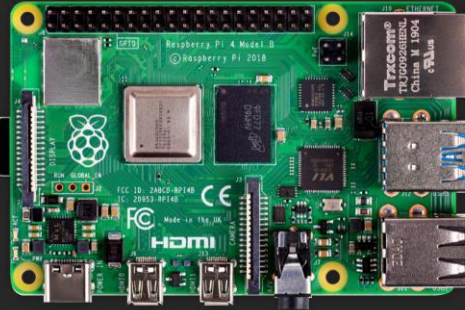
OUR SOLUTION – Communication/Systems

Phone



Controls RPI with
Mobile App

Raspberry Pi



Tracks Object
Using Onboard
Camera and
Computer Vision

Servo

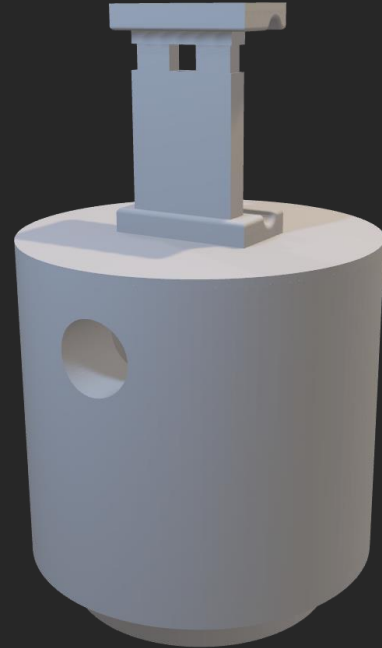


Turns Mount to
Face Selected
Object



OUR SOLUTION – Unitrack1

- Sleek Cylindrical Design
- Universal phone attachment
- Universal tripod connection
- Free Rotation



Designs by Claire Zehnal

APP



Loading Screen

UNITRACK



Control

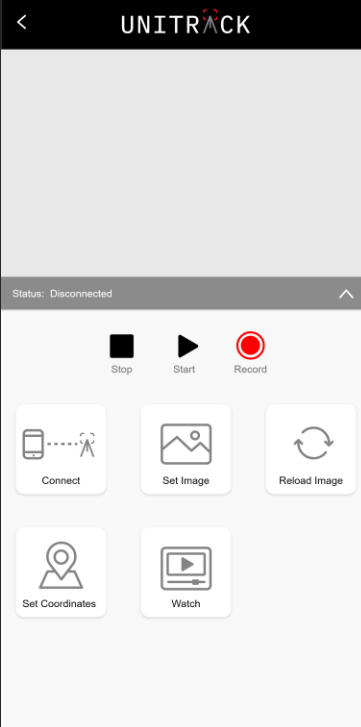


Watch



Record

Home Screen



Control Screen



COMPETITIVE EDGE

Main Competitors

The logo for SOLOSHOT, featuring a blue square icon with a white 'S' shape inside, followed by the word 'SOLOSHOT' in blue capital letters with a registered trademark symbol.The logo for DJI, consisting of the letters 'DJI' in a stylized, bold, black font.The logo for PHANTOM, featuring the word 'PHANTOM' in a black, sans-serif font, with a stylized, curved line above the 'O'.

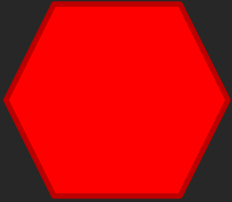
WHAT THEY OFFER:

- In-house camera
- GPS device or tag tracking
- Drones offer maximum flight time of 45 minutes
- Takes 15 minutes to connect to SOLOSHOT



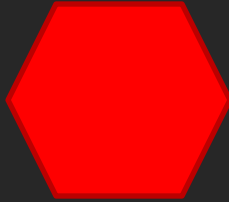
COMPETITIVE EDGE

WHAT WE OFFER



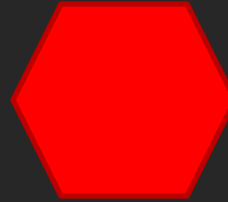
Flexibility

Our device can be used with any mobile phone



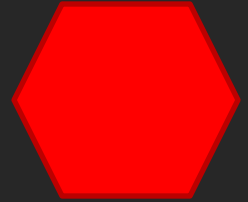
Ease of tracking

No GPS or tag needed to track object



Pricing

Very competitive prize compared to other products (\$60 Starting Price)



User Friendly

User friendly mobile app allow easy interaction



CUSTOMER PROFILES

- Our customer is a person with an active lifestyle who is passionate of video capturing like a youtuber or a college athlete who does not have the means to employ a camera man to record his athletic events



Athletes



Homeowners



Youtubers



WHY IS YOUR PRODUCT UNIQUE?



Portable



User Friendly



Long Battery Life



NEXT STEPS

- Solar Charging
- Second Axis of Rotation
- Optimizing Cost Efficiency
- Activity Recognition



THANK YOU!

