



CounterVision

**Help medium to large retailers
understand their customers to
optimize sales and marketing
operations using computer vision**



Problem



E-Commerce Companies Sell Better Using Customers' Data, Offline Retailers Don't Have That Luxury



Results In

Layout, Operations, Marketing, Product Placement etc.. Related Decisions Taken Through Intuitions & Observations Only



Results In

Making Lesser Money Per Store Visitor Than Possible





Solution



Collect CCTV Footage



Analyze Using Computer Vision



Generate Actionable Report



What we do

HotSpot Discovery

Footfall Count



Age Group & Gender

Path Tracking & Behavior



Market Validation & Market Size

Y-O-Y Smart Retail Growth

\$58.23 Billion*

23.9% CAGR

*Source :
<https://www.grandviewresearch.com/press-release/global-smart-retail-market>

Retail Analytics Market

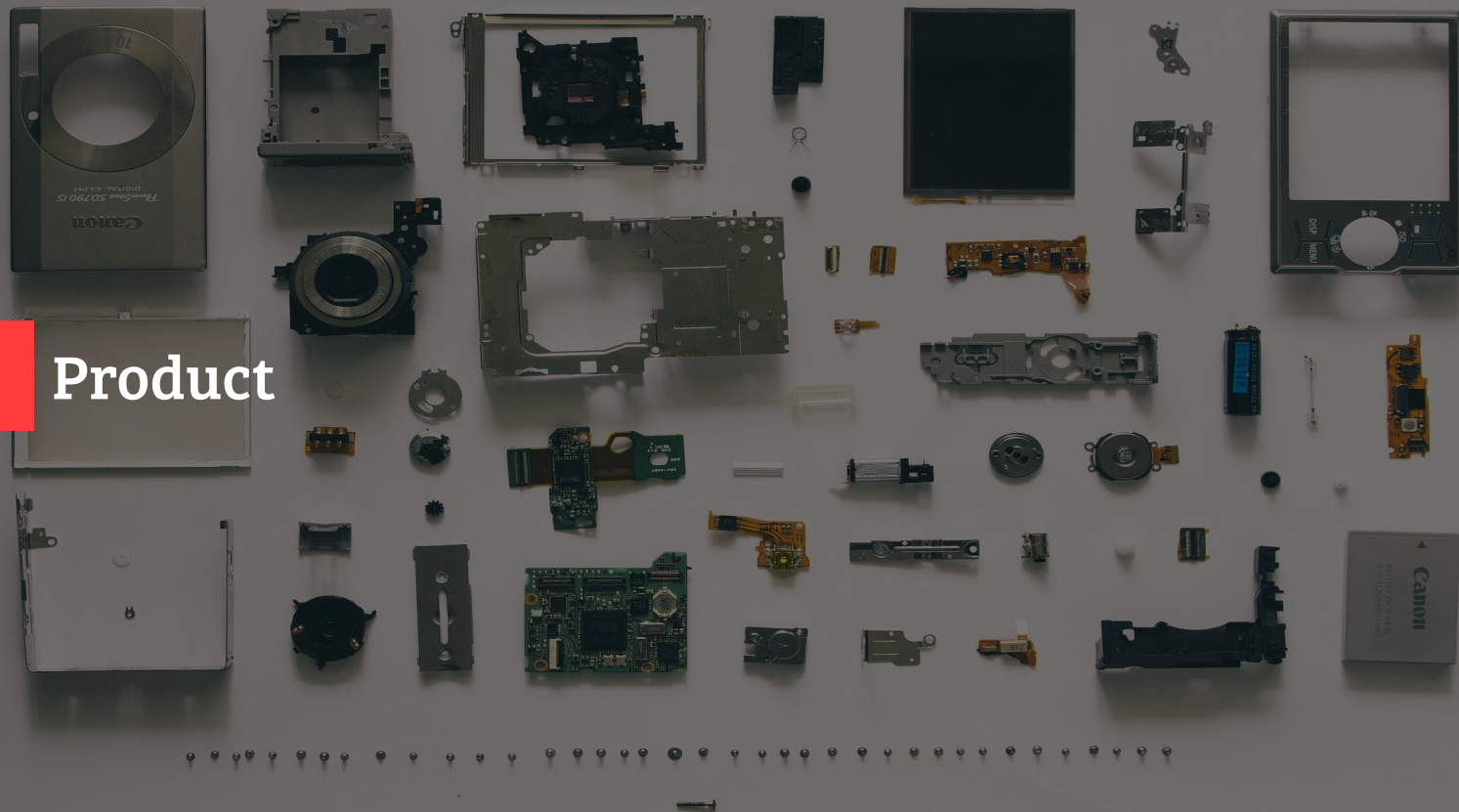
\$8.6 Billion*

19.7% CAGR

*Source :
<https://www.marketsandmarkets.com/Market-Reports/retail-analytics-market-123460609.html>

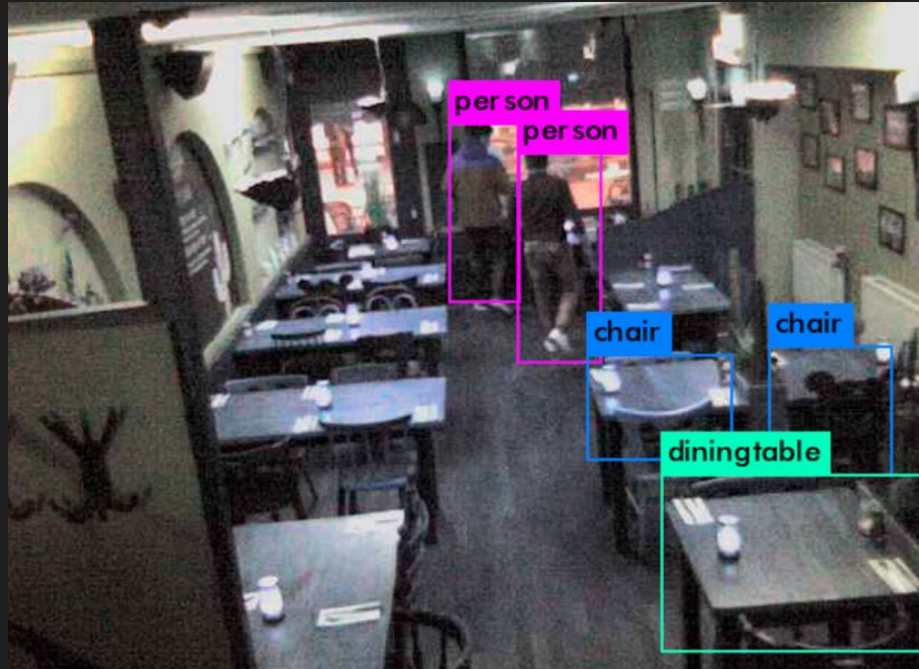


Product

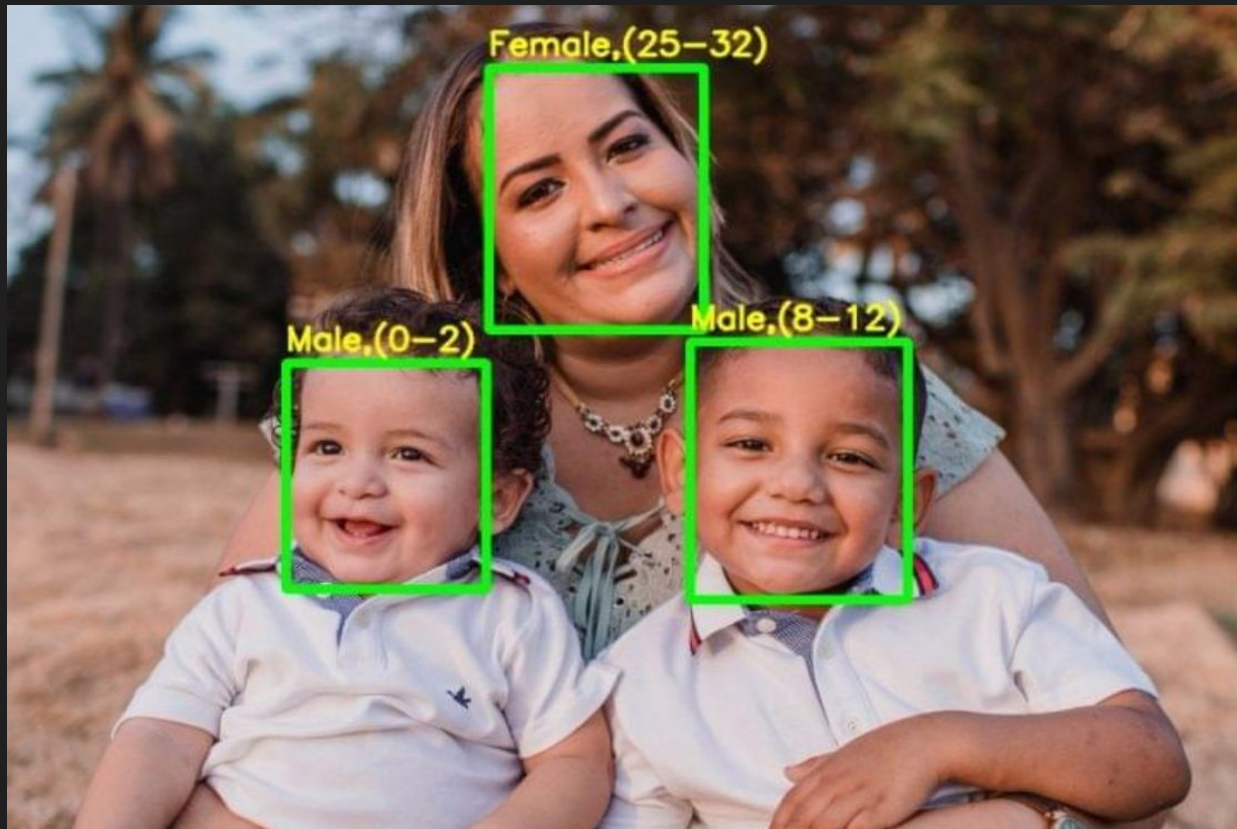




Count And Sort People The In Footage



Analyze People's Demographics In Real-Time



Make A Report Of Analysis

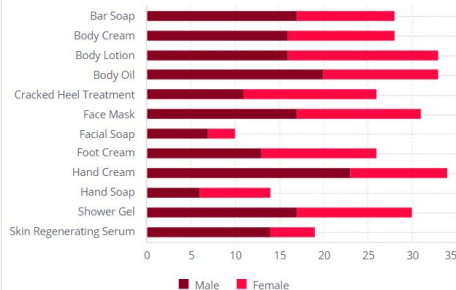


Buying Habits Analysis

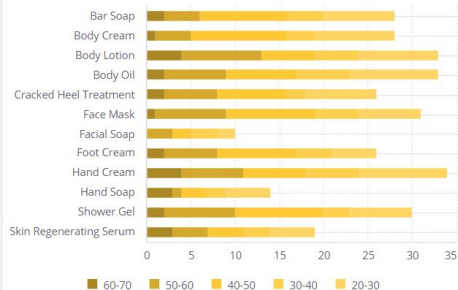
of Orders over Time and during US Holidays



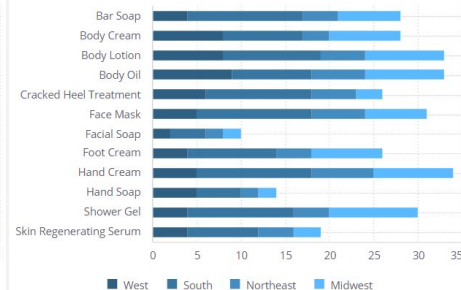
of Customers by Gender



of Customers by Age Range



of Customers by Region





Business Model

One Time Payment*

₹ 2,00,000
to
₹ 7,00,000

Or

Monthly Subscription*

₹ 15,000
to
₹ 85,000

*May Vary By Store Size



Competition



Cost To Deploy Low



CounterVision

Hardware
Required

Hardware
not
Required

Motionloft



Mindtree

A Larsen & Toubro Group Company

Cost To Deploy High



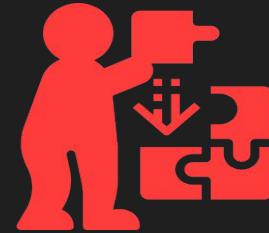
Competitive Advantage



100% Privacy Loyal



Granular Details



Integrate Everywhere



Plug And Play



Zero Capex



Fully Customizable

Financials*



No Fundraising Until Successful Pilot Complete...

	Q1 - Q2 2020 (3 Stores)	Q3 - Q4 2020 (9 stores)
Expected Revenue (30,000*6*x)	~ 5,00,000	~ 15,00,000
Expected Cost Incurred	~ 2,50,000	~ 20,00,000
Expected Net Margin	- 2,50,000	- 5,00,000

* All Numbers Are Calculated Estimates, Subject To Change



Team



Dhrumil Barot

2 Years Research Experience

1.5 Years Business Experience

**"If You're Nothing Without The Suit, Great attitude of "I Will Figure It Out"
You Don't Deserve It.**



Mehul Purohit

Experienced Developer

Extremely Passionate

Thank You

