

MASS SHOOTINGS

- ▶ There has been 307 mass shootings in the US in 2018.
- ▶ 370 mass shootings in the US in 2019.
- ▶ This number continues to grow as our security lags behind.
- ▶ Most cameras aren't able to detect a threat before it happens.
- ▶ Cameras rely on human response which can be slow.

SOLUTION

AlVision is a company that uses Artificial Intelligence to detect and minimize threats. We use AI and Machine Learning to:

- ▶ Classifies if someone has a gun or not
- ▶ Figure out what type of gun it is
- ▶ Alert authorities of the collective details

MISSION AND SOCIAL IMPACT

- ▶ **Mission**: Creating a software that's able to detect a firearm and its' type.
- ▶ **Social Impact**: To minimize a threat



DESCRIPTION OF PRODUCT/SERVICE

- ▶ Our company will be able to create an algorithm that enables a camera system to identify whether or not a person is in possession of a firearm
- ▶ Able to notify authorities in detail of the situation. This will insure that everyone is prepared and safe.

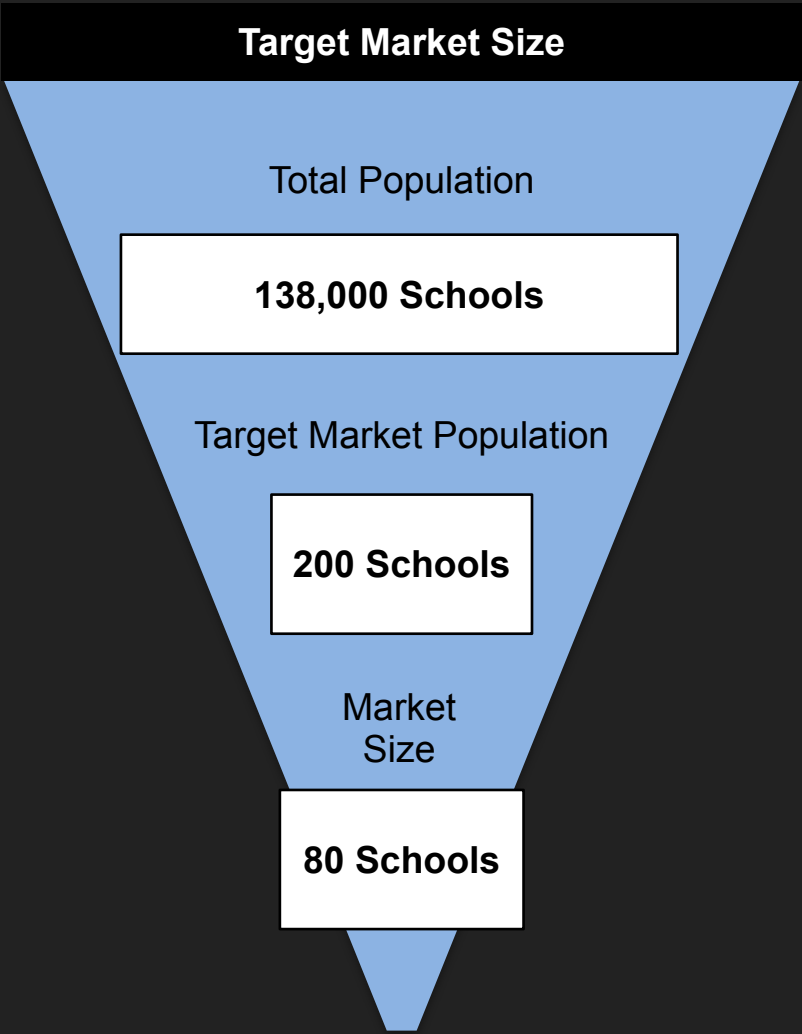
Business Model

LICENSING DEAL

Market Analysis

Market Statistics			
Industry Name:	Security Camera	Annual Industry Sales:	\$20 Billion

Description of Target Consumer	
Demographics	Geographics
<u>Target Market</u> : Schools, business facilities, and the government, and Airports, etc.	California, Maryland, and Virginia
Psychographics	Buying Patterns
Security personnel who set up security cameras in facilities to keep the people in them safe from potential shootings	People can buy the product online.



MARKETING AND SALES

- ▶ Twitter
- ▶ Facebook
- ▶ Social Media
- ▶ School Boards
- ▶ Online Store

Competition

Unique Factors	US	Siemens CCTV Camera	CCTV Security Pros	Bosch CCTV Camera
Website	Our website will have a friendly user interface that's flows seamlessly with the hardware. Models will be displayed with big differences and there will be a moderate product choice selection that's simplistic.	Very confusing website, can't buy on the website instead you have to contact them first by putting in your information and waiting for a response. Poorly built website that's very bulky, cluttered, and confusing.	Looks like a rough draft with a clutter of choices. Very overwhelming, a lot of choices with no big differences.	Bulky, no passion shown and abbreviations that aren't clear to the consumer. Many of the same models with little to no difference.
Software	Able to detect if someone is carrying a gun, call authorities, and can also see in different spectrums that's needed. We will also update the software and features to make it run and look better.	Not able to detect if a person is carrying a gun. To get a better model you must switch out camera with a newer and more expensive model. Relies on human reaction.	Not able to detect if a person is carrying a gun. To get a better model you must switch out camera with a newer and more expensive model. Relies on human reaction.	Not able to detect if a person is carrying a gun. To get a better model you must switch out camera with a newer and more expensive model. Relies on human reaction.

My Competitive Advantages

1. Software that's able to detect when a person is carrying a gun.
2. Updatable software/features to make the system and camera run a look better with a more simplistic and advanced interface.
3. More cost efficient because over the air software updates.

FUTURE PLANS

- ▶ Find a company to license the software/algorithm to.
- ▶ Continue to improve software
- ▶ Add more features