

Advertising Business Model Canvas

An overview of how we create, deliver and capture value.



Key Partners

- Hardware providers (cameras, sensors).
- Cloud service providers (AWS, GCP, Azure).
- Security agencies & private security companies.
- Emergency response organizations.



Key Activities

- AI model training, validation, & improvement.
- Backend & frontend software development.
- System testing & deployment.
- Customer support & system maintenance.
- Addressing technical challenges (e.g., false alarms).

Key Resources

- AI development & data science teams.
- Cloud infrastructure.
- Cybersecurity resources.
- Proprietary & licensed datasets (e.g., UCF-Crime).
- Specific tech stack (e.g., PyTorch, FastAPI).

Value Proposition

- Real-time automated detection of abnormal activities.
- Faster incident response with instant alerts.
- Reduced need for large human monitoring teams.
- Continuous 24/7 monitoring.
- Automated, LLM-generated reports for investigations.
- Reduced data storage needs by saving only anomaly clips.



Customer Relationships

- Dedicated technical support & maintenance.
- Regular software updates & AI model improvements.
- User training & onboarding sessions.

Channels

- Web dashboard.
- Mobile app.
- Direct integration with existing CCTV infrastructure.

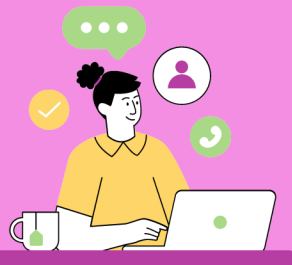
Customer Segments

- Public safety authorities & government agencies.
- Airports, train & metro stations.
- Shopping malls, corporate offices, hospitals, schools, universities.
- Private security companies.



Cost Structure

AI research & development - Cloud computing & data storage
Personnel costs (development, support, sales) - Marketing & sales expenses
Hardware procurement & installation.



Revenue Streams

Subscription-based pricing (SaaS) - Licensing fees for software
Installation & integration services - Premium support & customization packages - Add-ons (e.g., Face Recognition)