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Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
<div>Difficulties of Object detection in deep / noisy environment</div> <div>High cost of AUVs acquisition and usage</div> <div>Need to cover large swaths of water for research and rescue, especially in war time</div> <div>Difficulties localization and navigation of AUVs</div> <div>Scarcity of open sonar data for training and validation</div> <div>Operator overload in long missions (need to analyse hours of scans)</div> <div>High cost and risk of diver missions</div> <div></div>	<div>Use of H2O/CBC - one-man operated AUV with AI module</div> <div>Use of "swarms" - AUVs + AUVs and different missions / modalities</div> <div>AI-based multi-view object detection</div> <div>Fusion of different missions / modalities for better localization and detection</div> <div>Use of synthetic data for model training and validation</div>	<div>Cost-efficient underwater exploration with one operator and automatic processing</div> <div>Semi-automatic AI based object detection, localization and classification</div> <div>Pretrained models tailored to customer / object class</div> <div>Low risk military operations</div> <div>SLAM in joint missions of ROV / AUV aka swarms</div>	<div>Military training</div> <div>Humanitarian aid</div> <div>Academic support</div>	<div>Military</div> <div>Aqua culture</div> <div>Rescue services</div> <div>- Civil mine hunting</div> <div>- Search and rescue</div> <div>Underwater construction</div> <div>Offshore power generation</div> <div>Ocean science</div> <div>Fishing</div> <div>Archeology</div> <div>Recreational activity</div>
<div>Key Metrics</div> <div>Units sold</div> <div>No. / hours of missions</div> <div>No. of object found / missed etc. (F1)</div> <div>Increase in area coverage</div> <div>No. of objects submitted for model finetuning</div> <div>Units lost</div> <div>Saved operator working time</div> <div>Support calls</div>		<div>Channels</div> <div>Military offices / events</div> <div>Participation in public missions / operations</div> <div>Scientific publications</div> <div>Exhibitions and conferences</div> <div>Personal connections</div> <div>Cold marketing</div> <div>AI events</div>		
<div>Cost Structure</div> <div>Development team</div> <div>SW / HW cost</div> <div>Cloud and op-geom infrastructure</div> <div>Marketing</div> <div>Capex</div>		<div>Revenue Streams</div> <div>Sonobot / AUVs sell</div> <div>Paid support</div> <div>Partnership</div> <div>- third-party HW / SW</div> <div>- sonars</div> <div>- post-processing</div> <div>Other services</div> <div>- Tailored model training</div> <div>Data sell</div> <div>Partnerships</div>		
<div>Brainstorming Space</div> <div>Competition</div> <div>Klein - expensive</div> <div>Kraibin - expensive, no AI yet</div>				