"

Do not depend on others for safety
Help yourself.

"

Present problems in the World

- Most of the security cameras are just recording
- A modern security camera costs more than $200
- High power consumption
- High maintenance cost
- Heavy and large in size

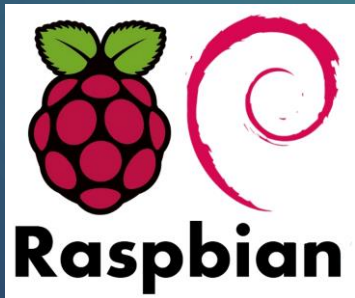# Introducing

SECURA Pi CAM ⊙

** Final Product

Main Functions

- Motion triggered image capture.

- Mobile notifications with photos.

- Detects when you are home and arms or disarms automatically.

- Can be remotely disabled or queried for status using **Telegram**.

Technologies Used

- Raspbian OS

- Telegram bot Platform

- Python 2.7

- Scapy tool

Structure of the SECURA Pi CAM

Camera module

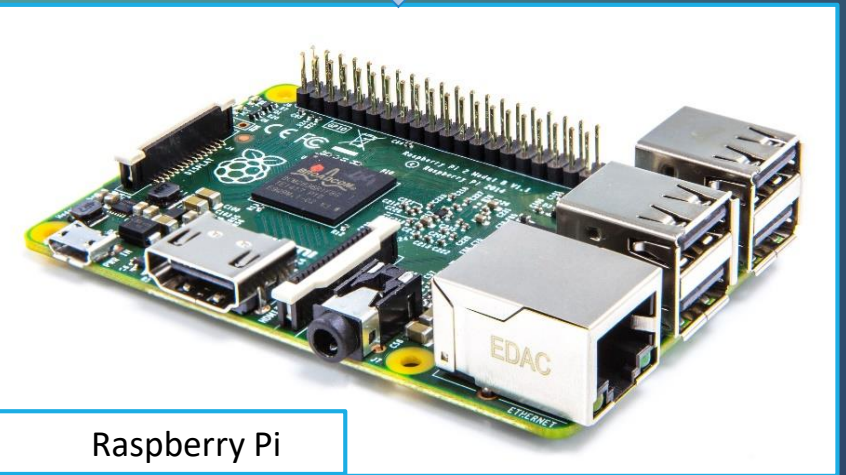Power Supply

PIR Motion Sensor
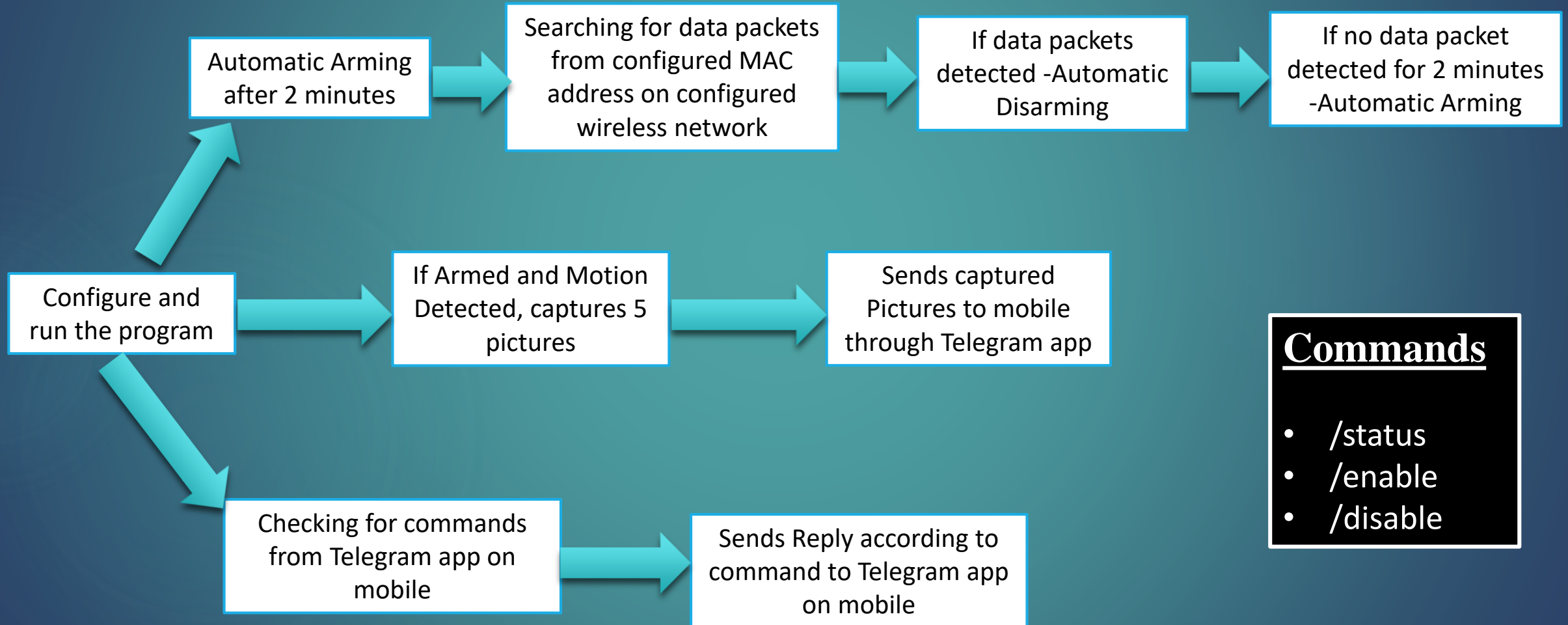

Wi-Fi adapter

Raspberry Pi

How does it work

Configure and run the program

→

Automatic Arming after 2 minutes

→ Searching for data packets from configured MAC address on configured wireless network

→ If data packets detected -Automatic Disarming

→ If no data packet detected for 2 minutes -Automatic Arming

If Armed and Motion Detected, captures 5 pictures

→ Sends captured Pictures to mobile through Telegram app

Checking for commands from Telegram app on mobile

→ Sends Reply according to command to Telegram app on mobile

Commands

- /status
- /enable
- /disable

Marketing Research Study

Marketability

- As the product is unique, the market share is high

- People's busy lives makes a good market. (Smart product)

- People's appetite on new technological gadget.

Cost per SECURA Pi Cam product

**Assuming monthly 500 products

Hardware cost	$100 * 500	$50 000
Software cost	$10 * 500	$5 000
Salaries	$40 * 4	$160
Testing	$2 * 5	$10
Other cost	$10	$10
Contingency	$15	$15
Total		$55 195
Profit 10%	$55 195 + $5 520	$60 720
Cost per item	$60 720 / 500	$121.44

$121.44

Competitor Analysis

Features	SECURA Pi CAM	Traditional Systems	Wi-Fi Cameras
Average Cost	$121.50	$1,500+	$200-$500
Auto-Arm/Disarm	✔️	❌	❌
Motion Detection	✔️	❌	✔️
Intelligent Notifications	✔️	❌	✔️
Multiple User accessible	✔️	❌	❌

Future Development

- Include a rechargeable battery to power up

- Introduce a dedicated mobile application

- Upload images and video footages real time to the cloud service

- Implement Pan & Tilt feature and control through the app

Thank You!