

FAREC



The Problem!

- There is no significant development in the process of calculating attendance
- The CCTV cameras have remained as only surveillance cameras and have not reached their potential
- Using FAREC , our domestic appliances can be made efficient and intelligent

Our Solution



Using Facial Recognition
and Cognitive Learning
for Attendance
Calculation



Using Machine Learning
Algorithm for accident
detection



Using Facial Recognition
in our domestic
appliances to make them
intelligent and more
effective

Business Model

Product Dev.

Developing a Facial Recognition Algorithm using Machine learning and Deep Learning .
Building a prototype and testing it out in the different markets.
Testing and Refining our product based on the test results

Marketing

Approaching various Schools ,Colleges and other educational institutions and showcasing our product.
Introducing them our plans .Approaching Police departments,Home Appliances companies

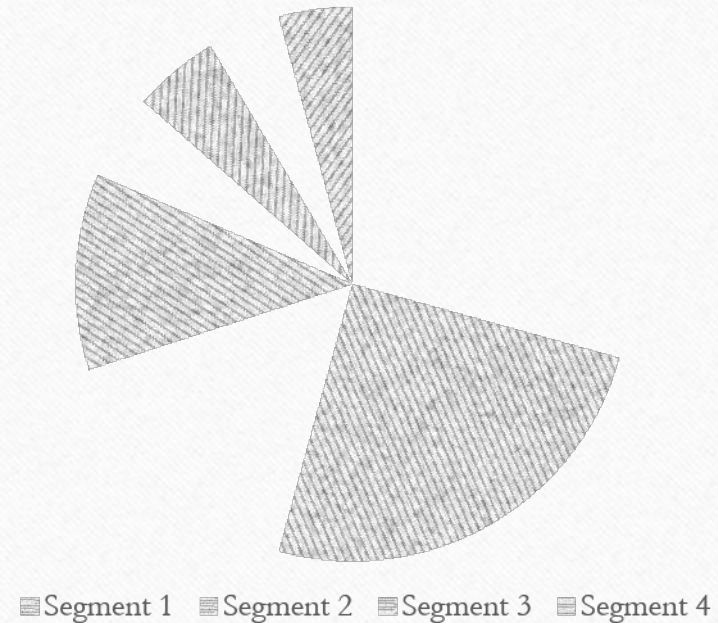
Expansion

Expanding our Market across all the educational institutions in our country . Across all the Traffic Police centers , Traffic Signal Lights, Highways,ATMs and so on..

The Market

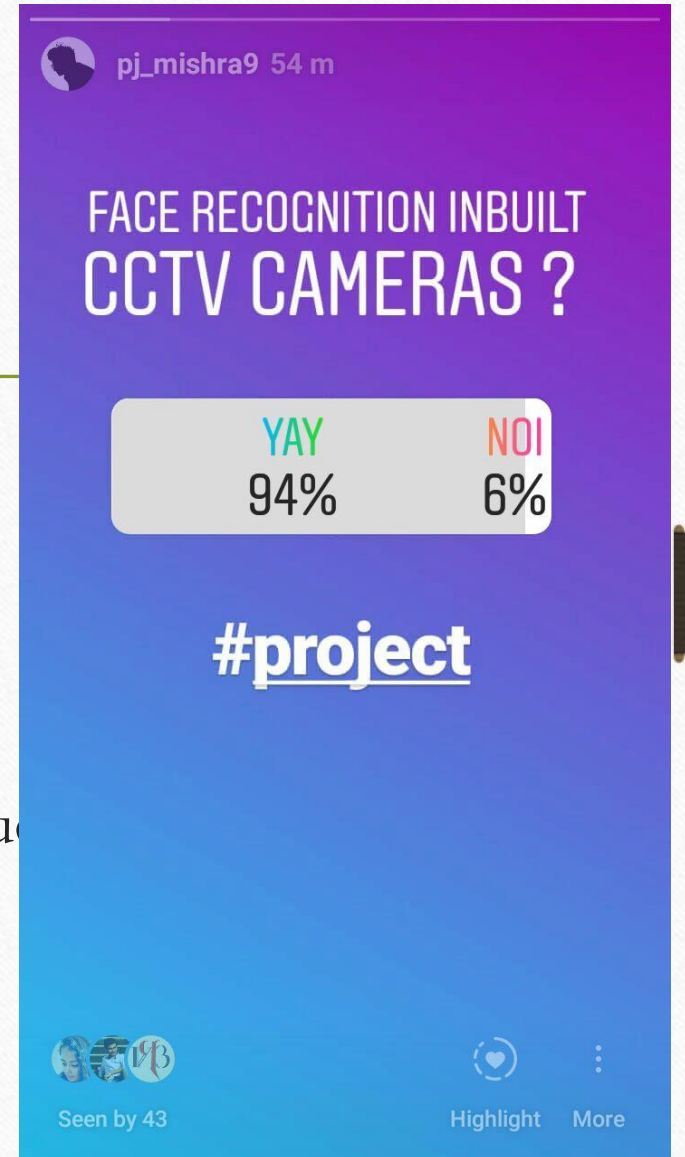
- 1) Home offices ,Mall offices ,Corporate offices and Educational Institutions
- 2) Traffic signal CCTVs ,Highway CCTVs,ATMs
- 3) Domestic Appliances
- 4) Border Security and Airport Survellience

Market Segments



Marketing and Sales

- 1) Digital Marketing using Google AdSense
- 2) Giving out our product on a monthly trial basis
- 3) Collaborating with influences to promote the product



Roadmap & Traction

Sept'17



Coming up with the Idea and designing the prototype

April'18



Created a Successful Beta Version, commencement of market survey

May'18



Approaching the test market and gathering the feedback

June'18



Pitching the idea to the Investors

Competitors

NEC- global

Nippon Electric Company
NEC's biometric face
recognition technology is
used worldwide for fighting
crime, preventing fraud and
improving public safety.

WISEUM

the international
manufacturers of
unique Intelligent
CCTV Product
Solutions that solve our
customers' problems with
CCTV security and
surveillance.

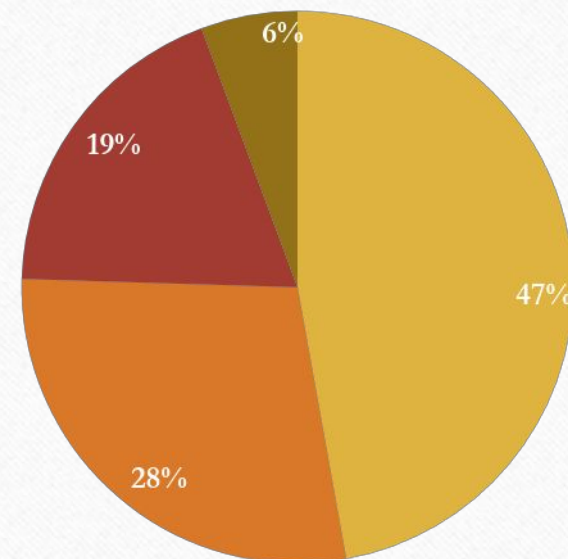
AXIS COMMUNICATIONS

Axis is the market leader in
network video. We invented
the world's first network
camera back in 1996 and
we've been innovators in
video surveillance ever since,
increasing the security of
millions of people
worldwide.

Use of Funds

- 1) Product R&D
- 2) Marketing
- 3) Server Maintenance
- 4) Salaries and Infrastructure

Funds Segments



■ Product R&D ■ Marketing ■ Servers ■ Salaries

The Team



CEO
Kunal Dubey



CTO
Pujitha Jaji



CMO
PJ Mishra



COO
Sree Charitha



CDO
Sandeep