



Real-time hotel analytics for better efficiency



The **Problem:**



Guest Surveys:

Improve Next Stay

Front desk attendant was not available upon check in. Had a sign out they were away and had to sit down and wait. Worker was not polite There was an outdoor hotel speaker playing music keeping me awake at night. At 1:00 am I went to front desk and asked for speaker to be turned off. Speaker should be turned off at night without asking

Please share any additional comments regarding your stay:

Bathroom sink drained very slow

Car vandalized

Review of Best Western Premier Toronto Airport Carlingview Hotel



Reviewed Mar 11, 2023

Everything was good at this hotel until we arrived back after 2 weeks vacation.

Car was vandalized , arrived on a Sunday night, couldn't drive home, had to call tow truck, insurance, police, hotel washed their hands of incident. Didn't offer anything or compensate us.

Date of stay: February 2023



Value



Location



Service



Rooms



Cleanliness



Sleep Quality

Breakfast Comment

Due to the increase in non business / tourists guests. The breakfast area was a disaster. We where allocated seating but the food area was a disaster



**Sales Manager at
The Best Western
Hotels**



**Senior Property Revenue
Manager at
Best Western Hotels & Resorts**



**Owner/GM, Best Western &
Stoneridge Inn &
Conference Centre**

“We often learn about employee misconduct or guest complaints **when it is too late**, typically through a bad review.



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“If we had real-time alerts with video clips, we could **improve our staff training and guest satisfaction on the spot**.



**Owner/GM, Best Western &
Stoneridge Inn &
Conference Centre**



Verkada

Cloud-managed security cameras
that enhance safety and
operational visibility.

**Raised
\$444.3M**

Setbacks:



DEPENDENCIES

Hardware
Dependency



High
Cost



JARVIS

Powered by Staqu

Transform long CCTV video
footage into meaningful
information.

**Raised
\$1.32M**

Setbacks:



Generalist
Approach



Limited
Security
Analytics



Scalable cloud-based video surveillance with global accessibility and advanced analytics.

**Raised
\$195M**

Setbacks:



Primarily
Security
Focus



Over-Reliance
on Cloud

The Solution:

A web platform that enhances hotel operations and security by integrating with existing camera systems, delivering real-time analytics and immediate alerts to improve efficiency and decision-making.



How it **works:**



Suitably Placed
Cameras



DVR/NVR



Consistent
Internet

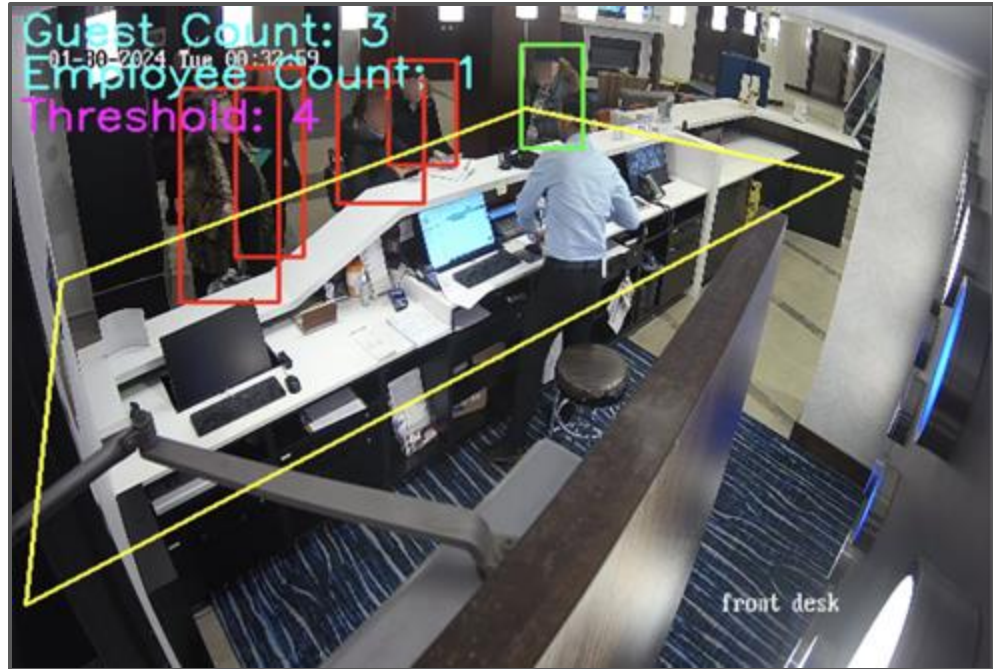


InnSight
(Software)



Alerts and
Insights

Specific Value Add's:

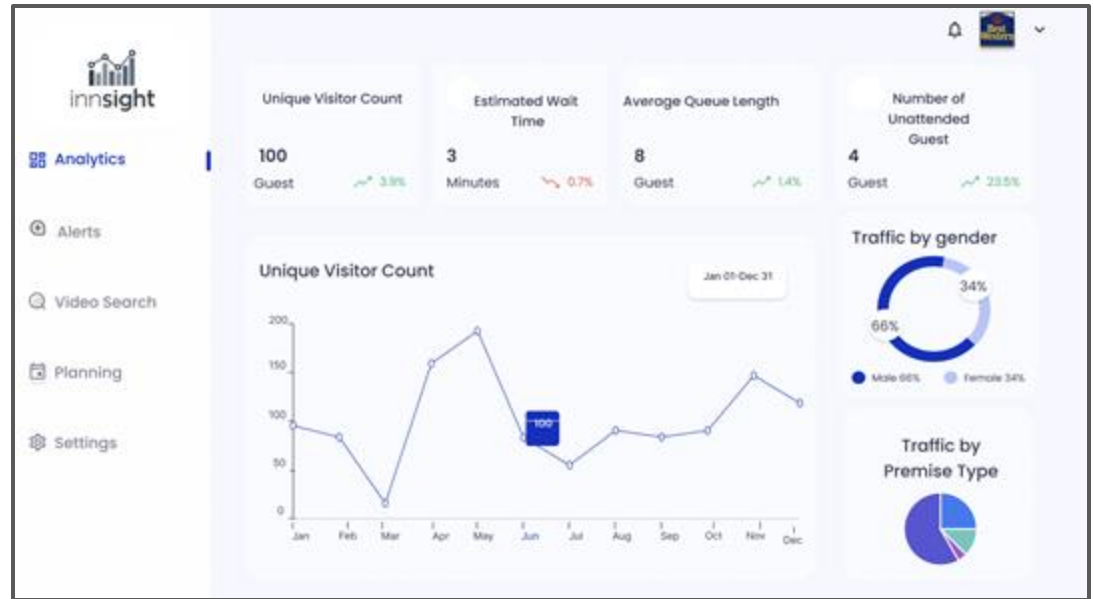


Specific Value Add's:



Specific Value Add's:

**Better
Planning**



Specific Value Add's:



Overall Market:

115,000 hotels
across North America

~\$2-4 M
Annual revenue

#1 Reason
for 3 star & below reviews.

Pricing Structure:

Our Price:

\$25/month

20 cameras

\$500/month

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Annual Revenue Per
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\$500 month
X **12** months

\$6,000/yr

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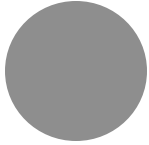
\$6,000/yr

Overall Market:

\$6k /yr/hotel
5% of NA

\$34.5M/yr

Timeline:



Mar 2024

- Built first MVP.
- Manually Deriving Insights.

Timeline:



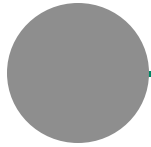
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July 2024

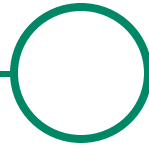
- Running 1 unpaid pilot.
- Verbal agreements for pilots with 3 other hotels
- 5k for hiring engineering and cloud

Timeline:



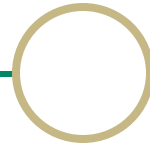
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Oct 2024

5 fully paying hotels

Our Team:



Rahim
Merchant

Co-founder

Previously interned @
Government of Canada



Rahman
Merchant

Co-founder

Previously interned @ CIBC







