



ADAPTIVE MONITORING LAYERED INTELLIGENCE

STARTUP PITCH DECK

PRESENT BY NITIN KUMAR



Today's Agenda

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- ▶ Problem Statement
- ▶ Our Innovative Solutions
- ▶ Our Framework
- ▶ Size of Market
- ▶ Direct & Indirect Competitor
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Introduction

- AmLI - Adaptive Monitoring Layered Intelligence is India's next-gen multi-layered protection ecosystem—not just a service, but a movement.
- It merges strategic protection, legal assurance, and instant response powered by adaptive infrastructure and smart technology.
- Under the AmLI Umbrella, we ensure layered strength, wide coverage, and trusted support—guided by experts from law, medical, technology, and more.
- Wherever this umbrella spreads, safety is activated
- —transforming everyday spaces into secure, intelligent ecosystems.





Problem Statement

- ▶ India's fast-growing urban areas face rising concerns around **personal safety, secure mobility, and emergency readiness.**
- ▶ Traditional security services are **fragmented, reactive, and often outdated**, leaving individuals and organizations exposed during critical moments.
- ▶ Commuters and professionals frequently travel during **odd hours, unsafe routes, or high-risk events**, with **limited access to reliable, monitored, and trustworthy transport solutions.**
- ▶ Lack of **real-time monitoring, emergency integration, and legal support** creates a gap between what people expect and what current service providers deliver.



Our Innovative Solutions

- ▶ **AmLI Umbrella Framework** - a multi-layered protection ecosystem combining **strategic security**, **legal assurance**, and **instant emergency response**.
- ▶ **Ride & Escort Services** - secure and reliable transportation on the Kaushambi-Meerut route, with **real-time GPS tracking**, **emergency alerts**, and **optional armed escorts**.
- ▶ **Dynamic Surge Model** - fair and adaptive pricing based on **distance**, **demand**, and **time**, ensuring **transparency**.
- ▶ **Smart Integration** - bridging **transportation**, **monitoring**, **medical**, and **legal services** into one ecosystem.
- ▶ **Trusted Network** - verified and trained drivers, backed by professional oversight, ensuring **safety**, **reliability**, and **accountability**.
- ▶ **Scalable Vision** - beginning locally, but structured for **regional and nationwide expansion**, covering both daily commuters and corporate needs.



Our Framework



Private Security



Emergency Response



VIP Protection



Ride & Escort



Legal Support



Monitoring





Ride & Escort

AmLI's **Ride & Escort** is our currently active service framework, designed to provide secure and reliable transportation for individuals, groups, and organizations. At present, AmLI operates primarily on the **Kaushambi-Meerut route**, offering safe travel to and from bus stands, railway stations, metro stations, apartments, and offices. Our services include personal pick-ups and drops, group rides, event, executive and VIP transfers , and even sensitive-hour or high-risk journeys with optional armed escort. Fares are calculated dynamically using our **surge model**, ensuring fairness based on demand, distance, and time. Each ride is supported by our **Secure Transportation Solutions**, including a modern fleet, real-time GPS tracking, emergency alerts, and driver monitoring for maximum safety. Booking is simple—just share your details, select the service type, and confirm your schedule, with flexible payment options available. Those wishing to join AmLI as drivers can apply through our platform, where professional verification and training ensure only the most trusted drivers become part of our network. While our current focus is regional, our long-term vision is to expand to other cities and eventually across India.



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Book your transportation today and tomorrow with our convenient and timely transport services for individuals, groups, and events.

Why Choose Our Transport Services?

- Comfortable Fleet**
Modern and clean vehicles for all your transportation needs.
- Timely Pickup & Drop**
Flexible transport services available 24/7.
- All Locations Covered**
Whether residential, office, corporate, and airport, we've got you covered.
- Support to Customs Routes**
Contact us to obtain your transport routes and get a custom route.
- 24/7 LIVE TALK**

First Name *

Last Name *

Email Address *

Phone Number *

Pickup Location *

Drop-off Location *

Start Date *

End Date *

Service Duration *

Transportation Type *

Number of Personnel

Additional Information

☐ By selecting/submitting, you agree that you have read, understood, and agree to the [Terms and Conditions](#) and [Privacy Policy](#), including that we will not share your information with third parties without your consent.

Book Transportation Services

When you visit on: <https://am-li.vercel.app/ride-escort-services.html>
then click on BOOK SERVICE navbar button

First Name

Last Name

Email Address

Phone Number

Pickup & Drop Off Location

Current or Future Date and Time

Choose on the bases of your need

Any Additional Information you wanna give

Before creation a request you need to read
Term or service and Privacy notice carefully

Click the button to book the service and after click
the email app will open automatically
You will have to send then to values to
the attached email and keep the mail safe as a receipt of booking



Size Of Market

AmLI is positioned to enter India's rapidly growing ₹1.5 lakh crore security industry, where demand for smarter and more reliable protection continues to increase. Our Total Addressable Market (TAM) spans millions of households, commuters, businesses, and organizations requiring guards, VIP protection, emergency response, safe rides, monitoring, and legal support. Beginning with the Kaushambi-Meerut corridor, our Serviceable Addressable Market (SAM) focuses on thousands of residents, commuters, and institutions already experiencing daily security and mobility challenges. Our Serviceable Obtainable Market (SOM) projects 5% adoption, engaging tens of thousands of active users who would rely on AmLI's "Umbrella of Safety." This phased approach enables us to validate services locally, build traction, and create a strong foundation for regional and nationwide expansion.





Direct & Indirect Competitor

Direct Competitors

These are companies providing **similar security + transport-based solutions**:

- ▶ **Private Security Agencies** (e.g., G4S, SIS India) - they offer guards, escorts, and VIP protection, but lack integrated tech-driven ride safety.
- ▶ **Ride-Hailing Platforms** (e.g., Ola, Uber) - strong in mobility but **not designed for security-first commuting** (no escorts, limited monitoring, weak emergency response).
- ▶ **Local Taxi & Escort Operators** - small-scale, region-specific, but **unorganized, inconsistent, and without smart monitoring systems**.

Indirect Competitors

These are companies/services addressing **parts of the same problem**, but not the whole ecosystem:

- ▶ **Emergency Response Apps** (e.g., 112 India, local police helplines) - reactive, but not **integrated with mobility or preventive monitoring**.
- ▶ **Health & Legal Support Services** - provide assistance but not linked with **real-time transport safety**.
- ▶ **Corporate Fleet & Travel Services** - focus on business commute, but lack **layered protection and personal safety integration**.
- ▶ **Insurance & Risk Management Firms** - offer financial protection, but not **physical safety in real-time scenarios**.



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*Thank you for your time!
Reach out to us for questions.*