VX1: Personal AI Assistant

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AGENDA

1. Problem Definition
2. Business Plan
3. Data Considerations
4. Legal Considerations
5. Revenue Forecast

TEAM INTRODUCTION

Celine Tsai
BUSINESS

Srihari Shekhar
BUSINESS

Rosa Rico
LEGAL

Rory Sweeney
LEGAL

Na Yeon Kim
LEGAL

Lydia Ruiz
ENGINEERING

- Perception of Police

- Situation Assessments

- Training Modules

Returning violence for violence multiplies violence, adding deeper darkness to a night already devoid of stars.

— *Martin Luther King* —

AZ QUOTES

1

Business Plan

Company & Product Overview

COMPANY OVERVIEW

Mission

Create a safer tomorrow with technology to increase information accessibility and make lives easier

Business Strategy

Promote price and information transparency to build trust and loyalty with customers

VX1 OVERVIEW

Situation Assessment

1. Assess Situation
2. Label Situation
3. Recommendation
4. Contact Resources (as needed)

Training Modules

1. Augmented Real-Life Simulation
2. Assessment of Actions
3. Provide law enforcement profiles

COMPETITOR ANALYSIS

	Axon	Clearview.ai	IC Everything
Company Background	Founded in 1993	Founded in 2017	Founded in 2021
Company Mission	Protect Life, Preserve Truth, Accelerate Truth	Deliver the most comprehensive image-search solution	Use technology to better lives
Targeted Industries	Government, Private Security, Commercial, Personal Safety, Justice	Law Enforcement	Law Enforcement
Products	Smart Weapons, Cameras, Software	Facial Recognition Platform	VX1 - AI Personal Assistant

LAUNCH TIMELINE

1 — **2** — **3**

Development

Get approval and securely collect data from law enforcement

Training

Train system to identify threatening/non-threatening behavior/situations

Launch

Use in field for situation assessment or used as training modules

VX1

Sensors to track user's
eye movements

UHD A/V Recorder

Bone conduction speakers

Detachable Rechargeable
Batteries

Augmented Reality Keyboard
Projection in the lenses

In-Built AI Assistant with
real-time analysis & feedback

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Data Considerations - InfoSec & Privacy

Collection & Storage

DATA STORAGE & COLLECTION

Data Collection

1. Facial Data Points
2. Video Recordings
   a. Sentiment Analysis
3. Audio Recordings
   a. Recognize Behavior Patterns
4. Network IP Address
   a. Status Tracker

Data Storage

1. Police Database
2. Private Database

DATA CONTROLS

- Limit Collection and Processing

- Classification of Information

  ▷ Protect sensitive information.

- Data Mapping

  ▷ Honor data subject rights as needed.

- Retention Schedule

- Vulnerability Testings

- Information Backup

  ▷ Backup, restoration, recovery

PRIVACY CONTROLS

Employee Controls

- Access Management

- Security & Privacy Training

Physical Controls

- Asset Management

- Physical Security

Contractual Controls

- Data Processing Addendums

- Confidentiality/Non-Disclosure Agreements

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Legal Considerations

Applicable US & International Laws

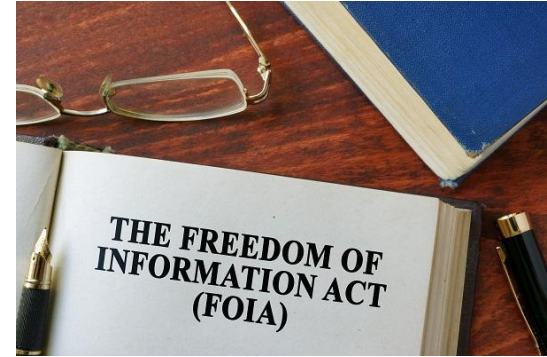Fourth Amendment - Reasonable Expectation of Privacy

Wiretap Act

Freedom of Information Act

Fourth Amendment - Reasonable Expectation of Privacy

"The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no Warrants shall issue, but upon probable cause, supported by Oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized."

Wiretap Act

- prohibits the unauthorized, non-consensual interception of "wire, oral, or electronic communications" by government agencies as well as private parties,
- establishes procedures for obtaining warrants to authorize wiretapping by government officials, and
- regulates the disclosure and use of authorized intercepted communications by investigative and law enforcement officers.

U.S. CONSTITUTIONAL AND FEDERAL LAW

Freedom of Information Act

- Provides the public the right to request access to records from any federal agency.
- Federal agencies are required to disclose any information requested under the FOIA unless it falls under one of nine exemptions which protect interests such as personal privacy, national security, and law enforcement.

THE FREEDOM OF INFORMATION ACT (FOIA)
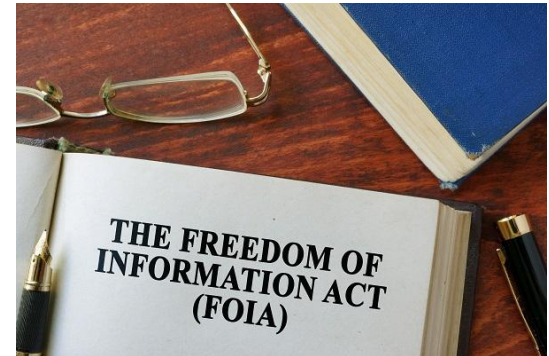
NOTABLE PRIVACY LAWS

California Consumer Privacy Act (CCPA)
- A state statute intended to enhance privacy rights and consumer protection for residents of California
- Passed in 2018 & became effective in 2020

Illinois Biometric Information Act
- Set forth in 2008
- An effort to regulate the collection, use, and handling of biometric identifiers and information by private entities

Other state privacy laws
- I.e., Colorado Privacy Act & Virginia Consumer Data Protection Act

NOTABLE PRIVACY LAWS

General Data Protection Regulation (GDPR)
- Regulation in EU law on data protection and privacy in the European Union and the European Economic Area
- The primary aim is to enhance individuals' control and rights over their personal data and to simplify the regulatory environment for international business

Incident Notification Statutes
- Laws that require individuals or entities affected by a data breach, unauthorized access to data, to notify their consumers and other parties about the breach
- Take specific steps to remedy the situation based on state legislation

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Revenue Forecast

Market/Cost & Resources Analysis

Addressable Market

- VX1 glasses:

  ▷ Cost to build the product = $600

  ▷ Product price = $1499

  ▷ $ Opportunity in the first year = ~22.4M (in California)

  ▷ Estimated Annual Revenue = ~$210M (Entire U.S.)

- Storage & AI Services:

  ▷ Estimated Annual Revenue = ~$85M (Entire U.S.)

Our ask

$15.5M

Revenue in 1 year of launch (in CA)

$24.1M

When expanded to the entire U.S.

Better Policing

Total success!

THANKS FOR LISTENING!

Any questions?

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Supplementary Slides

- Addressable Market:
    - Product Price = $1499
        - $ Opportunity = ~$1.04B = ($1,044,269,356) (Entire U.S)
        - $ Opportunity = ~$119M = $119,245,450 (California)
        - Our cost to produce/build the product = ~$600
        - Profit on every product sold = ~$899
        - **Total Profit if sold to California government for all its officers = ~$899*79550 = $71,515,450 = ~$71M**
        - **Total Profit if sold to U.S government for all its officers = ~$899*~700,000 = $629,300,000 = ~$629M**

Addressable Market Break-Down

- Storage $
    - Set up our own database like snowflake with federal guidelines
    - Our storage price for 1 year(revenue) = If we are first launching in California(# of law enforcement officers = 79,550), Compressed size of 24hrs recording(1080p 32FPS) = 3.2GB, Total storage cost required for 1 year for all Cal officers = 763TB*$23(what snowflake charges per TB)*12 = $210,588 (~250,000) + ~$350,000(maintenance) = ~$600,000
    - Our cost to maintain(cyber security analysts) data for 1 year = ~300,000
    - Our cost to store data for 1 year = ~150,000
    - **Revenue = $600k - $450k = ~$150,000 p.a**

- AI Services
    - $10 subscription per user per month = $120 per user p.a
    - AI Assistant Services
    - Situation Analysis + Other analytics services

Cost & Resource Analysis Break-Down

- Cost & Resource Analysis
    - # of human resource (engineers/developers/legal/scientists needed)
        - Engineers = 5
        - UX Engineers/Developers = 3
        - Legal Team = 2
        - Data Scientists = 3
        - Data Analysts = 5
        - Product Manager = 2
        - = ~$100,000*15 = ~$1.5M
    - $ ask
        - Building the product = $9M
        - Data Storage = $2M
        - Services = $2M
        - HR = $2.25M(for 1.5 years)
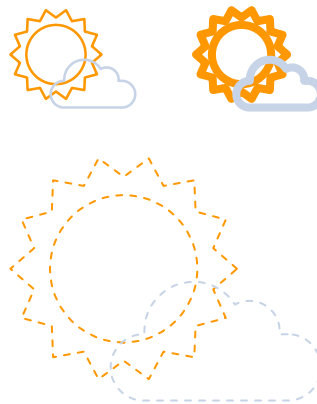   - Total ask = ~$15.5M
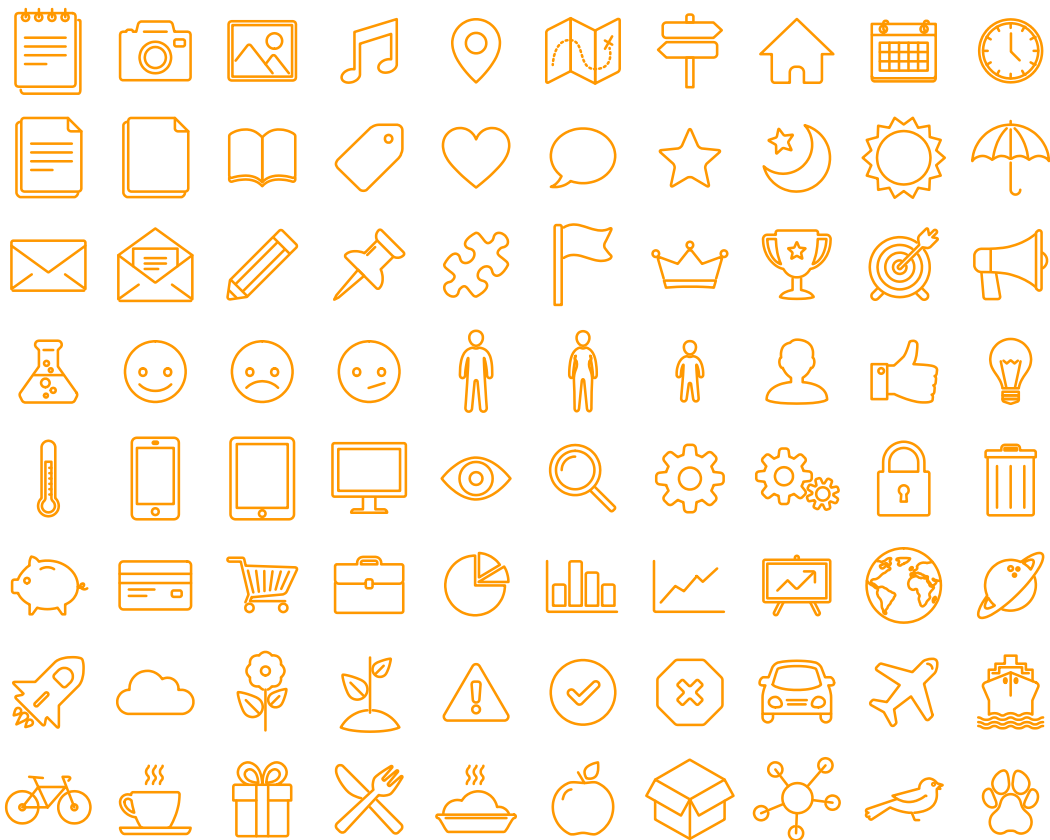
SlidesCarnival icons are editable shapes.
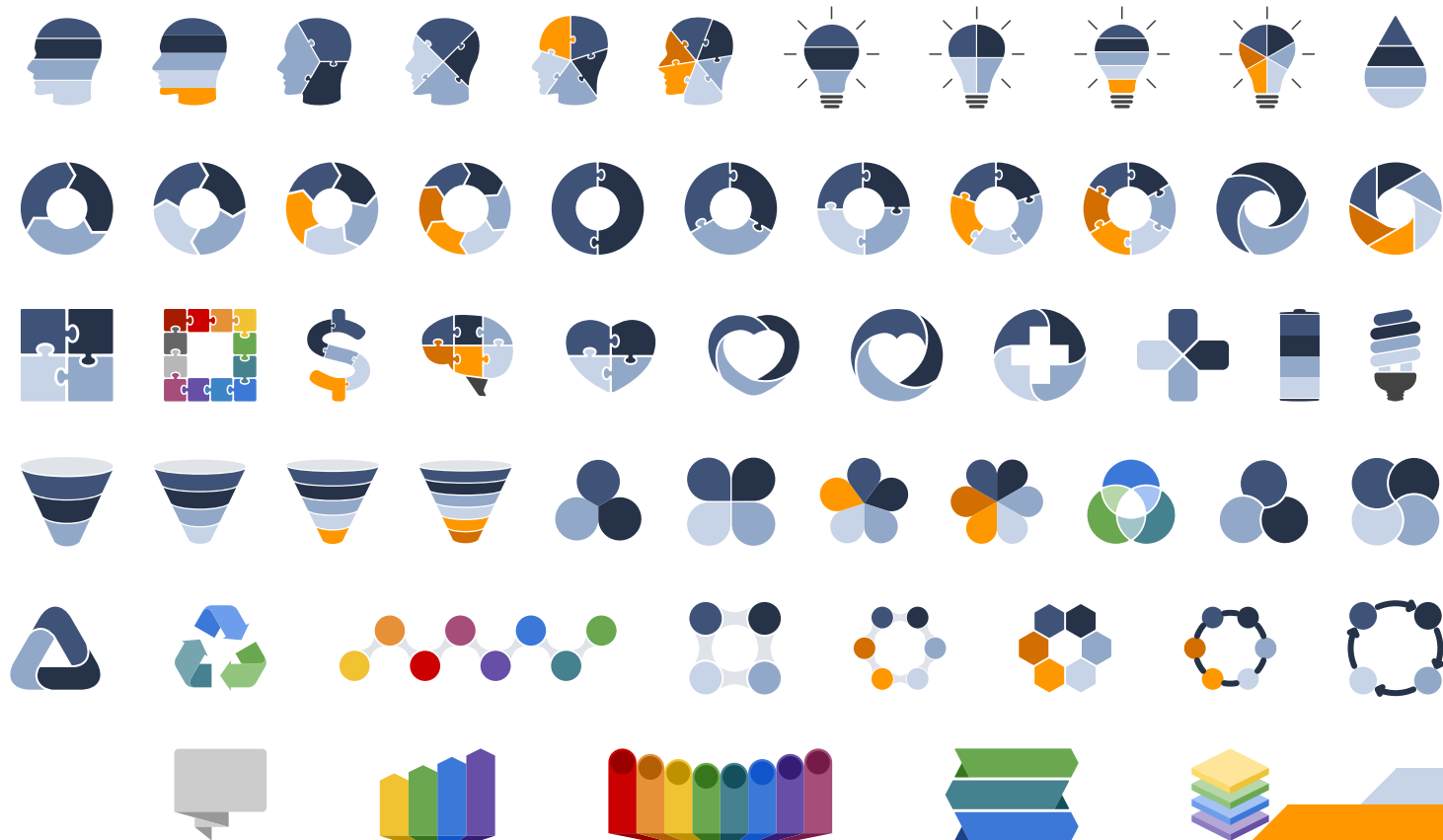
This means that you can:
- Resize them without losing quality.
- Change line color, width and style.

Isn't that nice? :)

Examples:

DIAGRAMS AND INFOGRAPHICS

You can also use any emoji as an icon!
And of course it resizes without losing quality.
How? Follow Google instructions
https://twitter.com/googledocs/status/730087240156643328

and many more...