Elevator Pitch Script

Imagine, you’re in the Army, you’re in Afghanistan, and driving in a remote mountain region. All of a sudden, you hear gunfire from all sides. You’re stuck in an ambush and there’s nowhere to run. At this point, the best-case scenario is getting away with thousands of dollars in damage to your vehicles. Worst case, some of your friends don’t come home. PAUSE. Now what if you could be alerted people are out there? There are drones, but your leadership thinks they’re too costly. In Afghanistan alone, over 3,000 service men and women have died, and 20,000 have been wounded. My name Scott Wright, and I’m trying to bring some friends home.

               The Adaptive Spectrum Sensor is an innovative and unique solution to this problem. The military has observed that all of our adversaries, even the most rudimentary, communicate via radio, and we plan to use that to our advantage. The Adaptive Spectrum Sensor captures and analyzes radio signals that our enemies might be using, and when appropriate, alerts soldiers to enemy activity nearby.

               Proprietary machine learning algorithms make our system teach itself to be smarter. By listening what signals exist is an area, the system learns to classify the signals to give our soldiers as much information as it can. Our hardware is inexpensive and works extremely well for this application. Because of these innovations, we’re able to offer a capability that doesn’t even exist yet for our military men and women. All at a fraction of a cost of current radio systems. We are partnering with the Army to deploy the first generation of our product, and we’ve identified several paramilitary applications future expansion.

               The system can be extended to assist numerous aspects of Homeland Security. It can be used as a virtual wall between the United States and Mexico, monitoring cell phone or radio signals going across the border, and listening for drones that might be carrying drugs into the US.  Adaptive Spectrum Sensor could also help control airspace around major occasions such as sporting or political events.

               The Adaptive Spectrum Sensor sells for $12,000, which includes both the hardware and software, and we have a $1,000 per year licensing fee. We’re looking for an investment of $800,000 to productionize our product, and expand into new markets. With your investment, we project $600,000 in sales in our first year, and over $2 million in sales in following years. I’m Scott Wright, and I’m trying to make the world a safer place. Thank you!