Investor Pitch Deck

Insightzz
Simplifying Business
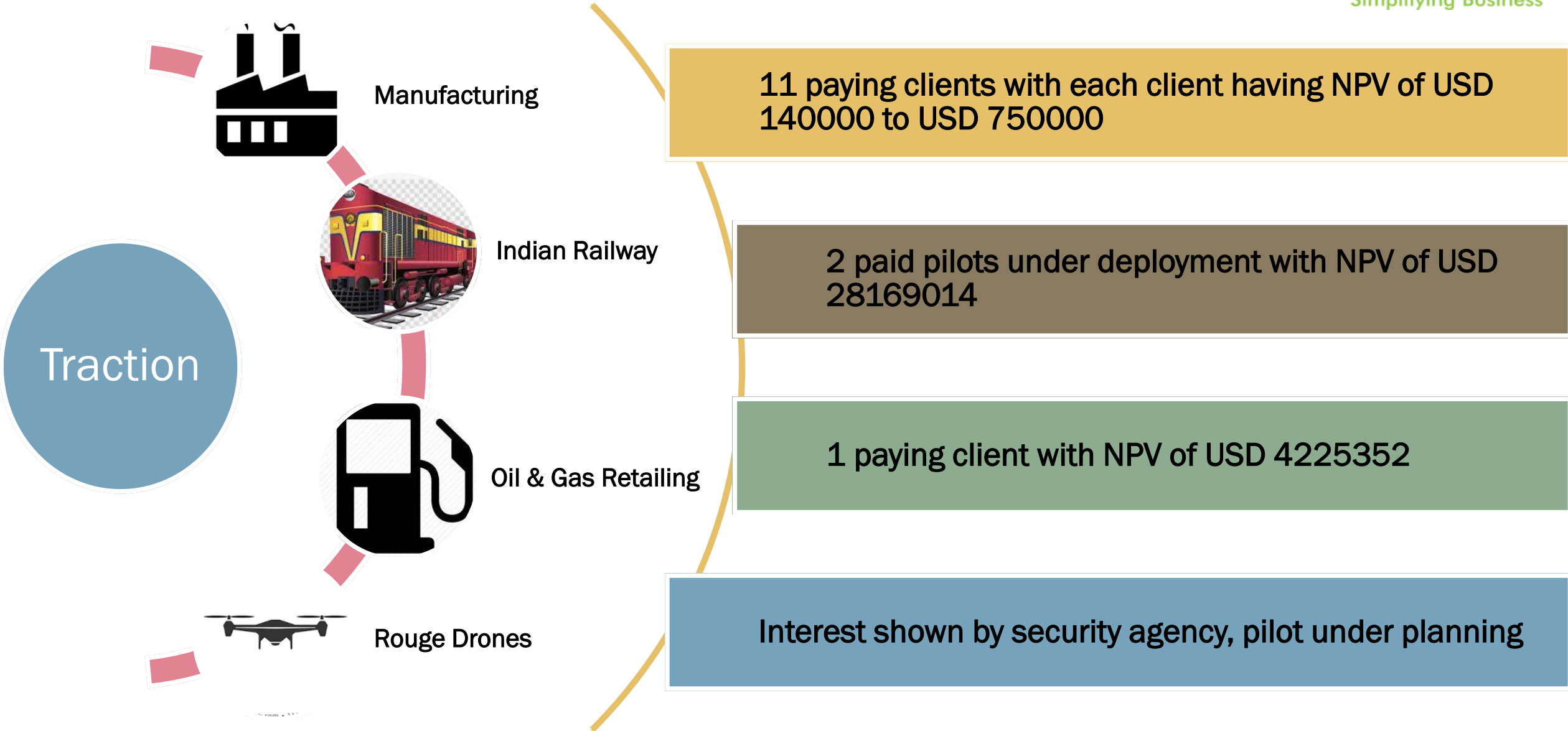
AI platform to build and convert visual data for applied intelligence

Our Mission

- Quality Inspection
- Asset Inspection
- Customer Journey Mapping
- Safety & Security

(Diagram segments: Manufacturing, Indian Railway, Oil & Gas Retailing, Security Agencies & Police)
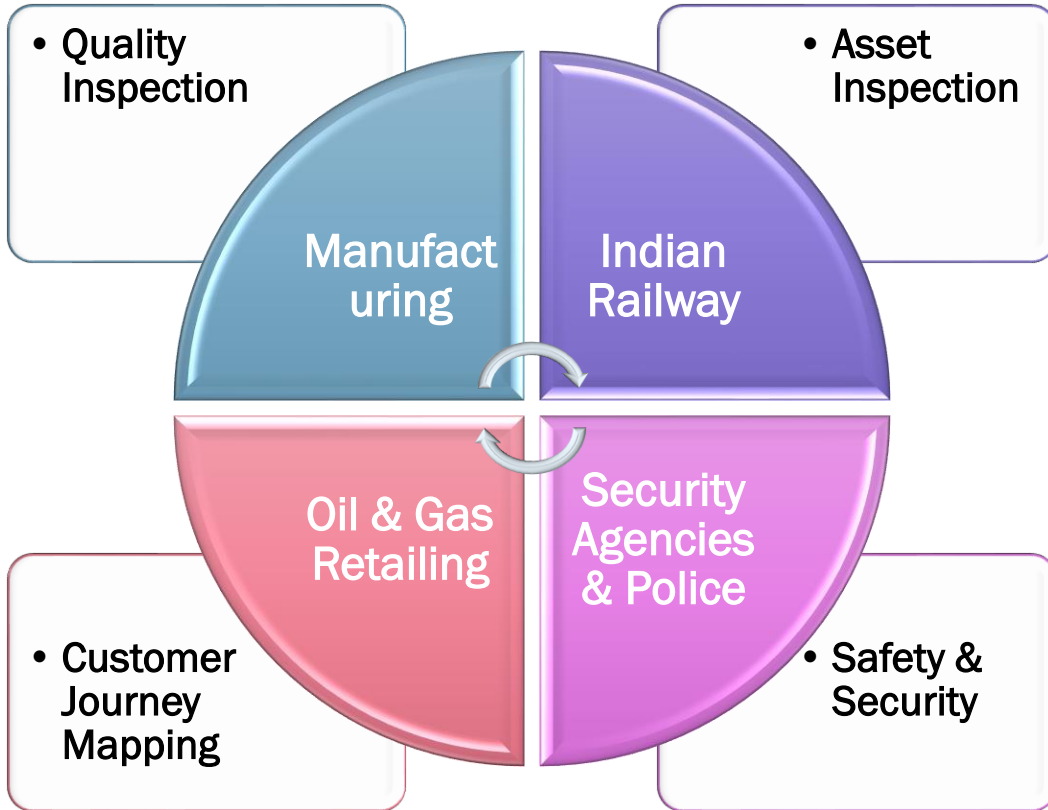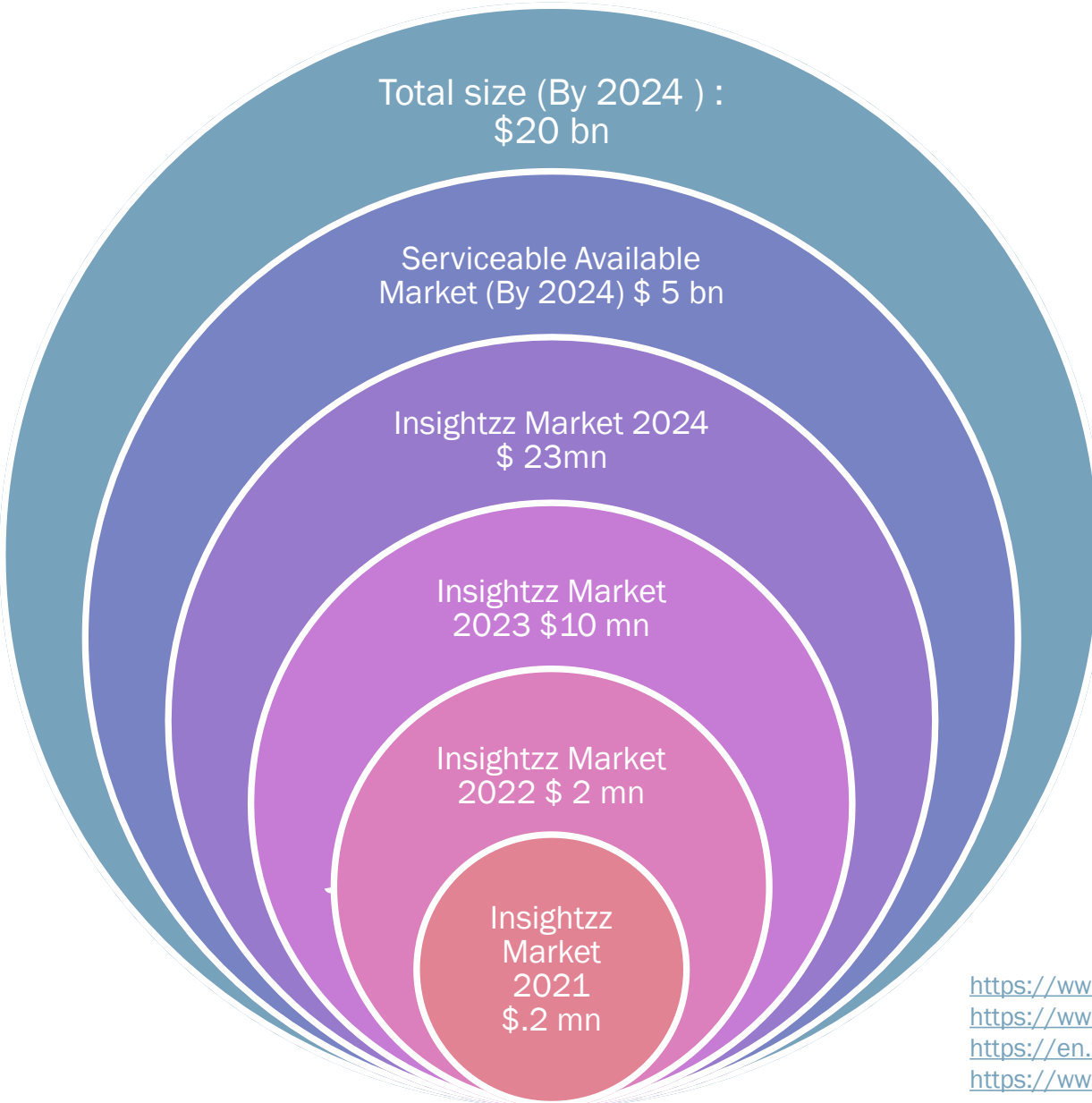
- We build applied intelligence system using computer vision and AI to replicate human intelligence and improve speed, productivity, accuracy and consistency in business processes

- Our AI Platform "Drishti" provide unique capability to business to capture and gains insights which has the ability to identify clear opportunities in areas of productivity, cost reduction, safety and new business avenues for customers.

Hardware (Camera/Lidar) + Software (Deep Learning Algorithm) = Human Intelligence Replication

Market Opportunity & Trends

Total size (By 2024) :
$20 bn

Serviceable Available
Market (By 2024) $ 5 bn

Insightzz Market 2024
$ 23mn

Insightzz Market
2023 $10 mn

Insightzz Market
2022 $ 2 mn

Insightzz
Market
2021
$.2 mn

Customers:
Manufacturing Companies, Oil & Gas Marketing Companies, Indian Railway & Government Security Agency

Macro Trend & Opportunity:
1. Continuous emphasis on final product quality and cost reduction on account of waste production
2. Edge Computing giving capability to deploy deep learning algorithm on real time processes
3. Mini processing unit adoption for IOT and AI across industries
4. Advance in state of art deep learning algorithms
5. Increase in digital expense by corporates to check feasibility and robustness of IOT solution in industry

https://www.marketsandmarkets.com/Market-Reports/computer-vision-market-186494767.html
https://www.brookings.edu/research/global-manufacturing-scorecard-how-the-us-compares-to-18-other-nations/
https://en.wikipedia.org/wiki/Filling_station#Worldwide_numbers
https://www.statista.com/statistics/811629/number-of-petroleum-stations-by-brand-malaysia/

Problems for Organizations/Institutions

Current Problems

Quality Defects

- Human inspection resulting in defective products
- Financial loss due to waste
- Brand equity impact

In ability to do inspection

- Sample based inspection leading to asset/product damage
- Technology limitation for high speed continuous process inspection
- In hospitable or in accessible area of inspection

Visibility & Data Reliability

- Technology limitation to map customer journey at outlet
- In accurate or limited data to decode consumer behaviors
- Asset allocation and layout plan judgmental in nature

Security Threats - Drone

- Un authorized objects
- Misuse of technology for terrorism
- Misuse of technology for illegal movement of good

Current available solutions with organizations/institutions

1. Human dependency with manual processes
2. Sample based data collection or inspection leading to product defect and asset damage
3. Reactive action in case of problem leading to high cost
4. Product recall & replacement
5. Compensation to general public for accidents
6. Multiple checkpoints and dependency on multiple role holder

Our Solutions

Quality Inspection Automation

- Object Detection & Semantic Segmentation for defect detection
- Lidar for 3D profiling and inspection
- Computer vision and robotics for complete digital transformation of inspection process

→ **Phase 1**

Asset Inspection Automation

- Object Detection & Semantic Segmentation for asset health monitoring
- Lidar for 3D profiling of assets
- Thermal camera for heat map

→ **Phase 1**

Customer journey Mapping

- Object Tracking and Semantic Segmentation for object journey mapping
- Object detection
- HAR for action and quality of service at outlet

→ **Phase 1 & 3**

Safety & Security

- Rouge drone detection for illegal activity using drone and counter terrorism
- HAR for action detection of human for any security threat

→ **Phase 2 & 3**

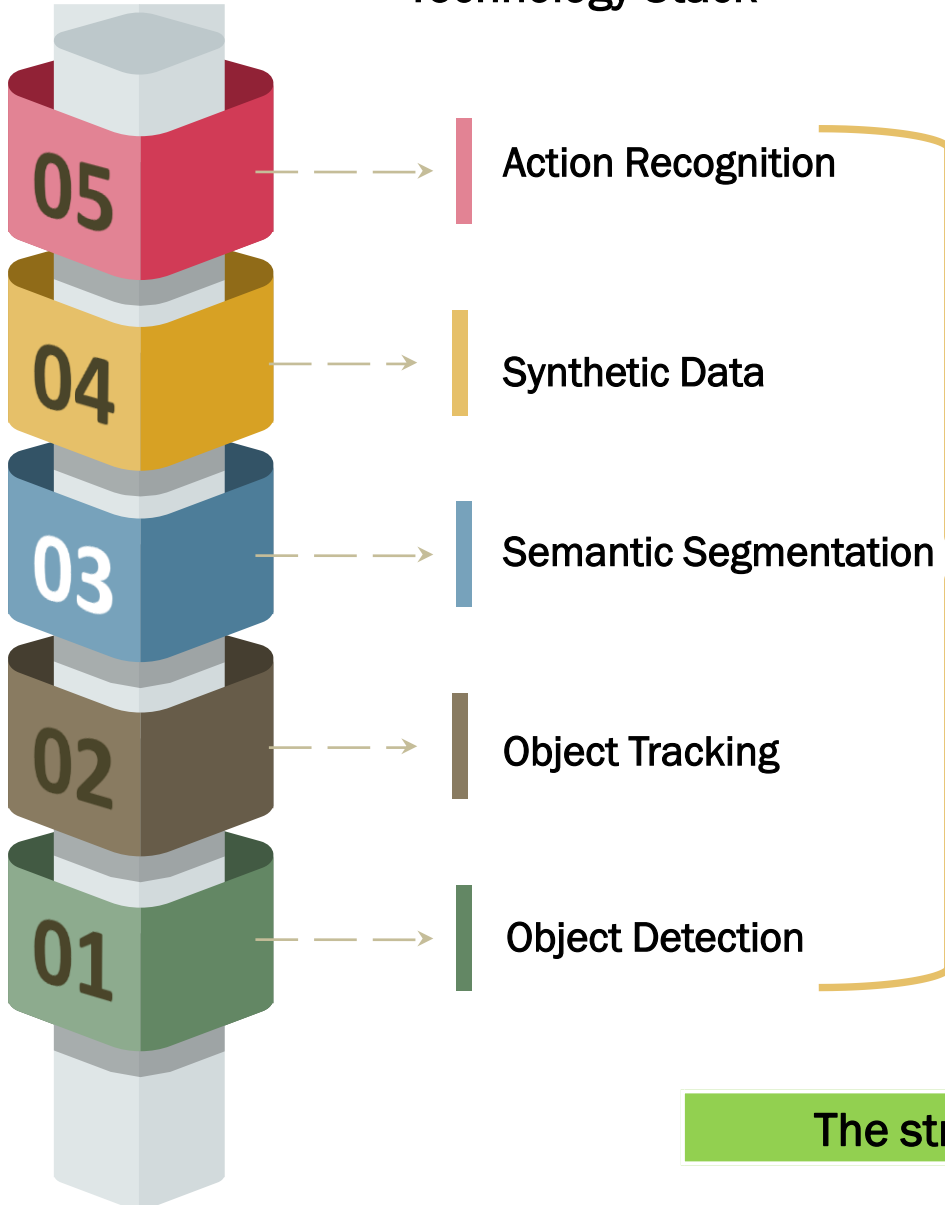# Revenue Model

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Phase 1

1. Manufacturing : AMC+ Capex. Per camera implementation $ 8500 per camera implementation

2. Oil & Gas Retailing: Subscription @ $ 4500 per outlet per annum

3. Indian Railway: Capex @ $70000

4. Lidar based profiling : Project Based

Phase 2

1. Manufacturing : AMC+ Capex. Per camera implementation $ 8500 per camera implementation

2. Oil & Gas Retailing: Subscription @ $ 4500 per outlet per annum

3. Indian Railway: Capex + AMC

4. 20% revenue from AMC's

5. Lidar based profiling : Project Based

Phase 3

1. Manufacturing : AMC+ Capex. Per camera implementation $ 8500 per camera implementation

2. Oil & Gas Retailing: Subscription @ $ 4500 per outlet per annum

3. Indian Railway: Capex + AMC

4. Security Agency : Capex + AMC

5. 40% revenue from AMC's

6. HAR: Project based

7. Lidar based profiling : Project Based

Marketing & Growth Strategy

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Technology Stack

05 → | Action Recognition

04 → | Synthetic Data

03 → | Semantic Segmentation

02 → | Object Tracking

01 → | Object Detection

Solves Multiple Business Problems

Each problem multiple industries deployment

The strategy is to keep adding technology stack

Marketing & Growth Strategy

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- Manufacturing
- Oil & Gas Retailing
- Indian Railway

Founding Team & Personal Network

- Deployment Team
- Sales Team
- Major technical exhibition for manufacturing sector
- Industry veterans for connect with profit sharing
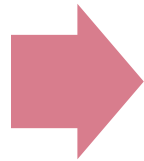
Hiring Professional & Technology Exhibition

- Digital Transformational Consulting company
- Channel partner for selling developed product

B2B Partnership & Channel Sales

- New technology and product innovation for R&D tie up with OEM for solution to be part of final product

R&D

Phase 1: Scaling Manufacturing & Oil & Gas product. Pilot for Railway.

India Market

Phase 2: Scaling existing product in new market and new product in existing market. Pilot for rouge drone identification

India & Asia Market

Phase 3: Scaling in Manufacturing, Oil & Gas, Indian Railway, Security Agencies. R&D of HAR and other innovation for OEM tie ups.

Global Market

Our Core Team

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Manish Choudhary
Founder

Former Analytics Head – Peel Works. He has over 8 years of experience across sales, supply chain, manufacturing and analytics in major Oil & Gas Marketing company and start-up.
His diverse background gives him unique capability to conceptualize innovative solution for clients.

He holds management degree from Indian School of Business and B. Tech in Computer Science.

Sabari Girish Nair
Product Innovation

Girish has over 7 years of experience in the field of information technology and information security. He handled the production support and development teams for a major general insurance company based out of UK. He has also assisted several companies in Banking and Financial services sector to enhance their information security processes. He is a coder by passion and leads AI development for Insightzz.

He holds management degree from Symbiosis and B. Tech in Computer Science.

Vikram Jethmal
CTO

Vikram has 9+ years of experience in the field of Software development, Vikram brings his experience from both start-up & multi-national software companies. He is a Computer Science engineer & also holds master's degree in Software Technologies.
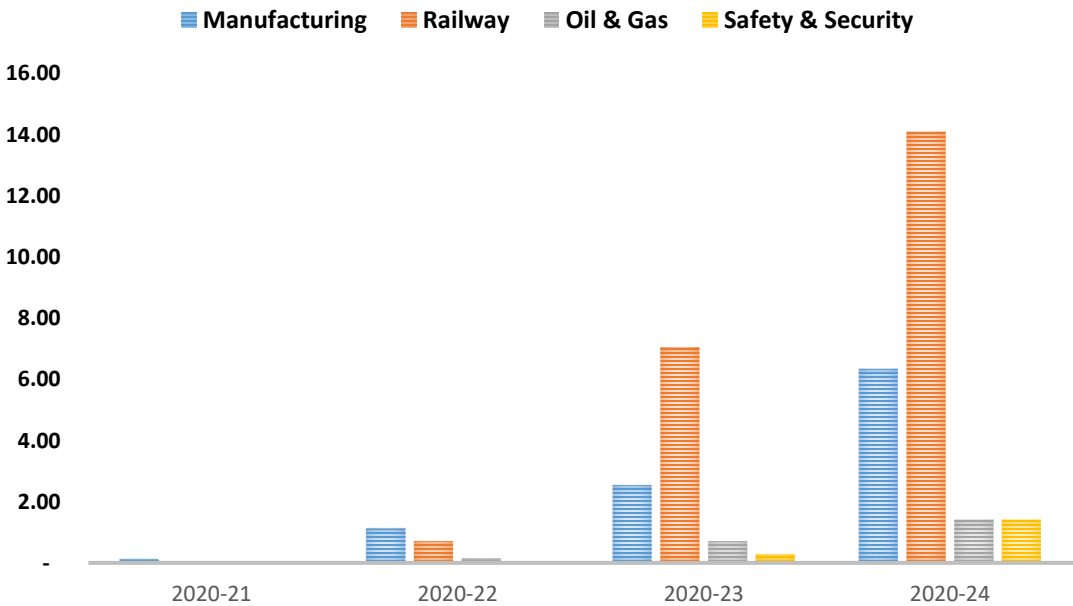
Financials

Revenue in $ mn (USD)

Value in $mn	2020-21	2021-22	2022-23	2023-24
Sales	0.20	2.00	10.56	23.24
Cost of sale	0.08	0.40	1.58	2.32
Hardware Cost	0.12	0.80	3.17	6.97
Overheads	0.49	1.80	5.28	4.65
Total Cost	0.69	3.00	10.04	13.94
Profit before Tax	-0.49	-1.00	0.53	9.30
Margin	-250%	-50%	5%	40%

Revenue 2020-24 in $ mn
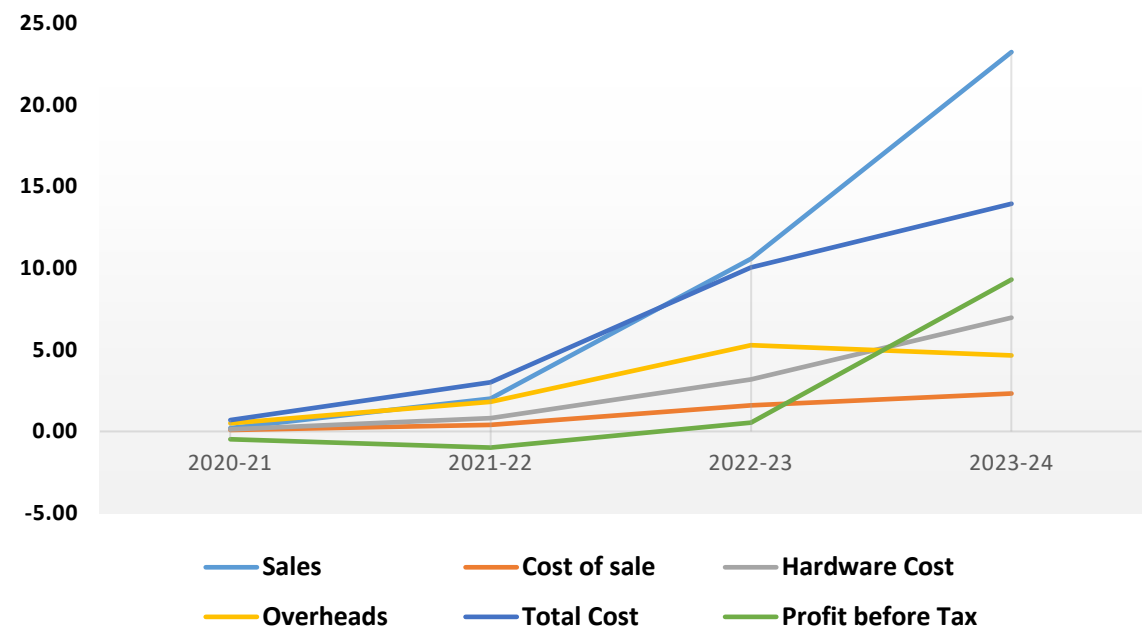
SECTOR WISE REVENUE IN $MN

Competition

Parameters	Manufacturing	Oil & Gas Retailing	Indian Railway	Security – Rouge Drone
Competition Solution	Exist – Global MNC Cognex, Basler, Keyence	1 competitor – Track US based	1 competitor – US based. Duos Technologies	Multiple Startup in US market
Competition Price	1.5 -2 times but they can match	Extremely high for Asia Market. No competition	Extremely high for Asia Market. No competition	Extremely high for Asia Market. No competition
Competition Technology	AI –Similar Technology globally but Indian market they use old technology	AI –Similar Technology	Old Technology. Insightzz have advantage	AI –Similar Technology
Competition Accuracy	Similar	Better at present due to experience	Less due to old technology	Similar
Competition Geography	Present in India & Asia	No Asian Player	No Asian Player	No Asian Player
End to End Solution	Yes for limited application	No	No	No
Hardware Competency	Low in Asian Market	Low in Asian Market	Low in Asian Market	Low in Asian Market

Investment

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Group Structure Info
- Insightzz is registered in India and is eligible for angel tax exemption and seed fund exemption
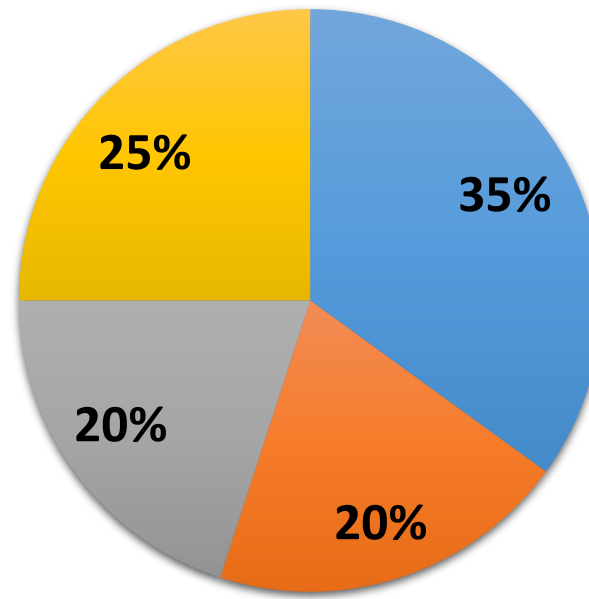
Seed Round
- Investment of $ 1.5 mn as equity
- To capture our target market & expand over 18-24 months

Closing Date: 30st June 2020

Exit & Growth Option
- 3-4 year for global expansion
- Trade sale option to PE or global players in Digital Consulting
- IPO

FUND UTILIZATION 2020-22

35%
20%
20%
25%

■ **R&D** ■ **Business Development** ■ **Marketing** ■ **Overheads**

Key Milestones

Month	Key Milestone	Audience	Client Target
Phase 1 (0-12 months)	• Pilot Deployment Railway • Computer Vision & Robotics Product - Manufacturing	• Manufacturing Companies • Indian Railway	18
Phase 2 (13-24 months)	• Oil & Gas Retailing product deployment in Malaysia • Railway Tender Award • Series A Funding	• Manufacturing Companies • Indian Railway • Oil & Gas Retailing	40
Phase 2 (25 months +)	• HAR product launch • Global launch of products • Pilot Rouge Drone	• Manufacturing Companies • Indian Railway • Oil & Gas Retailing • Security Agency	90

Our Advisory Board

Dr. Ashok Mittal

Retired Professor IIT Kanpur

President Quality Circle Forum of India

in

Subodha Kumar

Paul R. Anderson Distinguished Professor of Supply
Chain, Marketing, IS, Statistics, Director, Center for
Data

in

Thank You

Appendix

What we do

We use computer vision & artificial intelligence to:

QUALITY INSPECTION AUTOMATION: We stop defective product reaching market

ASSET INSPECTION AUTOMATION: Regular inspection of high value asset to control repair and maintenance cost

CUSTOMER JOURNEY MAPPING: We collect data points of customer journey to understand consumer purchase behaviour

SAFETY AND SECURITY: Identification of unidentified or rouge drone

Benefits

Our solutions help organization to:

Our Core Values

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Customer Centricity

Product Centricity

Integrity

Our Implementation & Product

Our YouTube channel with our implementation videos:

https://www.youtube.com/channel/UCEDbwKgI2FZzVnqIuaI6mBQ?view_as=subscriber

Our Technology Stack

- Front End : HTMS, CSS, JavaScript

- Hardware : Optics Camera, Thermal Camera, Lidar, AP, Processing Unit

- Protocol : RTSP,TCP,IP,JSON

- Middle wear: Nodejs, API : JSON

- Web server: Tomcat, Apache

- Database: SQL, MongoDB, Mysql

- Amazon Elastic Cloud

- Language -Python, Java, R

- AI : TensorFlow , Pytorch

LET'S BUILD AND GROW

Like us, follow us on our LinkedIn page:

https://www.linkedin.com/company/13623410

Facebook page:

https://www.facebook.com/DigitizationAnalytics/

Website:

http://www.insightzz.com/