



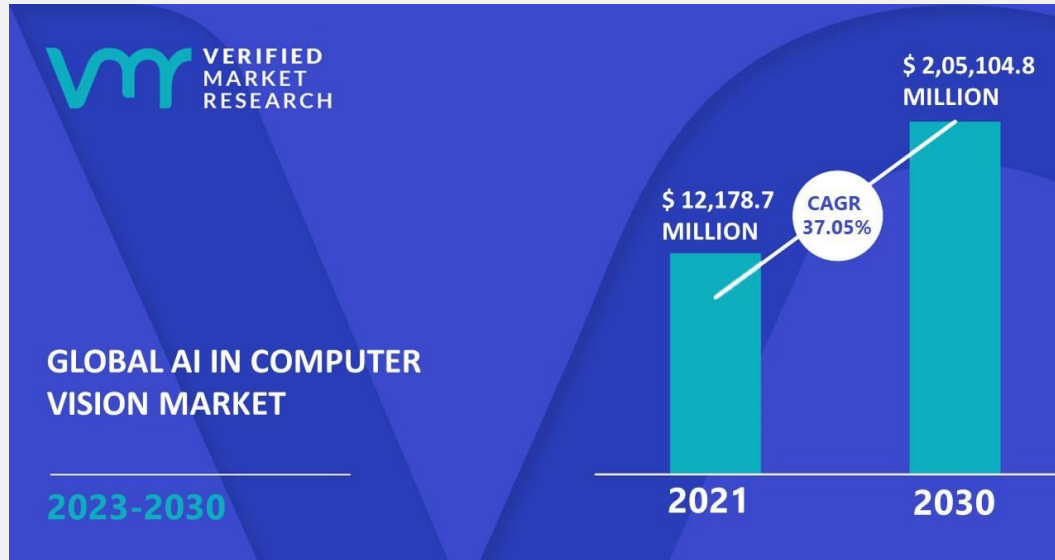
EYE THE FUTURE

STRATEGY PLAN –
TRANSCEND BOUNDARIES

For 24-25

30 Jan '24

AI in Computer Vision Market Size And Forecast

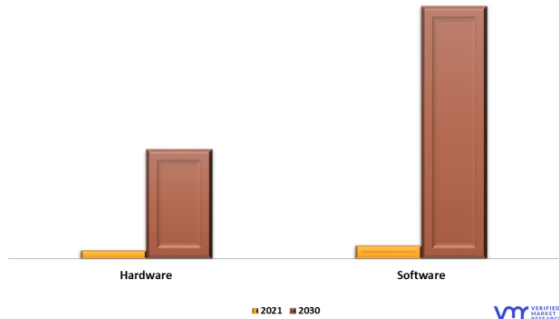


The size was valued at \$12 Bn in 2021 and is projected to reach **\$205 Bn by 2030**, growing at a **CAGR of 37.05% - 2023 to 2030**.

The market is being driven by the rising need for quality inspection and automation, as well as the rising demand for computer vision systems in non-traditional and developing applications and the adoption of AI.

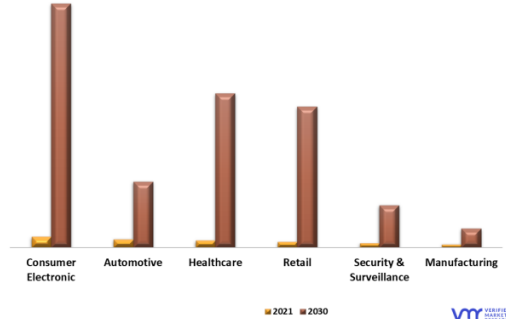
By Offering, End-use, Geo

GLOBAL AI IN COMPUTER VISION MARKET,
BY OFFERING (USD MILLION)



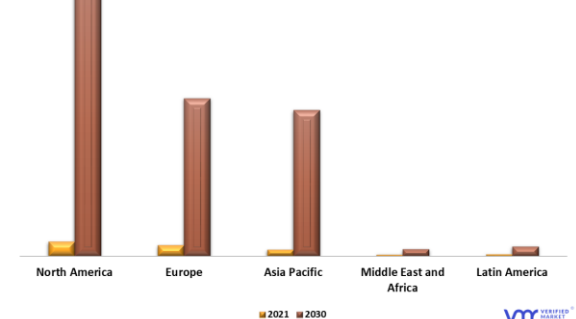
Software growth is going to be exponential. Hardware is about half of Software offering and will remain so till over 2030.

GLOBAL AI IN COMPUTER VISION MARKET,
BY END-USE INDUSTRY (USD MILLION)



Healthcare Sector is expected to grow at the fastest CAGR throughout the forecast period, as AI-enabled computer vision technology is used in applications such as radiography and medical imaging.

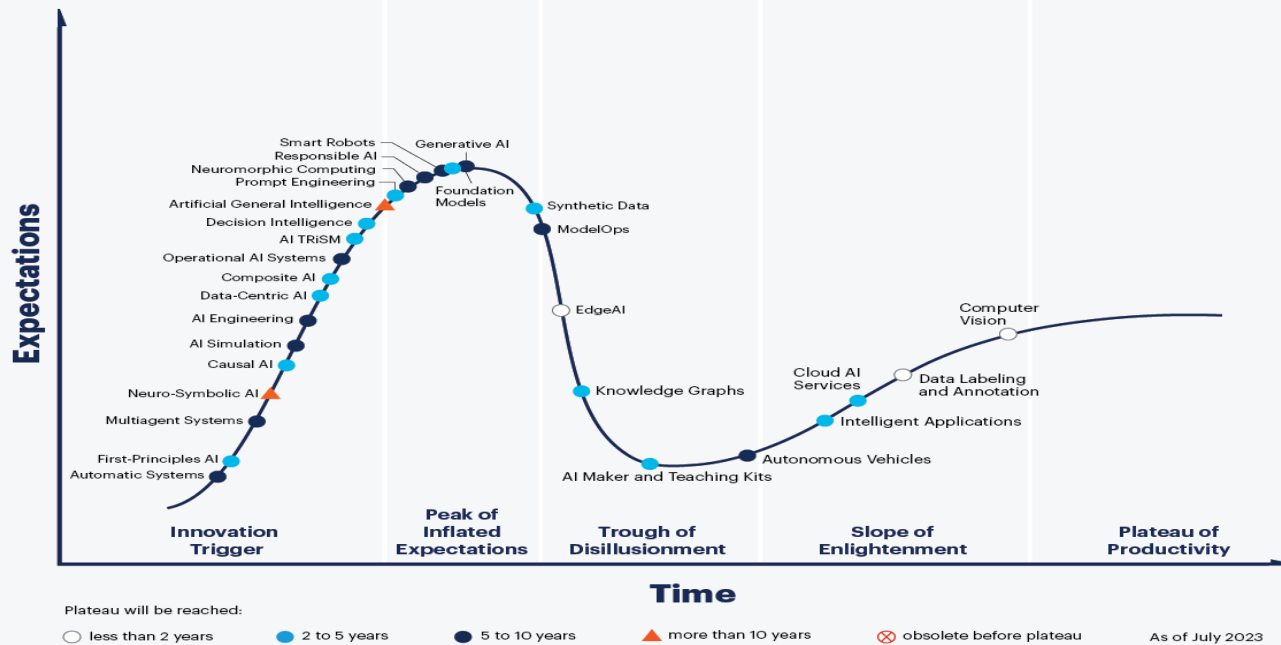
GLOBAL AI IN COMPUTER VISION MARKET,
BY GEOGRAPHY (USD MILLION)



APAC is predicted to develop at the highest CAGR. APAC's largest contributors are likely to be China, Japan and South Korea. India's growing demand for Industry 4.0 and improved manufacturing processes to increase automation across numerous applications are already contributing to AI's phenomenal rise in computer vision in APAC.

Hype Cycle in CV

Hype Cycle for Artificial Intelligence, 2023



Currently, CV is climbing the Slope of Enlightenment – which means customers are becoming aware and the players are multiplying...

Key players

| Computer Vision Platforms |
|---------------------------|
| Google |
| AWS |
| Microsoft |
| IBM |
| Clarifai |
| SAS |
| EdgeVerve |
| Deepomatic |
| Neurala |
| Hive |

| AI-based Car Damage Detection Platform | |
|--|--|
| Altoros (US, Norway, Finland, Argentina, Eastern Europe) | Nanonets (US) |
| ProovStation (EMEA and North America) | Claim Genius (US) |
| AutoServe1 (Canada) | UVeye (US, Germany, Israel, and Japan) |
| GFT (global) | Monk (France) |
| Cogito Technologies (US) | Scortex (France) |
| Ant Financial, Alibaba group (China) | Ravin (UK) |
| DeGould (UK) | Click-Ins (Israel) |
| CCC Information Services (US and China) | Tractable Ltd (UK) |
| Verisk (Global) | ProofTec (Australia) |
| PAVE (Canada and Vietnam) | |

Where do we want to go

Next Fiscal Target - \$15 M (New \$9 M)

India: \$1 M

Americas: \$1 M

(Mexico, US)

Europe: \$1 M

(UK, Germany, Spain, France, Sweden, Ireland)

South-East Asia: \$1 M

(Malaysia, Vietnam, Thailand & Indonesia)

GCC: \$1.5 M

Global Public Sector: \$3.5 M

Industry expansion from Automotive, Warehousing, Visual Pollution TO Airlines,
Public Safety, Weapons



How do we get there - An ROI-driven approach

Website: Analytics, number of leads, conversion rates, revenue generated

Content: Pageviews, time on site, conversion rates, revenue generated

Brand campaigns: Website traffic, request for demo

Brand Visibility: Search volume data, social media mentions, engagement

Lead Gen campaigns: Cost per lead, cost per acquisition

Emails: Open rates, CTR, CPC, revenue generated

Events: Attendance rates, number of leads, conversions, revenue generated

What's holding us back (Brand and Comms perspective)

Low Brand awareness

Low conversion rate (5%)

Long acquisition TAT

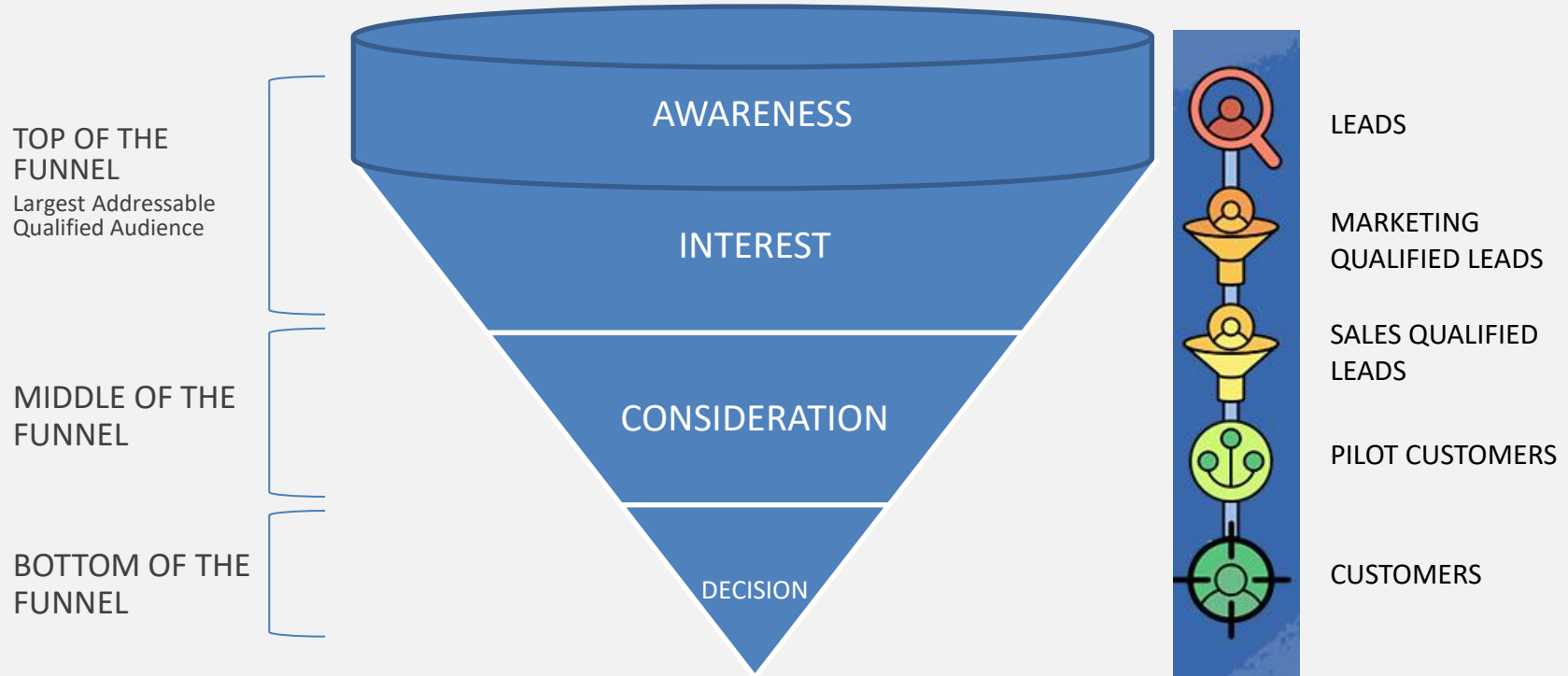
A steady business pipeline is required

Not getting the right kind of leads from events

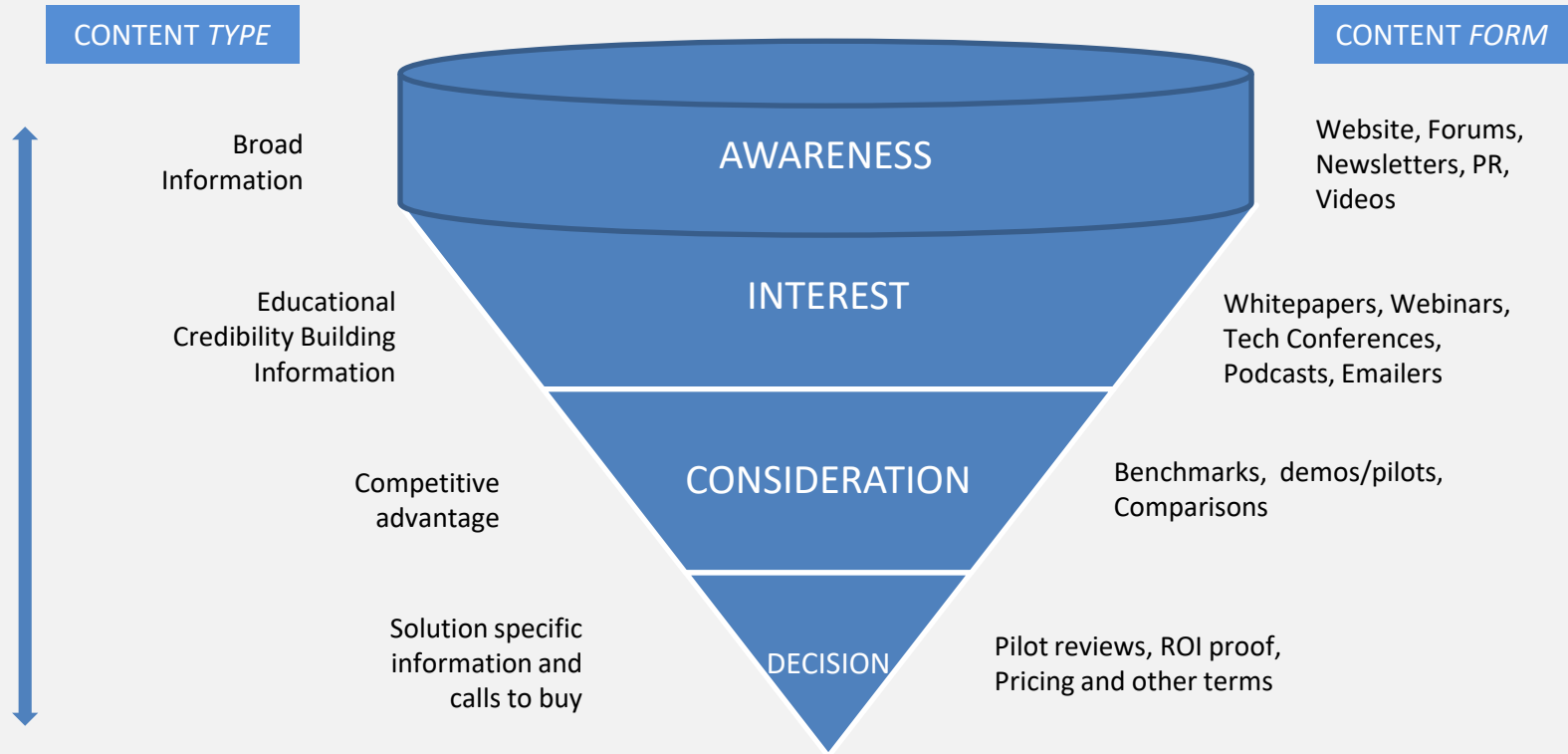
Lack of paid promotions

Lack of search content

Marketing funnel



Marketing Funnel



STDC Framework

| Intent | Audience | Goal/Objective | Content | Channel Placement | | | | | | KPIs | |
|--------|---|---|---|---------------------------------|-------------|--------|---|--|--------------------------------------|---|---------------------------------------|
| See | Decision makers in Automotive, Warehousing, Airlines, Visual Pollution, and Public Safety with inspections and quality control as one of their KRAs | Make it easy for them to see CamCom and know about us. Creating videos and static that address their fields and provide useful information to extend brand reach in this stage. | Who we are, what we do in specific fields in interesting bite-size capsules to capture attention | W E B S I T E | S E O | P R | O R G A N I C L I N K E D I N | P A I D L I N K E D I N | W E B I N A R S | P A R T N E R S O N E O N E S | % of interactions and % of new visits |
| Think | Decision makers in Automotive, Warehousing, Airlines, Visual Pollution, Public Safety thinking of bettering their inspection processes | Claim the territory by producing almost educative videos that explain the product and highlight how they can benefit. Prioritize the Think stage by allocating the budget to on the field. Build an image of an 'expert | White papers, Product education, 'in-action' videos, brand placement in tech blogs and articles, Mentors as influencers on LinkedIn | | | | | | | | CTR, page depth, % assisted |
| Do | Decision makers in Automotive, Warehousing, Airlines, Visual Pollution, and Public Safety actively looking for a solution provider for AI-powered Computer Vision | Build trust that we have the best solution. Creating resourceful content with a clear end screen or description call-to-action (CTA) and capturing data by enticement. | Proof of performance case studies, competitive comparisons, customer testimonial videos, reviews of other customers, reach out for one on one where data is available | | | | | | | | Bounce rate Conversion rate |
| Care | Decision makers who are on board with us for a pilot | Build the relationship by demonstrating effectiveness, addressing their pain point-related queries, keep them informed about new tech. | Regular reviews on performance, ROI achievements, celebrating the wins, invites to webinars/events, corporate gifting | | | | | | | | Project extns / new projects |

Piggyback on Partnerships

Attend / Exhibit in Partner events, symposiums, seminars aimed at CIOs...SAP, Microsoft, AWS, Lenovo...

Connect/Network/Alliance with Consulting Firms (Accenture, Deloitte, PWC, EY...) or IT Research and Consultants like Gartner, to become part of their solutions to their IT/tech clients

Participate/get access to their events and get a platform...:

Total Spend Budget (Feb '24 to Mar '25) -

| | |
|---|--|
| Centralized Budget Tactical Execution Budget (across the Geos) | |
| INDIA SE ASIA | |
| EUROPE AMERICAS | |
| GCC Global Public Sector | |
| Total | |

Thank You