

## **HawkAI Security Systems**

**Leonardo Conde - Executive & Sales**  
**Haruna Rasheed - Operations & Research**  
**Hermann Warnholtz - Marketing & Sales**

Operations - HawkAI Corp.

## About the company

- Based in Espírito Santo, BR.
- Founded in 2023.
- Current team: 3



# The Team



**Leonardo Conde**

CEO, CTI &  
New Technologies



**Haruna Rasheed**

Operations & Research



**Hermann Warnholtz**

Marketing and Sales  
Spokesman

# The problem

## KEY FIGURES

- One person is robbed every 17 seconds in Brazil.
- More than 4.4 million residential property was robbed in Brazil in 2022 (5.8%).
- Retailers lost US\$ 5 billion in 2021 with thefts and robberies in Brazil .
- 30% of the thefts occurred between 10pm and 5am.



# The problem

## KEY FIGURES

- 4.8 million retailers in Brazil - 55% surveillance system.
- 72 million of residency in Brazil - 18% with surveillance system.
- 19.7 million corporate companies in Brazil - 78% with surveillance systems.



# Existing Solutions

- **Police**
- **Private Security**
  - Armed or unarmed on-site security.
  - Remote corporate surveillance system.
  - On-site or remote alarm system.
- **Security wi-fi surveillance cameras**
- **Security dogs**



# Competitive Landscape

- **Large Private Security Companies**

- SBS Group
- VCG Group
- Fibra Group
- Prosegur



- **Technology companies**

- Verisure

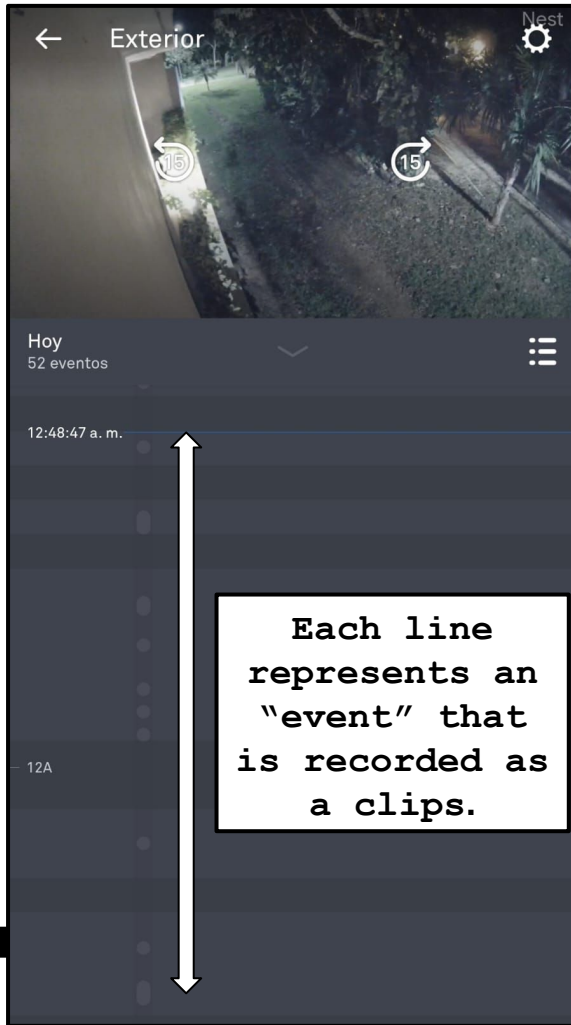
- **Remote monitoring companies**

- TechVix



- **Commercial solutions**

- Amazon - Ring
- Google Nest



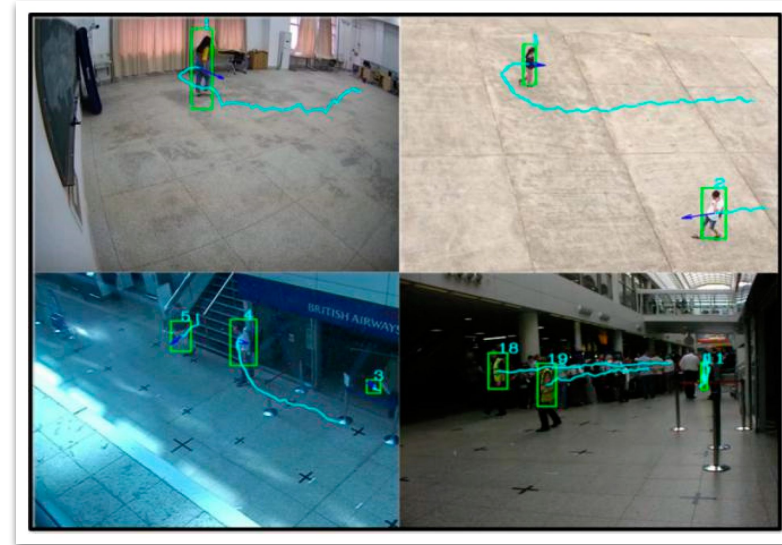
## Opportunity

- Google Nest - Nest Cam
- \$200 usd - retail price
- \$60 usd annual subscription
  
- 10 events between 11pm - 1am
- No filter between regular movements and suspicious events

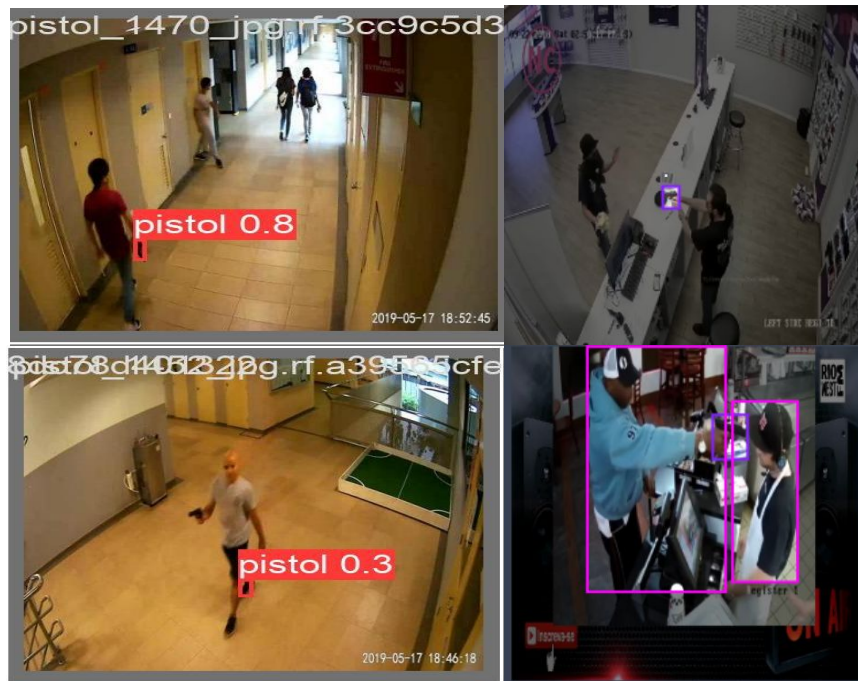


# Our Solution

- Low-cost software capable of detecting suspicious behaviour, frame by frame.
- Machine learning model that helps to filter normal and frequent activities within the defined areas.
- Compatible software for existing hardware networks.



# The product



Using closed circuit, cloud storage and our own AI , HawkAI system transmits 24/7 while interpreting, in real time, multiple patterns that can lead into suspicious behaviour.

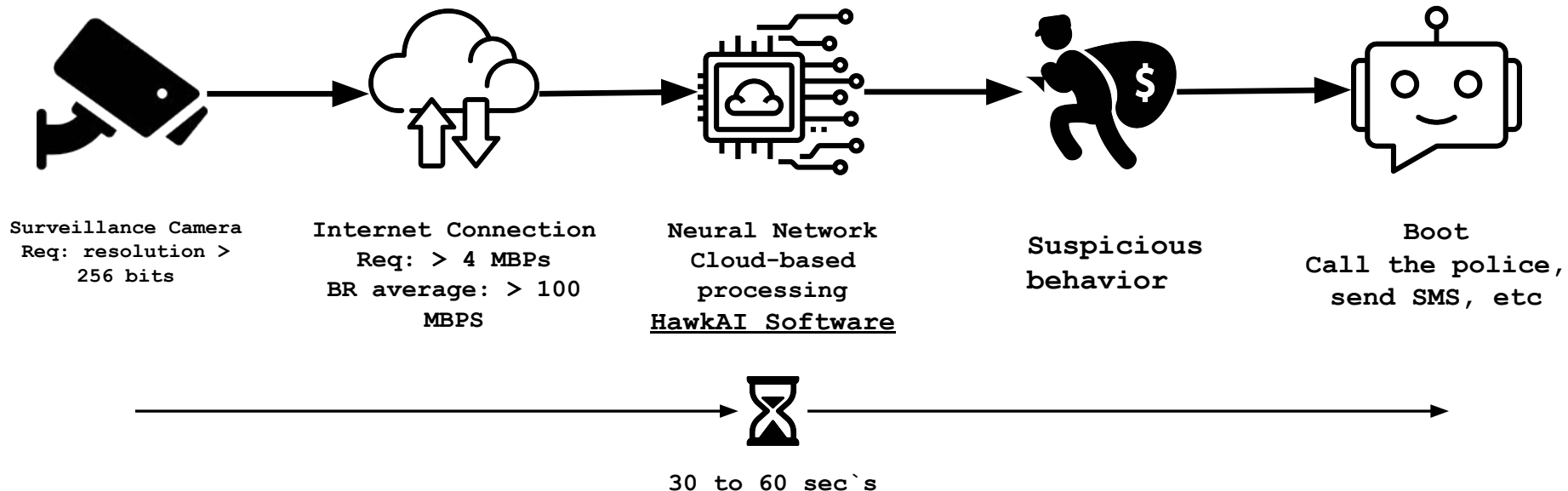
- Movement detection
- Facial detection
- Intrusion in area
- Loitering detection

## How does it work?

- An AI based software that identifies regular and suspicious movements within a defined area.
- Capable to identify and assimilate normal movements and activities, such as trees, animals and cars, filtering 90% of regular alerts.
- With virtual fencing, our software is able to learn and adapt the areas to protect within the camera range.

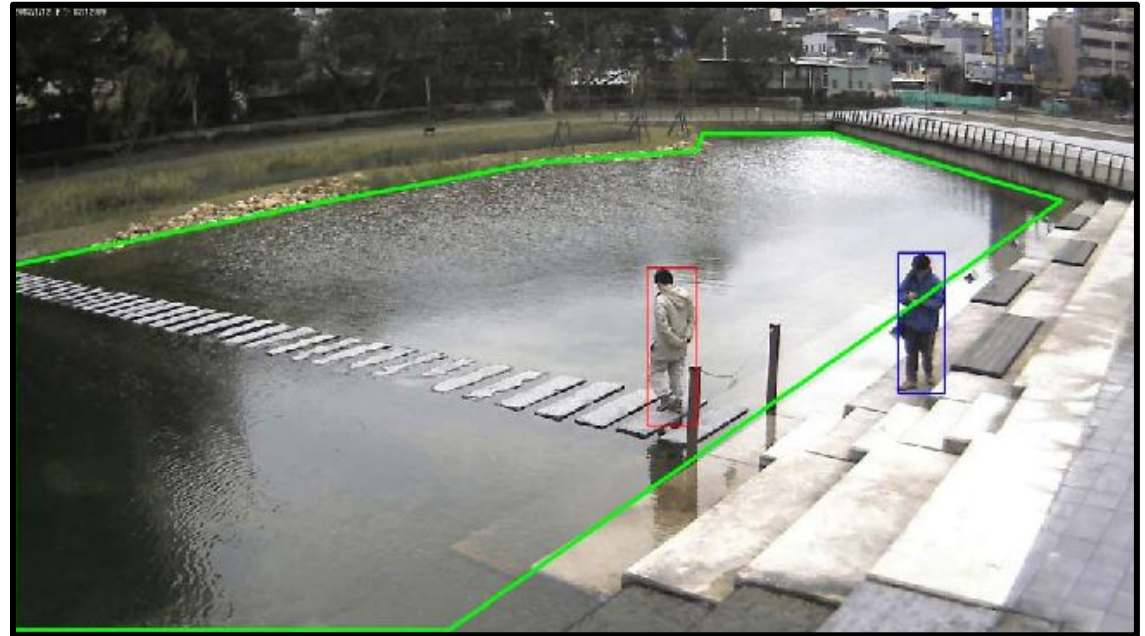


# How does it work?



\* If the client has a closed circuit monitoring system, we can use any computer connected to the system to analyze the images

# The product - Dev & UAT testing



# The Competition

Software	Features	Strengths	Opportunities
Viseum	Real-time gun detection using video analytics and machine learning	High accuracy and low false positive rates	Expensive and may require specialized setup
Athena Security	Gun detection using computer vision and deep learning algorithms	Fast detection speed and user-friendly	May produce false positives or false negatives
BriefCam	Gun detection using machine learning algorithms	High accuracy and customizable	May require significant computing resources
HawkAI	More features of detection using object recognition algorithms	Affordable, low computing resources and easy to use and integrate with existing systems	AI learning curve on false positives up to 15%

# Pricing

## Corporate

- **\$199.00 usd** per month per branch
- **\$100.99 usd** cloud storage + processing
- **Total \$299.99 usd**

## Commercial

- **\$99.00 usd** per month
- **+100.99 usd** cloud storage + processing
- **Total \$199.99 usd**

## Home

- **\$20.00 usd** per month
- **+\$9.90 usd** cloud storage + processing
- **Total \$29.99 usd**

# Features

## Corporate

- All HawkAI features enabled
- No device limit
- Storage up to 3 months

## Commercial

- All HawkAI features enabled
- Up to 5 devices in the same network.
- Storage up to 1 month

## Home

- HawkAI app included
- Up to 5 devices in the same network
- Storage up to 1 month



# Sales Strategy

## Home

## Retailers & Corporate

Year 1

- App distribution
- Free trial period - 3M
- Pitch offers

- Partnership development
- Pilot project
- App distribution

Year 2

- Partnership development
- Sponsorships
- Sales expansion - BR

- Partnership development
- Sponsorships
- Sales expansion - ES

Year 3

- Partnership development
- Sponsorships
- Sales expansion - WW

- Partnership development
- Sponsorships & Licencing
- Sales expansion - BR



# The Customer Profile

## HOME

- Upper middle to high class household
- Residential condos

## COMMERCIAL

- Establishment that are more vulnerable to assault and robbery
- Located in high crime rate areas
- Public Security (parks, schools, public area etc)

## CORPORATE

- Corporate establishments (Banks, stores, fabrics)
- Private security companies

# TAM Calculation

<b>Client</b>	<b>Total *</b>	<b>% (camera)</b>	<b>TAM Size</b>
<b>Household</b>	72.000.000	18%	12.960.000
<b>Commercial</b>	4.800.000	55%	2.640.000
<b>Corporate</b>	19.700.000	78%	15.366.000
			<b>30.966.000</b>

\* number of establishments

# ITM

<b>Client</b>	<b>TAM</b>	<b>MKT Share</b>	<b>N. Clients</b>	<b>Price</b>	<b>ITM</b>
Household	12.960.000	0,062%	<b>8.000</b>	\$ 29,99	USD 2.879.040,00
Commercial	2.640.000	0,008%	<b>200</b>	\$199,99	USD 479.976,00
Corporate	15.366.000	0,00013%	<b>20</b>	\$299,99	USD 71.997,60
					<b>USD 3.431.013,60</b>

# FINANCIALS

## INCOME

Items	<u>Year 1</u>		<u>Year 2</u>		<u>Year 3</u>	
	TT Clients	Income	TT Clients	Income	S	
Clients					2.421.306,10	
Home users	1000	USD 149.950,00	4.500	USD 1.619.460,00	8.000	USD 2.024.325,00
Commercial	75	USD 54.997,25	100	USD 35.988,00	200	USD 339.983,00
Corporate	5	USD 10.799,64	12	USD 4.318,56	20	USD 56.998,10
<b>Total</b>	<b>1080</b>	<b>USD 215.746,89</b>	<b>4.612</b>	<b>USD 1.659.766,56</b>	<b>8.220</b>	<b>USD 2.421.306,10</b>

## EXPENDITURES

Items	<u>Year 1</u>		<u>Year 2</u>		<u>Year 3</u>	
	USD		USD		USD	
Variable Costs	USD 68.956,97		USD 543.880,32		USD 741.472,04	
Cloud based processing Home user	USD 27.900,00		USD 243.000,00		USD 303.750,00	
Cloud based processing Commercial	USD 3.300,00		USD 14.400,00		USD 20.400,00	
Cloud based processing Corporate	USD 1.080,00		USD 4.320,00		USD 5.700,00	
Taxes	USD 32.362,03		USD 248.964,98		USD 363.195,92	
Comission fee	USD 4.314,94		USD 33.195,33		USD 48.426,12	
<b>Fixed Costs</b>	<b>USD 367.003,31</b>		<b>USD 367.461,16</b>		<b>USD 500.959,80</b>	
IT Supervisor	USD 43.653,75		USD 40.745,25		USD 55.548,00	
Programmer	USD 62.362,50		USD 66.016,28		USD 90.000,00	
Costumer supporter	USD 18.708,75		USD 17.463,51		USD 23.808,00	
Administrative Manager	USD 12.472,50		USD 11.645,27		USD 15.876,00	
Manager	USD 56.126,25		USD 52.381,72		USD 71.412,00	
Internet & telecommunication	USD 6.236,25		USD 8.802,17		USD 12.000,00	
Rental	USD 62.362,50		USD 66.016,28		USD 90.000,00	
Marketing	USD 18.708,75		USD 17.604,34		USD 24.000,00	
Benefits and labor charges	USD 53.008,13		USD 53.380,77		USD 72.774,00	
Other fixed costs and depreciaior	USD 33.363,94		USD 33.405,56		USD 45.541,80	
<b>Total</b>	<b>USD 435.960,28</b>		<b>USD 911.341,47</b>		<b>USD 1.242.431,84</b>	

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
<b>GROSS PROFIT</b>	<b>-USD 220.213,39</b>	<b>USD 748.425,09</b>	<b>USD 1.178.874,26</b>

# FINANCIALS

## Income Statement

	01 yr.	02 yr	03 yr.
Net Sales	\$ 215.746,89	\$ 1.659.766,56	\$ 2.421.306,10
Cost of sales	\$ 68.956,97	\$ 543.880,32	\$ 741.472,04
<b>Gross Profit</b>	\$ 146.789,92	\$ 1.115.886,24	\$ 1.679.834,06
Selling, general and adm expenses	\$ 367.003,31	\$ 367.461,16	\$ 500.959,80
<b>Operating Income</b>	<b>\$ -220.213,39</b>	\$ 748.425,09	\$ 1.178.874,26
Taxes	0	\$ 112.263,76	\$ 176.831,14
<b>Net Income</b>	<b>\$ -220.213,39</b>	\$ 636.161,32	\$ 1.050.777,74

## Cash Flow

	01 yr.	02 yr	03 yr.
Cash at the beginning of the year *	\$ 251.201,25	\$ 30.987,86	\$ 667.149,18
Cash at the end of the year	\$ 30.987,86	\$ 667.149,18	\$ 1.717.926,92

\* initial investment

# INVESTMENT

USD\$ 300.000,00

- The investment will be allocated for the improvement of hardware, IT and team funding for 12 months

# Appendix



# Naming

What to expect from a security company?



## Speed

Hawks are the fastest birds on the planet > 300 km/h



## Impressive

Hawks are a mixture of beauty, power and strength



## Agility

Hawks hunt animals known for their agility.



## Vision

Hawks can see their prey over 2 km away

# TAM

30,966,000 potential clients

US\$ 5,508,464,400.00 per year

# ITM

8,220 potential clients

US\$ 3,428,400.00 per year



HAWK AI

## PRICING

- 1. Corporate Entities - 1,579.00 BRL per month per branch.\*
- 2. Households - 158.00 BRL per month per individual.
- 3. Commercial- 1,050.00 BRL per month per branch\*

\*to be explored in the 2nd year

## KEY FIGURES

- Geographical location: Brazil
- Number of households: 72,000,000
- Households with CCTV cameras: 12,960,000





# The HawkAI Business Model Canvas

**Designed for:**  
HawkAI

**Designed by:**  
Team 2

**Date:** 10/03/2023 **Version:** 1.0

**Value Propositions:**  
compared to other service providers, our services can complement existing solutions or work independently of these

**Customer Relationships:**  
24/7 customer support... response in real time

**Customer Segments:**  
People aged 20 and above; workers and parents; offices and banks;

**Key Resources:**  
Human

## Key Partners:

3 IT support teams across the globe

## Key Activities:

as captured above

**Cost Structure \$50,000.00**

**Marketing - 20%**

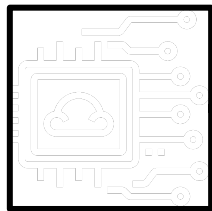
**Add on/developments - 40%**

**Sales 40%**

**Revenue Streams ITM & TAM: see appendix**

**Channels Social Media and e-adverts**

# What is a Neural Network?



- Algorithm written using the Python language program

- Trained to identify objects, people, behaviors by trial and error through a database of over 5000 images

- Continuous learning process - more it uses, more it learns.

- Adaptive and customizable