

4th June

# VisionAlarm Pitch

Smarter Security. Locally Processed. Predictively  
Powered.



# Content *overview*

1

Team

2

The Problem

3

Market Opportunity

4

The Solution

5

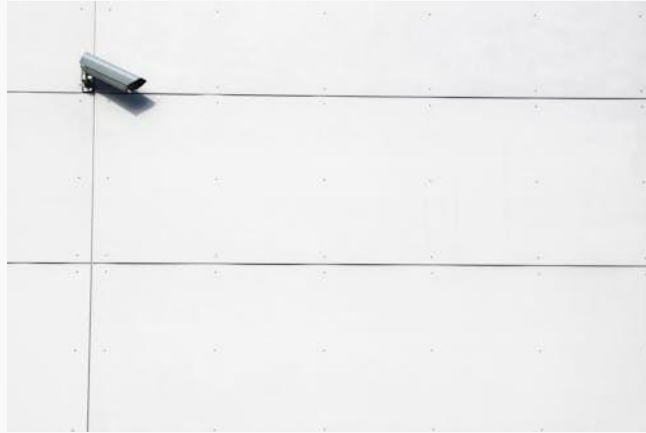
Business Model

6

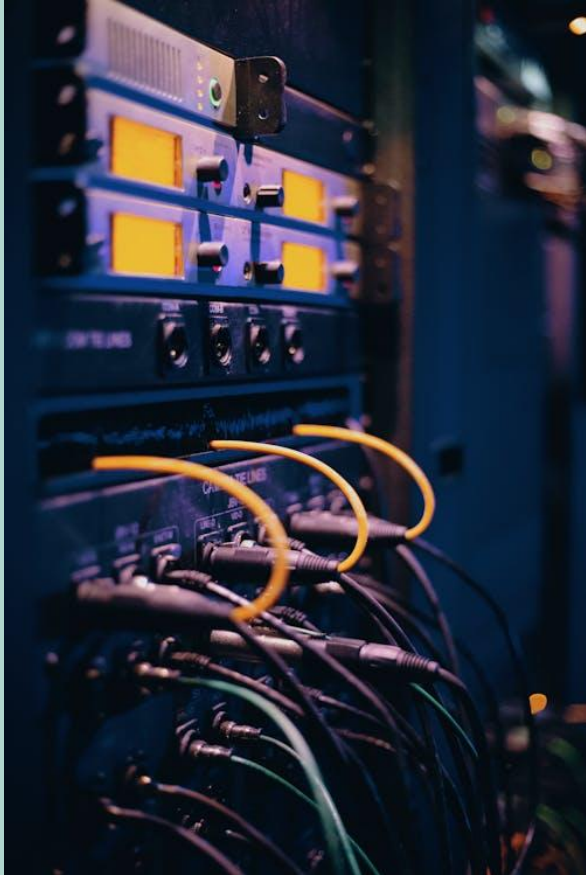
Validation

## OUR MISSION

# The Need for Predictive, Private, and Integrated Security



Every day, homeowners and small businesses face a rising threat of burglary. But traditional security systems only alert after a break-in occurs. That's too late. Even worse, most smart cameras send sensitive video to the cloud, raising privacy concerns and requiring constant internet access.



#### THE PROBLEM

Current security solutions are reactive, cloud-dependent, and fragmented. They fail to detect suspicious behavior early, often miss critical signals, and are difficult to integrate into existing systems.

For homeowners and business owners who want real protection, privacy, and control, the market has left a dangerous gap.

MARKET ANALYSIS

Both Security and Smart Homes  
are a growing market

Growing adoption of MQTT and Home Assistant in the DIY  
automation community provides a clear early beachhead.

+28.8B

Video Surveillance Market  
Growth 2023-2027

5M+

Tech-savvy homeowners and  
SMEs in Europe with existing  
IP/CCTV systems

163B

Global smart home market by  
2028

88.7B

Surveillance systems market by 2030

# The Product



## Hardware

RaspberryPi + Google Coral TPU for AI

## Software

Leveraging open source software and adapting it

## Connectivity

WiFi for IP cameras and/or a POE switch

THE SOLUTION

# Value Proposition

VisionAlarm doesn't just react. It predicts. And it does so privately, locally, and intelligently.

**01**

AI Driven

AI-driven predictive intrusion detection (before entry occurs)

**02**

Local Processing

Local processing on Raspberry Pi + Google Coral TPU – no cloud dependency

**03**

integration

Seamless integration with alarms, MQTT, and Home Assistant

**04**

Plug-and-play

Plug-and-play with existing POE/IP camera infrastructure

## COMPETITIVE LANDSCAPE

# Competition & Our Advantage

|                           | Ring | Reolink | VisionAlarm |
|---------------------------|------|---------|-------------|
| Local Processing          | ✗    | !       | ✓           |
| Predictive Detection      | ✗    | ✗       | ✓           |
| Alarm Integration         | ✗    | ✓       | ✓           |
| MQTT / Home Assistant     | ✗    | ✓       | ✓           |
| Privacy (No Cloud Upload) | ✗    | ✗       | ✓           |

## Our Competitive Edge

- True local AI processing for real-time, offline detection — no cloud delay, no data leakage
- Predictive threat modeling prevents break-ins before they happen, not just records them
- Seamlessly integrates with existing cameras, alarms, MQTT & Home Assistant
- Designed for privacy-first users and smart homes that value control and autonomy

# Our team



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Marketing & Sales Strategy

# How We'll Launch and Sell: Focused, Community-Driven Growth

## Community Building

Launch within the community in smart home forums, Reddit, and DIY security communities

## Partnerships

Partnerships with local alarm installers, hardware suppliers and tech influencers in the niche

## Channels

Electronic Distributors (Mauser, Castro Eletronics)  
E-Commerce (Amazon)

## BUSINESS MODEL

Clearly outline your business model. This is how you'll create, deliver, and capture value.

## Cost structure

Our main expenses will stem from hardware and logistics, with marketing also playing a key role.

- Logistics and Distribution
- Hardware
- Marketing

## Revenue streams

Most of the revenue will come from selling the device directly to the customer

- Direct Sales
- B2B Bulk Sales
- Partnerships

## Key activities

- Integration with several types of Cameras
- Train test and refine models
- Customer support

## Key resources

- AI detection models and testing environments to improve them
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## Customer segments

- Tech-savvy consumers and DIY smart home users
- Users in rural or low-connectivity areas
- Homeowners seeking, subscription-free security
- Stores/Warehouses looking to improve security
- Stores interested in consumer analysis
- Residential clients looking for robust cost-effective solution

FINANCIAL DATA

# Estimated Growth

By month 36

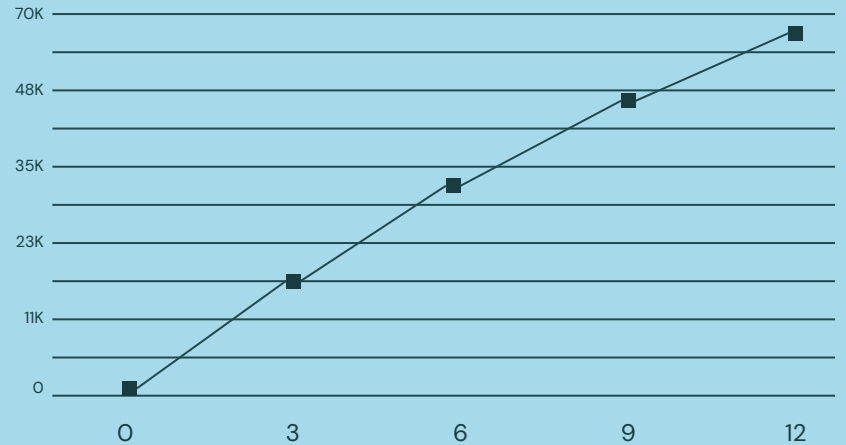
\$2M

\$233K

Revenue

Cash Balance

Revenue growth per month



# The Product - Cost breakdown



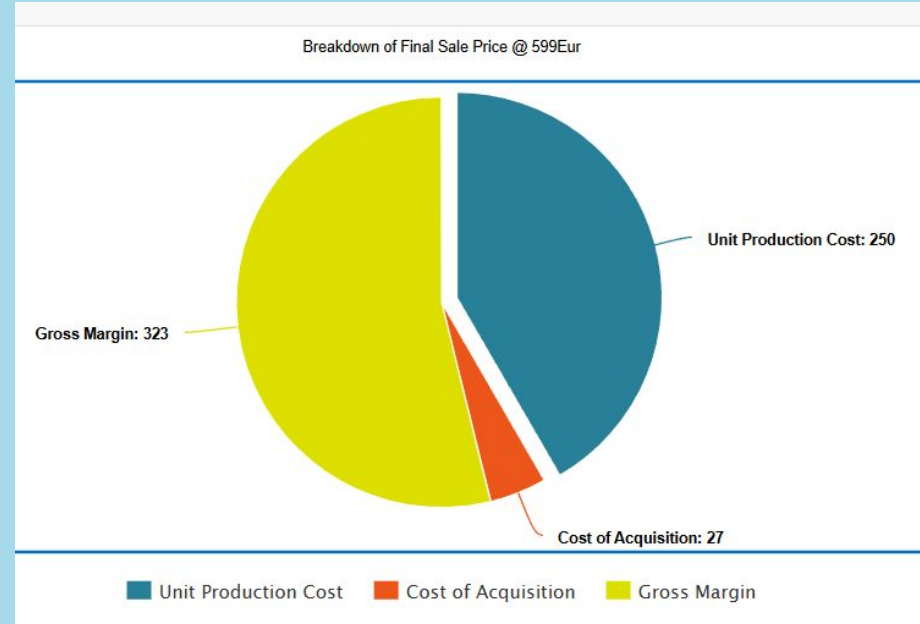
## Product Costs



Raspberry Pi 5 8GB – 80Eur.

Google Coral Dev Board TPU – 130Eur

Assembly, Casing and Packaging – 40Eur



Thank you