



Crowd Sense



Meet Our Team

Designer & Hipster



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Engineer & Hacker



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Manager & Hipster



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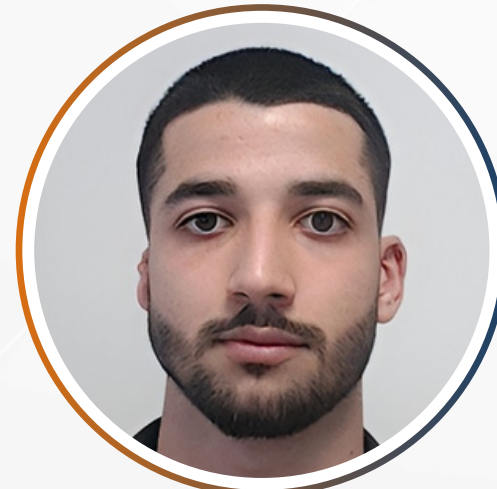
Business & Hustler



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ISR Researcher
TLMoto - Powertrain

Marketing & Hustler



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ISR Researcher
PSEM - Eletronics



Problem

- Large events with chaotic crowd management
- Reactive approaches fail to prevent incidents (overcrowding, security threats)

Market

Target - Event organizers

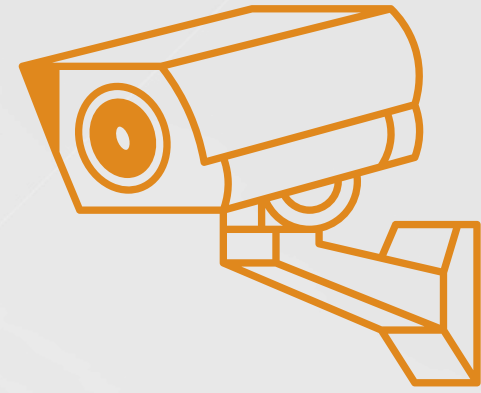
Size - Hundreds of Festivals in Portugal + Europe →

VP - Proactive and data-driven





Solution



CROWDSENSE

- Fixed cameras + drones
- AI-powered analytics
- Live dashboards

How it works

- CV algorithms
- Anomalies trigger alerts for security teams
- Post-event reports

Key benefit

- CV algorithms
- Anomalies trigger alerts for security teams
- Post-event reports

Business model canvas highlights

Revenue Streams

Subscription (SaaS)
€30K/month

Event-Based rental
€18K-22K/event

Key Partners

Camera/Drone suppliers

TEKEVER



Data storage companies

DELL EMC



Cost Structure

Hardware

Cloud infrastructure

R&D



Competitive edge

- Traditional Security Firms
 - No real-time analytics, high labour costs →
- Tech-Based Crowd Monitoring
 - Either drones or cameras, no hybrid coverage

The logo for PROSEGUR, featuring a globe icon to the left of the word "PROSEGUR" in a bold, sans-serif font.The logo for Securitas, consisting of three red circles arranged horizontally above the word "Securitas" in a bold, sans-serif font.The logo for CV, featuring the letters "CV" in a white, stylized font on a red square background.

Validation

“Interview Insights”



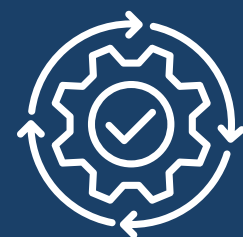
Problem validated

“Walkie-talkies fail in dynamic crowds; real-time monitoring is critical.”
“Event organizers prioritize safety but lack proactive tools.”



Solution validated

“CV + drones cover blind spots; heatmaps improve response time.”
“Existing algorithms can detect anomalies (e.g., surges, bottlenecks).”



Business Model validated

- Subscription (SaaS): "Ideal for venues with recurring events."
- Event-based Rental: "Preferred for festivals (no long-term commitment)."
- Key Partner: "Auditing firms boost credibility with security clients."

37 hypotheses tested, 25 experiments conducted, 30 interviews completed

Marketing & Sales



web
summit

Portugal
TECH
WEEK

Channels

- Direct sales to event organizers
- Partnerships with auditing firms for credibility
- Event tech expos and targeted digital campaigns

Strategy

- Tiered pricing (SaaS for recurring clients, rentals for one-off events)
- Case studies from pilot deployments (e.g., NOS Alive 2025)

Financials

Hardware: €4K-7K (cameras), €1.5K-2.5K (drones)

Cloud/Software: €1K-3K

Deployment: €1.2K-2.5K

Average monthly cost: €8K + Marketing

Revenue :

- **SaaS (€30K/month)**
- **Event-based rental (€18K-22K/event)**

Asset sale cross margin - 60%



Milestones

Roadmap

2025 Q3 - Pilot
MEO Kalorama

2026 Q1 - Expansion
in Portugal

2026 Q4 -
Spanish Market

2027 - Funding for EU
expansion



PRIMAVERA
SOUND



THANK YOU

Q&A