

# SMARTVISION

TEAM 15



Jun 05, 2025



André Machado

ist199887

Francisco Tavares

ist1103402

João Lopes

ist199971

João Zenário

ist1103384

José Paradela

ist1103088

Marta Valente

ist1103574

# Purpose, Vision, Mission.



“Empowering factories to prevent accidents through smart, modular, vision-driven technology.”



“A world where every factory operates accident-free — safe, productive and trusted.”



“Deliver scalable & private real-time Edge AI that detects and prevents industrial risks, tailored to each site.”



# THE PROBLEM

## WORKPLACE ACCIDENTS



## INSURANCE COSTS



## OPERATIONAL COSTS



# THE SOLUTION

---

## Key Detections

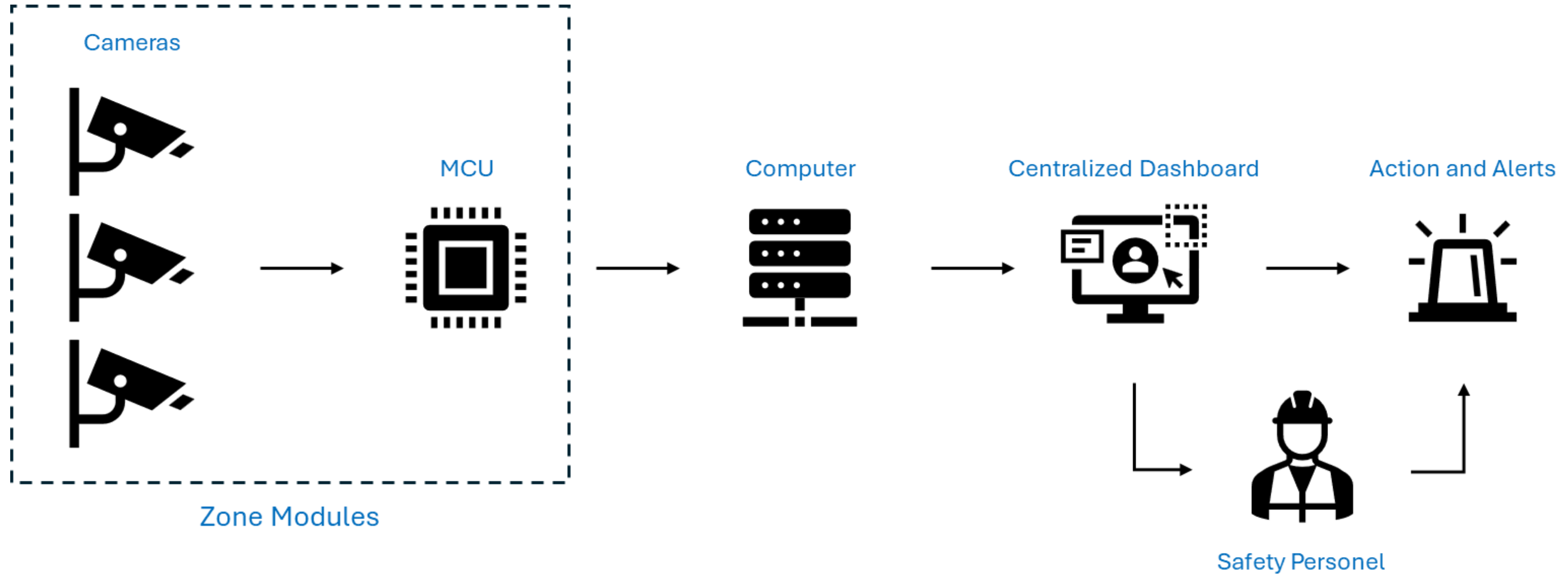
- PPE Compliance
- Restricted Area Intrusion
- Fall Detection
- Fatigue & Distraction
- Loitering or Unsafe Behavior

## Key Benefits

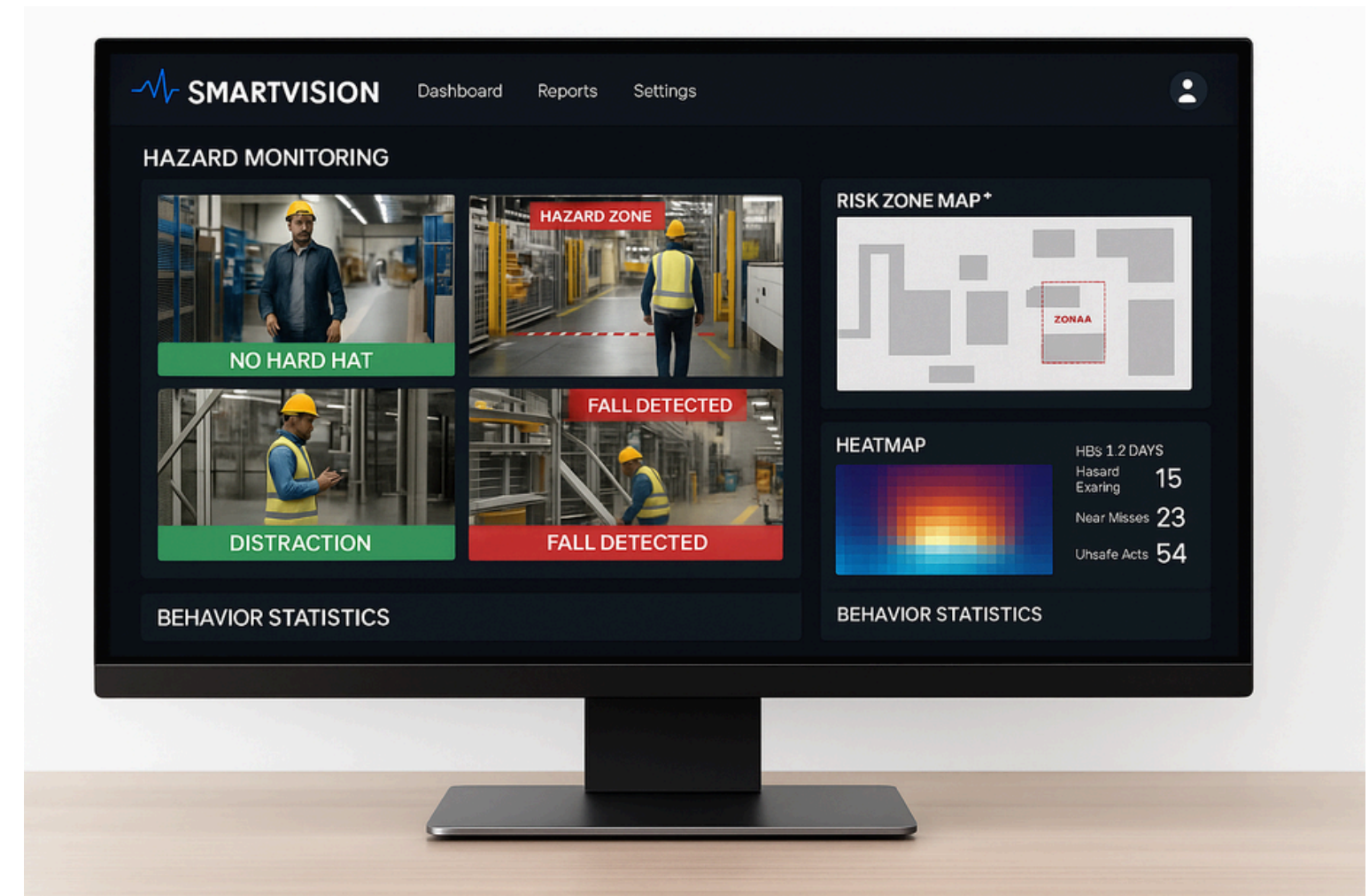
- Local Processing
- Real-Time alerts
- Modular & Scalable
- Cost-Efficient
- Actionable Dashboard

# SYSTEM ARCHITECTURE

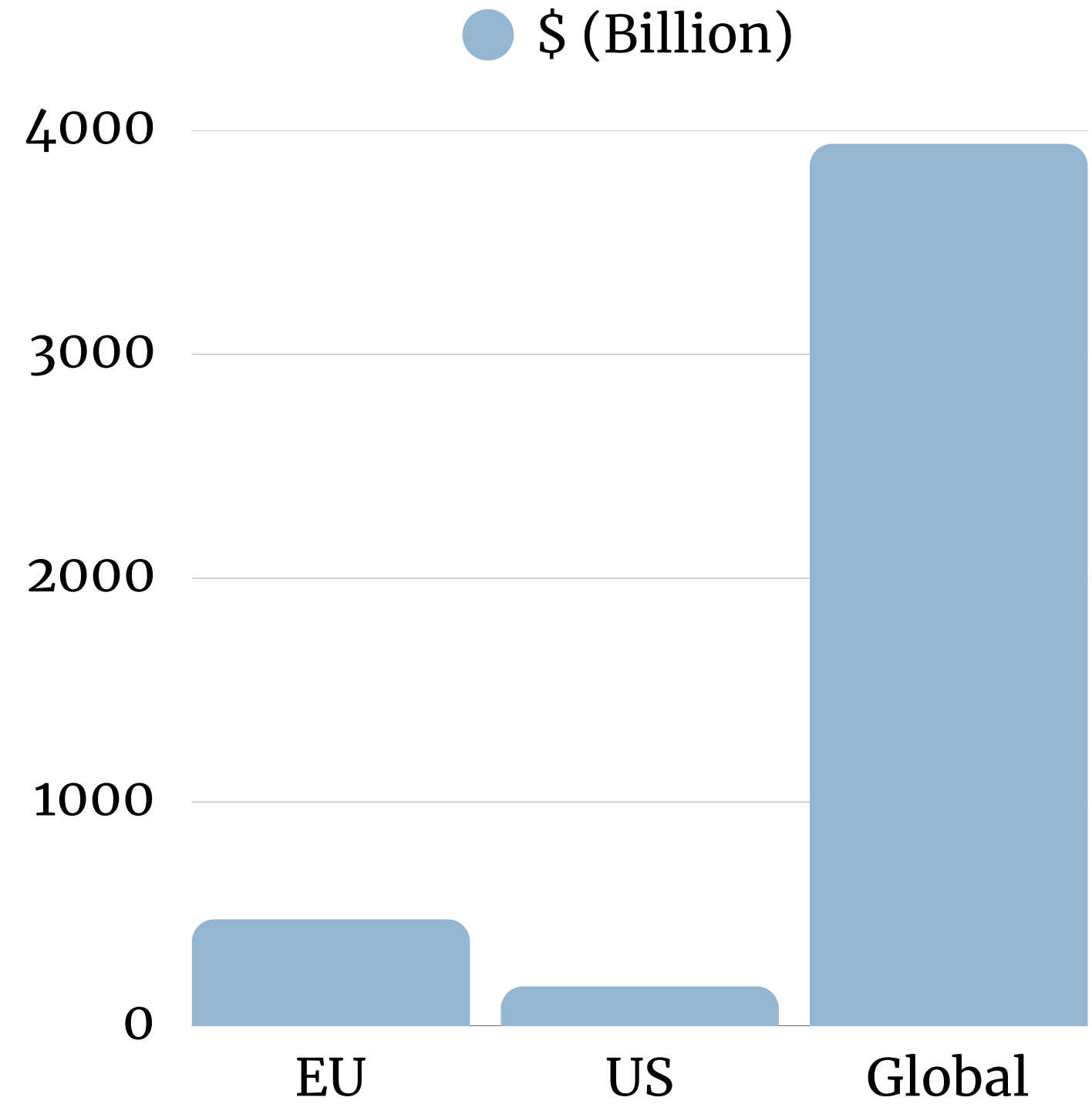
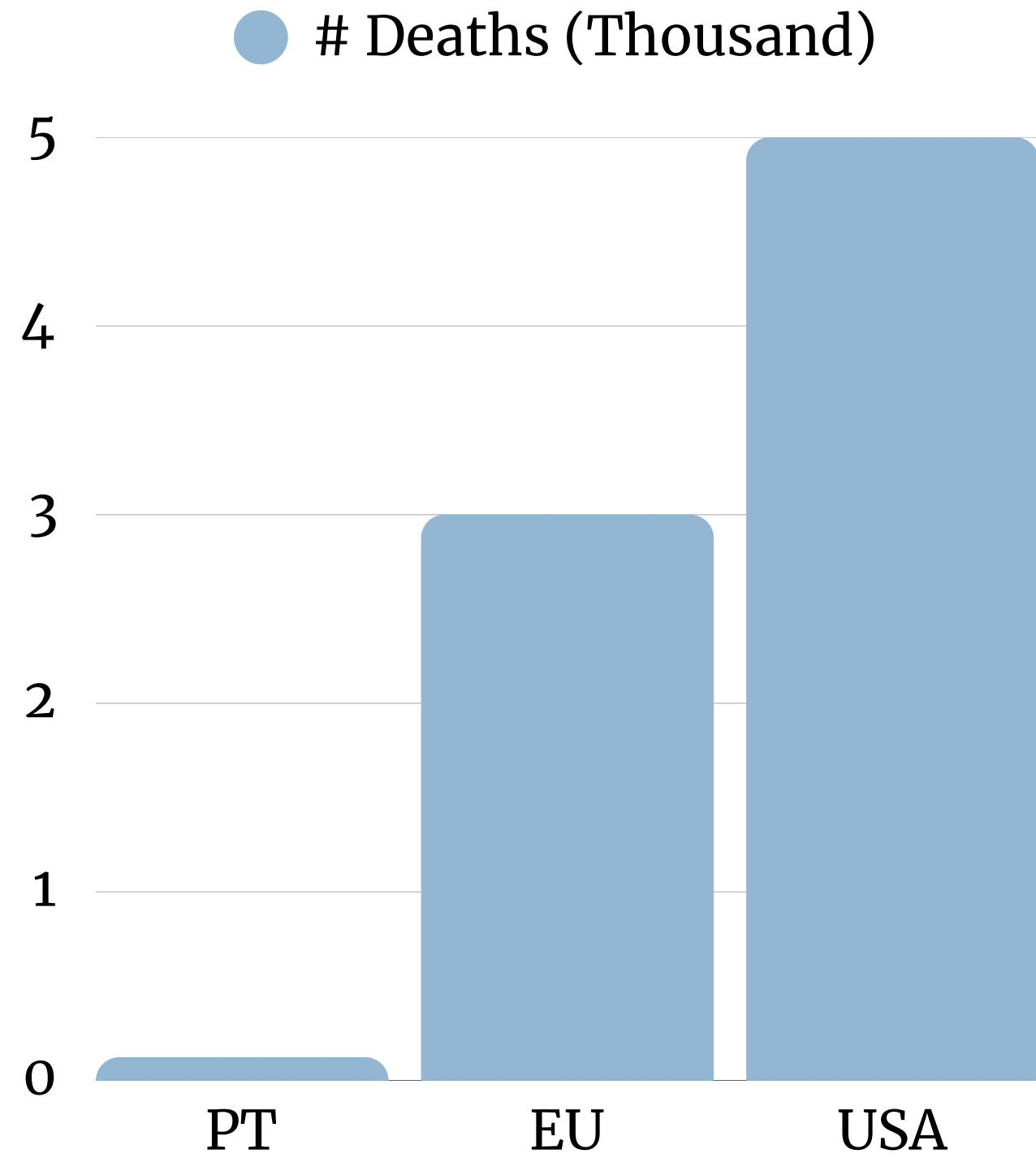
---



# MOCKUP

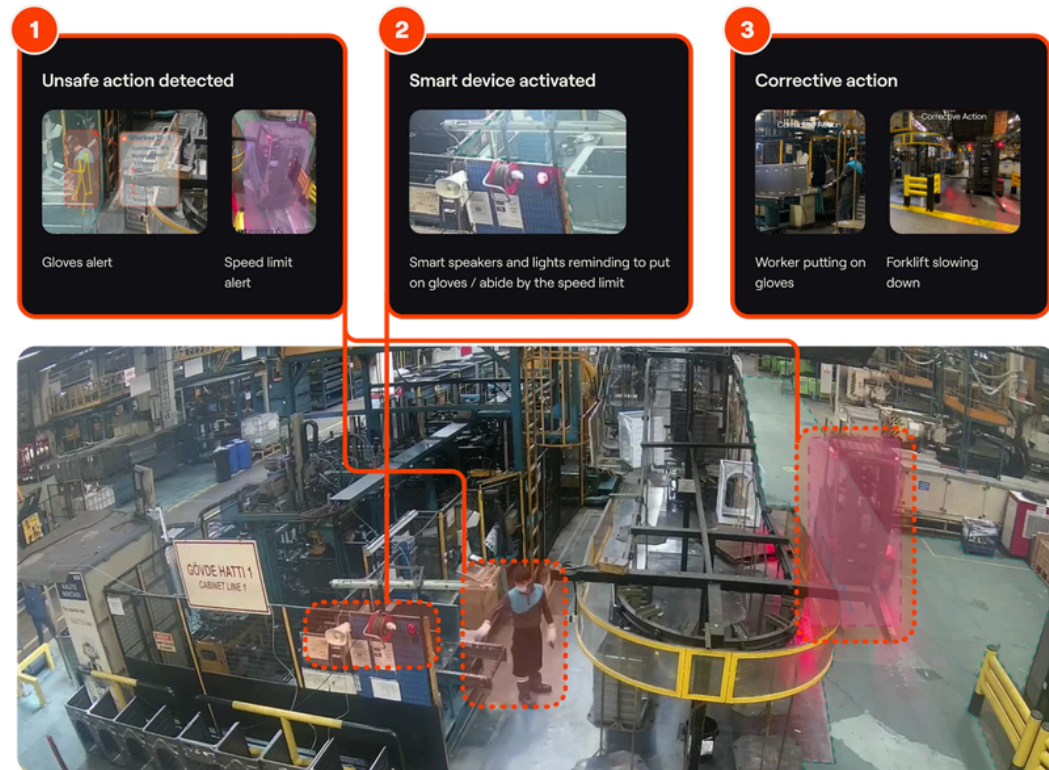


# Yearly Market Analysis

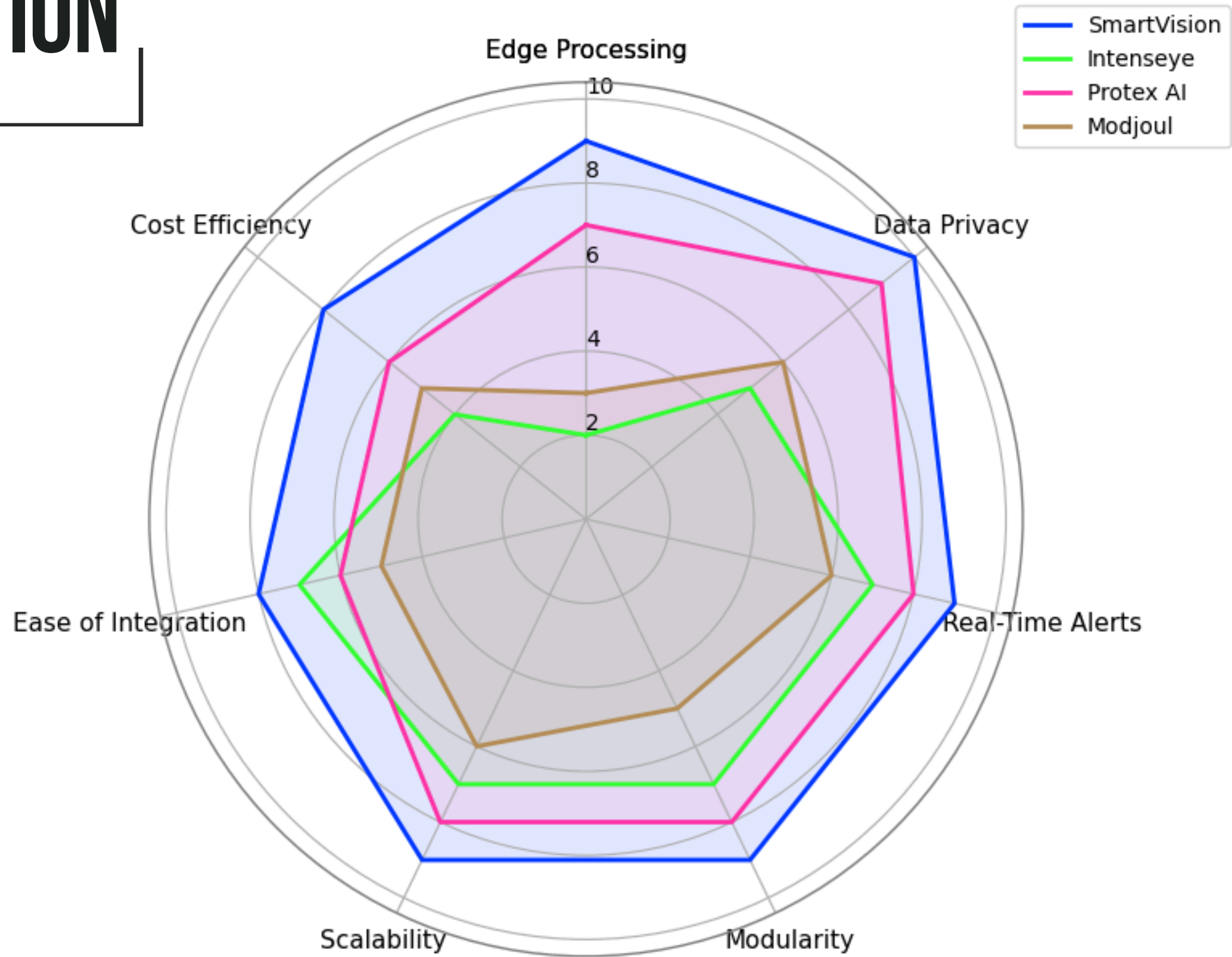


# COMPETITORS

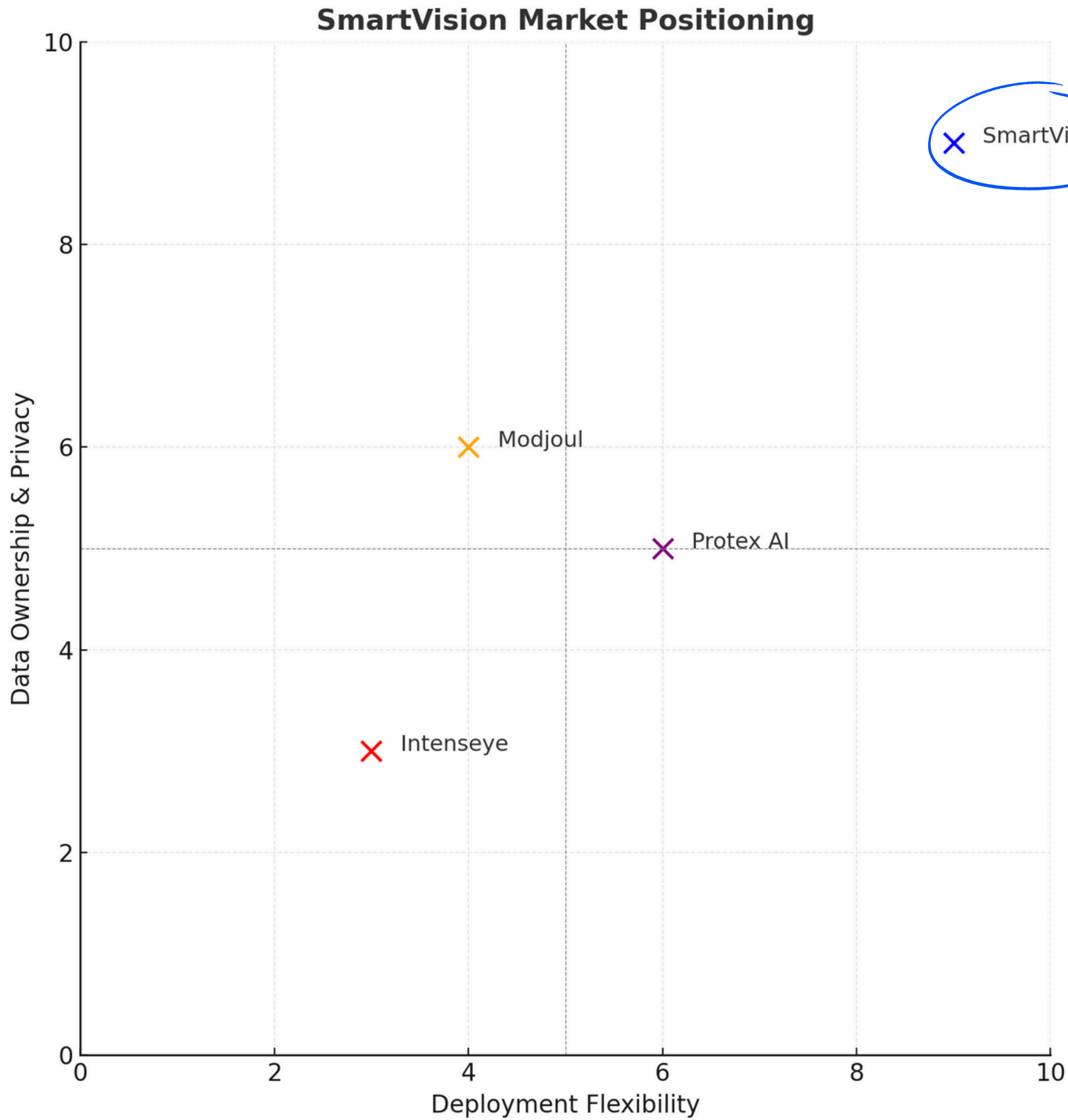
---

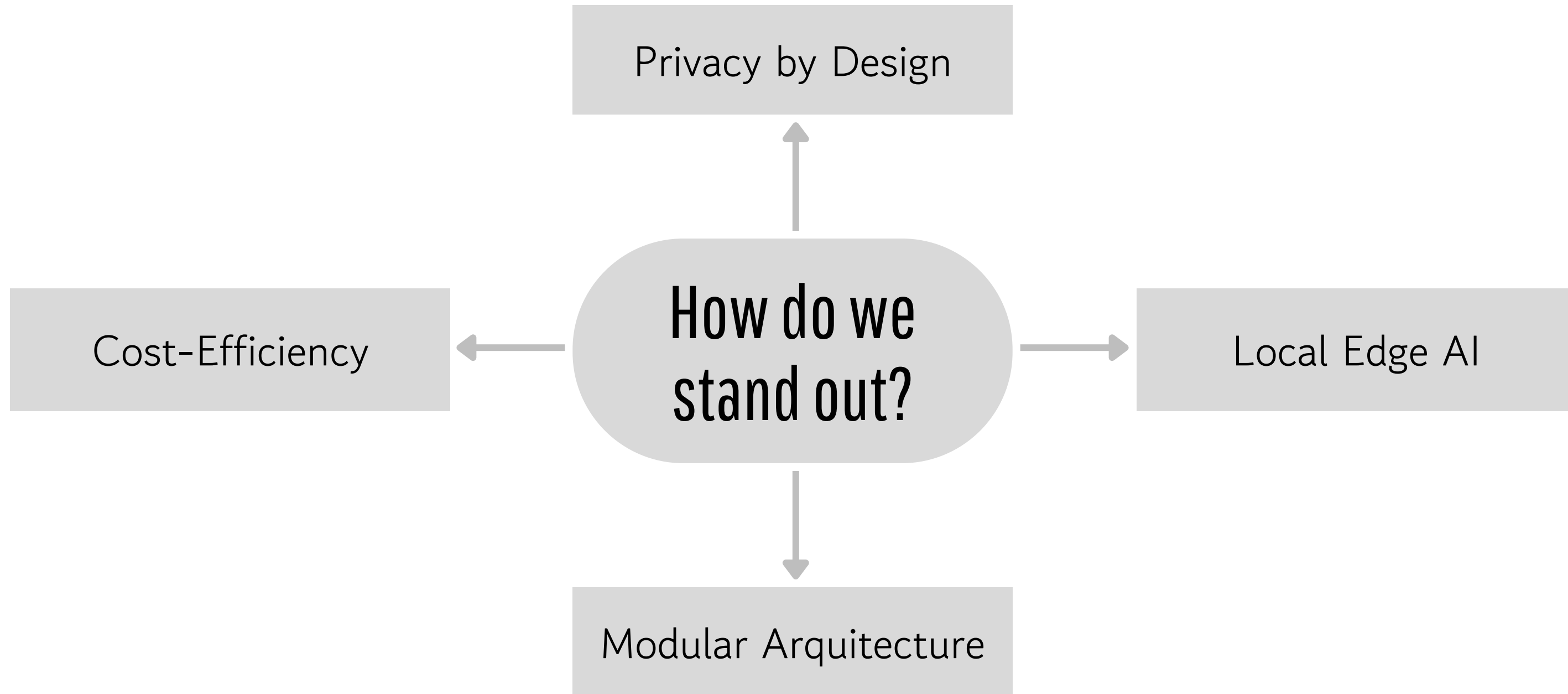


# COMPETITION



# POSITIONING





## Hardware Options

- 01 Zone:
  - 4 cameras (if needed)
  - 1 Microcontroller
- 02 Factory:
  - 1 GPU-based computer

## SaaS Subscription

- 01 Full dashboard access
- 02 Analytics + Reporting tools
- 03 Regular software updates & technical support

## Premium Upgrades

- 01 Advanced log exporting & compliance tools



## Scalability Insight

- 01 Entry level:
  - 1 zone, 1 model → low-cost entry
  
- 02 Growth model:
  - Additional zones & features grow revenue per client



| Component                               | Buying Cost (€)              | Selling Price (€) | Profit Margin          | Notes  |
|---|------------------------------|-------------------|------------------------|--|
| Zone Hardware (Up to 4 cameras + 1 MCU) | €130 – €200                  | €260 – €340       | ≈ 50% – 70%            | Includes cameras, microcontroller, connectors.           |
| Zone Hardware (1 MCU)                   | €30 – €70                    | €60 – €120        | ≈ 50% – 70%            | Only includes microcontroller and basic setup.           |
| Central AI Computer (per site)          | €2,000 – €3,200              | €3,000 – €4,000   | ≈ 30% – 50%            | Handles 40–60 cameras; cost per camera drops with scale. |
| Installation & Onboarding (per site)    | €0 (internal labor)          | €200 – €250       | 100% (service revenue) | Varies with factory complexity;                          |
| Annual SaaS Subscription                | €0 (software infrastructure) | ≤ €1,000          | > 70% recurring margin | Covers updates, support, analytics, reporting.           |

# MARKETING

## ONLINE CAMPAINS



## EVENTS



# Marketing Costs (3 Years)

| Thousand (€) |   |       |       |       |   |         |        |        |         |         |         |
|--------------|---|-------|-------|-------|---|---------|--------|--------|---------|---------|---------|
| Month        | 0 | 1 - 3 | 4 - 6 | 7 & 8 | 9 | 10 & 11 | 12 -14 | 15 -17 | 18 - 20 | 21 - 30 | 31 - 36 |
| Costs        | 0 | 0     | 0     | 1     | 2 | 2       | 2      | 3      | 5       | 5       | 5       |

## ONLINE CAMPAIGNS

Estimated **Monthly** Spend:  
€600 – €3,000

## SMALL EVENTS

Estimated **Per Event** Cost:  
€2,000 – €6,000

# Our Team

## Hackers



FRANCISCO TAVARES

CEO



JOÃO LOPES

CTO



JOÃO ZENÁRIO

COO

## Hustlers



ANDRÉ MACHADO

CRO



JOSÉ PARADELA

CFO

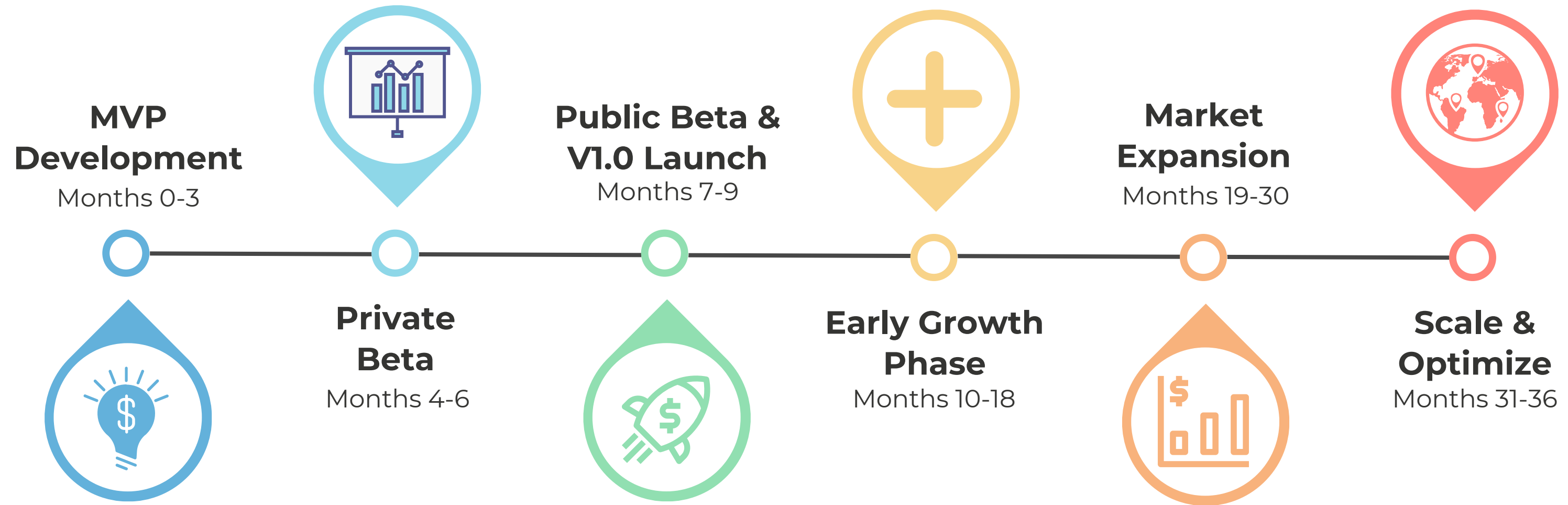
## Hipster



MARTA VALENTE

CMO

# Roadmap



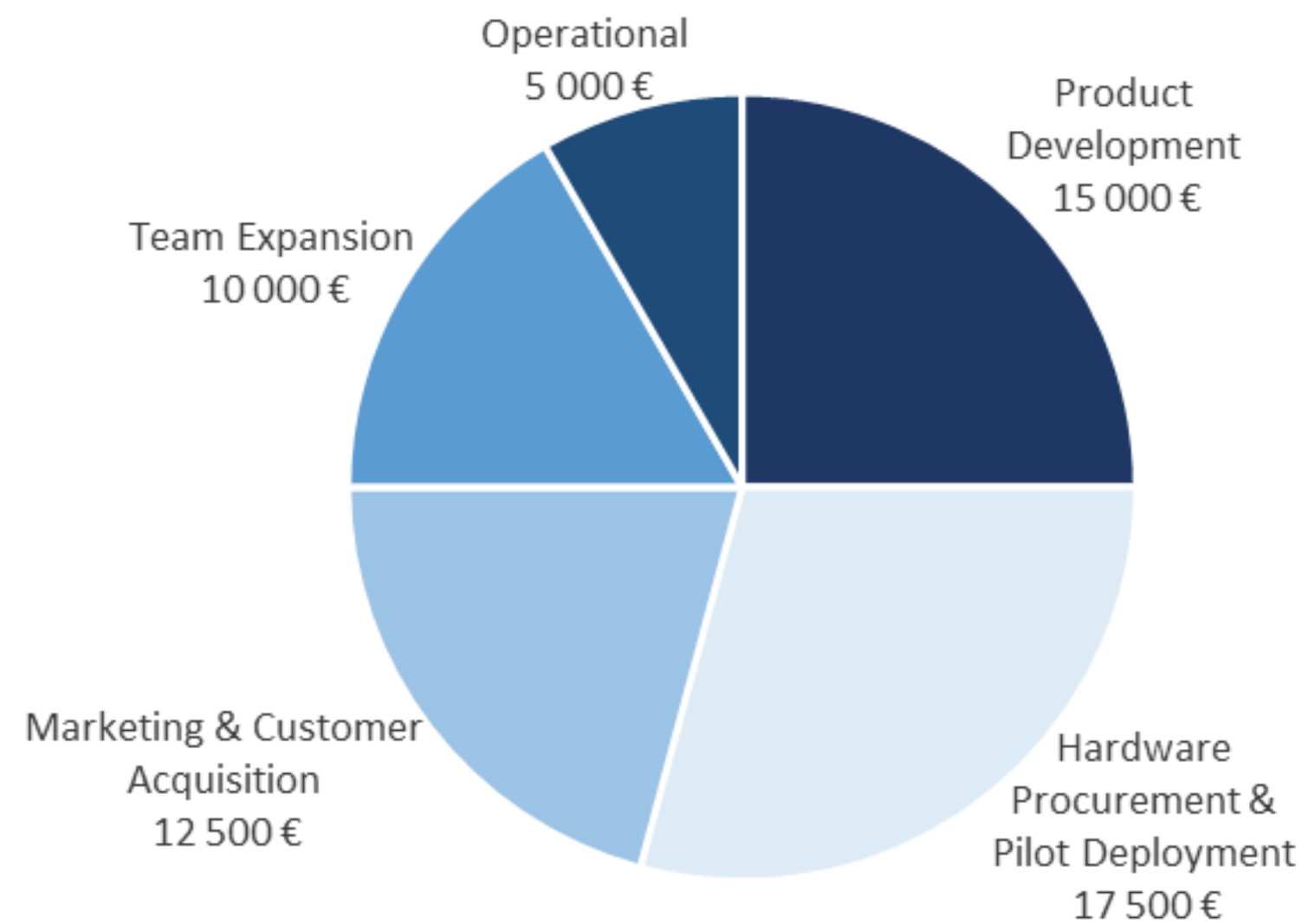
# HR Roadmap

|                       | Year 1        | Year 2                   | Year 3                   |
|-----------------------|---------------|--------------------------|--------------------------|
| <b>Executive</b>      | CEO           |                          |                          |
| <b>Engineering</b>    | CTO, 1 junior | CTO, 1 senior, 2 juniors | CTO, 1 senior, 3 juniors |
| <b>Sales</b>          | COO, CRO      | COO, CRO, 1 senior, 1 CS | COO, CRO, 1 senior, 1 CS |
| <b>Marketing</b>      | CMO           | CMO, 1 junior            | CMO, 1 junior, 1EP       |
| <b>Operations</b>     | -             | 1 technician             | 1 technician             |
| <b>Design/Product</b> | CMO           | CMO                      | 1 designer               |
| <b>Admin/Finance</b>  | CFO           | CFO                      | CFO                      |

# Financial Planning

|                                     | Year 1  | Year 2   | Year 3   |
|-------------------------------------|---------|----------|----------|
| <b>Revenue</b>                      | 73.900€ | 439.400€ | 780.900€ |
| <b>COGS (Hardware + Support)</b>    | 42.000€ | 213.000€ | 324.000€ |
| <b>SG&amp;A (Sales, Ops, Admin)</b> | 39.070€ | 246.715€ | 296.640€ |
| <b>Total Costs</b>                  | 81.070€ | 459.715€ | 620.640€ |
| <b>EBITDA</b>                       | -7.170€ | -20.315€ | 160.260€ |
| <b>Gross Margin</b>                 | 43%     | 52%      | 59%      |

# Financial Needed



=

**60 000€**



**SMARTVISION**

“The vision to protect. The speed to act.”

# Thank You

## Contact Us



[geral@smartvision.com](mailto:geral@smartvision.com)



[www.smartvision.com](http://www.smartvision.com)