



Team 18 Presents



AudioGuard

AudioGuard





Team Composition



**André
Cardoso**

Manager

Hustler

Energy
Systems



**Diogo
Silva**

Marketing

Hustler

Energy
Systems



**Lucas
Linhares**

Engineer

Hacker

Energy
Systems



**Paulo
Gaio**

Engineer

Hacker

Telecom.
Systems



**Rodrigo
Moutinho**

Design

Hipster

Network and
Communication
Systems



**Tomás
Gonçalves**

Business Planner

Hipster

Network and
Communication
Systems

Problem:



False alarms

Blind - Spots

Long Response to Non-visual Threats

Results:



Operator's Stress and Frustration



Higher cost with unnecessary interventions

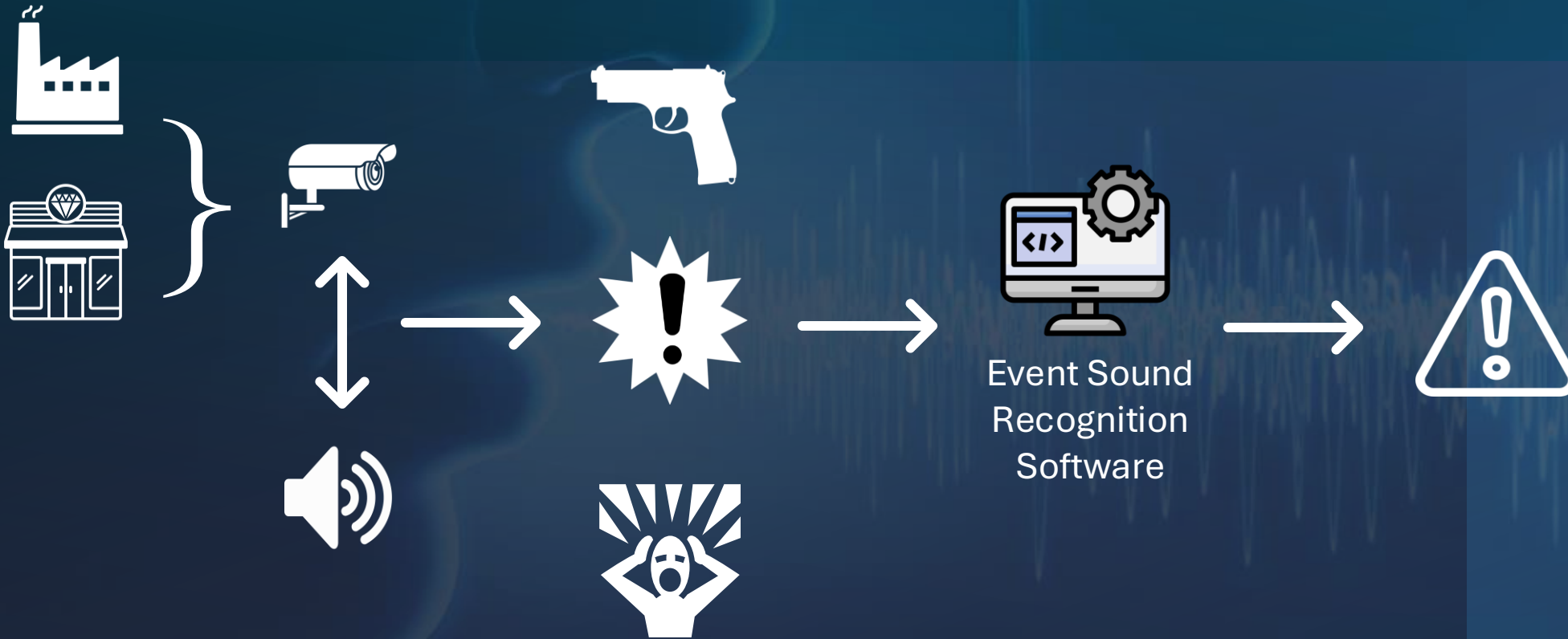



Increases in Crime Rate



Our Technology

Solution: Event Sound Recognition



Safer Security
Systems 

Less False
Alarms 

Real – Time
Response 

A faint, light blue icon in the background. It features a magnifying glass with a circular lens. Inside the lens is a bar chart with three bars of increasing height, topped with a line graph showing an upward trend. Below the lens is a dollar sign (\$) inside a circle. The handle of the magnifying glass extends downwards and to the left.

Market Research

Market Size

- TAM (Total Addressable Market)
- SAM (Serviceable Available Market)
23% Europe
- SOM (Serviceable Obtainable Market)
2% Market



Expected Market Growth:

25%

Target Customers:

Camera Manufacturers:

HIKVISION

AXIS
COMMUNICATIONS

BOSCH

PROVISION **ISR**

alhua
TECHNOLOGY

 **tp-link**

Security Companies:

 **PROSEGUR**


Securitas


GRUPO8
SEGURANÇA

Competitors:

Sound Event Detector (SED)



- Focuses on a small spectrum of sound events;
- Requires separate hardware, making the product less flexible;
- Mainly targets public security and critical infrastructure;



- Technology focused only on gunshot detection
- Use triangulation to detect and locate shots
 - Mainly used in law enforcement sectors
- Large-scale deployments in urban areas



Customer Journey

Stakeholders



TÉCNICO
LISBOA

HIKVISION[®]



Validation



Problem and Pains Validated

"If i have a security system I want to make sure everything is safe, not only the places I'm recording"



Technology and Solution Validated



"With Edge Computing, store recorded audios stops being a problem."



Business Model Canvas Validated

"Selling our software to existing cameras that are not compatible requires new hardware, making it not profitable for small customers."

We have performed:

- 28 Interviews 
- 34 Hyphoteses 
- 34 Experiments 



Marketing & Sales Strategy

How do we reach the Market?



Creation of a MVP



Events / Social Media



Pilot Product

Gain Early Adopters



Collect Feedback



Generate Trust



Sales Strategy - B2B

Direct sales to CCTV camera manufacturers through licensing per device and technical integration (API).



Financial Analysis



Revenues (Licensing)

Revenue

Customer acquisition cost (CAC)		3000 EUR
Percentage of paying users (PPU)		100%
Monthly average revenue per paying user (ARPPU)		3000 EUR
Monthly Churn Rate (CR)		5%
Direct asset sales		100%
Channel margin for indirect asset sales		0%

CAC	3000 EUR
LTV (3 years)	108K EUR
<u>LTV</u>	36
CAC	

Costs

COGS - Costs of Goods Sold

Monthly direct costs per active user	0 EUR
Monthly direct costs per paying user	500 EUR
Asset sale gross margin	80%

SG&A - Selling, General & Administrative costs

Average Monthly Employee Cost	2000 EUR
Area for 5 employees	60 m2
Monthly office rent with services	15 EUR/m2
Monthly professional services (accounts, law, etc.)	400 EUR/10empl
Monthly tech support and software licenses	70 EUR/empl
Monthly insurance	60 EUR/empl
Monthly communications	30 EUR/empl
Monthly IP costs	500 EUR

Capex

Furniture for 5 employees	1000 EUR
Servers, printers and network equip for 10 empl	3000 EUR
Computer for new employee	800 EUR

CAC	3000 EUR
LTV (3 years)	108K EUR
<u>LTV</u>	36
CAC	

Results

Results	
	Month <input type="text" value="36"/>
	Ending Cash Balance 1M EUR
Totals	
Investment	250K EUR
Marketing	186K EUR
New Users	65
Revenue	1.689M EUR
Metrics	
CAC	2862 EUR
Average revenue per user (ARPU)	25985 EUR
Churn	5%
Estimated Exit Value (in year 3)	5.6M EUR

Milestones



1st Year

- **Complete MVP**
- **Lab testing with controlled environments and datasets**
- **Run pilot programs with 1-2 strategic partners**
- **Ensure regulatory alignment**
- **Build website**

2nd Year

- **Launch V1.0 of the product**
- **Attend major security events**
- **Sign commercial deals with 2-3 Camera Manufacturers**
- **Hire AI/audio B2B sales Specialist**
- **20K revenue/month**

3rd Year

- **Expand to European Camera Manufacturers**
- **Obtain ISO/IEC certifications**
- **Sign strategic partnerships**
- **50K revenue/month**

Demonstration Video





Conclusions

Q & A

