



SIMIS.AI INVESTOR PITCH - NABC V4

Same-day incident packs for childcare CCTV.

Find the clip. Draft the record. Keep children's video inside the centre.

14 days

Parent request window creates urgency after an incident.

1

Incident happens

The centre must explain what happened, fast.

2

Staff scrub CCTV manually

Hours of footage, no incident-ready report.

3

Parents wait

Slow answers turn into trust and escalation risk.

Child video should stay on the centre's own device or network, not copied into WhatsApp, Google Drive, or vendor laptops.

NEED

Mandatory CCTV did not solve incident response.

Centres have the footage, but still need a fast, private way to find the moment and prepare a clear answer.

Need

Find the exact moment.

Constraint

Child video stays inside the centre.



VALIDATION

8 B2B interviews narrowed SIMIS to one urgent job.

Not generic monitoring: incident search and timestamped reporting for principals.

8

Interviews

Principals feel the pain. Owners pay for risk control.



1

Wedge

Find, understand, and document the incident.



3

Proof gates

Time saved, paid LOIs, repeatable deployment.

APPROACH

Use existing CCTV. Add local incident intelligence.

Connect RTSP feeds, process on-prem, surface only the moments principals need.

No rip-out

Works with current cameras.

No cloud habit

Video stays on-site.

Edge AI + existing CCTV

Wedge: connect feeds, surface incidents.

Self-learning incident layer

Loop: corrections reduce false alarms.

Existing CCTV

No rip-and-replace.
Connect existing RTSP feeds.

Classroom

RTSP feed

Playroom

RTSP feed

Corridor

RTSP feed

Outdoor

RTSP feed

i9 edge appliance

Local inference with children's video kept on-prem.

Principal screen

Incident moment + draft follow-up.

Fall risk - review

Playroom A · 10:42
AM · clip + draft report ready

Feedback: principal corrects event type.



Moat: site-specific learning reduces noise.

BENEFITS

Pilot KPI: footage hunt to same-day incident pack.

The pilot should benchmark SIMIS against each centre's manual baseline.

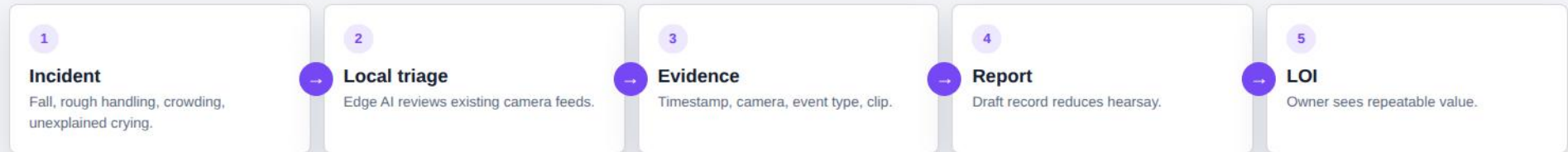
Clip	Event, date, camera, severity.
Record	Timestamped incident summary.
Response	Clearer parent conversation.



BUYER WORKFLOW

The wedge starts in the first hour after an incident.

Principals feel the pressure. Owners pay when the workflow reduces escalation risk.

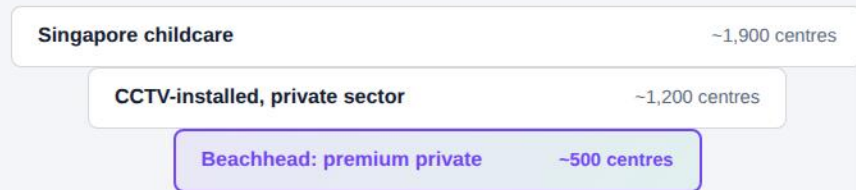


COMPETITION

The real competitor is manual review.

	Status quo: manual review	Integrators	Preschool SaaS	SIMIS.AI
Childcare workflow	✗ Manual	✗ Generic	✗ Admin-led	✓ Purpose-built
Privacy posture	✗ No controls	✗ Cloud	✗ Cloud	✓ Edge-first
Incident triage	✗ Manual	✗ Basic motion	✗ No alerts	✓ Alert + report
Installed CCTV fit	✗ No intelligence	✗ Own cams	✗ Needs app	✓ RTSP plug-in

Beachhead: ~500 premium centres where trust has budget.



ICP: 6-16 cameras, 50-150 children, parent trust as a buying driver.

Pricing test

Hardware + onboarding	S\$1,500	one-time pilot anchor
SaaS subscription	S\$250/mo	monthly operating layer
Beachhead revenue test	S\$2.25M	500 x S\$4,500/yr, before partner margin

Why this fits: replaces manual investigation, not a new habit.

- 1 Direct pilots - 5 centres + LOIs →
- 2 Installer scale - after demand proof

USE OF FUNDS AND PROOF PLAN

S\$150K funds 90 days to prove five paid pilot sites.

S\$150K

Experiment budget: edge boxes, engineering, real CCTV integrations, and paid LOIs.

5 paid pilots

Live centres, live incidents.

5 edge appliances

One box per pilot site.

2 engineers

90-day build and deployment sprint.

Days 1-30

Install boxes. Connect RTSP feeds.
Capture manual baseline.

Days 31-60

Measure time-to-clip and report
quality in real use.

Days 61-90

Convert demand into paid LOIs and
installer handoff.

time saved

same-day report

paid LOIs

installer playbook

THE ASK

Raise S\$150K to earn the next cheque with real centre proof.

Milestone: 5 paid pilots, faster time-to-clip, same-day reports, repeatable deployment.

Unlock: S\$1-2M pre-seed to scale to 50 centres through integrator channels.

Founder fit: Singapore-Shenzhen operating access, warm childcare partner interest, and proven on-prem hardware-to-AI deployment experience.

1

Demand

Paid centres and LOIs.

2

Metric

Manual baseline beaten.

3

Hardware

Edge boxes in real sites.

4

Scale

Plug-and-play first; installer-led playbook after proof.