



STARTUPX SHENZHEN INNOVATION COMPETITION 2026

SIMIS Guardian: Edge AI safety layer for childcare centres — expanding to homes.

Connects to most RTSP-compatible camera systems. Surfaces incidents for review. Keeps video on site.

NEED

Cameras are everywhere. Safety review is still manual.

Childcare centres and families already rely on camera systems, but most only record. The hard work starts after something happens.

Childcare centres

Principals face regulatory pressure to locate incidents quickly, document facts accurately, and keep children's footage on-premise.

Homes

Parents need assurance for children, elderly parents, and domestic helper care without watching live feeds all day.

Source: ECDA centre directory/guidance and PDPA expectations, accessed Aug 2026.



PRODUCT

An on-prem AI layer for existing camera systems.

SIMIS connects to camera feeds, processes events locally, and gives caregivers a review queue instead of hours of footage.

1

Connect

Most RTSP-compatible camera feeds and edge box.

2

Flag

Potential safety events flagged for caregiver review — not automated enforcement.

3

Review

Timestamp, camera, event type, and clip context.

4

Record

Draft incident notes while footage stays on site.

Model performance varies by camera angle and lighting. Human review required.

Childcare centres first: regulated, urgent, and measurable.

~1,871

Singapore centres

ECDA centre base for the initial market model.

~995

Private operators

Better early sales motion than large public chains.

600+

Early priority sites

Smaller private groups suitable for pilots and references.

Working sizing: most centres need 1 SIMIS Guardian; larger multi-floor sites may need 2-3 units. Comparable private preschool density exists in Shenzhen districts such as Nanshan and Futian for later expansion.



PLATFORM EXTENSION

SIMIS Home Guardian is a future platform extension — not the first sales wedge.

Home use is not the first sales wedge. It is the platform expansion: parents, grandparents, infants, and domestic-helper care.

Parent assurance

Know when to review without constant livestream watching.

Care documentation

Turn relevant moments into structured notes for family follow-up.

The CTA is a readiness assessment, not a hard-sell demo.

1

30-minute compliance & infrastructure scan

Map camera count, recorder setup, network readiness, and data-handling constraints.

2

Compatibility check

Confirm hardware, software, RTSP, and deployment constraints.

3

Guardian estimate

Recommend 1-3 units based on site size and camera layout.

4

Pilot conversion

Convert compliant sites into paid pilots with data-handling LOIs.

TRACTION

Built from healthcare AI credibility and childcare discovery.

SEA-LION winner

1st place in the Healthcare Track at the AI Singapore SEA-LION / PAN-SEA AI Developer Challenge 2025.

SUTD ARISE

Venture programme support for validation, go-to-market, commercialisation planning, and Shenzhen hardware mentorship introductions.

Customer discovery

Early interviews narrowed the wedge to incident search, review, and documentation.



A Singapore-Shenzhen team for care workflows, AI systems, and edge hardware.



Jevin Tan

Founder / CEO

Pharmacist, business consultant, and AI builder. Leads product strategy, customer discovery, healthcare workflow translation, and commercial partnerships.



Raymond Harrison

AI Systems Lead

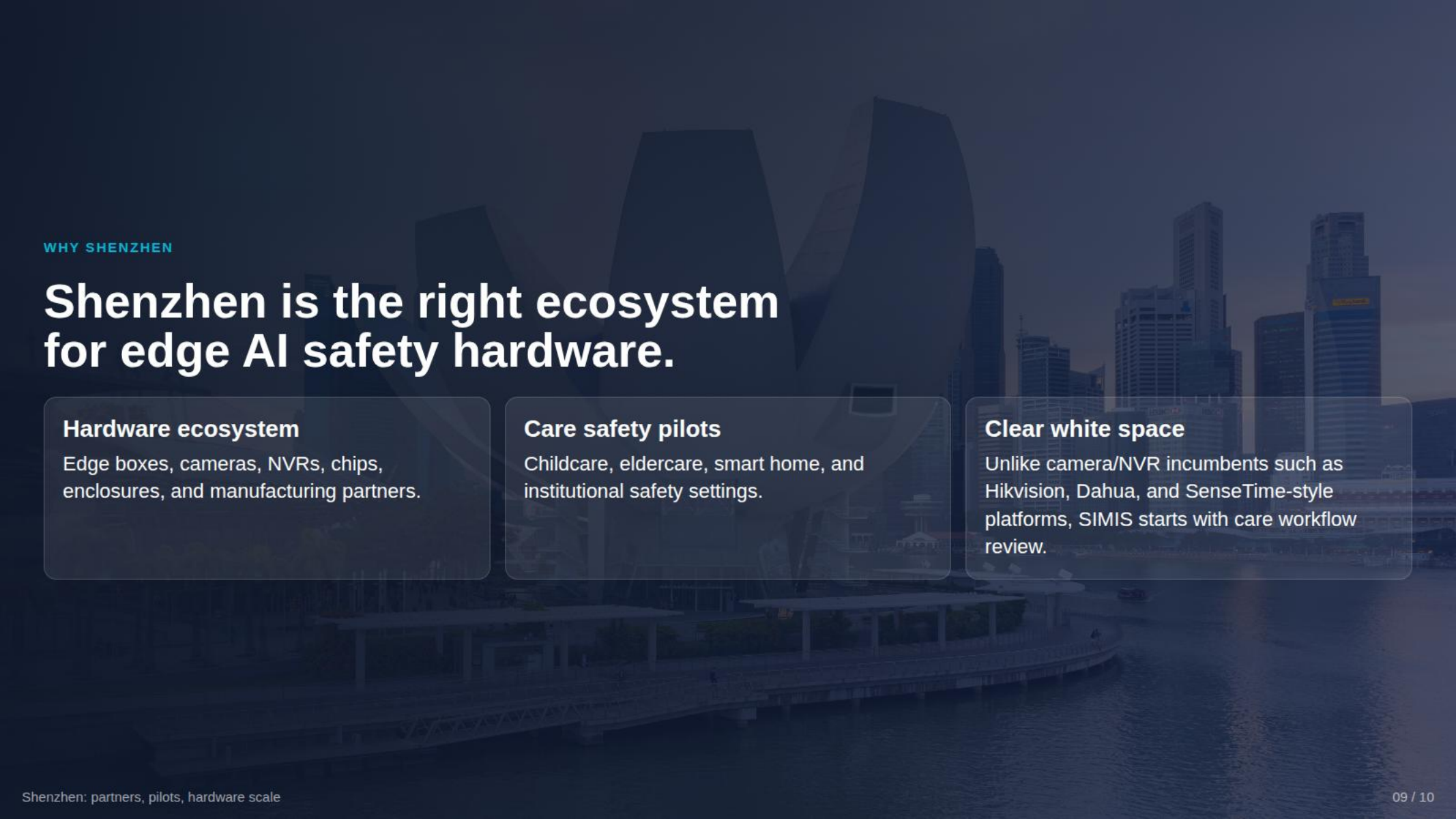
Computer vision specialist focused on production AI systems, camera-feed interpretation, model performance, and real-world safety detection workflows.



Jenxi Seow

Hardware & Supply Chain Lead

Startup operator embedded in Shenzhen hardware ecosystem, including Huaqiangbei sourcing and Bao'an prototyping partners.

A dark, blue-tinted photograph of the Shenzhen skyline, featuring the distinctive, sail-like architecture of the Jia Jia Jia (Three Wonders) building in the foreground and several other skyscrapers in the background, all reflected in the water.

WHY SHENZHEN

Shenzhen is the right ecosystem for edge AI safety hardware.

Hardware ecosystem

Edge boxes, cameras, NVRs, chips, enclosures, and manufacturing partners.

Care safety pilots

Childcare, eldercare, smart home, and institutional safety settings.

Clear white space

Unlike camera/NVR incumbents such as Hikvision, Dahua, and SenseTime-style platforms, SIMIS starts with care workflow review.

THE ASK

Help SIMIS secure pilot sites and Shenzhen ecosystem partners.

5

Paid pilots

5 paid childcare pilots + 2 Shenzhen ecosystem design partners.

90

Days

Install edge boxes, connect live camera feeds, and measure manual baseline improvement.

S\$150K

Proof round

About RMB 800K for engineering, pilot appliances, site visits, and partner onboarding.

Contact: Jevin Tan - jevin@simis.app - simis.app



STARTUPX 深圳创新创业大赛 2026

SIMIS Guardian：面向幼儿园的边缘 AI 安全层，后续扩展至家庭。

连接多数兼容 RTSP 的监控摄像头系统，提炼待复核事件，视频保留在现场。

市场痛点

摄像头已经普及，但安全复盘仍然依赖人工。

幼儿园与家庭已经大量使用监控摄像头，但多数系统只负责录像。真正困难的工作，是事件发生之后。

幼儿园

园方面临监管压力：需快速定位事件、准确记录事实，并确保儿童视频留在本地。

家庭

家长需要为儿童、长者及家政照护场景获得安心保障，但不可能全天盯着直播画面。

来源：ECDA 中心名录/指引与 PDPA 数据保护要求，2026 年 8 月访问。



PRODUCT

方案：现有摄像头系统的本地化 AI 安全层

面向现有摄像头系统的本地化 AI 层。SIMIS 连接摄像头视频流，在本地处理事件，为照护者提供待复核队列，无需翻看数小时录像。

1

接入

连接多数兼容 RTSP 的摄像头与边缘设备。

2

标记

标记潜在安全事件供照护者复核，非自动化判定或处罚。

3

复核

呈现时间、摄像头、事件类型与片段上下文。

4

记录

生成事件记录草稿，同时视频保留在现场。

模型表现受摄像头角度与光线影响，需人工复核。

切入市场

先从幼儿园开始：有监管驱动、有迫切需求、也容易验证。

~1,871

新加坡中心

基于 ECDA 数据建立初步市场模型。

~995

私营运营方

相比大型公共体系，更适合作为早期销售与试点入口。

600+

优先试点对象

小型私营集团更适合快速试点与案例验证。

初步测算：多数中心需要 1 台 SIMIS Guardian；较大或多楼层场地可能需要 2-3 台。深圳南山区、福田区等私营幼儿园密度，可作为后续扩展参照。



平台扩展

SIMIS Home Guardian 是未来平台延伸，不是第一销售切入口。

家庭场景不是第一销售切入口，而是平台扩展方向：家长、祖父母、婴幼儿与家政照护。

家长安心

系统提醒何时需要回看，而不是要求家长全天看直播。

照护记录

把关键时刻整理成结构化记录，方便家庭后续沟通。

销售入口不是强推演示，而是部署可行性评估。

1

30 分钟合规与基础设施扫描

了解摄像头数量、录像设备、网络条件与数据处理限制。

2

兼容性检查

确认硬件、软件、RTSP 视频流与部署限制。

3

设备数量测算

根据场地规模与摄像头布局，建议 1-3 台 Guardian。

4

转化试点

将符合要求的场地转化为签署数据处理 LOI 的付费试点。

进展与背书

源自医疗 AI 可信度与幼儿园客户发现。

SEA-LION 冠军

AI Singapore SEA-LION / PAN-SEA AI Developer Challenge 2025 医疗赛道第一名。

SUTD ARISE

获得创业项目支持，用于验证、市场进入、商业化规划，并包含深圳硬件导师引荐。

客户发现

早期访谈把切入点聚焦到事件搜索、复核与记录。



覆盖照护流程、AI 系统与边缘硬件的新加坡-深圳团队。



Jevin Tan

创始人 / CEO

药剂师、商业顾问与 AI 产品开发者。负责产品策略、客户发现、医疗照护场景转化与商业合作。



Raymond Harrison

AI 系统负责人

计算机视觉专长，负责生产级 AI 系统、摄像头画面理解、模型表现优化与真实安全场景检测流程。



Jenxi Seow

硬件与供应链负责人

创业执行者，深耕深圳硬件生态，包括华强北采购与宝安原型伙伴资源。

为什么是深圳

深圳是边缘 AI 安全硬件最合适的生态之一。

硬件生态

边缘计算盒子、摄像头、NVR、芯片、外壳与制造伙伴。

照护安全试点

幼儿园、养老、智能家居与机构照护场景。

明确市场空白

不同于海康威视、大华或商汤式摄像头/平台厂商，SIMIS 从照护流程复核切入。

我们的诉求

协助 SIMIS 获取试点场地与深圳生态合作伙伴。

5

付费试点

5 个幼儿园付费试点 + 2 个深圳生态设计合作伙伴。

90

天

安装边缘设备，接入实时摄像头视频流，衡量人工复盘基线的改善效果。

S\$150K

验证轮资金

约合人民币 80 万元，用于工程开发、试点设备、现场走访及合作伙伴入驻。

联系人：Jevin Tan - jevin@simis.app - simis.app