



STARTUPX SHENZHEN INNOVATION COMPETITION 2026

SIMIS Guardian: AI safety agents for childcare and homes.

Edge AI that works with existing cameras to help caregivers review incidents faster, keep video local, and prepare safety records.

NEED

Cameras are everywhere. Safety review is still manual.

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

Childcare centres

Principals must find the moment, explain the facts, and protect sensitive footage.

Homes

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



PRODUCT

An on-prem AI layer for existing CCTV.

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

1

Connect

Existing RTSP camera feeds and edge box.

2

Detect

Safety-relevant moments surfaced for human review.

3

Review

Timestamp, camera, event type, and clip context.

4

Record

Draft incident notes while footage stays on site.

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.



EXPANSION

SIMIS Home Guardian extends the same safety layer into families.

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 site visit

Map camera count, recorder setup, and network readiness.

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

Move qualified sites into paid pilots and 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, and commercialisation planning.

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

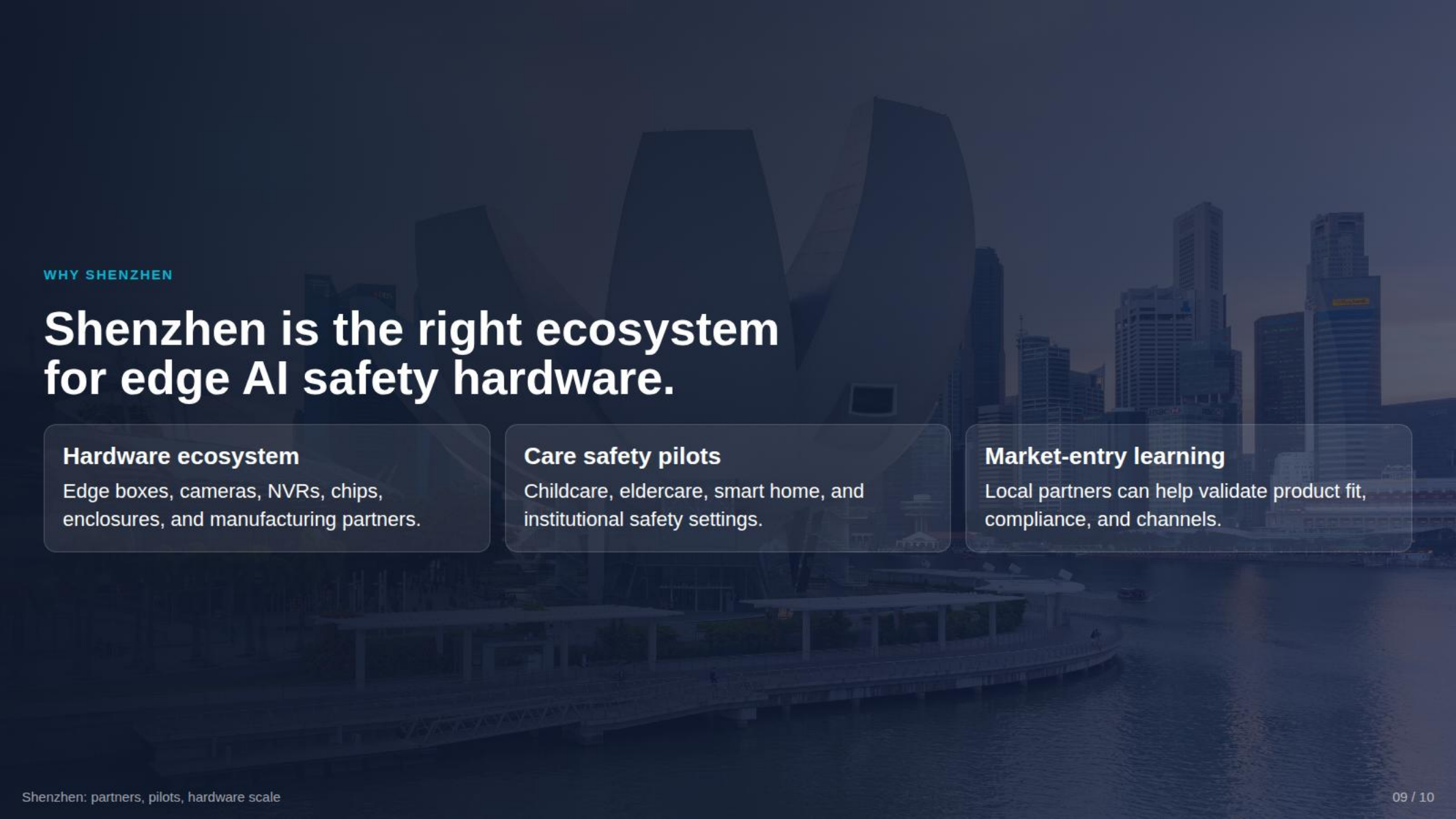
Computer vision specialist focused on production AI systems, camera-feed interpretation, model performance, and real-world safety detection workflows.



Jenxi Seow

Hardware & Supply Chain Lead

Startup operator with Shenzhen hardware access. Supports sourcing, prototyping, cost control, and practical edge-device deployment.

A dark, atmospheric photograph of the Shenzhen skyline at dusk or dawn. The city's modern architecture, including several tall skyscrapers and a prominent building with a unique, angular design, is silhouetted against a dimly lit sky. The water in the foreground reflects the city lights, and a bridge or pier structure is visible in the lower part of the frame.

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.

Market-entry learning

Local partners can help validate product fit, compliance, and channels.

THE ASK

Help SIMIS secure pilot sites and Shenzhen ecosystem partners.

5

Paid pilots

Validate time-to-clip, same-day records, and deployment playbook.

90

Days

Install edge boxes, connect real CCTV, and measure manual baseline improvement.

S\$150K

Proof round

Fund engineering, pilot appliances, site visits, and partner onboarding.

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