



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.

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.

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