

SIMIS.AI · SUTD ARISE

From early signals to a repeatable sales engine

A concise synthesis of five homework parts: traffic, lead quality, channel choice, funnel design and an 18-month revenue case.

Class presentation · 1 October 2026

THE ARGUMENT

Working thesis: CCTV installers distribute and deliver; direct operator work creates learning and references; HQ sales creates multi-site upside; events and ecosystem routes create concentrated introductions.

PART 1 · DEMAND EVIDENCE

Part 1's conclusion: traffic is an early demand signal, not evidence of qualified customer conversion.

PART 2 · LEAD QUALITY



PART 3 · CHANNEL CHOICE

All four routes remain hypotheses until response, meeting, pilot, installation and retention data are measured.

PART 4 · FUNNEL ARCHITECTURE

Website, referrals, ecosystem and events support the partner and HQ routes; they are not separate businesses.

OPERATING SEQUENCE



WHAT THE FIVE PARTS TEACH



CLOSING

