

Omer Bar-Ilan

Co-founder
and CEO

Computer vision meets water

AI technology for aquatic applications

FOUNDED 2019

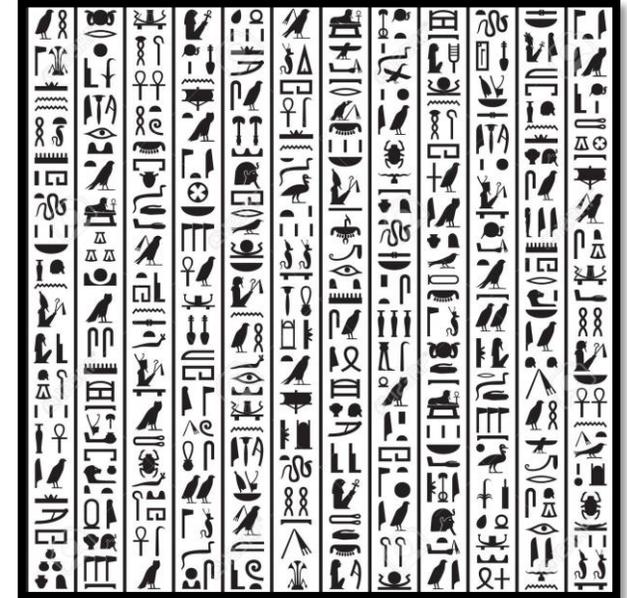
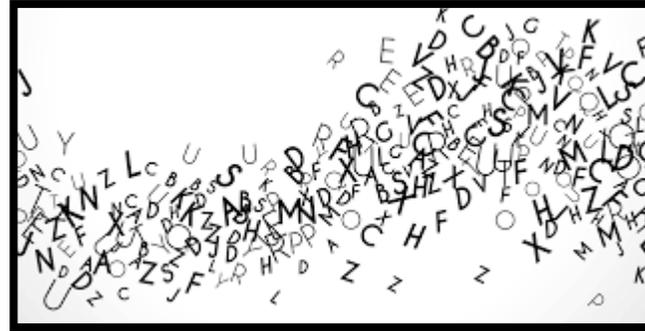
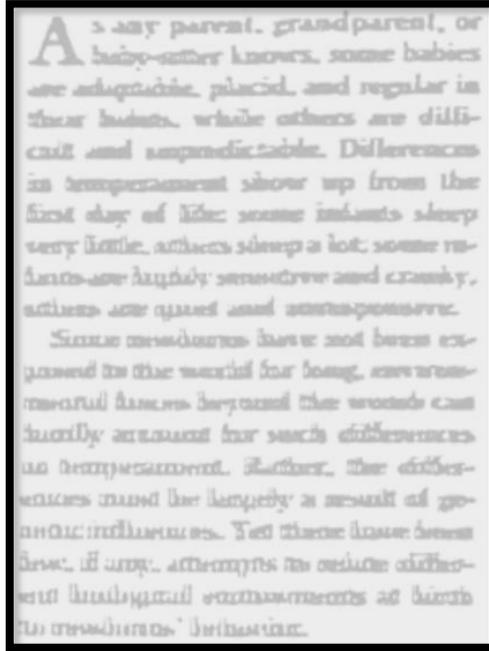
TEAM 15

STAGE Early revenue

FUNDING



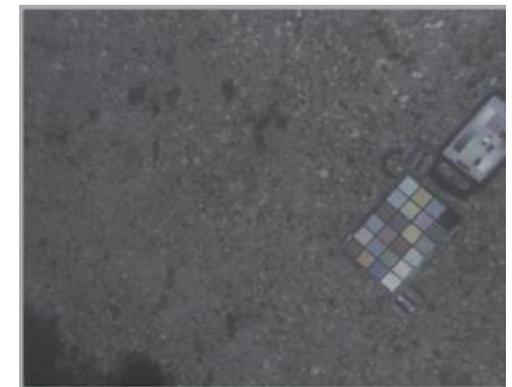
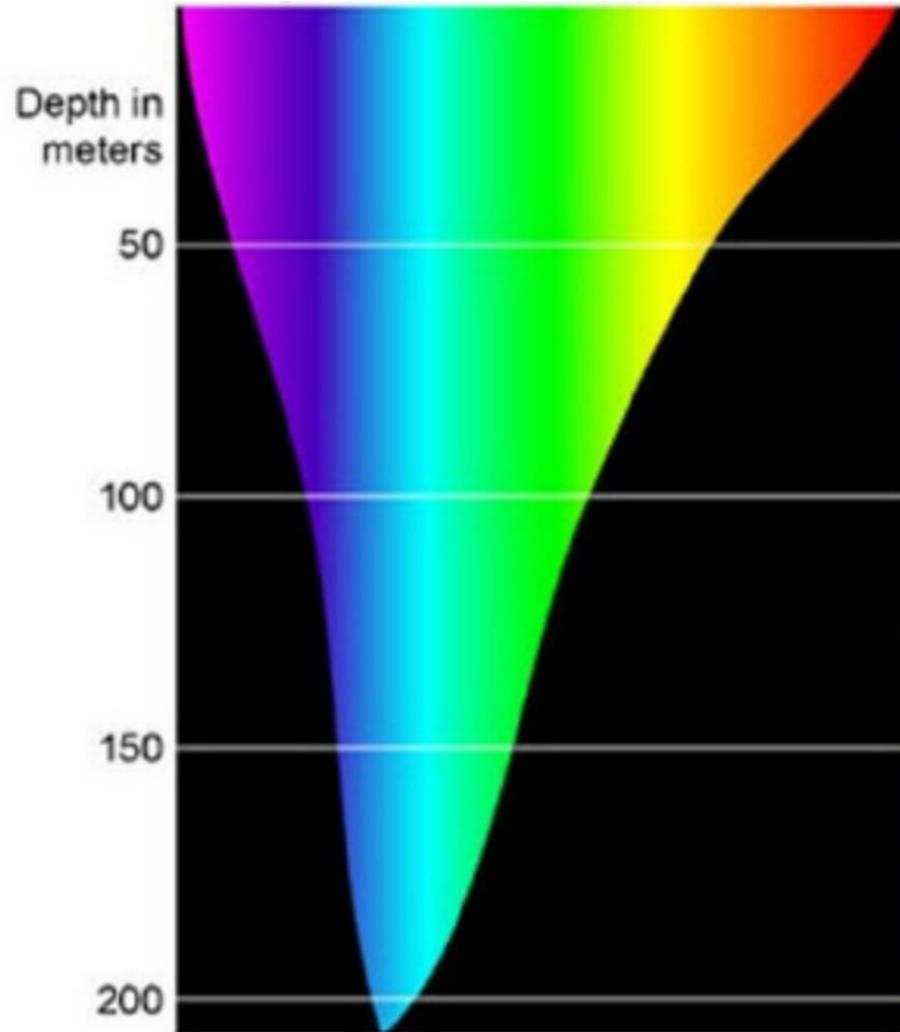
Computer vision in water – as easy as reading a book



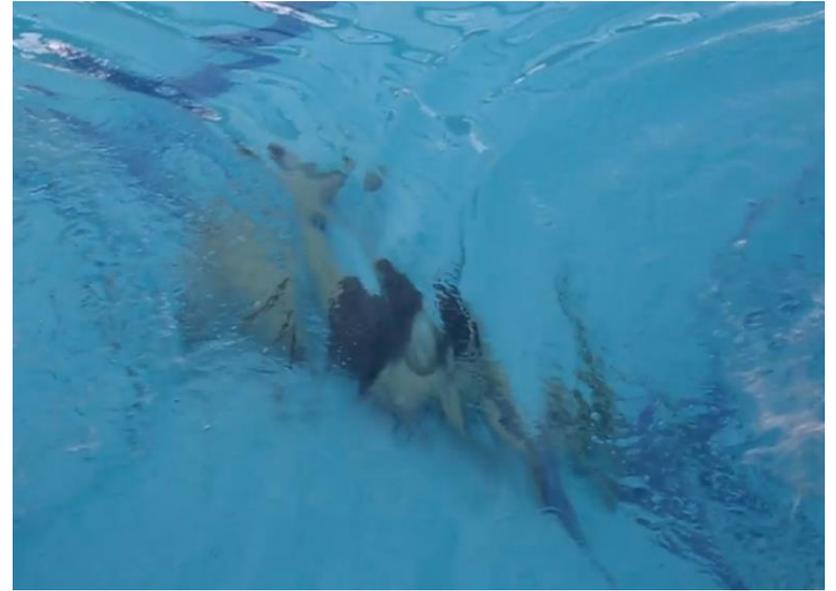
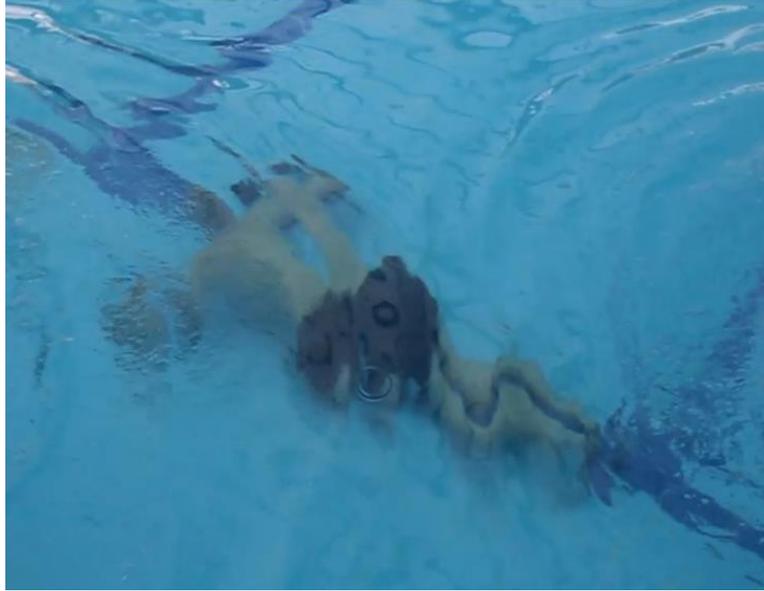
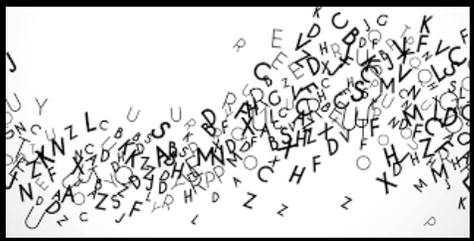
Light's spectrum absorbed as depth increases

A baby's parent, grandparent, or baby-sitter knows, some babies are adaptable, placid, and regular in their habits, while others are difficult and unpredictable. Differences in temperament show up from the first day of life: some infants sleep very little, others sleep a lot, some infants are highly sensitive and cranky, others are quiet and unresponsive.

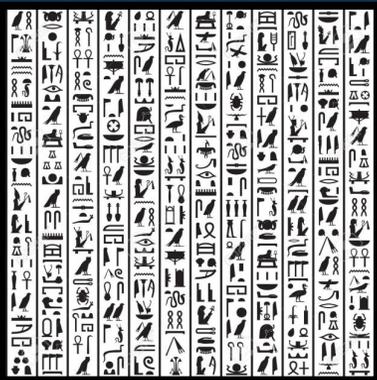
Such tendencies have not been expressed to the world for long, environmental factors beyond the womb can hardly account for such differences in temperament. Rather, the differences must be largely a result of genetic influences. Yet there have been those, if any, attempts to reduce different individual temperaments of infants to tendencies' inheritance.



Water turbulence distorts light

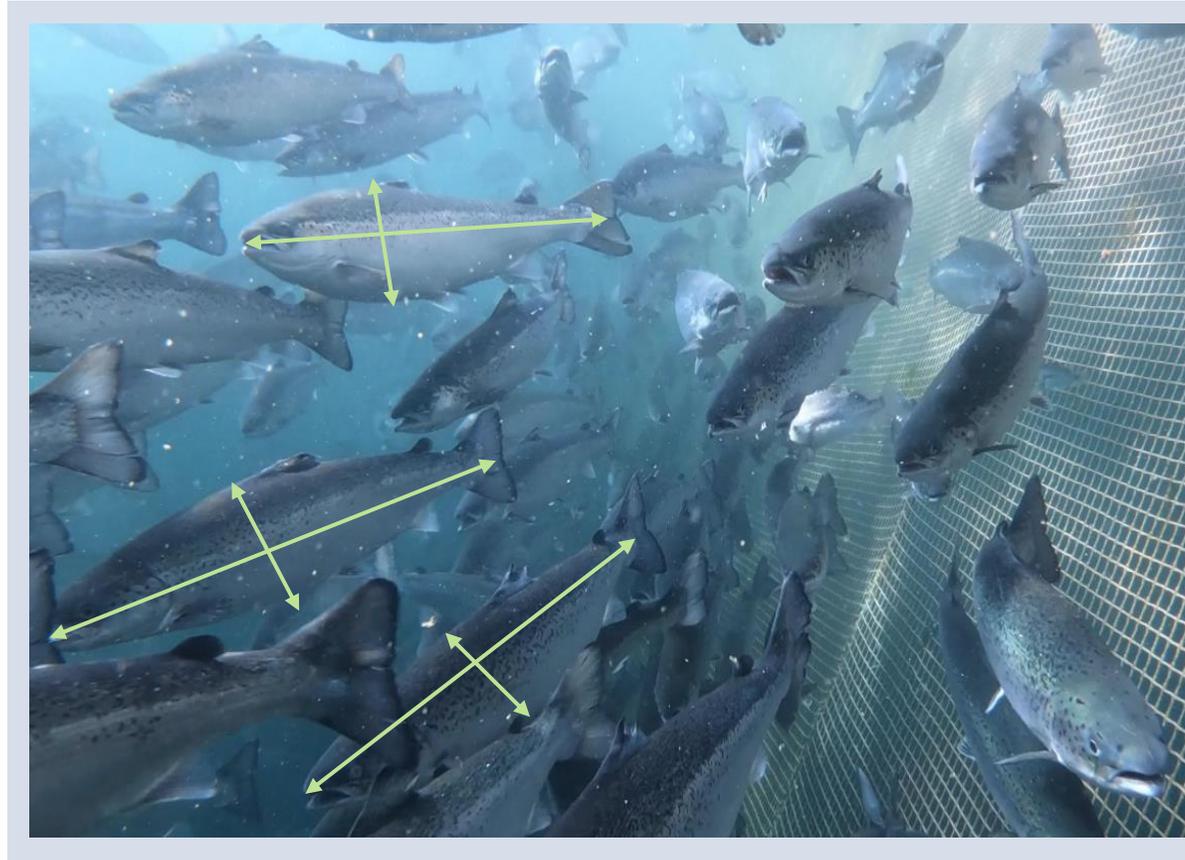


Dynamics in water is unfamiliar and counter intuitive



Optimizing feeding in underwater fish cages

Object classification



Significance

A massive market, immediate customer ROI

First controlled sea environment

Offering

Cage biomass calculation

Value proposition

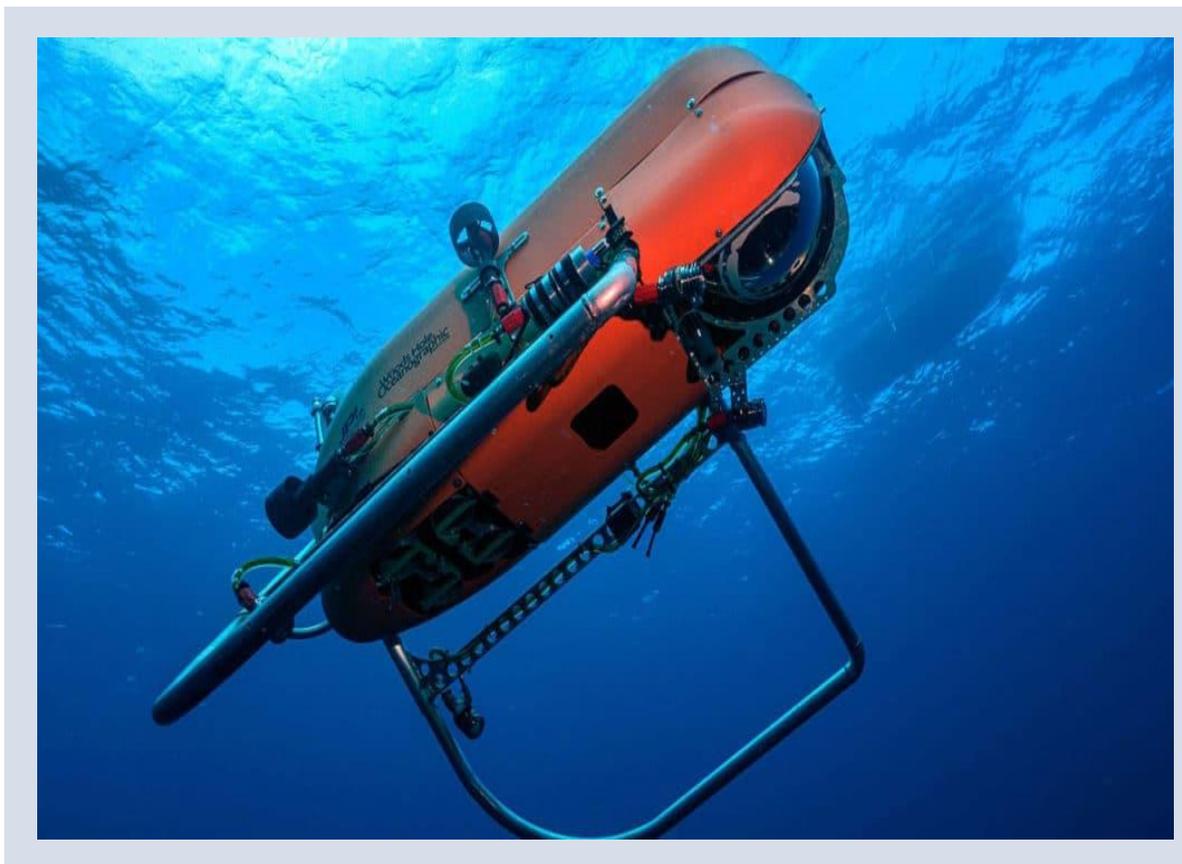
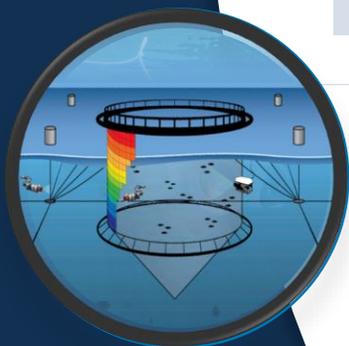
Reduce feeding costs

AQUACULTURE INDUSTRY

- > **Pain point**
Feeding (\$40.2bn problem)
- > **Addressable market**
80M tons of fish cultivated annually worldwide
- > **Business model**
Licensing
- > **Go-to-market**
Management software providers

Autonomous navigation for underwater ROVs

Obstacle detection



Significance

Foot-in-the-door to unmanned vehicles, multiple civil/security applications

First time at open sea working with moving camera

Offering

Object detection & trajectory analysis

Value proposition

Autonomous navigation

SECURITY INDUSTRY

- > **Pain point**
Coastal monitoring (\$17.1bn problem)
- > **Addressable market**
250,000 ROVs sold annually worldwide
- > **Business model**
Licensing
- > **Go-to-market**
Manufacturers & integrators

A universal problem

**Drowning is
expensive**

4,000
ANNUAL
**DROWNING
FATALITIES**
in the US

#2 CAUSE
OF
UNINTENTIONAL
DEATH of
CHILDREN

20%
DROWNING VICTIMS
SUFFER SEVERE
PERMANENT
NEUROLOGICAL DISABILITIES

\$2.9M
AVERAGE COST
of a **SINGLE FATAL
DROWNING** INCIDENT

\$8bn ANNUAL
INSURANCE
CLAIMS
in the US

\$10M
STANDARD LIABILITY
INSURANCE COVERAGE
in PUBLIC POOLS

Sources:

- www.cdc.gov; ncbi.nlm.nih.gov; World Health Organization, Atlas of Mortality in Europe;
- snicc.org/files/uploads/Facts_about_Swimming_Pool_Drowning_Accidents.pdf
- Royal life-saving national drowning report (2017); www.poolmanagementgroup.com
- Costs of drowning deaths, Wilks, Jeff, Travel Law Quarterly (2014);

Risk assessment for humans in water

Behavior analysis



Significance

High potential for steady revenue stream, low barrier to entry

Sandbox – first controlled environment

Offering

Swimmer safety alerts & pool analytics dashboard

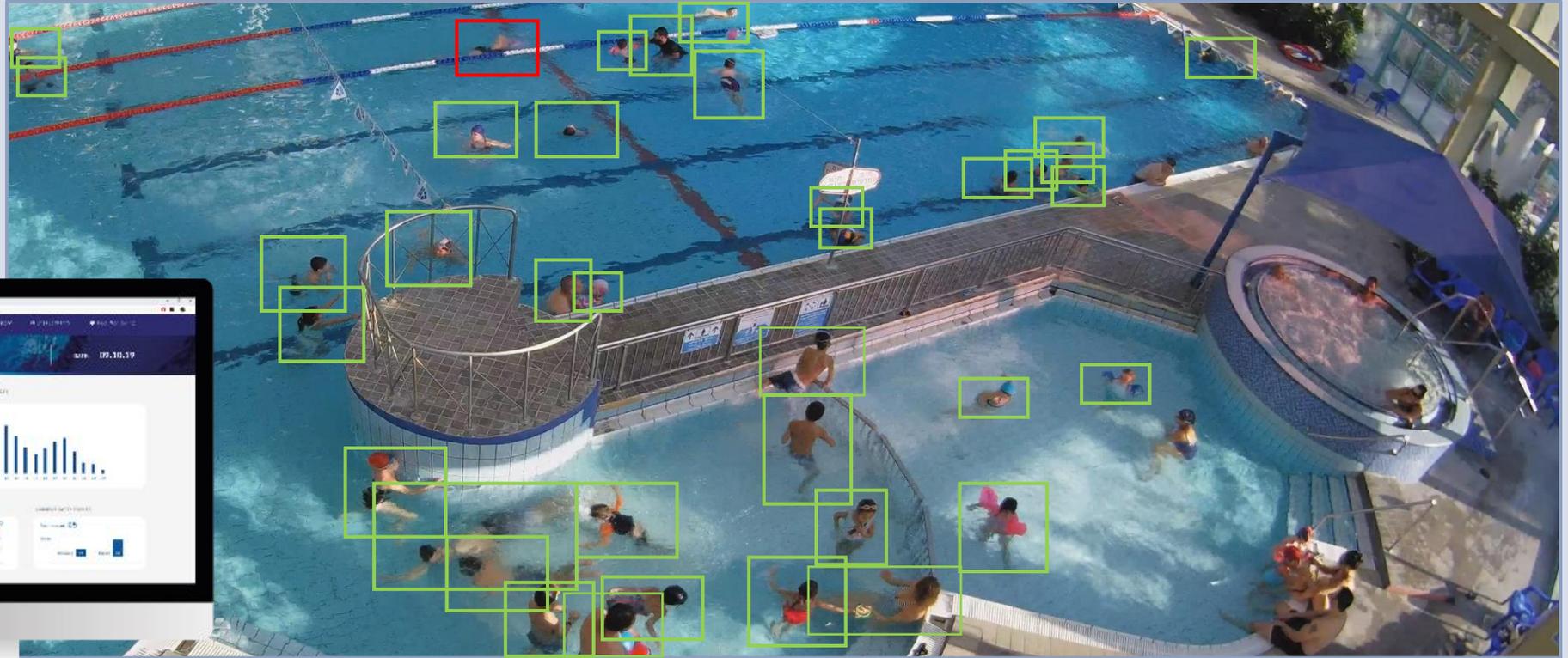
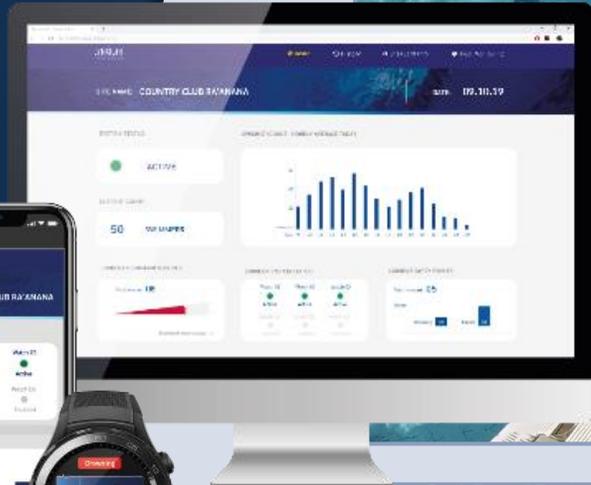
Value proposition

Reduce injury risk & liability

POOL INDUSTRY

- > **Pain point**
Drowning (\$4.5bn problem)
- > **Addressable market**
700K commercial pools (US & EU)
- > **Business model**
License per pool
- > **Go-to-market**
Direct B2B, global distributors

Our solution

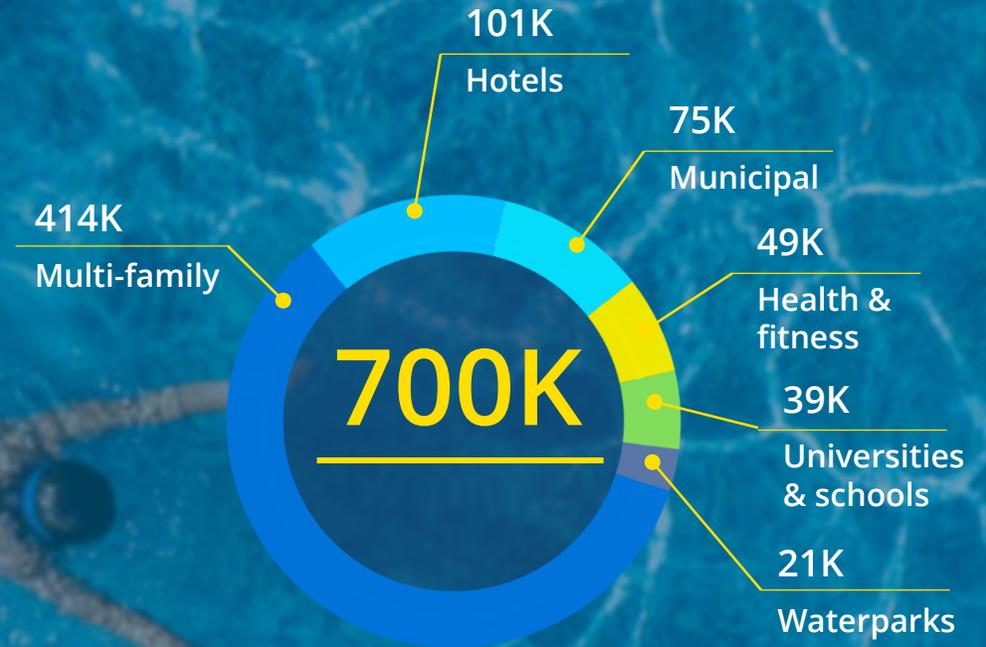


RESIDENTIAL POOLS WORLDWIDE

PUBLIC POOLS IN US & EU

The market & business model

SaaS
license for
B2C & B2B



LICENSE PER POOL

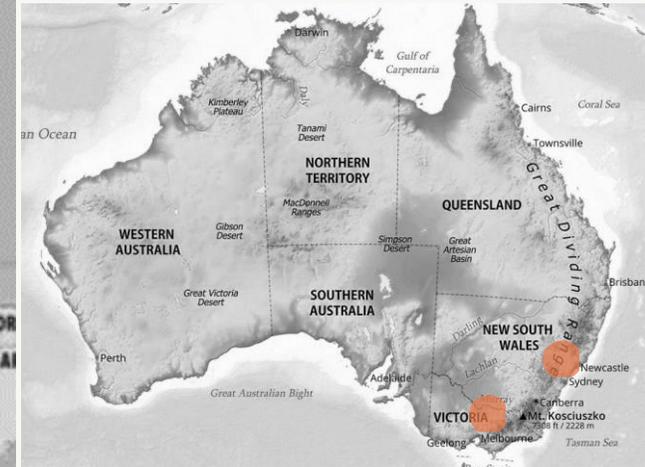
Residential: **\$15** / month ➤ **\$5.4bn** TAM

Commercial: **\$750** / month ➤ **\$6.3bn** TAM

GLOBAL
CUSTOMER
BASE



- ✓ TAM
- ✓ Big pool operators
- ✓ Sales partner
- ✓ Clear value in data
- ✓ Path to ROI



Thank You