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# iBabble Pitch Deck



Founders:

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# Introduction

iBabble is a Start up software company. Today, we at iBabble are excited to present an innovative AI-driven security solution designed to revolutionize the way we protect and manage spaces. We seeking \$3 million in seed funding in exchange for 5% equity to commercialize this groundbreaking technology and bring it to the global market.

# Problem

Traditional security systems often rely on fragmented and reactive technologies, which can lead to delayed responses and increased risks. Additionally, these systems utilize raw data, often leading to inaccurate threat detection. False alarms cause unnecessary disruptions, while missed detections allow real threats to go unnoticed. As a result, organizations and homeowners alike struggle to detect intrusions, identify anomalies, and automate responses effectively in real time.

# Solution

iBabble Software has developed an all-in-one intelligent surveillance system that integrates:

- Advanced speaker recognition technology for voice-based identification.
- AI-powered voice recognition to interpret commands and detect anomalies.
- Seamless integration with surveillance cameras for real-time monitoring.
- Automated action triggers, such as sending notifications to owners or emergency/security services and enforcing physical security measures (e.g., opening/closing doors or gates).

Our solution is proactive, adaptive, and robust—transforming security from a passive monitoring tool to an active guardian. This solution has already been tested and is currently in a pilot program, delivering excellent results in anomaly detection accuracy, response time and enforcement of physical security measures

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# The Market Opportunity

The global security and surveillance market is projected to exceed \$150 billion by 2030, with a growing emphasis on AI-powered solutions. There are over 1 billion surveillance cameras worldwide, with major cities like London, New York, and Delhi leading the way. Assuming a 5% uptake of our software among these cameras, we estimate:

- **Lifetime License Revenue:** At \$100 per license, this would generate \$1 billion annually in the first five years.
- **Monthly Subscription Revenue:** At \$10 per month, this would yield \$500 million in recurring revenue annually.

These projections highlight the immense potential of our product in both enterprise and consumer markets.

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# The Business Model

Our revenue model includes:

- SaaS Licensing: Subscription plans for software integrations.
- Hardware Bundles: Partnering with security device manufacturers & security companies.
- Enterprise Solutions: Custom-tailored offerings for businesses and governments.

By initially focusing on high-demand markets, we'll scale to broader applications, including consumer-grade solutions, over time.



# The Competitive Edge

What makes us unique:

- AI – powered raw data analysis for threat detection accuracy.
- All-in-One Integration: Voice and action seamlessly combined.
- Proactive Response: Real-time anomaly detection and automated countermeasures.
- Privacy-Centric Design: Ensures data security while maintaining user privacy.
- Frictionless sales and Seamless provisioning.



# The Ask

To bring this transformative product to market, we are seeking \$3 million in seed funding, offering 5% equity in return. The funds will be allocated to:

1. Finalizing software and hardware integration.
2. Scaling the team with key hires in AI development, sales, and operations.
3. Deploying a go-to-market strategy targeting high-priority segments like smart homes, businesses, Enterprises, urban apartments and gated estates.
4. Establishing partnerships with key players in the security and smart technology sectors as well as the governments.



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# The Vision

We envision a future where intelligent security systems not only protect but also empower individuals and organizations. With your support, iBabble will redefine the standards of safety and surveillance globally, ensuring peace of mind through cutting-edge technology.

We are confident that together, we can make iBabble a leader in AI-powered security solution.

# Our Team



## Dr Kent Ramchand

CEO

- A seasoned technology executive who is passionate about leveraging his PhD research to build a transformative product in the global market.
- Over three decades of experience in technology transformation and IT Strategy,



## Dr Sam Umealu

Chief Innovation Officer/Chief Engineer

- Over 20 years in IT Architecture, R&D and Tech advisory at top 10 Global organisations and government.
- Author, inventor, Scientist & chartered professional engineer with a PhD & Post Doctorate in Process Engineering.
- Also holds a number of Technology Patents.



## Bruce Webb

Chairman, CTO, COO

- Over 20 years in Project & Program delivery and consulting for top 10 Australian companies in IT and Business.
- Masters research Implementing a Balanced Scorecard into an IT Department.
- Works using the principle: if it is not measured then it is not managed.