

LAIWA
COMMUNICATION LTD

Smart Vision Cameras and Services



LAIWA The Company

- Company founded in 2018.
- Bootstrapped by investment of £135K
- 1 Patent granted, more IP protection in pipeline
- High end paying customers like Vodafone & Amey OW
- Cutting edge AI Smart Vision Hardware and Platform products
- Products and Subscription services sales
- Products field tested and accepted by customers
- More then 300 qualified prospects in pipeline worldwide.

BlueChip Customers & Projects



Patent Granted +
pending IP protection



£135K Seed Funding



£97K InnovateUK Grant
Funding



Rentokil

The Problem.

- Current sensors, cameras and system to monitor spaces and assets are not adequate for the need of instant high quality data insight.
- Modern sustainable economy needs high level qualified information to reduce costs, optimise processes and improve safety.
- Manual labour and old sensor systems are costly to run and maintain with slow data processing, uninformed decision making and long response times.
- Increased demands for better maintenance and safety monitoring.
- Huge amounts of unqualified data overwhelms traditional systems.



The Solution.

- Smart Vision is a fast-expanding market, equipped with AI at the edge, revolutionize sustainability by enabling immediate, on-site data processing.
- This technology dramatically reduces energy use and latency, fostering real-time efficiency in logistics, retail, safety, and environmental management.
 - ✓ In logistics, they optimize routes for safety and save fuel.
 - ✓ in retail, they improve inventory efficiency and cut waste.
 - ✓ and in safety, they detect issues instantly for quicker response.
 - ✓ In agriculture and manufacturing , they guide precision production, enhancing yield while saving resources.
- By integrating smart vision cameras, we not only address current technological limitations but also pave the way for a greener, more efficient future.

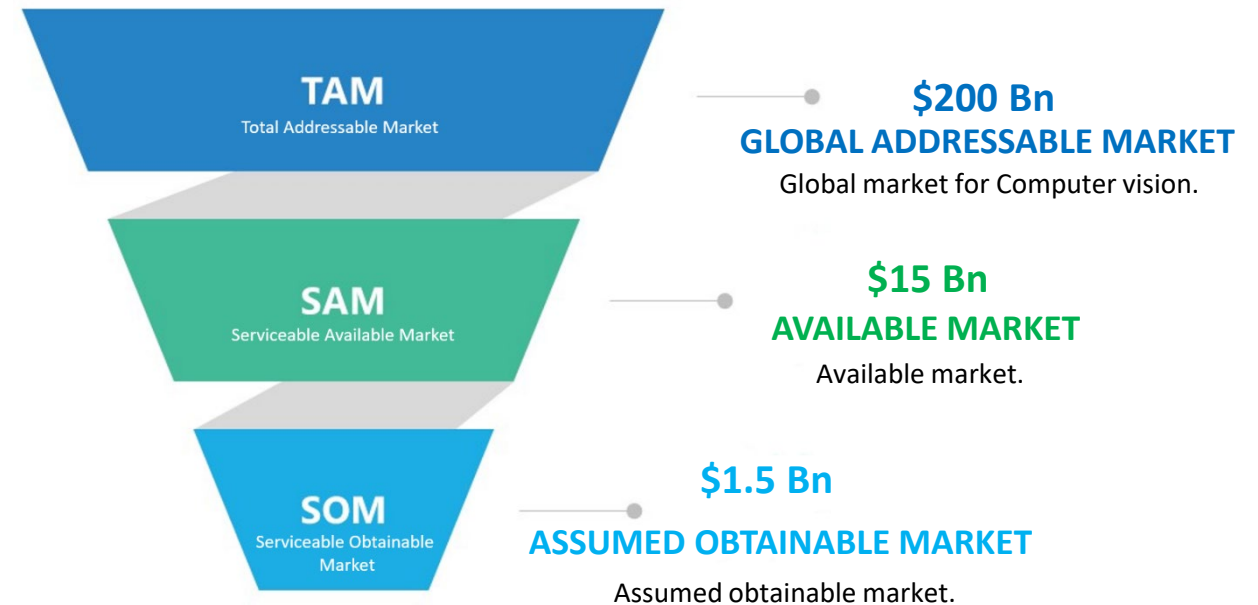


Market Size.

The smart camera market is anticipated to grow at a sturdy CAGR of 26.1% during the forecast period. The market is anticipated to be valued at US\$ 193 billion by 2033, while the valuation as of 2023 is US\$ 18 billion.

The computer vision market size is projected to be valued at US\$ 12.91 billion in 2023 and is expected to rise to US\$ 26.11 billion by 2033. The sales of computer vision are expected to record a significant CAGR of 7.3% during the forecast period.

Source: Future Market Insights.



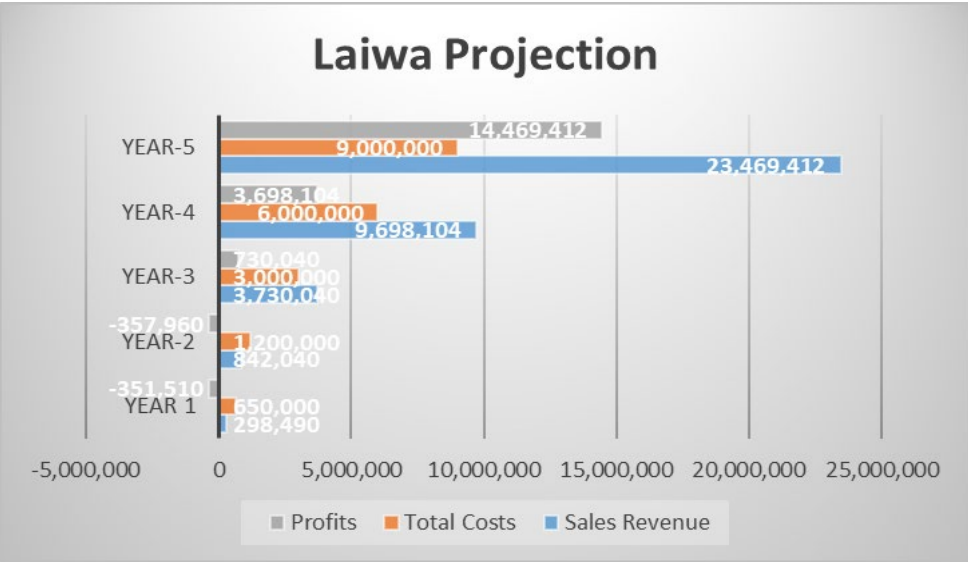
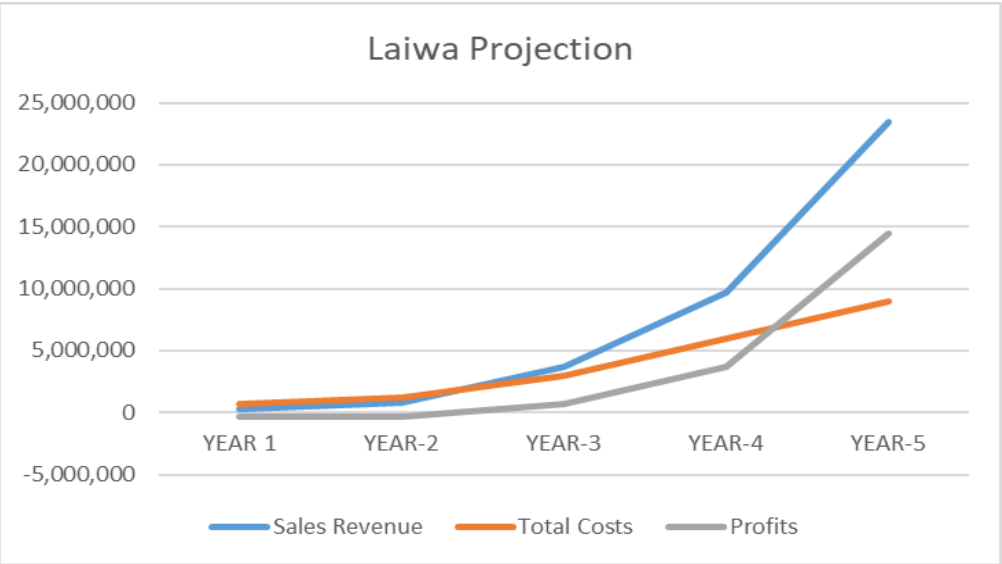
- ✓ The TAM for smart cameras in the EU could be conservatively estimated in the billions, with a specific focus on smart security cameras at around US\$5.2 billion by 2030.
- ✓ We don't have a singular figure for TAM for all smart cameras in the UK, but it can be considered in the range of hundreds of millions of dollars, potentially exceeding a billion.
- ✓ The US video surveillance market is expected to reach USD 12.34 billion in 2024 and grow at a CAGR of 12.30% to reach USD 22.04 billion by 2029.
- ✓ The broader security cameras market in North America is expected to account for the largest revenue share of 38% by 2037, with the market size poised to exceed USD 113.37 billion by 2037 at a CAGR of 17.9% from 2025 to 2037.

Sources: Mordor Intelligence, Statista.

Financial Projection.

Growth : Selling through large partners like Vodafone, Telenor, and other partners, Laiwa will experience a rapid increase in sales and profitability. The company has a low overhead while outsourcing manufacturing, distribution, and similar services.

Period	YEAR 1	YEAR-2	YEAR-3	YEAR-4	YEAR-5
Sales Revenue	298,490	842,040	3,730,040	9,698,104	23,469,412
Total Costs	650,000	1,200,000	3,000,000	6,000,000	9,000,000
Profits	-351,510	-357,960	730,040	3,698,104	14,469,412



The Ask.

We are asking for £1,000,000.

The investment will be used for marketing and sales, business development and IP protection, hiring personnel, building the organisation, and new product development.

Exit scenario : Exit in 3 – 5 years through acquisition or buyout.

Use of funds:

People costs: **35%**

Marketing & sales costs: **25%**

Product development costs: **20%**

IP and Legal protection: **5%**

CAPEX: **15%**

LAIWA Team.



Lars Wallden – Founder: Innovator, Founder and Managing Director of Laiwa Communication Ltd.



Richard Mooney – Business Development: Marketing & Sales. Formerly a senior member of Vodafone's Energy & Utilities team.



Krutik Thakor – Senior Software Engineer: Embedded & systems engineer focusing on system software development



Alperen Demirci – Senior embedded Software Engineer: Embedded software end electronics development

Business Model.

01. Smart Vision Products

Products : Smart Optical Readers and Smart Vision Cameras in price range £50 - £500 per units with 10% yearly service charge.

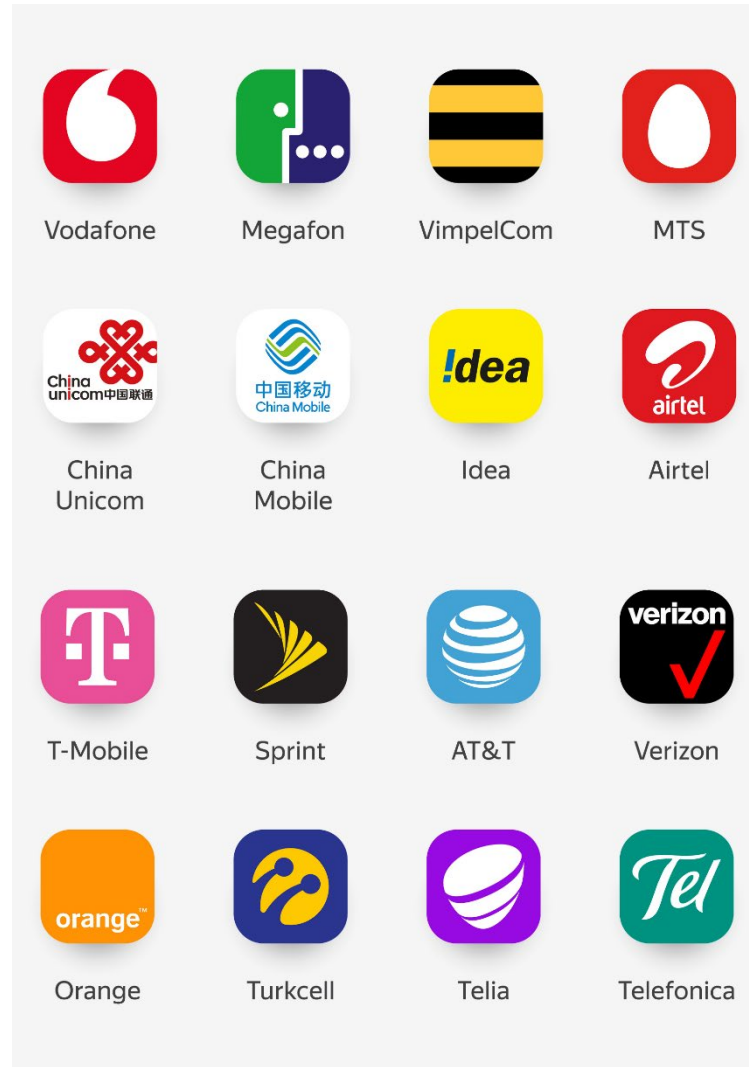
02. Smart Vision Services

Services : Subscription services for SIM data connectivity £2 - £25 per month and device and Smart Vision Cloud platform integration and services in price range £1,000 – 15,000.

03. Added Value Services

Added Value : Development of products and services by contracts for our clients.

Telecom & Industry Sales Channels

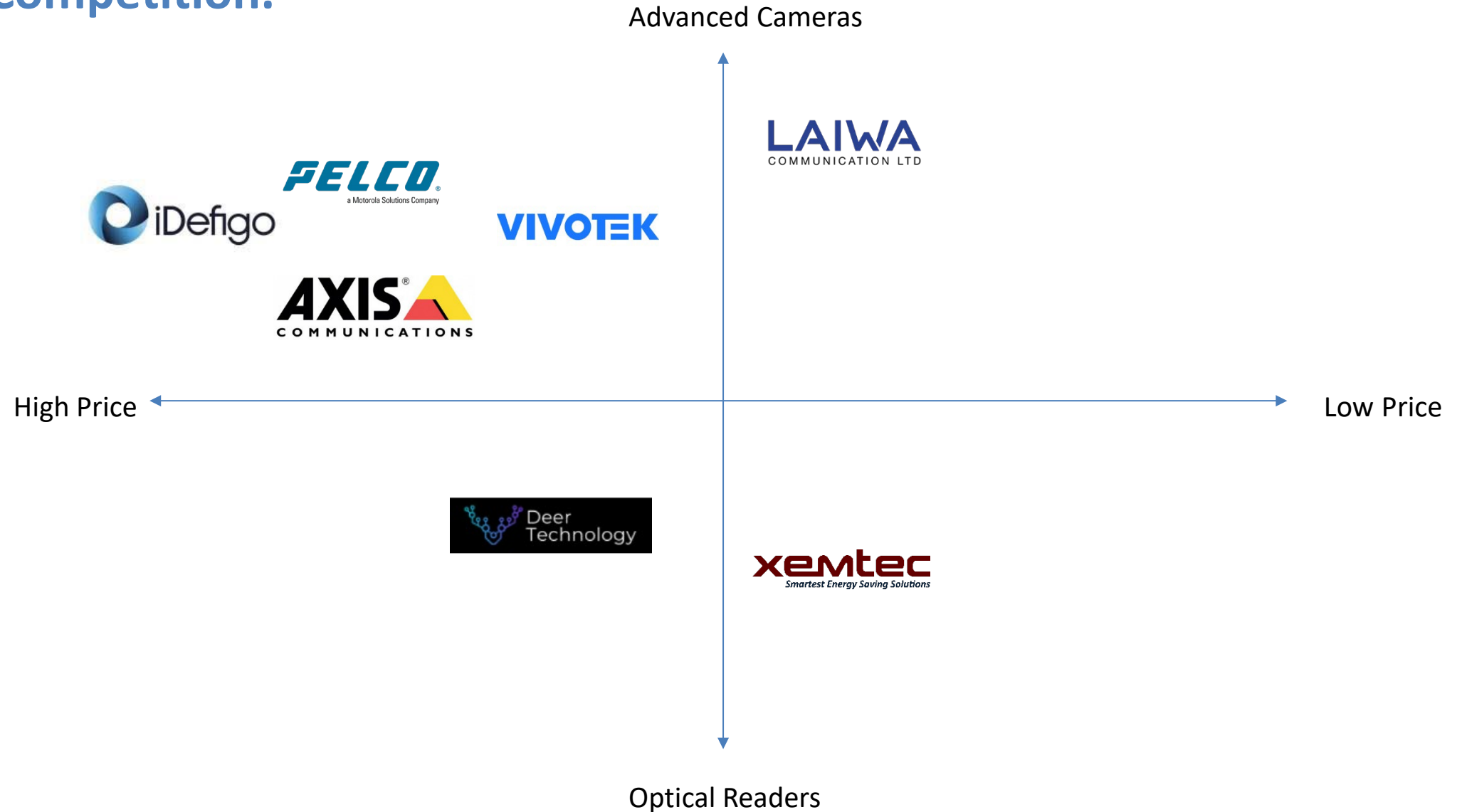


End Customers



Competition: Laiwa's advanced and low cost technology outperforms the competition on both technology and cost.

The Competition.



Laiwa Products

Our Products: LAIWAs Smart Cameras and Optical Readers can be used in a wide range of applications ranging from data collection to infrastructure monitoring. The AI cameras can adapt to different applications and has flexible connectivity. They can work as autonomous low power devices in remote areas or as a part of an existing network of devices. Offering a complete system with containerised cloud platforms for customer integration



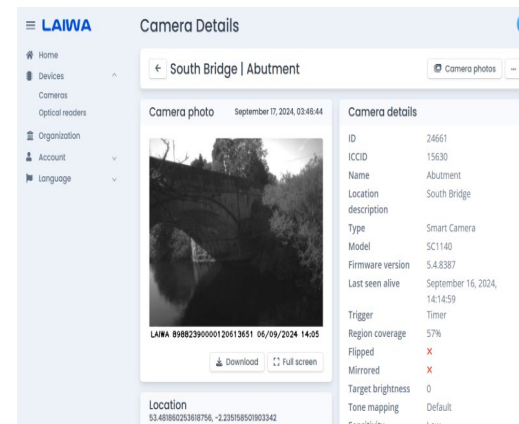
Optical Readers

£50-£150



Smart Cameras

£350-£1,500



Cloud Platforms

£1,000-£15,000



Connectivity

£5-£15

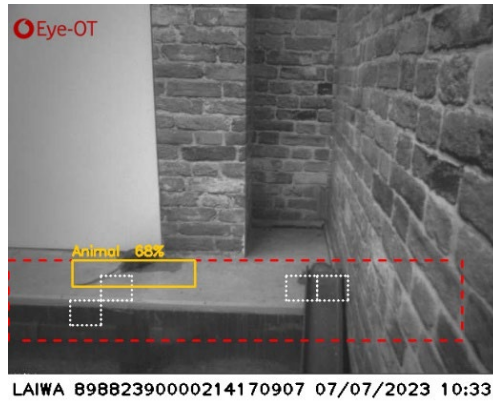
Wide range of Applications.

What We Do : LAIWA's Smart Cameras and Optical Readers can be used in a wide range of applications ranging from data collection to infrastructure monitoring. The AI cameras can adapt to different applications and has flexible connectivity. They can work as autonomous low power devices in remote areas or as a part of an existing network of devices.



Smart City Monitoring

Monitoring of people, distancing and behaviour in private and public spaces.



Smart Spaces, Rooms and Asset Monitoring

Monitoring of rooms, offices, retail, assets and warehouses



Smart Mailboxes

Optical readers can integrate with existing assets to monitor and collect data.



Smart Data Collection

Optical readers can integrate with existing assets to monitor and collect data.



Smart Infrastructure Monitoring

Smart Vision is an important part of the new emerging smart infrastructure monitoring.



THANK YOU

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