

Executive Summary

Sensagrate's software, SensaVision, produces the highest quality real-time object detection by combining roadway sensor data to improve traffic flow and safety for Intelligent Transportations Systems (ITS) providers.

The Problem – The transportation industry struggles to decrease traffic congestion and prevent fatalities to improve mobility. Traffic engineers change the traffic signal timing manually and deploy on average, 6 to 8 technology solutions. Video sensors are used but have inaccurate and delayed detection, and the data collected does not improve traffic flow.

The Solution – SensaVision is a 2D and 3D computer vision software with sensor fusion algorithms that uses roadside sensors to collect data in real-time to detect, classify, and track multiple vehicles, pedestrians, and cyclists within field-in-view. SensaVision integrates with traffic signals to improve safety by detecting red-light runners, pedestrians jaywalking beyond the intersection. The data collected understands traffic demand 24/7 to automate traffic signals at intersections and facilitate city planning.

The Market Opportunity – In the US, there are 300K signalized intersections with a maximum cost of \$30K for software detection solutions per signalized intersection. In the US, this is a \$9B market, and globally ITS is estimated to be \$51B by 2025 with a CAGR of 10.5%¹. Our primary customers are the market leaders in ITS.

Competitors – SensaVision's competitors are NoTraffic, Blue Light Technology, FLIR, and Numina, perform detection and counts, but does not provide analytics to improve traffic flow and safety. SensaVision is a fully integrated solution ensuring configurable compatibility with our customers' technologies.

Go-to-Market Strategy – SensaVision is licensed by transportation and ITS providers as a SaaS model. We assist customers with a proof of concept (POC) project to validate and receive customer feedback to improve to commercial use for perpetual license with customers with annual updates.

Traction – In '19, we had one POC project launch with Arizona State University. In '20, we are planning three additional POCs with the leading ITS provider in the US, Maricopa Association of Governments, and Arizona's Institute of Automated Mobility (IAM). We have generated \$28K in revenue and have \$2M in the pipeline through mid- '21.

Financials Projections –

Year	2020	2021	2022
Revenue (000s)	\$2,061	\$9,718	\$14,349
Expenses (000s)	\$1,225	\$1,585	\$5,030
Profit (Loss) (000s)	\$(219)	\$1,256	\$2,490

The Team – Darryl Keeton has business and technology development, risk, and cybersecurity experience. His background includes Deloitte and American Express. Mark Murphy, Co-Founder and Director of Software Engineering has experience in wireless communications, IoT, and an embedded software from General Dynamics, InfluxData, and Intel.

The Ask – We are raising a round of \$250K with \$75K remaining as a convertible note. The use of funds will enhance our computer vision software and complete our web application by hiring FTE; mature our deep learning model; invest in hardware for development and testing; sales development, operational activities, and marketing expenses to engage at customer-focused conferences; and for legal fees to file patents.

Corporate Information	
Founded	Scottsdale, AZ, Jan 2018
Industry	Software, IoT, AI, and Smart City
Product	SensaVision computer vision perception software
Comparable Valuations	\$2M to \$12M
Staff	4 FTE, 8 PTE
Website	www.sensagrate.com

Key Statistics	
Initial Target Market Size	US Software for Traffic Signals at Intersections is \$9B
Total Market	Globally ITS ¹ \$51B by 2025

Funding Strategy	
Capital Raising	\$250,000
Bootstrapped and Awards	\$47,000
Capital Raised	\$100,000
Revenue to Date	\$28,000
Remaining Capital to Raise	\$75,000
Use of Funds	Software development to IP expansion, purchase hardware for R&D, legal, marketing, and hire FTEs
Investment to date:	Bootstrapped \$45K
Valuation Cap:	\$2.5M
Next funding	November 2019 to April 2020

Other Useful Information	
Corp Entity	LLC (Converting to C-Corp Delaware)
IP / Patents	Filing provisional utility and design patents.
Partners	Ouster, NVIDIA, Velodyne, and Econolite
Awards, Milestones, and Recognitions	SparkLabs Global Accelerator Frontier-ASU Program February 2020
	NVIDA Inception Program Member January 2020
	Arizona Innovation Challenge January 2020 Semi-Finalist
	Top 25 Selection to Verizon's 5G Challenge October 2019
	Aug 2019 On-Call Consultant for MAG FY 2020 – 2021
	Emerging Technologies Field Pilots
	Oct 2018 1st Place – 2018 Smart Infrastructure Challenge, Smarter, Safer Streets Track
	Nov 2018 \$2,000 award from ASU Demo Day pitch competition

Contact	
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