

## Entrepreneurial ID «venture leaders» 2010



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Project/ Company name: VisioSafe

### Short description:

VisioSafe is the 1<sup>st</sup> social network video monitoring service protecting your privacy.

Web site: [www.visiosafe.com](http://www.visiosafe.com)

Industry: IT, Internet, Video Surveillance

### The Start-up

Status: Beta product available; 1<sup>st</sup> service will be released in May 2010      Company / team size: 7

#### Product/service:

VisioSafe is an on-demand video surveillance service discarding the excessive costs and complexity of traditional video surveillance systems. By taking advantage of cloud computing, it turns any camera into a surveillance and monitoring tool. No need for any computer, Digital Video Recorder (DVR), or maintenance. VisioSafe allows people to collaborate to monitor cameras, twitter alerts to their network of interest, and connect to public cameras while preserving people's privacy. VisioSafe aims at providing on top of a cutting-edge video surveillance service into every home, a window to local and worldwide places.

#### Target customers:

In the US, we target SME (5.4 million), and households with broadband internet (81 million) having a Smartphone (74 million), with an income higher than US\$ 100'000 (25 million), or already having video monitoring systems (20 million).

#### Financing:

The beta product was self-financed, i.e. \$US 200'000 from family and friends. We now want to raise US\$ 500'000 (20% of the shares) for the 1<sup>st</sup> financing round to finalize technology deployment, go on-line, release services, and market for the 1<sup>st</sup> year in order to get quantitative results to identify the right traction.

Growth objectives: We will start with 7 employees and reach 11 employees with the following profit and loss projection:

	2010	2011	2012	2013	2014	2015
Sales development	1'280'229	4'379'794	10'974'482	25'354'036	54'350'683	112'914'803
Gross margin	790'989	2'983'250	7'690'144	17'883'958	38'369'840	78'751'502
Net income	-90'597	535'554	2'937'754	7'648'948	19'085'550	39'753'907

US objectives: Learn entrepreneurial skills / Learn how to enter the US market / Find potential investors and partners

#### Description:

There is a breaking into our privacy every 15 seconds in the US (2 million per year). Unfortunately, existing video surveillance systems are expensive (ranging from 500 to 15'000 US\$), difficult to install, and not always efficient. Some flexible hosted video surveillance services based on Software as a Service (SaaS) model are emerging in the market this year. However, to our knowledge, for the price of a coffee per week, nobody is currently combining a hosted video surveillance service with a social network where people collaborate to monitor cameras, twitter alerts, and connect to public cameras while preserving people's privacy given VisioSafe's "SafePrivacy" technology (pending patent).

### The venture leader (and his team)

Alexandre Alahi – Founder & CEO:

- PhD from EPFL in video processing and analysis (Video Analytics)
- Worked for Logitech and Mitsubishi Electric Research Laboratories (MERL) in their video processing group
- Published 2 patents:
  - A method to measure the performance of a video surveillance system (sponsored by MERL)
  - An algorithm to automatically detect people with a network of cameras (sponsored by EPFL)
- Won an Award for his work on automatic people detection

He built a team of successful entrepreneurs, engineers and renowned professors, all of which have years of experience in the video surveillance market and involved in successful start-ups such as VisioWave (sold to General Electric).