

# B2B Spatial Analytics platform that analyzes & visualizes distribution of people



New York NY

Software

### LEAD INVESTOR



**Gale Wilkinson**

We believe the company's focus on providing actionable insights in an easy-to-use interface is a differentiated approach to solving facility safety. The education vertical is a large addressable beachhead market, and adjacent sectors provide a very large market opportunity with existing dynamics that are ripe for disruption. Lastly, use cases for the product extend beyond safety and emergency planning: once the AI is developed, the platform can be applied to entertainment, food & beverage, malls, and travel hubs for queue optimization.

Invested \$1,000 this round

## Highlights

- 1 Focus on providing actionable insights in an easy-to-use interface is a differentiated approach
- 2 Education vertical is a large addressable beachhead market
- 3 Use cases extend beyond safety and emergency planning

## Our Founder



**Edward Nass** Founder + CEO

After working on the front lines of the cybersecurity industry across North America + Europe, my team and I are now building a software platform to help modernize security / facilities operations.



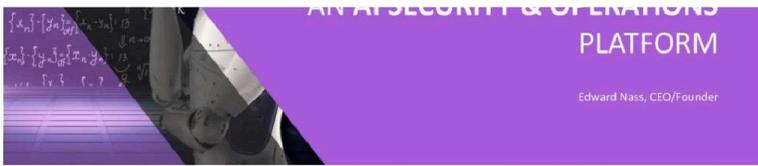
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## Pitch



AN AI SECURITY & OPERATIONS



# AIRIA SECURITY & OPERATIONS PLATFORM

Edward Nass, CEO/Founder



## AIRIA'S MISSION



- Help Operations and Security teams around the world:
  - Optimize resources (such as energy, utilities & staffing)
  - Maximize capabilities
  - Improve Safety – Response & Planning



## PROBLEM



### WHAT'S THE PROBLEM?

- Many existing Operations & Security Platforms are antiquated
- These legacy enterprise tech systems are often –
  - Manual
  - Siloed (ie CCTV)
  - Expensive to maintain
  - Lacking interoperability
  - Designed for experts
  - Problem-specific tools
- These systems also typically lack:
  - Intuitive User Interface / User Experience
  - Modern AI-driven context

"Studies have shown that continuously monitoring a building's energy systems can lead to reductions of 25% in annual energy bills" – National Grid US

## SOLUTION

Modernizing Security & Ops



An easily deployed, operator-first software – that leverages existing data sources to provide new insights & awareness, software that is valuable, regardless of environment, sector and expertise level.

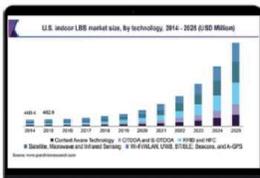
- ✓ Resource Optimization
- ✓ Physical Security & Safety
- ✓ Situational Awareness
- ✓ System Interoperability & Awareness [Roadmap]
- ✓ Carbon Footprint [Roadmap]
- ✓ Customer Experience [Roadmap]



## NEW AND RAPIDLY GROWING TARGET MARKET

Global Wi-Fi Market forecasted to grow at a rate of 22.3% from USD 8.76 Billion in 2019 to USD 31.3 Billion in 2027

Indoor Location Based Services (ILBS) [2019]	[2018] ILBS Market Valued at ~\$1.83B
	[2025] Projected to reach \$22.7B



USA	Some of our Target Clients	Globally
12 Smart Cities	Over 150,000 global prospects, It's a numbers game and a sales intensive, land-grab	178 Smart Cities
587 Airports		17,578 Airports
140 Stadiums		4800+ Amusement Parks
116,000 Shopping Malls		4000 National Parks
419 National Parks		40,000 Universities
5300 Universities		



### Transport Hubs

5,000 US Airports; 20,000 Globally  
Fluctuating lines • Movement • Maintenance  
Security & Evacuation Plans



### Retail

116,000 Shopping Malls  
Optimize vendor locations • Expose unused space • Modify  
Maintenance Schedules • Deploy at multiple locations



## WHO ARE OUR CUSTOMERS?



### Campuses (Universities)

4,000 US; 25,000 Globally  
Active & Connected Population • Progressive  
Seasonal fluctuations • Cost Sensitive  
Safety • COVID ERA



### Smart Cities

200+ Globally  
Digital Infrastructure • WiFi Distribution •  
City / Municipal planning • Emergency Response



### Stadiums & Arenas

140+ US; 5000 Globally  
Large, digital environments  
Evacuation Plans • Customer Experience  
Crowd Monitoring Needs



## OUR GROWING TEAM

WHO IS BUILDING IT?



**EDWARD NASS, Founder / CEO**  
Cyber Security • IoT • InfoSec • Data Privacy  
Sales & Strategic Partnerships



B2B Software Sales & Partnerships across 15 European  
countries & 17 US States  
C-Level participation @ Darktrace, which IPO'd for \$5B  
(April '21)  
Extensive global IT network - employees, customers &  
advisors



**STUART ANDERSON, CTO**  
DevOps • Software • IT (25+ Years)  
Cloud and Software Technologist



**Mike**  
Frontend  
10+ years game  
experience



**Thomas**  
AI & Data Science  
Head of Data Science @ Northwestern  
University

**Sebastian**  
AI & Data Science  
Microsoft, Harvard, former Google

Microsoft HQ  
Seattle, WA

Los Angeles, CA

THANK YOU!

Chattanooga, TN

Zoom, where else!