

SKOUTING BY ST37

INTELLIGENT VIDEO ANALYSIS PLATFORM

AN ACCESSIBLE REAL-TIME VIRTUAL ASSISTANCE FOR ALL



HUMAN LIMITATION OF COMPLEX DATA PROCESSING

RISK CONTROL

INDUSTRY

Serious or fatal accident.



TIME SPENT

VIDEO ANALYSIS

Subjectivity, cool down,
impatience.



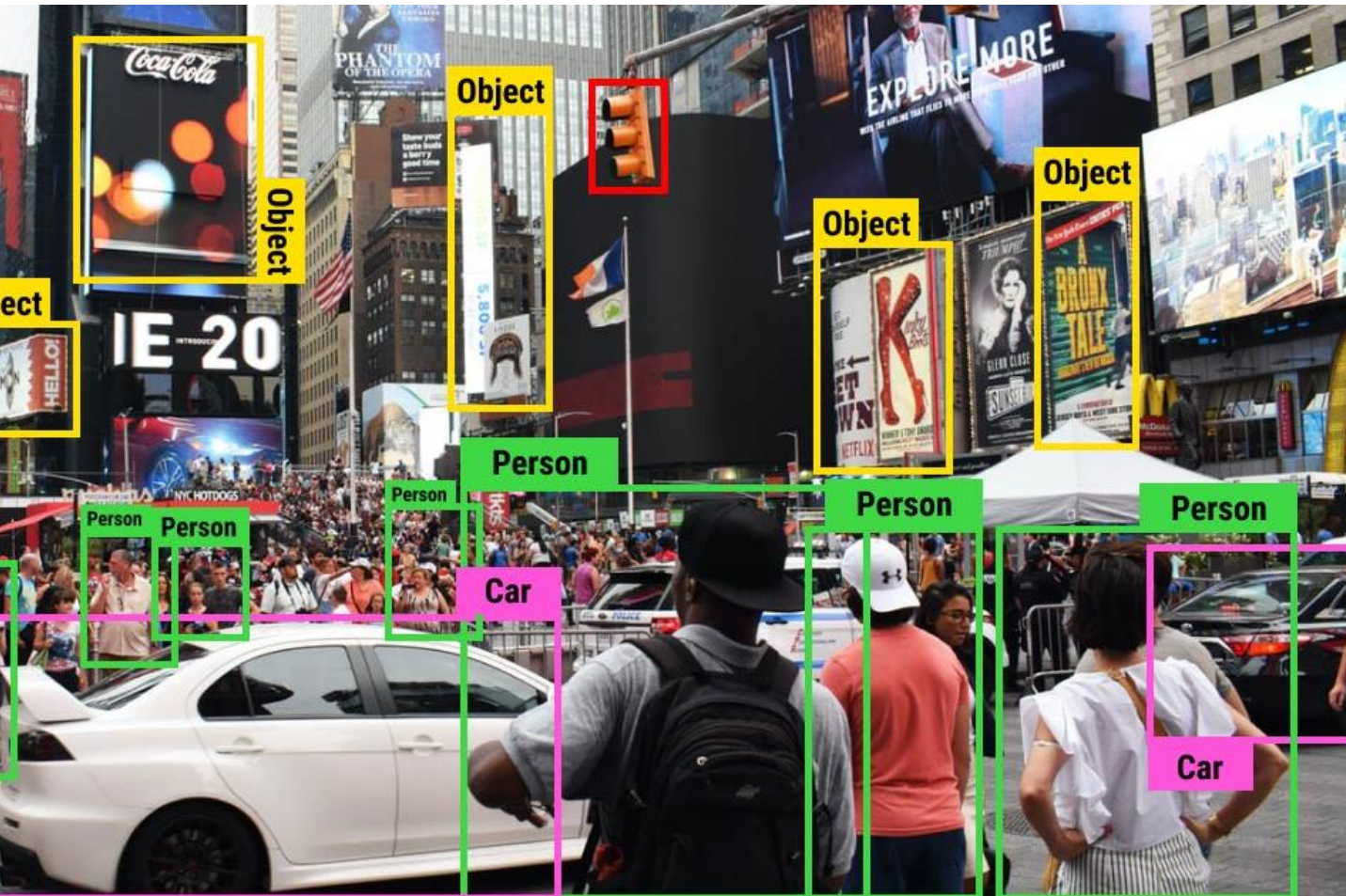
SURVEILLANCE NEEDS

ENVIRONMENT

Urban, pollution, fires,
ecology security,
mobility.

REALITY

AI SOLUTIONS



TECHNOLOGICAL COST



COMPLEX SOLUTIONS



63%

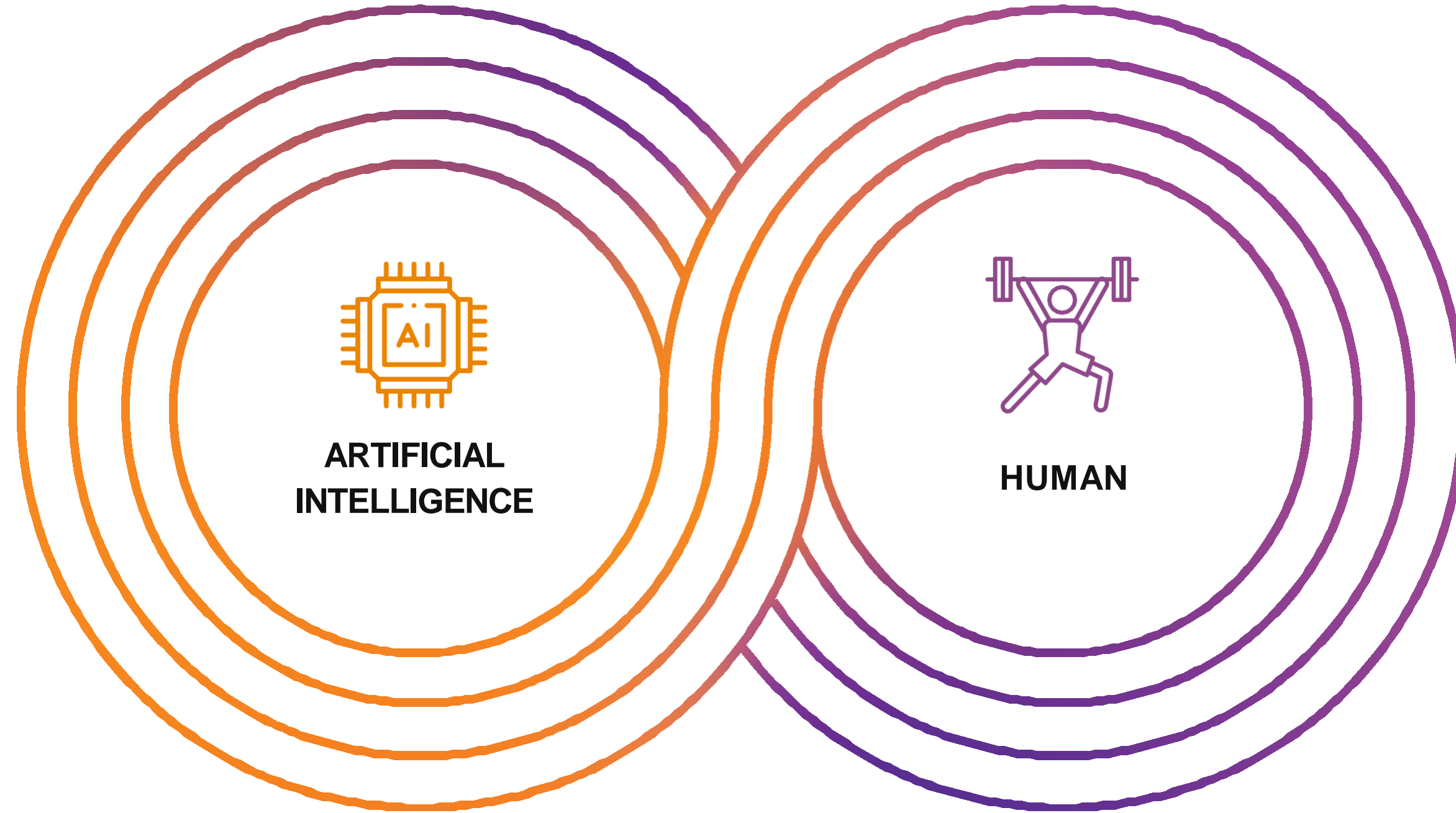
of consumers believe AI will be able to solve complex problems in the future

A custom data analysis system begins at
\$6k to 300k
Implementation cost

An AI MVP often takes
4 to 6
months of development



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MISSION

Democratization and simplification of AI use through an intelligent real-time assistance to help with real-time decision-making and improvement.

VISION

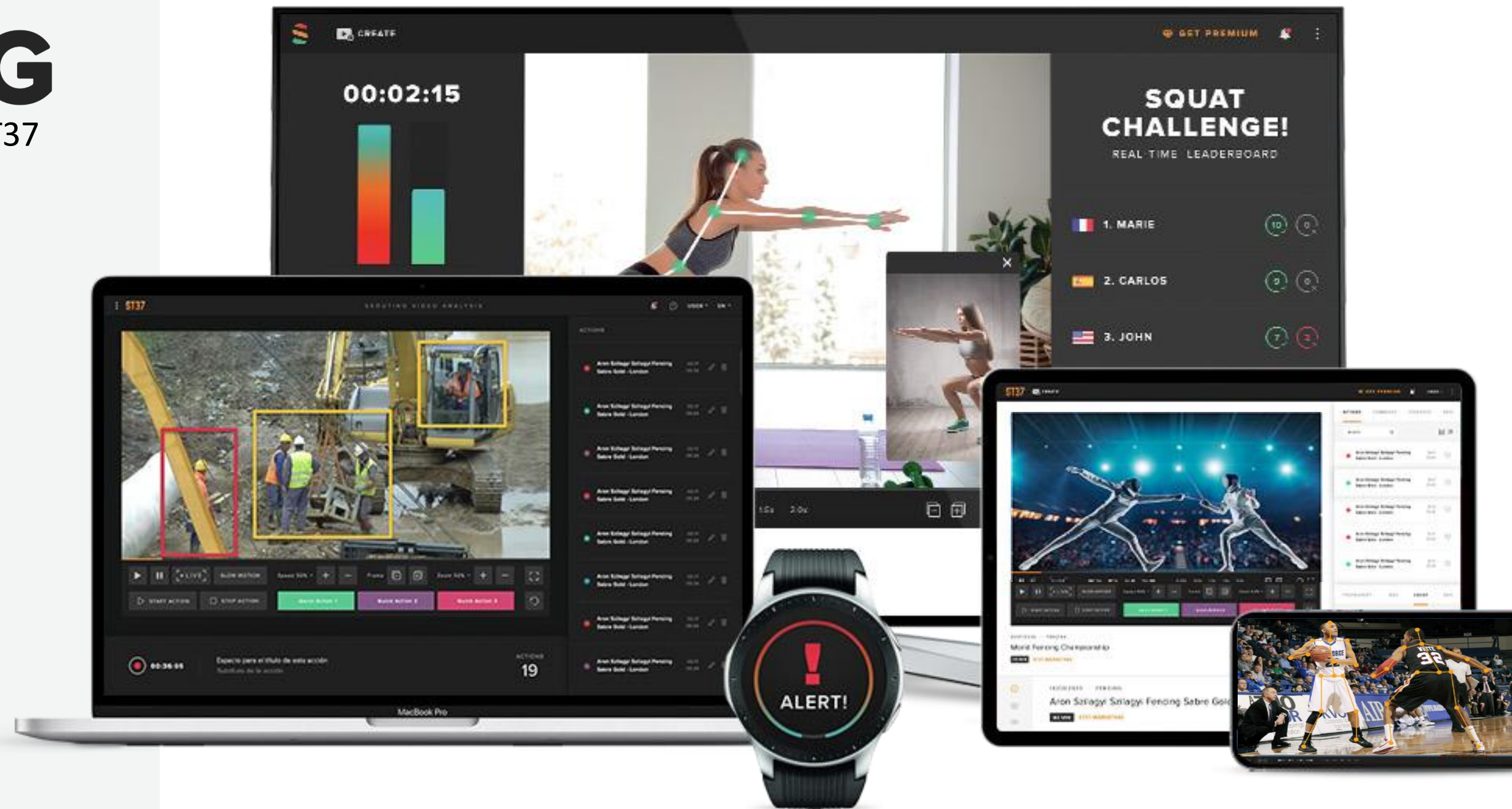
Provide people worldwide with helpful and real time information with intelligent video analysis.

SKOUTING

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An application where users can get real-time data in order to gain knowledge and take better decisions.

Embedded with an intelligent video-analysis that is able to understand any situation and to provide helpful information according to personalized needs.



SKOUTING

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A WINNING VIDEO ANALYSIS PLATFORM

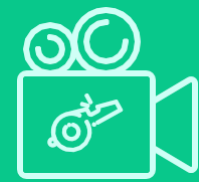


CAPTURE



CONNECT TO ANY DEVICE

TRANSMIT

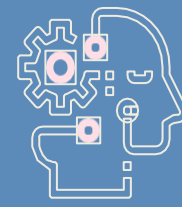


RECORDED DATA

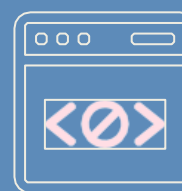


LIVE DATA

INTERPRET



AI ALGORITHMS COLLAB



NO CODE

RESULT



REPORTS AND DASHBOARDS



ALERTS AND COMMANDS

DECIDE



BETTER DECISION MAKING



IMPROVEMENTS

SKOUTING AS A SERVICE SOLUTION (SaaS)

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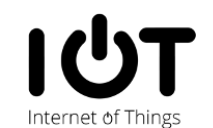
DEVELOPMENT COMMUNITY



ALGORITHM DEVELOPMENT MONETIZATION



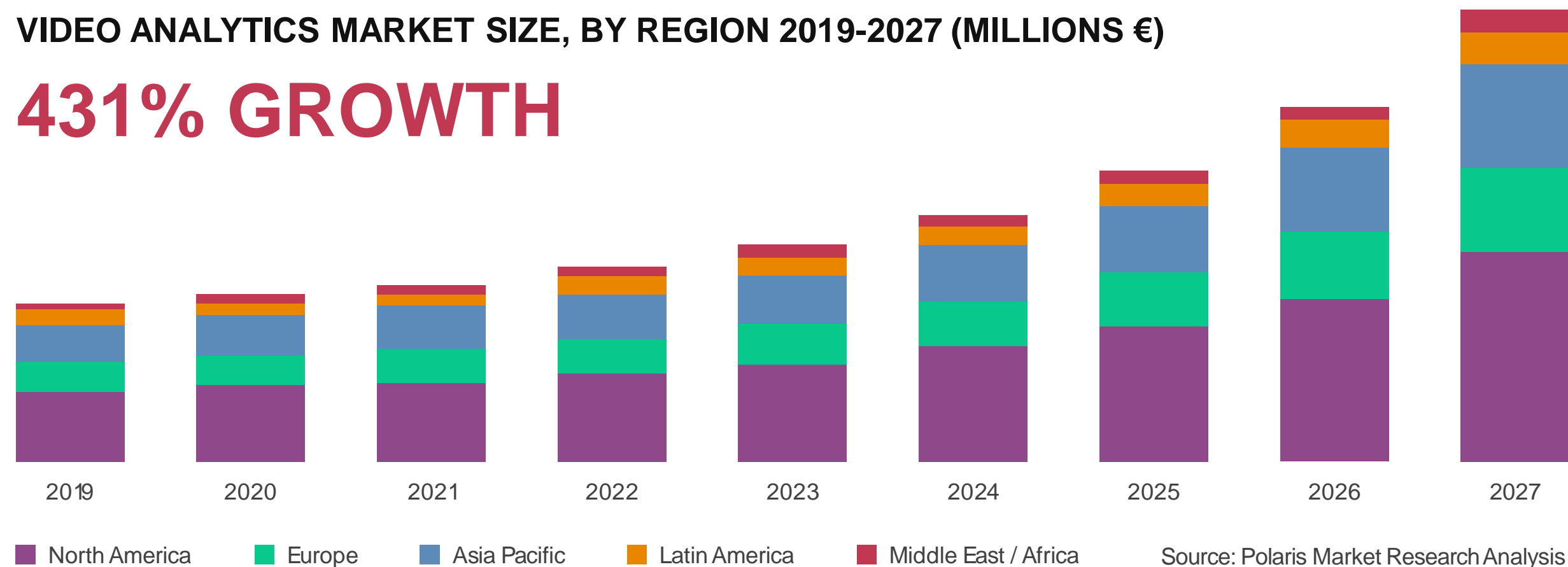
RESELLER PARTNERSHIP



VIDEO ANALYSIS MARKET

VIDEO ANALYTICS MARKET SIZE, BY REGION 2019-2027 (MILLIONS €)

431% GROWTH



WORLDWIDE MARKET REPORT SCOPE

3,490 M€
2019

18,529 M€
2027



ECONOMIC SaaS MODEL

FREE	BASIC ANNUAL LICENSE <i>FOLLOWER</i>	PREMIUM ANNUAL LICENSE <i>MANAGER</i>	EXPERT ANNUAL LICENSE <i>ORGANISM</i>	AI ON DEMAND
<ul style="list-style-type: none">• Access video database• Create Skoutings• Access video control bar• Access AI on demand	<ul style="list-style-type: none">• Access AI video database• Watch, comment and share• Private groups• Advanced statistics• Access to AI algorithms	<ul style="list-style-type: none">• 10GB storage• In-depth reports and statistics• 2 AI analysis simultaneously• Special Algorithms• AI analysis hours	<ul style="list-style-type: none">• 100GB storage• 10 AI Analysis simultaneously• Faster analysis• Live Video Analysis Software	<ul style="list-style-type: none">• Supplementary AI Analysis hours• Market place algorithms• Commission over algorithm developed on collab
0 €	19.99 €	59.88 €	119.88 €	40%

DISTRIBUTION STRATEGY

SPORTS SECTOR

PROOF OF VALUE 2022

23% MONTHLY GROWTH 2022
STRATEGY TO GO TO THE MARKET
COMPETITION MANAGEMENT
RESULTS + VIDEOS



35M

VISITS

477K

POTENCIAL USERS

WORLDWIDE *FENCING* MARKET
ENGARDE

25%
REGISTRATION

EXPERIMENTAL TEST
VALIDATION OCTOBER 2022
TARGET 2023 : 40%

EXPERIMENTAL TEST
VALIDATION OCTOBER 2022
CONVERSION
10%

PROOF OF MARKET 2023

BASKET NOUVELLE AQUITAINE
60.000 ATHLETES
400 CLUBS



90%
REGISTRATION

CONVERSION
60%



STRATEGY

2018-20
DEVELOPMENT



2021
PROOF OF CONCEPT



2022
VALIDATION



2023
SCALING



2024
GROWTH



2025
ESTABLISHMENT

- R&D
 - Technological development
 - Solution test
- Strategic alliances
- Innovation fairs

INTERNATIONAL
PATENT

- SaaS validation
- First sales
- Team recruitment
- POC Football
- POC Industry 4.0

10K total users
20% monthly growth rate

- Platform development
- Sectors : Fencing, Soccer, Basketball and Industry 4,0
- Fencing strategy: Go to market > **33M visits**

460K potential users
14M € Fencing potential market
20% Inscription rate

- Recruitment
- Creation of partnerships for algorithms marketplace
- Entry on new markets
- Industry strategy : Go to market:

TARGETS
147K free users
0.20€ Acquisition cost

39 €
AVERAGE PROFIT
PER USERS

- Development and consolidation of new international markets
- No code platform

TARGET
4.5M free users
3.9M € MRR

7 M
SELF REVENUE

- Scale Up
- Series B funding

TARGET
435K Paying users
6X ROI
11.7M € MRR

20 M
SELF REVENUE



GOAL FOR THE 1ST SEMESTER 2023

	2021	2022	2023	2024	2025
LEVEL: Seed INVESTED CAPITAL: NonCash Consideration of 600K€ GRANTS: 95K€ + 100K€ expected					
C A €	318,112 €	375,237 €	2,427,132 €	7,918,354 €	20,871,042 €
<hr/>					
2022 GOAL – EQUITY (25%-10%) 500K € (380K) RAISED Convertible notes + new associates					
Expenses	274,326 €	522,143 €	1,514,730 €	3,632,429 €	7,399,825 €
<hr/>					
2023 GOAL – EQUITY (20%-10%) 1M€ + 250K€ Convertible notes Bank loan					
Profit (Loss) €	43,786 €	295,643 €	431,726 €	3,027,488 €	11,585,201 €

ST37 A DEEPTECH COMPANY

FOUNDING MEMBERS



Carlos PINEDA
CEO



Carolina RIQUELME-SOBRIN
Public Relations / Business Dev



Piet WAUTERS
SW Development



Pedro GORRIN
Cloud Development



Carolina LARA-MESA
UX and Design



MAJOR ASSOCIATES



Alberto MESTRE
Former Olympic Athlete



Isaak ELDUAIEN
IT Expert



Nicolas BENESTI
Marketing



Caroline IRIGOYEN
Industrial Risk



Olivier CAZALET
Industrial Risk



Eduardo ALVAREZ
International Business



THE TEAM



Arthur MOLIA
AI Development



Eduardo DELMORAL
AI Development



Daniel SILVA
Robotic & AI Dev



José M FIGUEREDO
Technical Infrastructure



Vladmir ARAQUE
Mobile Development



Darwin CORDERO
Technical Support



Beatriz RITZMANN
Sales & Marketing



Gerardo RONDON
Back Office / Admin

VARIED AND CONTINUOUS RECOGNITION



2018

ST37

Creation of ST37

VILLE DE PAU

Municipal grant : 50K

2019

REGION Nouvelle-Aquitaine

Regional grant : 42K

FRANCE EN ENTREPRISE STARTUP 2019

Best digital project in the start-up category by France Entreprise Digital at the Vivatech exhibition in Paris

e-py

Winner of the best innovation and big data project at the E-PY trophies

PAU BEARN

Member of the French Tech Pau Béarn board

AMBASSADEURS #BEARN Pyrénées

Ambassador of Béarn

Sportup Summit

1 of the 30 projects selected to participate in the SportUpSummit competition

DEPILE CREATEURS

1st prize at the Innovation Show in Pau

2020

VILLE DE PAU

City sponsoring : 10K

WIPO PCT

International patent in motion analysis

CES

1 of the 15 members selected for the Naqui (Nouvelle-Aquitaine) team at CES Las Vegas

WIRED

Selected 1 of the 10 best innovations by the prestigious international media WIRED presented at CES Las Vegas

GLOBAL SPORTS WEEK PARIS

1 of the 15 finalists (during SportUnlimitech) selected by the Tremplin Invest in Paris for the Global Sports Week under the high patronage of Mr. Emmanuel Macron

TEREGA

1 of the 2 winners of 15 projects selected from TEREGA's Open Innovation Tenexi competition on the subject of "man-machine coactivity"

SPORT UNLIMITECH

LE TREMPLIN

2021

Forbes

FORBES France selection in the Start-up category for digital transformation

ENEDIS

1 of the 2 winners of 9 projects selected from the Enedis Innovation Start-up competition

CES

1 of the 13 members selected for the Naqui team (Nouvelle-Aquitaine) present in the FrenchTech space at CES Las Vegas And Web Summit at Lisbon.

REGION Nouvelle-Aquitaine

Winner of Economic prize Nouvelle Aquitaine

web summit

2022

web summit

1 of the 13 members selected for the Naqui team (Nouvelle-Aquitaine) present in the FrenchTech space at the Web Summit at Lisbon. And Slush in Helsinki

SLUSH

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THANK YOU!

WWW.ST37.FR

