

The background of the slide features a large, powerful nuclear explosion with a massive, billowing cloud of orange and yellow fire and smoke rising into a dark, overcast sky. In the foreground, the dark, metallic structure of a missile launch tube is visible, pointing upwards towards the explosion. The entire image is overlaid with a semi-transparent dark green filter. On the left and right sides, there are decorative elements consisting of horizontal green lines and green triangles pointing inwards, creating a sense of depth and framing.

STORY

what is going on?

EXPLOSION RISKS

Hundreds lose their
lives in a year and
thousands severely
injured

*BBC News, 2023

*Al-Jazeera, 2023

*The Daily Star, 2024



A photograph of a busy street in Bangladesh, likely during an election period. The street is covered by a dense canopy of numerous posters, each featuring a portrait of a man and text in Bengali. The posters are hung from trees and buildings, creating a thick layer of information. In the foreground, a woman in a white sari stands on the left, and a man on a motorcycle is in the center. A rickshaw is being pedaled by a man on the right. In the background, a white car and a man pushing a green cart are visible. The overall scene is one of a bustling, densely populated urban environment.

WHO
is the target market?

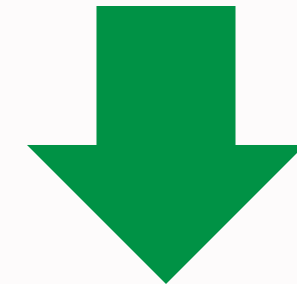
The Market Scenario

Dhaka

**24
MILLION**



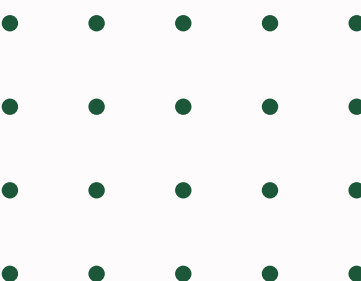
Poor infrastructure of buildings because of the fast development.



Mismanagement of water and gas.

Banglades

**175
MILLION**



The Entry Market Size

Middle income- High income: 8 Million people



Pipelined & Cylinder Gas
and Water System Usage:

2 Million
Households
in Dhaka city

Thousands of
restaurants





WHAT
is the solution?



Lagaam

Resource Control and safety
on the Go



Functionality

01

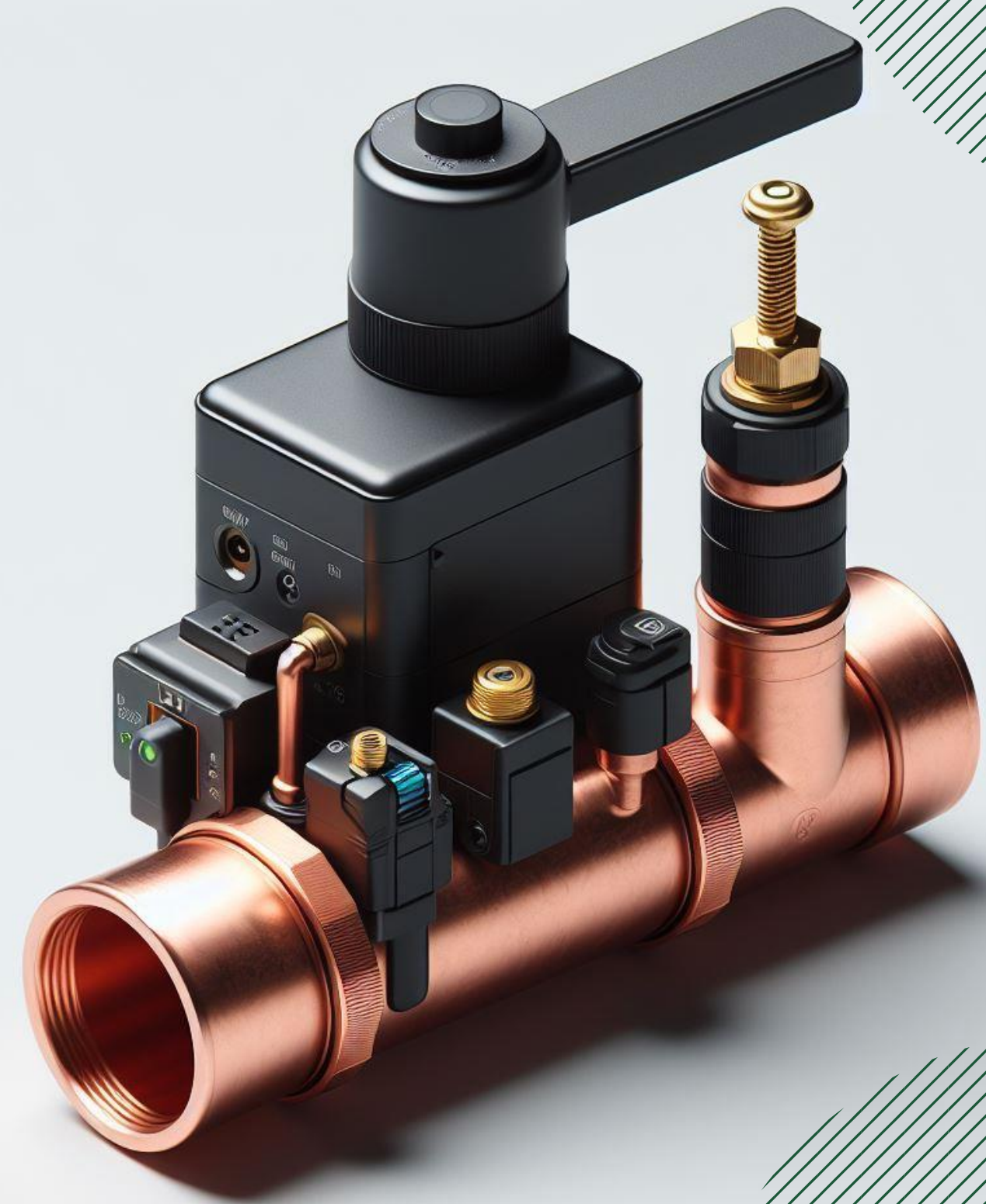
A smart home resource safety system.

A complete solution:
hardware and software

02

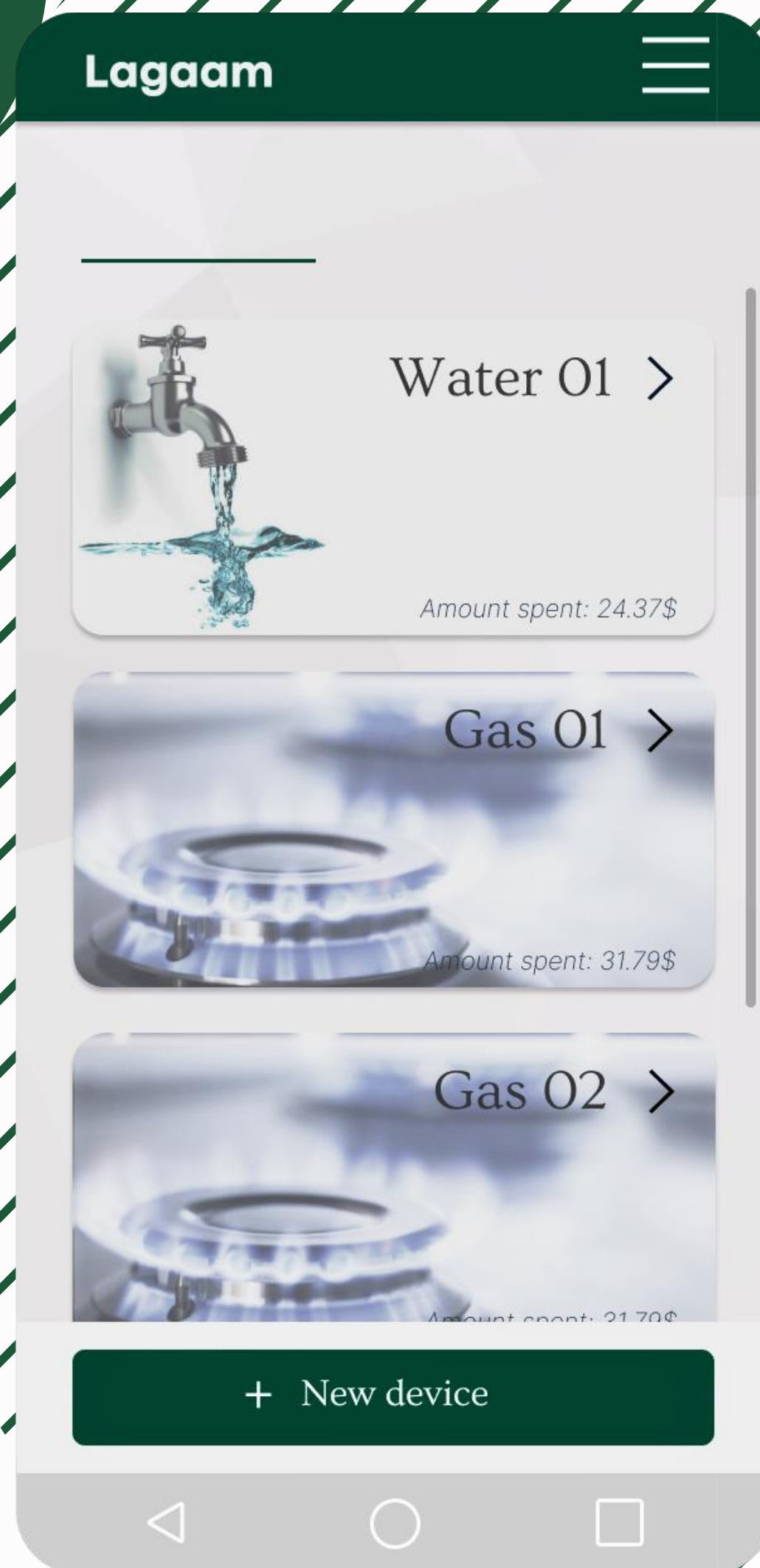
03

Hardware: smart valves with flow sensors that detect leaks in water and gas and automatically shut off



MockUps

Software: A mobile app with control features, resource management metrics, CRM system and payment portal.





HOW
do we do it?

USP



Save lives
from accidents



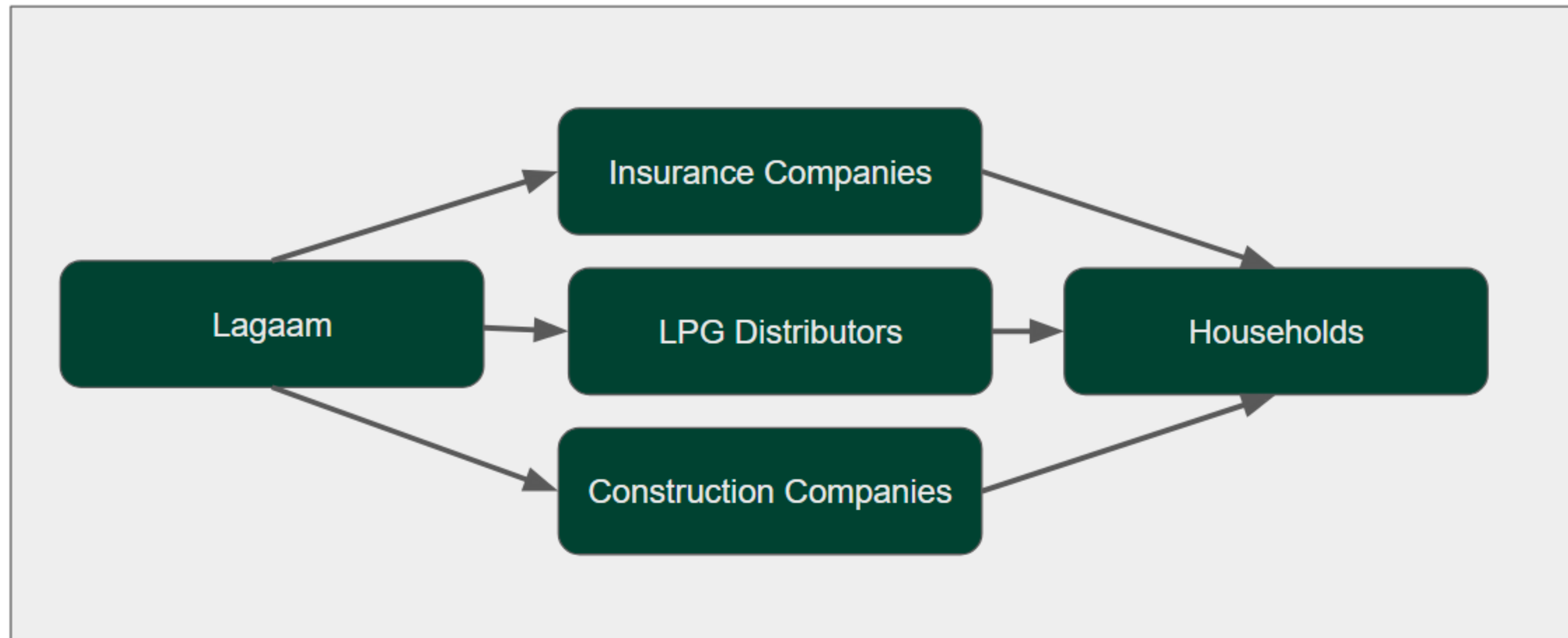
Resource
preservation
and control



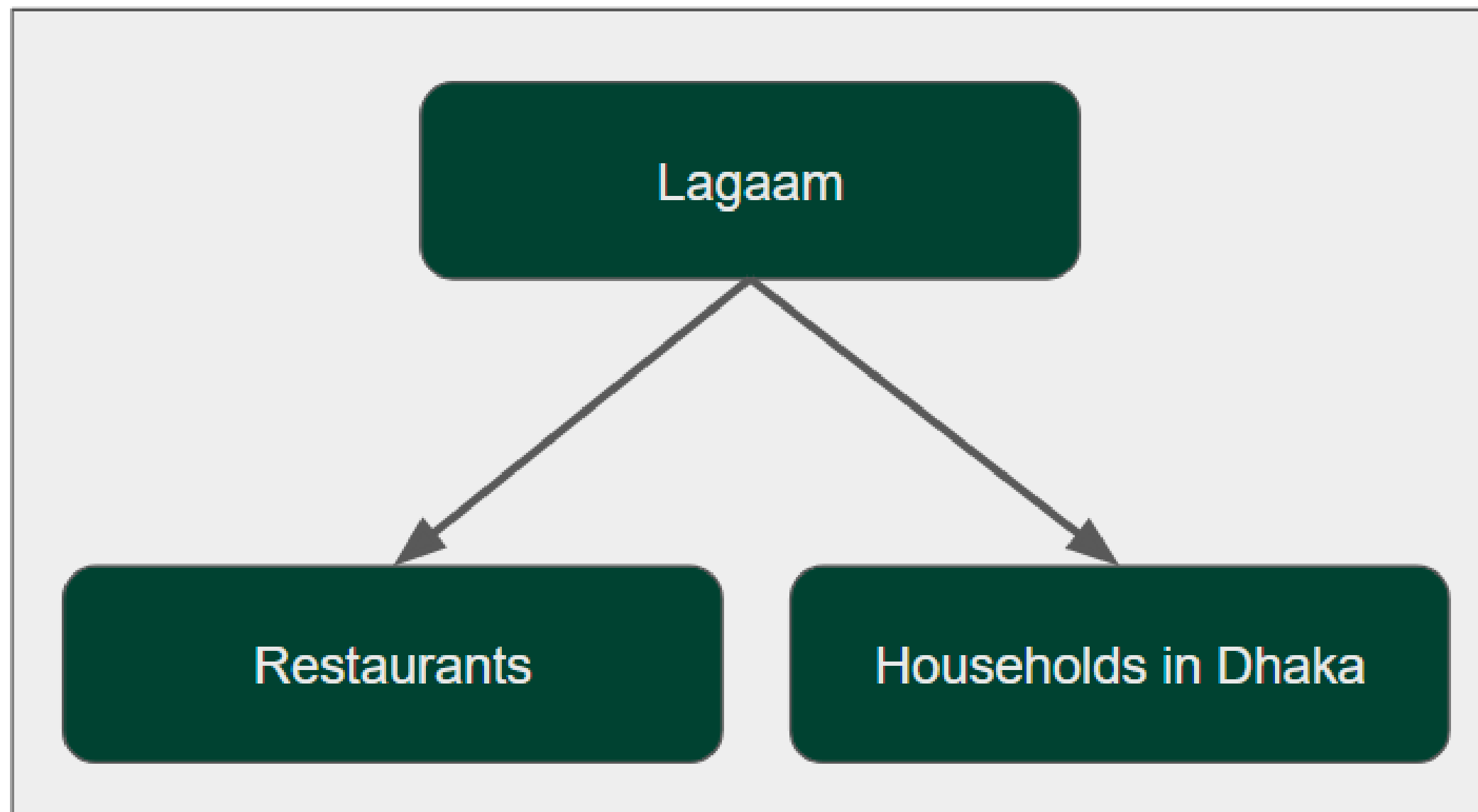
Behavior change
with usage
analytics.



Distribution Model



Customer Segment



Unfair Advantage

01

First mover in the market

Innovative resource solution

02

03

Collaboration with other businesses: Insurance, Construction companies



Competitors analysis

		Gas leak detectors	<div><div>SENTRY</div><div>TECHNOLOGIES</div><div>Keep It Simple. Keep It SENTRY.</div></div>	Sencito	nCUS	Lagaam
Functionality	Leak detection and notification	✓	✓	✗	✓	✓
	Automatic shut down	✗	✗	✗	✓	✓
	Turn on/off using app	✗	✗	✗	✓	✓
	Cylinder compatibility	✓	✗	✗	✗	✓
	Lines compatibility	✓	✓	✓	✓	✓
Marketing	Customer Relationship	✗	✗	✓	✓	✓
	App analytics	✗	✗	✓	✗	✓

REVENUE STREAMS



Installation Fee
30 euro



App subscription fee
2.5 euro



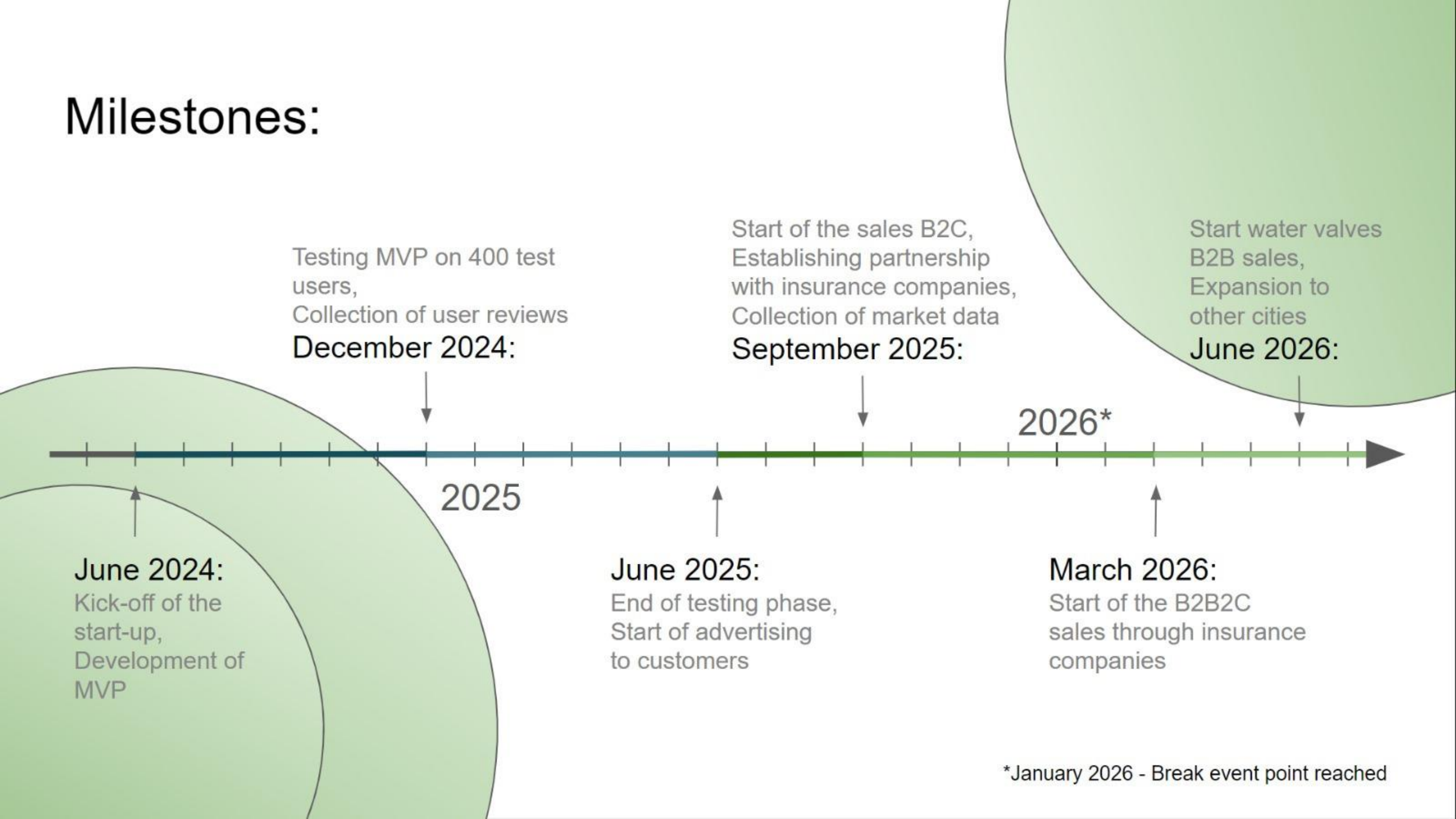
In-App purchases
2 euro - 5% of customers



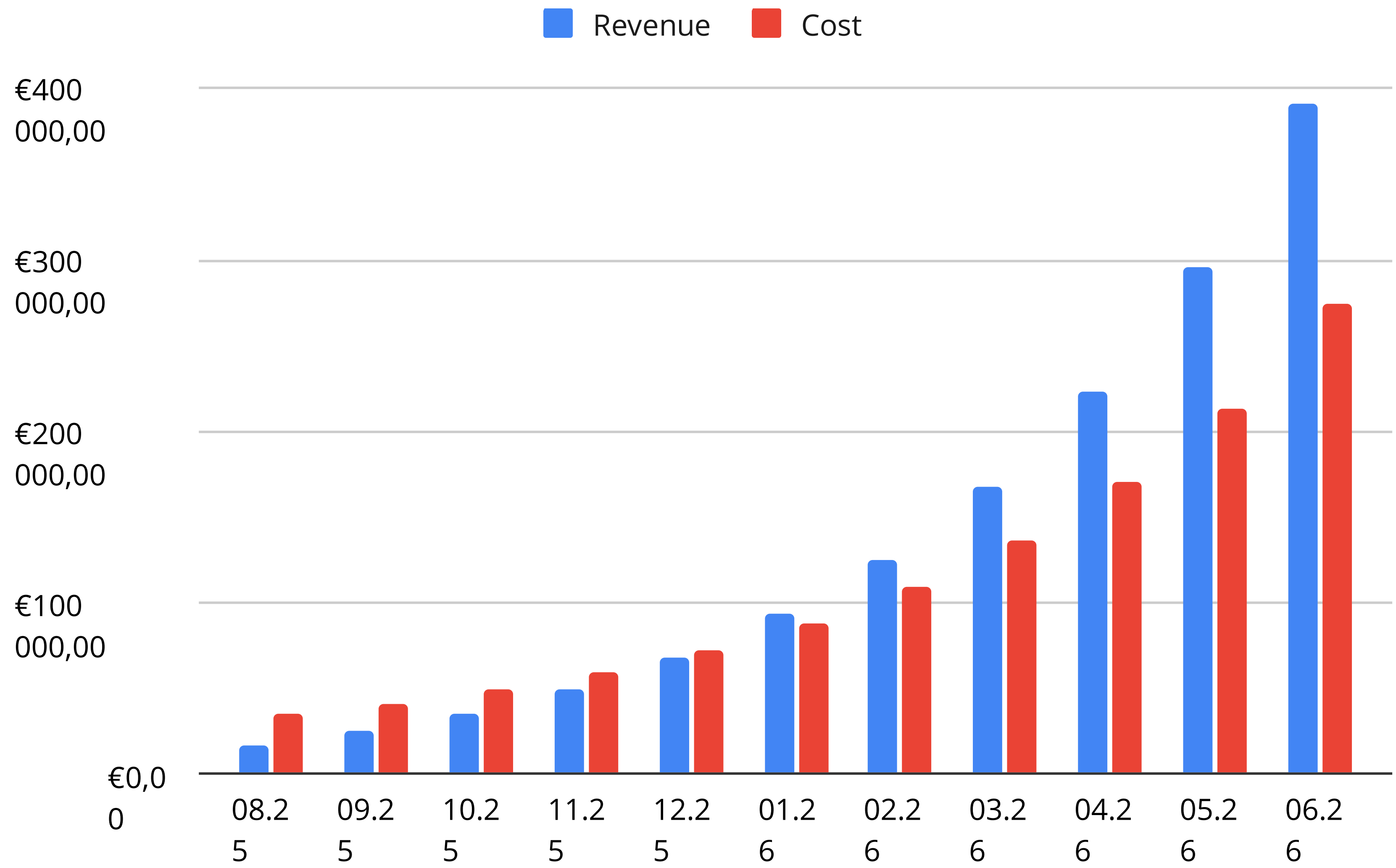
Partner service promotion and upselling
2 euro - 10% of customers



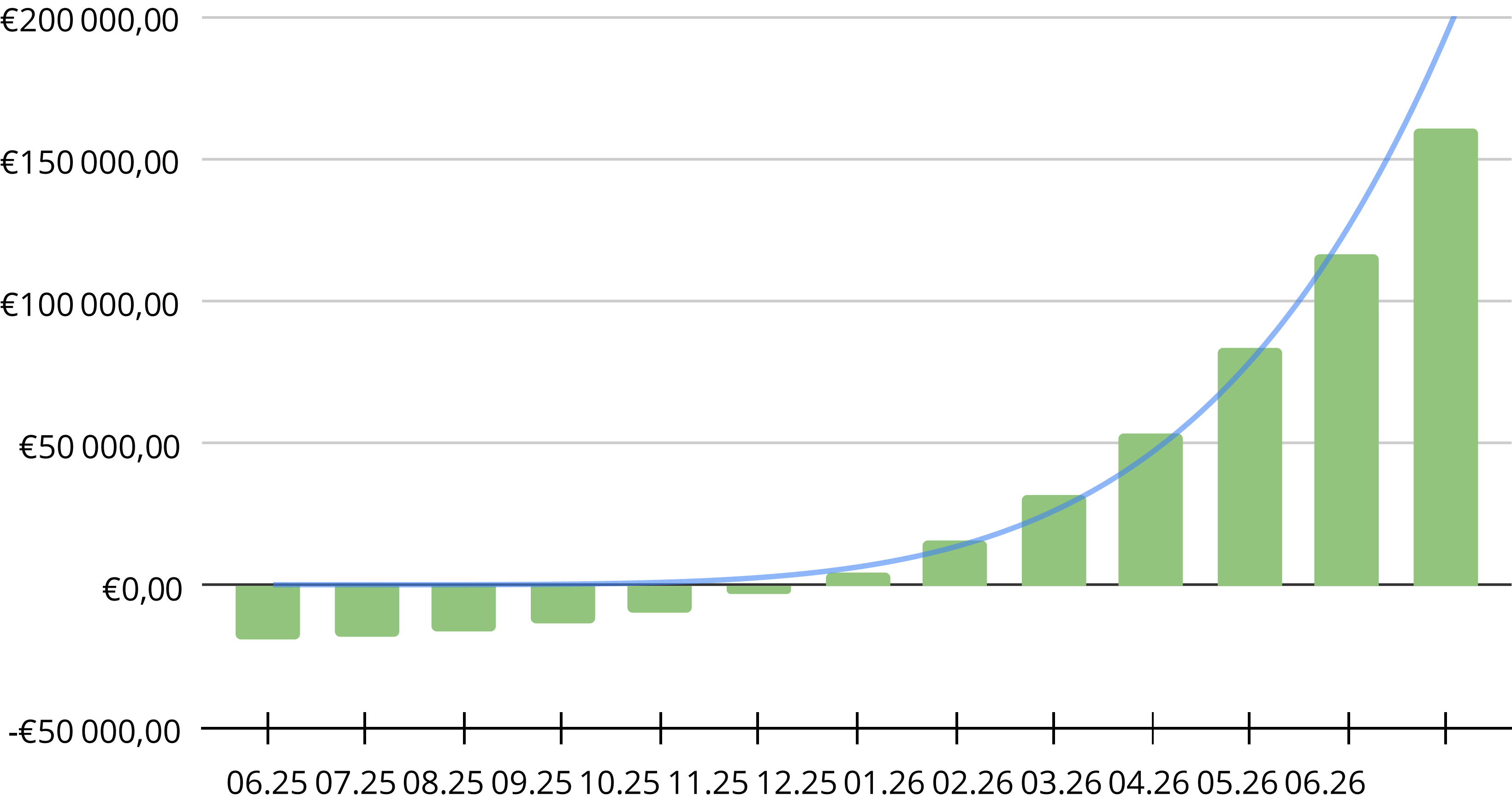
Milestones:



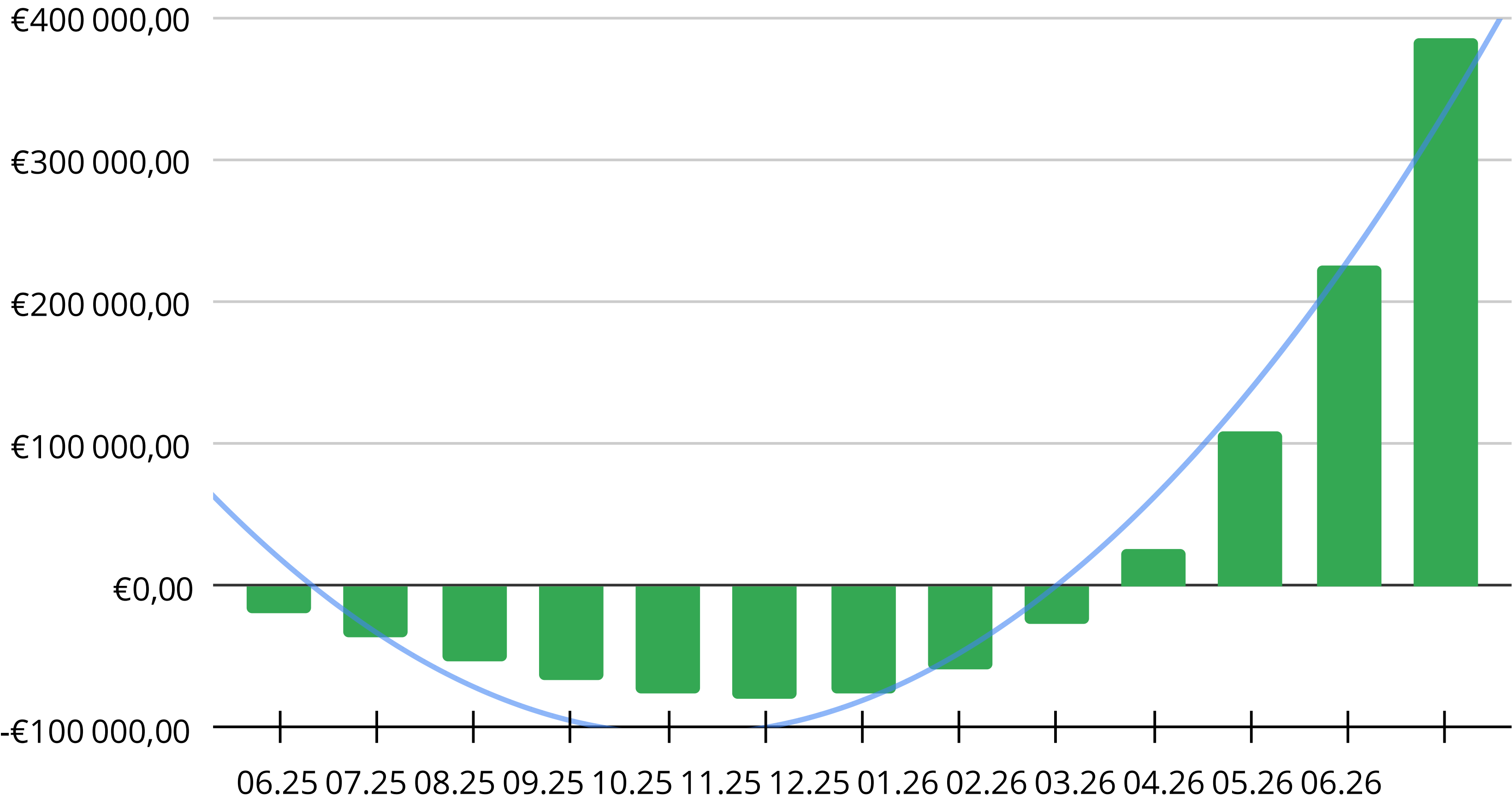
*January 2026 - Break event point reached



Monthly profits



Cash flow over time



After a year on the market

(in 110 row excel simulation)

104 563€
**Profit per
month**

3.8€
**Profit per
new
customer**

1.4€
**Monthly
profit per
existing
customer**

39
**thousand
users**

Meet the Team

5 People

4 Educational Backgrounds

4 Different Cultures



Bidita: Entrepreneurship and Business Design, BD SE
Daryna: Computer Science and Artificial Intelligence, UA
Gustaw: Robotics and Automation technologies, PL
Rafał: Computer Science and Information Systems, PL
Valentyn: Computer Science and Information Systems, UA PL

Thank you for listening!

Any questions?

Appendix!

date->	06.25	07.25	08.25	09.25	10.25	11.25	12.25
variables:							
existing customers	20	422	980	1744	2780	4172	6033
cost of product	20,00	20,00	20,00	20,00	20,00	20,00	20,00
error product backup	0,10	0,10	0,10	0,10	0,10	0,10	0,10
hours to mount	1,00	1,00	1,00	1,00	1,00	1,00	1,00
hours service per year	2,00	2,00	2,00	2,00	2,00	2,00	2,00
cost per hour of maintenance	0,50	0,50	0,50	0,50	0,50	0,50	0,50
devices per user	1,6	1,60	1,60	1,60	1,60	1,60	1,60
Monthly cost of web technologies (26	350,00	350,00	350,00	350,00	350,00	350,00	350,00
team cost per month	16 000,00	16 000,00	16 000,00	16 000,00	16 000,00	16 000,00	16 000,00
cost of calibration	5,00	5,00	5,00	5,00	5,00	5,00	5,00
device error rate	0,001	0,001	0,001	0,001	0,001	0,001	0,001
loss of customers rate	0,01	0,01	0,01	0,01	0,01	0,01	0,01
recalibration every ... month	24,00	24,00	24,00	24,00	24,00	24,00	24,00
percent from word of mouth	0,10	0,10	0,10	0,10	0,10	0,10	0,10
marketing aquisition cost (per p)	10,00	10,00	9,00	8,00	7,00	6,00	5,00
gathered marketed customers	400,00	520,00	676,00	878,80	1 142,44	1 485,17	1 930,72
accounting and legal	200,00	200,00	200,00	200,00	200,00	200,00	200,00
customer service cost fixed	150,00	150,00	150,00	150,00	150,00	150,00	150,00
customer service per customer	0,00	0,00	0,00	0,00	0,00	0,00	0,00
tax amount	0,10	0,10	0,10	0,10	0,10	0,10	0,10

PAPER • OPEN ACCESS

Water Pipeline Monitoring and Leak Detection using Flow Liquid Meter Sensor

R F Rahmat¹, I S Satria¹, B Siregar¹ and R Budiarto²

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Article PDF

Gas alarm cut-off valve day gas alarm with solenoid valve household Factory

No reviews yet

 Ningbo Peasway Electronics Co., Ltd. · 14 yrs ·  CN



SANQIAOHUI G3/4 Nylon Water flow switch sensor range 1-60L/min

No reviews yet · 5 sold · #14 Hot selling in Flow Sensors

Sangqiaohui (foshan) New Material Co., Ltd. · **Verified** Custom manufacturer · 1 yr ·  CN

