



SMARTIR

INVESTMENT NEED

Company Valuation : \$ 10 M

Investment Need : \$ 2 M

Use of Funds: Growth in EU & US Markets & Product Development

COMPANY PROFILE

Website : www.smartir.io

Foundation Date : 2021

Sector : Photonics Enabled AI & Computer Vision

Headcount (#) : 12

Company Stage : Seed

TEAM

Gonenc Basol - CEO,

12 FTE - 10 SW Developers

CONTACT

Name : Gonenc Basol

E-mail : gbasol@smartir.io

Cell : +90 533 339 60 39

Address

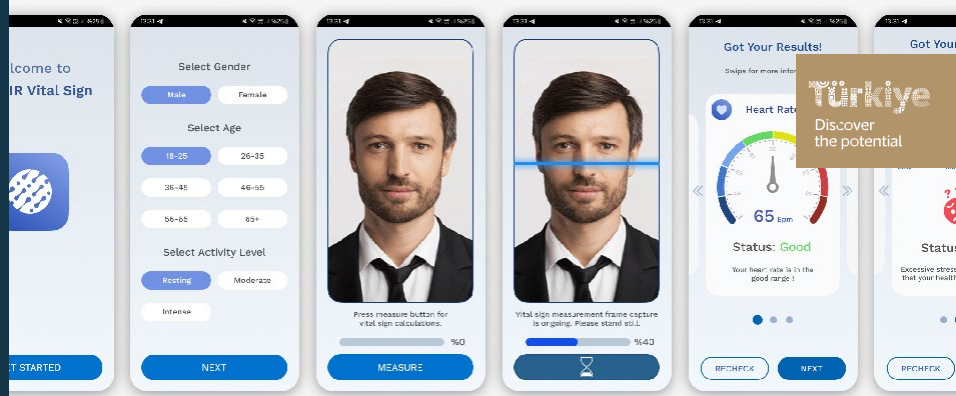
TR Office: Koşuyolu Mah. Mahmut Yesari Cad. No:76/1 Kadıköy İstanbul - Türkiye

NL Office: High Tech Campus 29 5656 AE Eindhoven - The Netherlands

FINANCIALS

2023 Revenue: 205K \$

Total Funding : 1.2M \$



PROBLEM:

Undetected driver fatigue and distraction lead to accidents and inefficiencies in fleet management. Fleet operators need real-time insights to enhance safety, catch early warning signs and streamline operations.

SOLUTION:

DriveSAFE detects early signs of driver fatigue and distraction, providing real-time alerts and insights to boost safety, reduce accidents and streamline fleet operations through smart integration.

VALUE PROPOSITION:

SmartIR transforms fleet safety by reducing accident risks through early fatigue detection, offering real-time insights that drive proactive actions, protect lives, and enhance operational efficiency.

TARGET MARKET:

EU, North America & MENA

CURRENT CUSTOMERS:

1 Automotive OEM, 2 Transportation Companies, 1 Municipality

COMPETITOR ADVANTAGE:

- Patent Pending Technology enables vital signs extraction
- Risk Scoring & Actionable Items
- Application specific, multi-layer, cross correlation analysis to create insights

LEAD GENERATION PROCESS AND SALES CHANNELS:

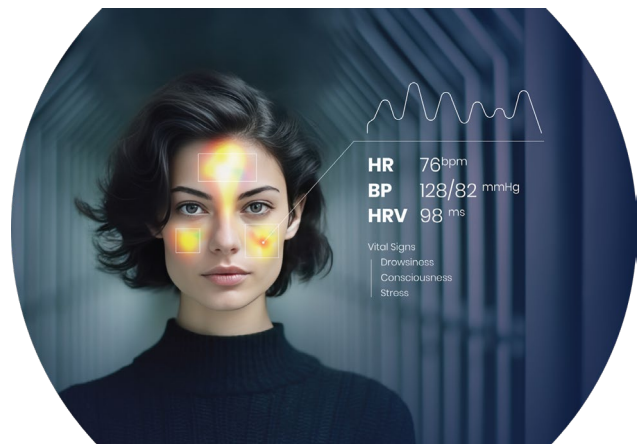
B2B, B2B2C, B2C

Solution Partners

App Stores

Distributors

Direct Sales



endeavor | Google for Startups



Co-funded by the European Union





SMARTIR

NL Office: High Tech Campus 29 5656AE
Eindhoven The Netherlands
TR Office: Koşuyolu Mah. Mahmut Yesari Cad.
No:76/1 Kadıköy İstanbul Türkiye

Empowering the Future of Safe
Driving by Hyper-Personalization

DriveSAFE

PRODUCT DESCRIPTION

DriveSAFE by SmartIR enhances road safety and fleet management by detecting early signs of driver fatigue or distraction, providing real-time support and actionable insights. By monitoring drivers' physical and behavioral cues, it delivers timely nudges and integrates with smart devices for seamless operations. DriveSAFE ensures safer roads, smoother management and meaningful insights.

PRODUCT COMPETITIVE FEATURES

SmartIR's driver monitoring system combines AI, spectral imaging, and vital sign analysis to predict risks, particularly by detecting drowsiness early. This allows drivers or fleet managers to proactively mitigate risk factors, enhancing safety preemptively.

BUSINESS MODEL:

Licensing starting from \$9.90/month
Revenue sharing with solution partners

PRODUCT FEATURES:

Vital Signs Monitoring
Gaze Monitoring
Risky Condition Detection, Road Debris,
Cigarette, Mobile Phone, Seat Belt, etc.
Biometric Identification

PRODUCT CAMPAIGN:

Join us for the future of safe driving!
info@smartir.io

CLIENT REVIEWS:

Client 1:

As a bus driver, SmartIR's Monitoring System has significantly improved my alertness. Real-time alerts help me stay focused, ensuring passenger safety.

Client 2:

SmartIR's system is really promising for reducing accidents in our fleet, enhancing safety and operational efficiency. Essential for any transport company focused on reliability.

