

## CONCEPT

Avid Technologies Pvt. Ltd. is a DIPP recognized startup launched in 2016 with the goal of providing Innovative, Smart and Advanced Digital solution for “Real Time Crime Detection & Prevention”.

## MARKET OPPORTUNITY

Police Patrolling and alerting systems  
Cyber Awareness Platform  
Cybercrime Tracking and Prevention System  
Naxalism Preventive System

## PROBLEM & SOLUTION

Avid Technologies is aiming to solve

- 1) The redundancies in regular Police Proceedings,
- 2) The Information & Technological gap present in the current Police Administration,
- 3) Lack of Data Centralization & Analytics which subsequently hampers their ability to take Real Time Informed decisions, and
- 4) Improve and enhance Citizen-Police Relationship by providing various communication channels

## CURRENT TRACTION

More than 6000 Police Personnel across 3 cities and 4 districts in Maharashtra are using Avid Technologies products which consist of 10+ major and minor modules that are useful for multiple stakeholders such as Police Administration, Traffic Branch, Reader Branch, Control Room, Cyber Cell, citizens, etc.

## BUSINESS MODEL

- M1: Crime Report Management Platform
- M2.1: Tracking & Monitoring Dashboard
- M2.2: Beat Patrolling App
- M3.1: Crime Visualization & Analytics Dashboard
- M3.2: GIS Analytics Dashboard
- M4: Suraksha Portal (Travelers Safety)
- M5: SanrakshakK (Accident Dashboard)
- M6: Police Profile Portal
- M7: Visitor Management System

## VALUE PROPOSITION

Co-Created with Police – Inputs of many senior IPS officers and hundreds of field Police for more than 14 months.

Reports and analytics which are generated through it are used in monthly crime meetings and thus assist in decision making.

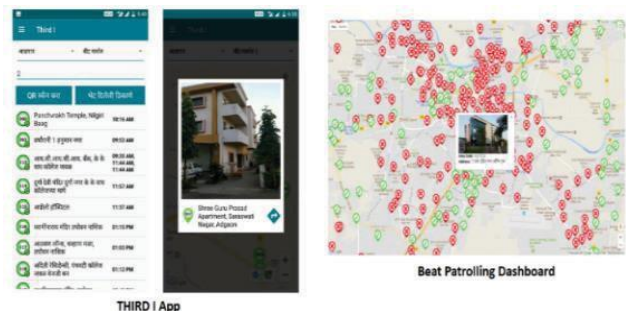
Mobile (android) applications available for ease and quick usage without much infrastructure cost and extensive training requirements

Enhancing current police proceedings by automating numerous proceedings

Centralizing and speeding reporting and alerting processes

Modernizing control rooms at minimal cost and just exploiting smartphone applications

Better safety, security, and service to the citizens and direct connection via SMS, Alerts, Auto emails, etc.



## KEY PEOPLE

Kovid Sawla (CEO & CO-FOUNDER), Adesh Chopade (CTO & CO-FOUNDER)