REEM

TV-first security alerts for the smart home.

Solving missed security alerts across fragmented ecosystems.

Validated demand

Seeking £300,000 Pre-Seed

SEIS Advance Assurance

Shehbaz Afzal, Founder / CEO

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MISSED ALERTS

The Problem

98%

of smart-home users miss security alerts in real-world scenarios

Security alerts are designed for phones. Real life often happens on the sofa, in the kitchen, with children, or while the TV is in use.

01

Distracted by the TV

02

Phone out of reach

03

Phone in another room, coat or bag

Source: primary research.

GROWING GLOBAL CATEGORY

Market Opportunity

REEM adds a TV-first alert layer to a growing smart security camera market.

$8.3bn
Global market in 2025

$15.5bn
Forecast market value by 2034

7.2%
CAGR 2025–2034

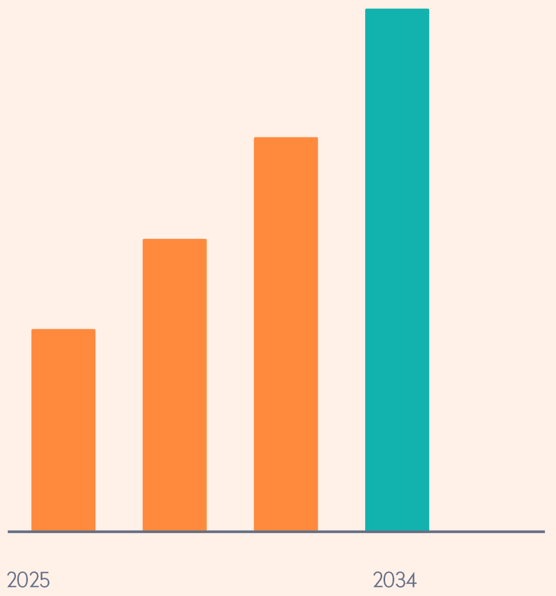
Large Existing Device Base

UK households
29m

Britons own a smart security camera
18%

Adults in England own or use a TV at home
76%

Smart camera market growth



Sources: Grand View Research; ONS Families & Households 2024; Statista; Ofcom Adults' Media Use and Attitudes 2024.

TIMING ADVANTAGE

Why REEM, Why Now

01 — **Provisional patent filed**

Covers HDMI overlay architecture.

02 — **Early B2B validation**

Discovery conversations with leading brands.

03 — **Capital-efficient route**

Revenue-led path to launch and scale.

Image for illustration purposes only.

The Solution: REEM

REEM brings real-time AI-powered security alerts to the main screen:

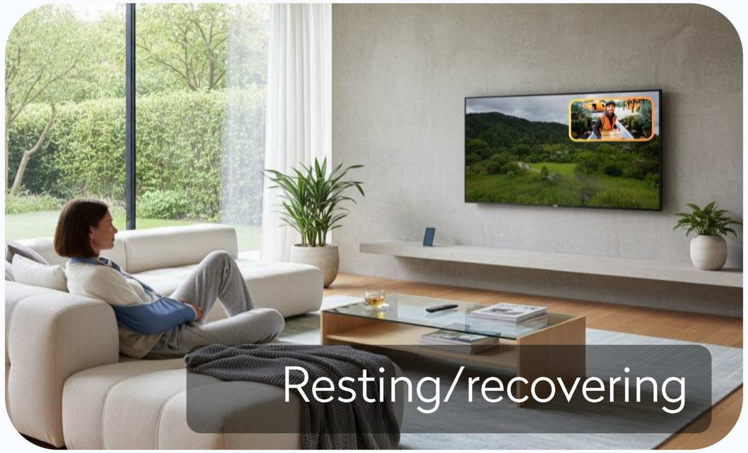
the television.

Works with the HDMI screen people are already looking at.

USE CASES

Designed for real life

REEM fits naturally into daily routines where phones are not always visible.



Works with existing HDMI TVs, games consoles, DVD players and streaming devices.

EARLY SMART HOME CUSTOMER

Who buys first

The Early Adopter – UK & EU

Forecast to reach £887.5m by late 2025

- Already owns smart cameras
- Security-conscious
- High TV engagement: gaming / streaming
- Disposable income
- High likelihood to promote (NPS)

Customer Validation

Validated through 300+ customer surveys and interviews.

82%

of the 300+ surveyed indicated willingness to pay ~£250 at launch.

Problem → Desire → Motivation

96%
frustrated with missed smart camera alerts

98%
value picture-in-picture alerts on the TV

76%
ready to buy for convenience

PARTNER VALIDATION

B2B Discovery & Interest

Early engagement with 8+ established smart home and security brands.

Exploratory Talks

imou

FIBARO
a Nice company

Further discussions pending prototype

verisure

Kwikset

DoorBird
Technology meets Design.

amalock

ecobee

Pending NDA Exchange

STRONG

Next milestone: partner-ready prototype

Business Model & Year 3 Revenue Mix

55%
Direct-to-Consumer Sales

22%
Retail / Distribution Sales (from Y2)

12%
White-label Devices

11%
Firmware & Integration Licensing

£250 Target D2C Selling Price

~£70 Estimated Unit Cost

~63% Target Blended Gross Margin

£150 Target B2B Hardware Price

MARGIN PROFILE

Unit Economics

B2B / Wholesale & White-label

Estimated Unit Cost	£70
Selling Price	£150
Gross Margin	53%

Direct-to-Consumer eCommerce

Estimated Unit Cost	£70
Selling Price	£250
Gross Margin	72%

Target blended gross margin: ~63% at scale

COMPETITIVE POSITIONING

Why REEM Wins

Homey	Aqara		REEM
No TV-first experience	No TV-first experience	Limited / inconsistent	✓ Picture-in-picture alerts on the TV
Hub for multiple protocols and brands	Hub for multiple protocols and brands	Closed ecosystem	TV-first security, not just a general-purpose hub
£399 / $399	£150	£150 and more	£250

SUSTAINABLE ADVANTAGE

Defensibility & Moat

Technical challenge

Low-latency, HDCP-compliant TV overlays require deep HDMI, compliance expertise, and real-time video expertise.

Partnership model

Exploratory discussions underway with leading camera brands;

Next milestone: partner-ready prototype

REEM

Provisional patent application filed

US provisional patent application filed for TV-first security alert delivery.

Not Big Tech's focus

Amazon, Apple and Google push display/speaker-first devices, not HDMI TV overlays.

Customer Acquisition Plan

£87k Customer Acquisition Budget

Phase 1

Authority & Validation

De-risk trust and demand before scaling

Phase 2

Paid Testing

Initial D2C CAC target £40–£50

Optimisation £30–£35 at £250 price point

Phase 3

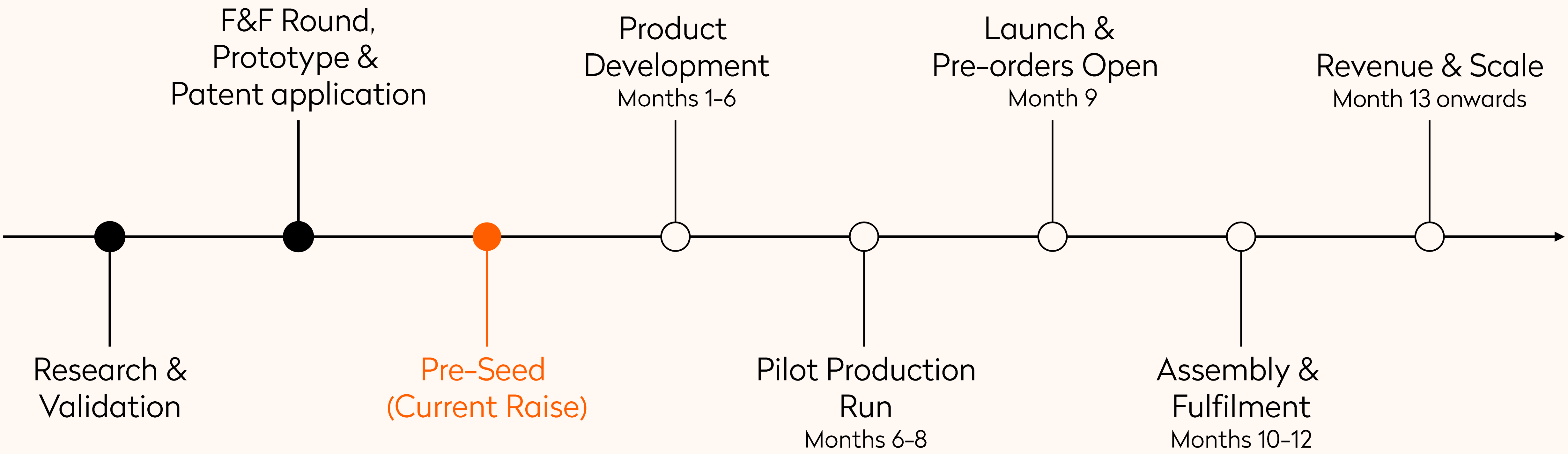
Scale

Expand proven acquisition channels

NB: Includes contingency for external factors.

Timeline

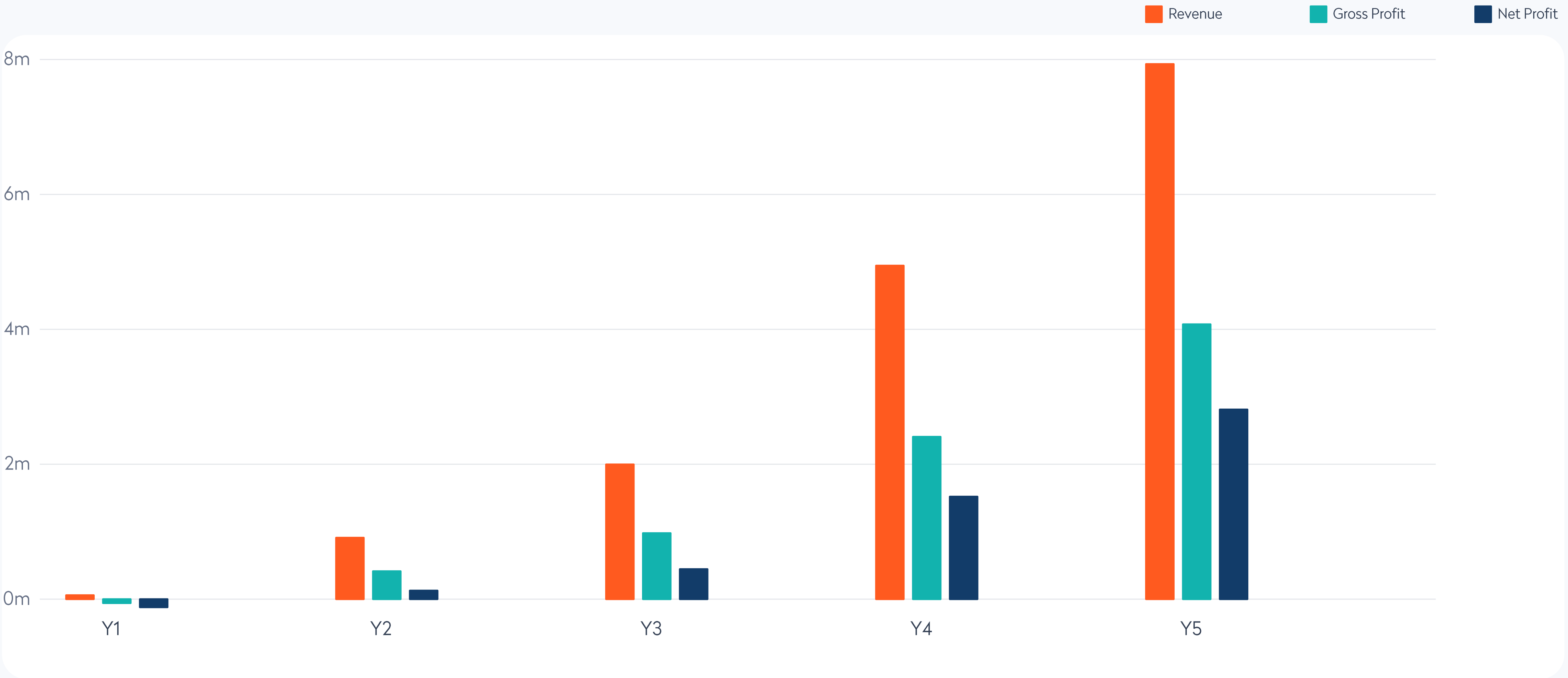
Milestone–led use of funds: build, validate, pilot, launch, fulfil, scale.



NB: Includes contingency for external factors.

Financial Projections

EBITDA Positive Year 2 | £3.16m Net Profit by Year 5



PRE-SEED

The Raise

£300,000

R&D & Software dev: £58k	Launch & Marketing: £87k	Operating Costs: £90k	Patent & IP Protection: £50k

Runway: 15 months | Revenue from Month 13 | Contingency: £15k | SEIS Adv. Assurance

Targeting venture-scale outcomes within 5 years

Exit Opportunities & Team

Exit opportunities

1. Acquisition

Strategic acquisition activity demonstrates established buyer interest in smart home and connected security.

Examples include Nest, Dropcam, Ring and Homey.

2. Secondary Equity Round

Liquidity for early investors through future funding stages.

3. Buyback

Founder/company-led liquidity option.

Disclosed acquisitions include Dropcam at ~$517m and Ring at ~$839m.

Shehbaz Afzal

Founder / CEO

- 20+ years in IT & technology leadership
- Deep smart home & connected device expertise
- Product-led founder with hands-on execution experience

Key hires post-raise: Embedded & hardware engineers; App / UI engineering; Performance marketing & growth.

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Sources: Grand View Research; ONS Families & Households 2024; Statista; Ofcom.