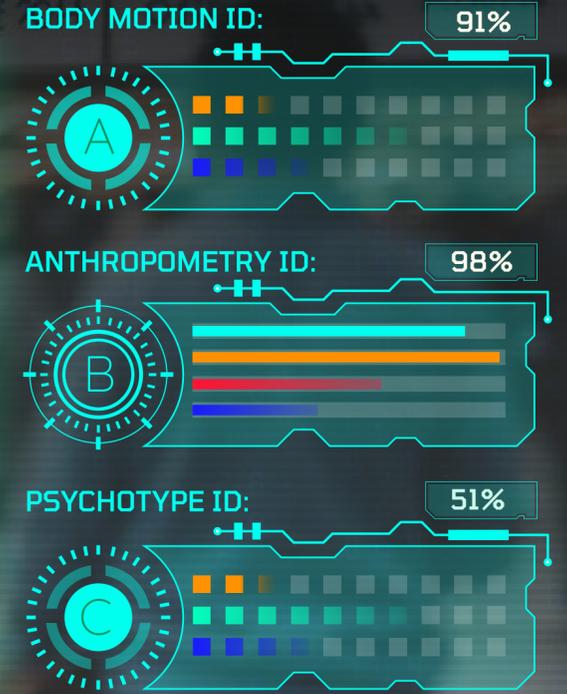# ethogram.io

Opening a new chapter in digital human behaviour analysis.
Ethogramio focuses on interpreting body motion patterns to predict personality traits, detect coordinated activity, identify concealed signs of trauma, and enable biometric-level individual recognition.

BODY MOTION ID: 91%

ANTHROPOMETRY ID: 98%

PSYCHOTYPE ID: 51%

VIEW MORE:

PROBLEM

The problems of the existing surveillance and monitoring systems we aim to solve:

Unreasonable behaviour
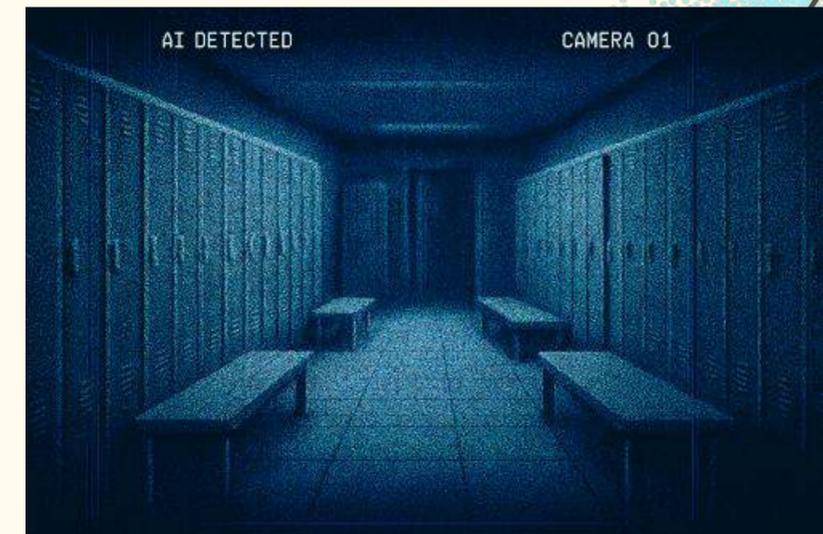

Disguise resistant re-identification

Unreporting / Silent victim

Hidden weapon detection

Groups / Coordinated activity
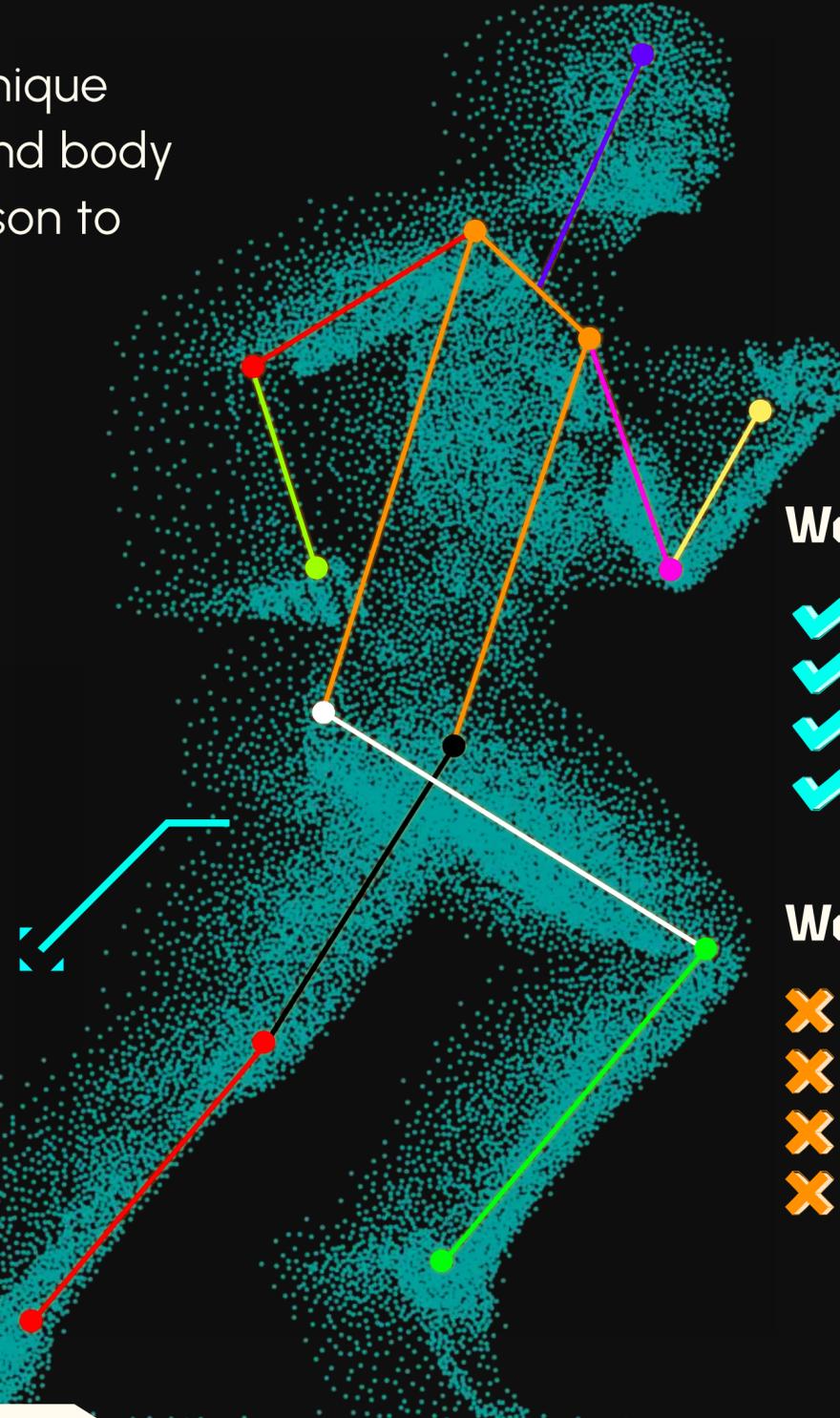

CCTV-free zones coverage

SOLUTION

Ethogramio system analyses unique behavioural, anthropometric, and body motion characteristics of a person to create a next generation digital motion-based profile.

DATA PROCESSING

HONESTY-HUMILITY	3.00	FORGIVINGNESS	3.25
SINCERITY	3.25	GENTLENESS	3.00
FAIRNESS	3.00	FLEXIBILITY	3.25
GREED-AVOIDANCE	2.50	PATIENCE	2.75
MODESTY	3.25	CONS-NESS	4.06
EMOTIONALITY	3.75	ORGANIZATION	4.25
FEARFULNESS	3.75	DILIGENCE	4.00
ANXIETY	4.00	PERFECTIONISM	4.00
DEPENDENCE	3.50	PRUDENCE	4.00
SENTIMENTALITY	3.75	OP. TO EX.	3.44
EXTRAVERSION	4.06	AEST. APP-TION	3.75
SOC SELF-ESTEEM	4.00	INQUISITIVENESS	3.75
SOC BOLDNESS	4.25	CREATIVITY	2.75
SOCIABILITY	4.25	UNCON-LITY	3.50
LIVELINESS	3.75	ALTRUISM	3.25
AGREEABLENESS	3.06		

We use:

- ✔ Body motion
- ✔ Gestures
- ✔ Behavioural patterns
- ✔ Anthropometry

We do not use:

- ✘ Facial recognition
- ✘ Finger print
- ✘ Iris scan
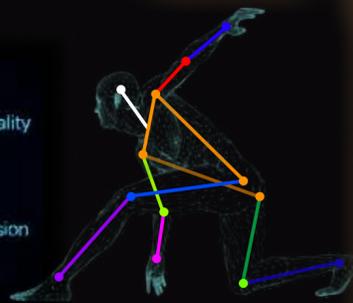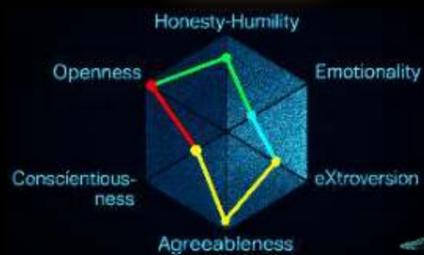- ✘ RFID

CCTV + LIDAR Setup

ETHOGRAMIO PERSONALITY PROFILE
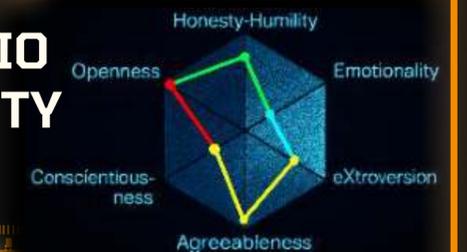
HOW IT WORKS:

ETHOGRAMIO PERSONALITY PROFILE

PSYCHO-TYPE DATA
A personality traits profile based on HEXACO system

BODY-MOTION DATA
A set of unique characteristics of person's body motion patterns

ANTHROPOMETRY DATA
Person's height, limbs' size, and proportions

HUMAN BEHAVIOUR AI ANALYSIS

By analysing both spatial and temporal data, motion patterns, gestures, and interactions, we can enhance public and national security through:

>> Detecting potentially threatening individuals

>> Identifying disguised or avoiding CCTV individuals

>> Real-time flagging of suspicious behaviour

>> Identifying silent victims of trauma or abuse

Targeted in our next stage of internal investment:

>> Detecting hidden carrying of guns, knives, or machetes

>> Identifying group formations and coordinated activities

>> Covering CCTV blind spots using LiDAR data

MARKET

While behavioural analysis-based products are still emerging, we can leverage existing data from the most comparable technology - **facial recognition** - for competitive analysis.

Technavio gives us a **USD 8.017** billion market. The facial recognition market size is forecast to increase by USD 11.82 billion, at a **22.2% CAGR** between 2023 and 2028

PRISONS ONLY:

€2500 /MONTH/LICENSE ⟩⟩⟩ **€82M** EUROPEAN MARKET

€2500 / MONTH/LICENSE ⟩⟩⟩ **€358M** USA MARKET

TAM

$8B in 2024 ⟩⟩⟩ **$20B** in 2028

For the core product **"Personality Profile"** the TAM is expected to be at least equivalent to that of the facial recognition market.

SAM

In light of recent government investments in the USA and Europe, we see national police and security services as primary adopters of the "Personality Profile" product.

As well as **PENITENTIARY INSTITUTIONS, BOARDER GUARD, DEFENCE, AND CASINOS.**

SOM

As we're starting our MVP development with focus on penitentiary institutions, we define this industry as our SOM for the core product **"Personality Profile"**.

There **960** penitentiary institutions within the **14** most developed European countries and **4780** in the USA.

COMPETITION

FACIAL RECOGNITION

There are multiple companies providing Facial Recognition for surveillance, identification and tracking. For example – **Clearview AI**. However, all of these products rely solely on facial data and fail when the face cannot be scanned.

CCTV-BASED GAIT RECOGNITION

Unlike the European **TENSOR** and the US IARPA's **BRIAR** projects, we focus on a compact, microcomputer-based capturing device equipped with an RGB camera and LiDAR or a LiDAR-only configuration. Our objective goes beyond simple gait identification - we aim to predict a psycho-profile and potential future actions.

PEOPLE COUNTING TECHNOLOGIES

Several companies provide recognition and tracking based solely on physical attributes, such as clothing type and colour or body shape. As an example – **People Tracker** by CyberLink.

GAIT PROFILING

One of the closest comparable products on the market is **Watrix**, a Chinese company specialising in gait profiling and person identification. In 2021, they received $42 million in funding and currently provide services to the Beijing Police. While Watrix uses gait profiling, we go a step further - our Personality Profile incorporates multiple layers of motion and behavioural data.

PREVIOUS GENERATION

Apart from automation and computer vision models, there are "old school" technologies used to identify certain parameters of gait and gestures. Companies like **NASS** still help to train aviation and transportation security staff using a world-renowned Behaviour Pattern Recognition programme. Something very close to what ethogramio will do, but using AI.

UPCOMING TECHNOLOGIES

Research is increasingly focusing on the underlying causes of criminal behaviour and personality traits. This places Ethogramio in line with the latest developments in sociology and criminology.

INVESTMENT AND FINANCIAL FORECAST

We are seeking a **€200,000 private equity investment** as part of our €450,000 pre-seed round to complete the prototyping phase.

The pre-money valuation is €7 million, and we have **already secured a €267,000 grant from aws** (Austrian Wirtschaftsservice) in November 2025.

Our key priorities are:
- **Transition from pre-seed to seed round** by securing next funding grant from Austria Wirtschaftsservice (AWS).

- **Build, refine, and validate** a fully functional MVP, ensuring it performs reliably across real-world surveillance environments.
- **Secure one or more** paid or semi-paid pilot deployments with penitentiaries, police agencies, or casino groups to demonstrate commercial traction.
- **Obtain independent third-party** technical and scientific validation.
- **Refine financial projections** to align with real GovTech procurement.
- **Advance collaboration** with the UK Defence and Security Accelerator (already applied).

JTBD Forecast

EURO \ Period	1Y Q1	1Y Q2	1Y Q3	1Y Q4	2Y Q1	2Y Q2	2Y Q3	2Y Q4	3Y Q1	3Y Q2	3Y Q3	3Y Q4	4Y Q1	4Y Q2
Revenue			€ -	€ 7,500	€ 15,000	€ 150,000	€ 375,000	€ 1,500,000	€ 2,625,000	€ 3,750,000	€ 7,500,000	€ 12,750,000	€ 18,750,000	€ 26,250,000
Capital Expenses	€ 14,500	€ 14,500	€ 14,500	€ 14,500	€ 5,000	€ 45,000	€ 75,000	€ 375,000	€ 375,000	€ 375,000	€ 1,250,000	€ 1,750,000	€ 2,000,000	€ 2,500,000
Operational Expenses	€ 98,000	€ 98,000	€ 98,000	€ 98,000	€ 606,756	€ 606,756	€ 606,756	€ 606,756	€ 956,316	€ 956,316	€ 956,316	€ 956,316	€ 1,081,394	€ 1,081,394

Pricing per 1 licence	Price/month														
Ethogramio System (up to 5 cameras)	€ 2,500.00	0	0	0	1	2	20	50	200	350	500	1000	1700	2500	3500

	1Y Q1	1Y Q2	1Y Q3	1Y Q4	2Y Q1	2Y Q2	2Y Q3	2Y Q4	3Y Q1	3Y Q2	3Y Q3	3Y Q4	4Y Q1	4Y Q2
Profit / Loss	-€ 112,500	-€ 112,500	-€ 112,500	-€ 105,000	-€ 596,756	-€ 501,756	-€ 306,756	€ 518,245	€ 1,293,684	€ 2,418,684	€ 5,293,684	€ 10,043,684	€ 15,668,606	€ 22,668,606
Investments	Pre-seed EUR 450,000				Seed EUR 3M									
	Prototyping				MVP Development, Market Entry									

The following table contains JTBD (Jobs To Be Done) forecast data for the first target customer profile - penitentiary institutions.

DEGREE OF INNOVATION

Personality Profiles by Ethogramio is a radical innovation rather than incremental. Due to IoT computation power and sufficient level of data processing, we can finally open a new chapter in human behaviour studies. Our machine learning algorithms went further than present facial and gait recognition technologies. **The whole human body, its motion, specific gestures and gait patterns are the source for a deep analysis.**

Our product is not only aimed at advancing human identification and profiling to the next stage of development but also to producing valuable data for upcoming public security, military and retail R&D projects and collaborations with academia.

FUTURE PRODUCTS AND DEVELOPMENTS BASED ON THE ETHOGRAMIO CORE:

- DNA matching collaboration

- Body motion for film CGI based on personality profiles

- Drone and robot-based identification
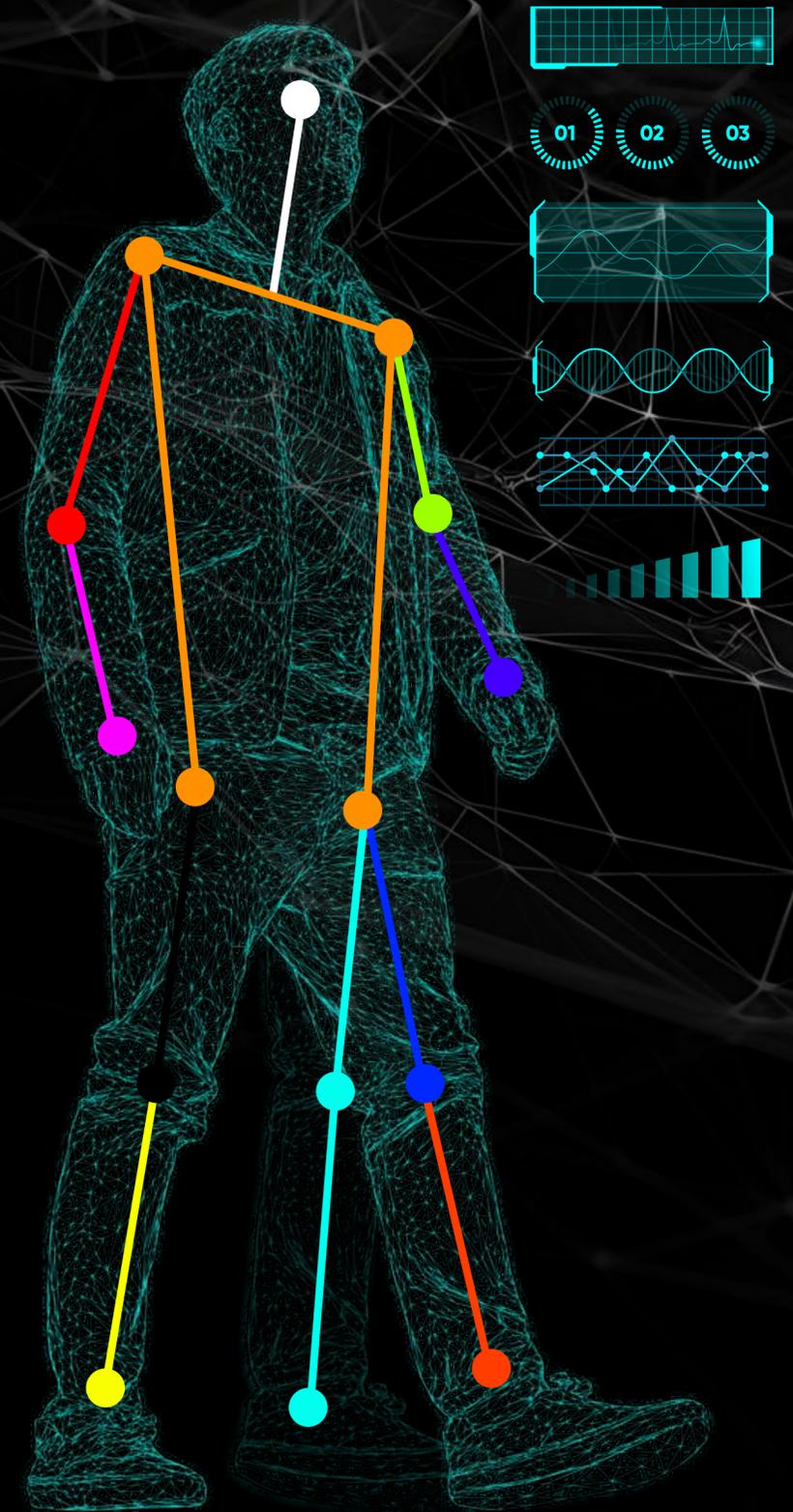
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