Peekly

KNOW BEFORE YOU GO

Peekly is a smart navigation platform offering live, location-specific video feeds to individuals and businesses, helping them make **faster decisions, avoid wasted trips, and plan more efficiently**.

Our Mission

We provide users with real-time, location-specific information to enhance convenience, efficiency, and everyday connectivity.

Our Vision

We aim to revolutionize everyday social experiences through live CCTV feeds, helping reduce stress and uncertainty.

Limited Real-Time Location Insights Lead to Inefficiency and Missed Opportunities

Businesses' Challenges

Ineffective Foot Traffic Management

Without tools to monitor, anticipate, and manage customer flow, businesses face operational inefficiencies, **increasing costs**, including overstaffing and inefficient inventory planning.

Overcrowding or idle periods also degrade the customer experience, directly **impacting revenue** and **compressing profit margins**.

Gaps in Real-Time Communication

Without real-time communication capabilities, businesses struggle to inform customers about closures, events, or wait times. This damages trust, reduces engagement, and leads to missed conversion opportunities.

Individuals' Challenges

Lack of Real-Time Location Visibility

People often face unexpected conditions when they arrive, finding their destinations overcrowded, closed, or completely empty. These surprises disrupt plans and create frustration in everyday activities.

The inability to visualize physical locations in real time hinders effective planning, leading to **wasted time, increased stress, and a diminished experience**.

Peekly Integrates AI-Powered Public Access Video
to Deliver Real-Time Location Insights—Enhancing Everyday Planning for Individuals

Save Time
Make faster, smarter decisions on where to go, avoiding crowded spots and long waits.
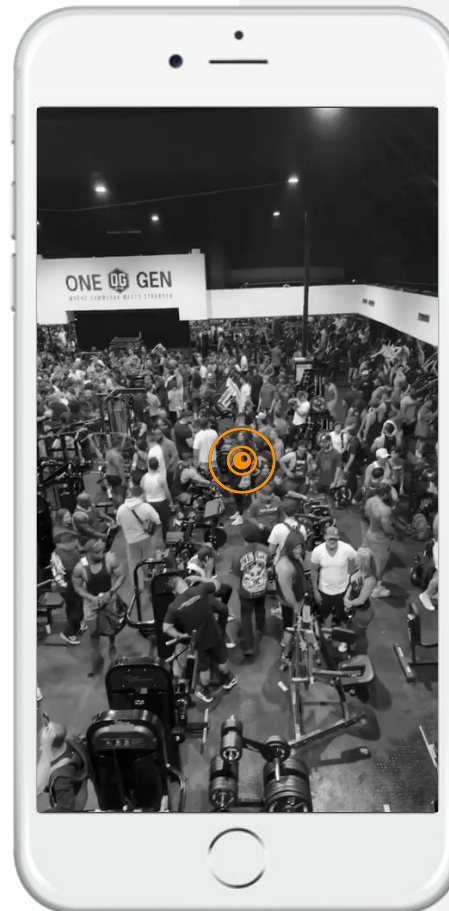
Reduce Costs and Emissions
Cut unnecessary travel by reducing fuel use and daily spending.

Plan Confidently
Navigate social outings with better timing and smarter location choices.

Improve Safety
Avoid high-risk or unpredictable environments.

Combating Loneliness
Live streams give users real-time views of social spaces, fostering engagement and a stronger sense of belonging.

Close-Group Connectivity
The check-in feature lets users share their locations with friends, enriching social interactions while providing peace of mind.

ONE GEN

Peekly Integrates AI-Powered Video Surveillance with Public Access
to Deliver Real-Time Location Insights—Streamlining Operations for Businesses

Build Loyalty Through Transparency

Real-time visibility builds trust, enhances the customer experience, and strengthens long-term brand engagement.

Improve Profit Margins Through Efficiency

Accurate foot traffic insights enable smarter staffing and resource use—reducing costs and increasing revenue potential.
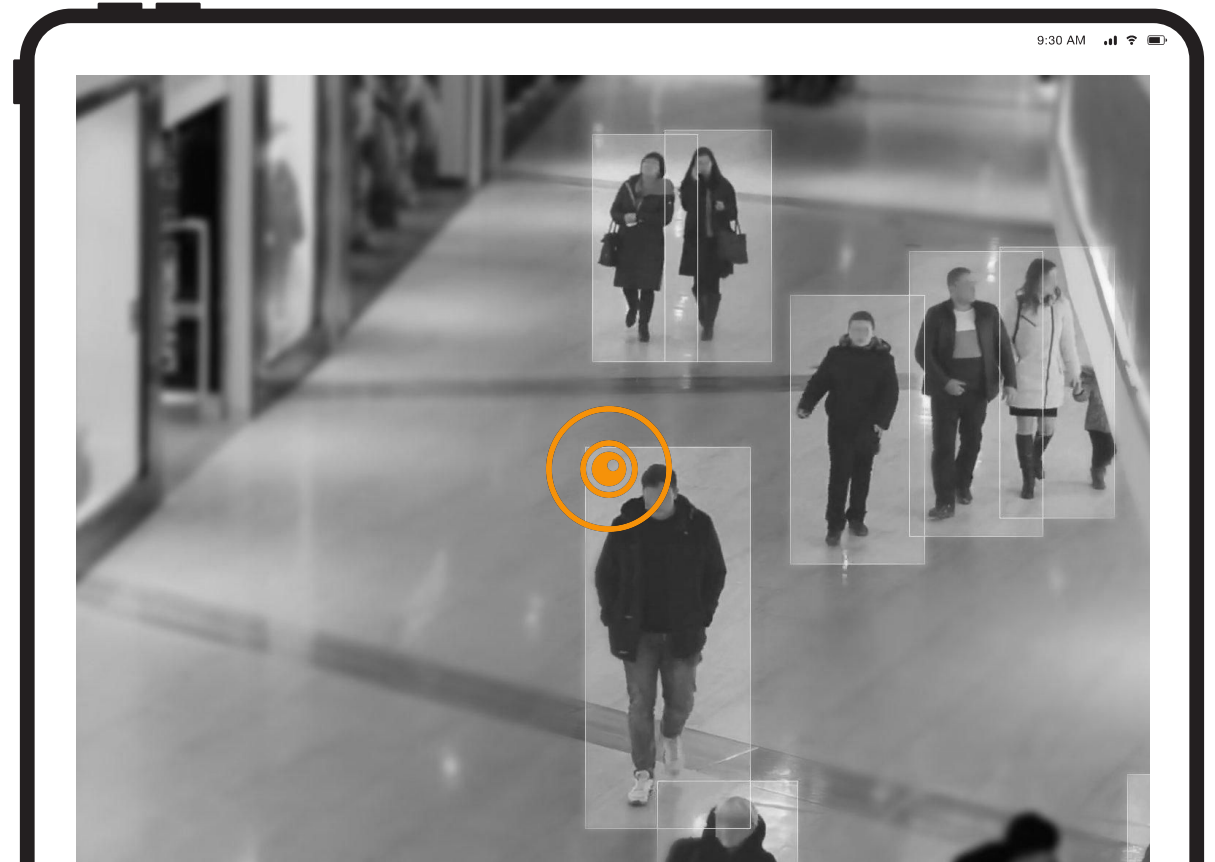
Peek Requests Lets Individuals Request and View Live Video Feeds from Participating Businesses — Delivering Real-Time Visibility and Meaningful Engagement

Example locations: parking lots, supermarkets, laundromats, and fitness centers

Interactive Map: Easily discover businesses with approved feeds and adjust your map radius to find the most relevant options.

Virtual Reality Integration: Preview business environments virtually before visiting in person.

Business Owner's Response Time: See average business response times to help plan interactions more efficiently.

Business Rating: Share experiences and read reviews to guide smarter decisions.

Featured Businesses: Explore the most requested or top-rated locations in your area.

Instant Status Notifications: Receive real-time updates on request status—approved, pending, or declined.

**In-App Messaging:** Communicate directly with businesses to ask questions or follow up on requests.

Request History: Easily revisit your previously viewed or requested locations.

Personalized Suggestions: Get smart recommendations based on your activity, preferences, and request history.

Peekly prioritizes user privacy with advanced encryption, minimal data storage, and a full-body blur feature. Its transparent framework gives users full control over their data, building trust and ensuring strong protection.
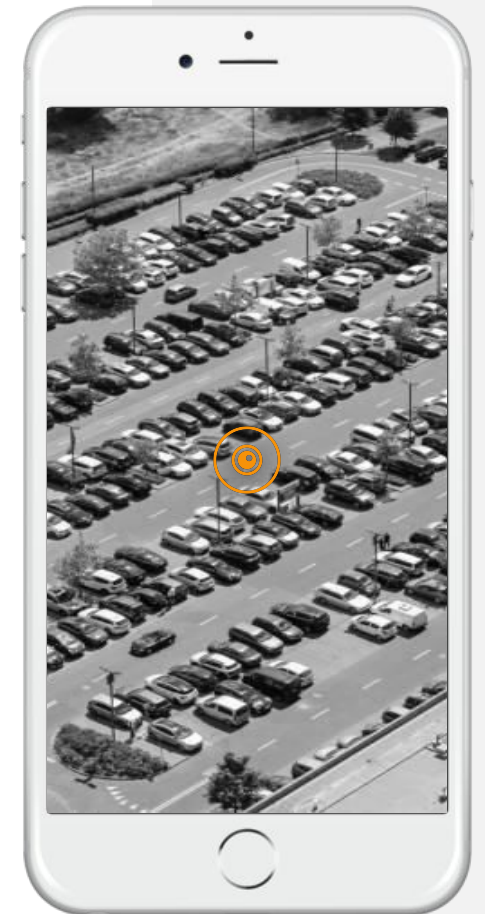
AI-Powered Insights for Smarter Business Decisions

PeekSmart integrates AI with CCTV systems to turn passive video into proactive operational intelligence for business users.

Crowd Management: Analyzes foot traffic in establishments.

Example: In retail, it identifies high-traffic zones and suggests changes to enhance customer flow.

Queue Management: Optimizes queue handling.

Example: In banks, it predicts busy times and recommends opening more counters.

Safety Measures: Detects potential hazards in establishments.

Example: In factories, it identifies accident-prone areas and recommends preventive actions.

Customer Interaction: Analyzes customer engagement with products.

Example: In bookstores, it spots popular books and suggests prominent displays.

Predictive Analysis: Forecasts customer behavior using historical data.

Example: In coffee shops, it predicts peak hours and advises optimal staffing.
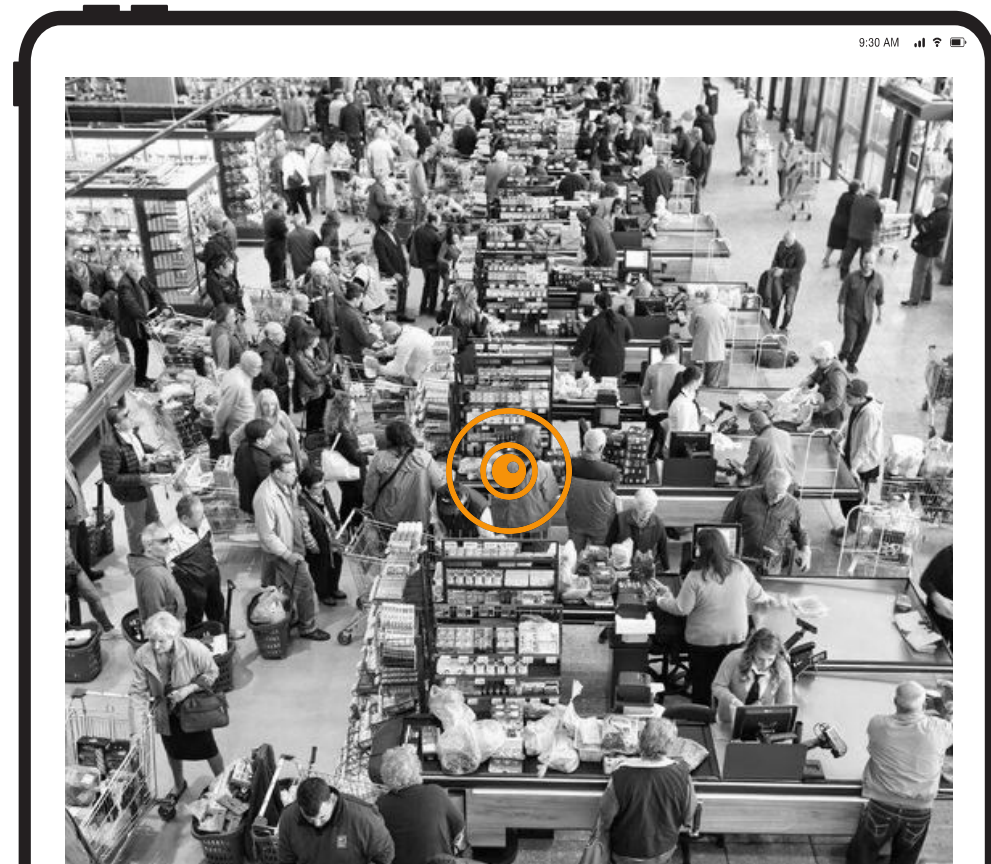
Energy Efficiency: Monitors energy usage.

Example: In offices, it suggests turning off unused lights to cut costs.

Privacy controls allow businesses to manage when, how, and by whom CCTV feeds are accessed.

# Capitalizing on a Fast-Growing Location-Based Services Market

Ready for Real-Time Location Intelligence

Market Size and Growth

The global location-based services market reached $71.28 billion in 2023 and is projected to **grow to $110 billion by 2025** and $642.91 billion by 2033, boasting a compound annual growth rate **(CAGR) of 24.6%**.

Key Market Drivers

AI adoption, rising urban congestion, and growing demand for safety and efficiency are accelerating interest in real-time, context-aware platforms like Peekly.
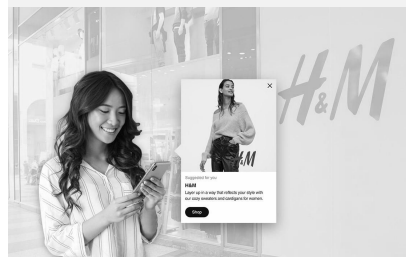
Widespread Mobile Behavior

According to a study by The Manifest, 100% of users surveyed own smartphones and have enabled location tracking. Among them, 93% use social apps, 69% use transportation apps, 46% use travel and hospitality apps, and 44% use fitness apps—highlighting a broad, **tech-savvy audience primed for location-aware solutions**.

Strong User Intent

In Peekly's proprietary survey, 93% of current app users rely on location-enabled features, and 94% said they would use live camera feeds to check crowd levels before visiting a place, validating market readiness for Peekly's core offering.

Proven Business Impact

Nine out of ten marketers report increased sales from location-based marketing. With 86% citing customer base growth and 84% noting improved engagement, businesses are seeking data-driven tools, aligning directly with Peekly's dual value proposition.

Multiple Revenue Streams Driving Profitability

Subscription Plans

Peekly offers a tiered monthly and annual subscription model for individuals and businesses. Each tier unlocks additional features such as premium feeds, advanced filters, and AI-powered analytics.

Add-On Features

Users can unlock additional features, such as high-definition feeds, multi-camera views, or access to historical footage, for a one-time or recurring fee.

In-App Customizations

Peekly offers an extensive selection of custom filters, effects, and virtual goods for purchase, enhancing the in-app experience.

Data Monetization (User-Approved)

With explicit user consent, we aggregate anonymized behavioral data to offer valuable insights to third parties, supporting data-driven business decisions and increasing customer engagement.

Technology Licensing

Peekly's live feed infrastructure is available for licensing, enabling third-party apps and platforms to integrate real-time video capabilities into their own operations and services.

Targeted Advertising

Peekly offers ad placements within live streams and key app areas, enabling businesses to target specific demographics or geographic locations. We collaborate with advertising experts to deliver personalized, high-impact campaigns tailored to our users.

Business Partnerships

We charge fees for prominent in-app placements while earning commissions from exclusive user discounts or deals.

Target Market

Geographic Strategy

Initial Launch: New Jersey, leveraging hospitality contacts to gain early traction and actionable feedback.

Northeast Corridor Expansion: Enter high-traffic U.S. cities within 12–18 months to scale adoption and visibility.

Global Scale: Target dense, tech-forward regions seeking public access tools and real-time operational insights.

Targeted Customer Segments
B2B

We target mid-sized companies in the hospitality, retail, and entertainment sectors, with annual revenues between $5 million to $40 million, employing 30 to 150 people.

These businesses seek smart solutions to enhance operations, boost security, or drive location-based engagement. Key concerns include foot traffic, crowd flow, and customer experience.

B2C

Our focus is on tech-savvy individuals aged 20–45 in metropolitan areas across North America.

This demographic values convenience, safety, and real-time information, quickly adopting new apps that streamline daily routines.

Their lifestyle choices are guided by efficiency and time management.

Pricing Model

Our tiered subscriptions serve diverse user needs to maximize market reach.

Free Plan

Entry-level access to live camera feeds with limited viewing, designed to encourage user adoption.

Standard Plan ($9.99/month)

Includes real-time alerts, advanced map filters, extended access, and increased daily views to enhance everyday convenience.

Premium Plan ($24.99/month)

Offers unlimited access, exclusive feeds, personalized dashboards, trend analytics, family sharing, and priority support for high-frequency users.

PeekSmart for Businesses ($49.99/month)

Uses AI and CCTV insights to optimize staffing, monitor foot traffic, improve safety, and enhance customer flow in real time.

Multi-channel Marketing Strategy

to Maximize Market Presence

We integrate **SEO, online events, social media, influencer collaborations, promotional offers, and strategic business partnerships** to drive user engagement, enhance visibility, and accelerate market growth.

Peekly stands out by seamlessly integrating AI-powered surveillance with real-time public access, offering a unique dual-market solution that enhances both consumer convenience and business efficiency.

Dual-sided functionality, affordability, user experience, and adaptability
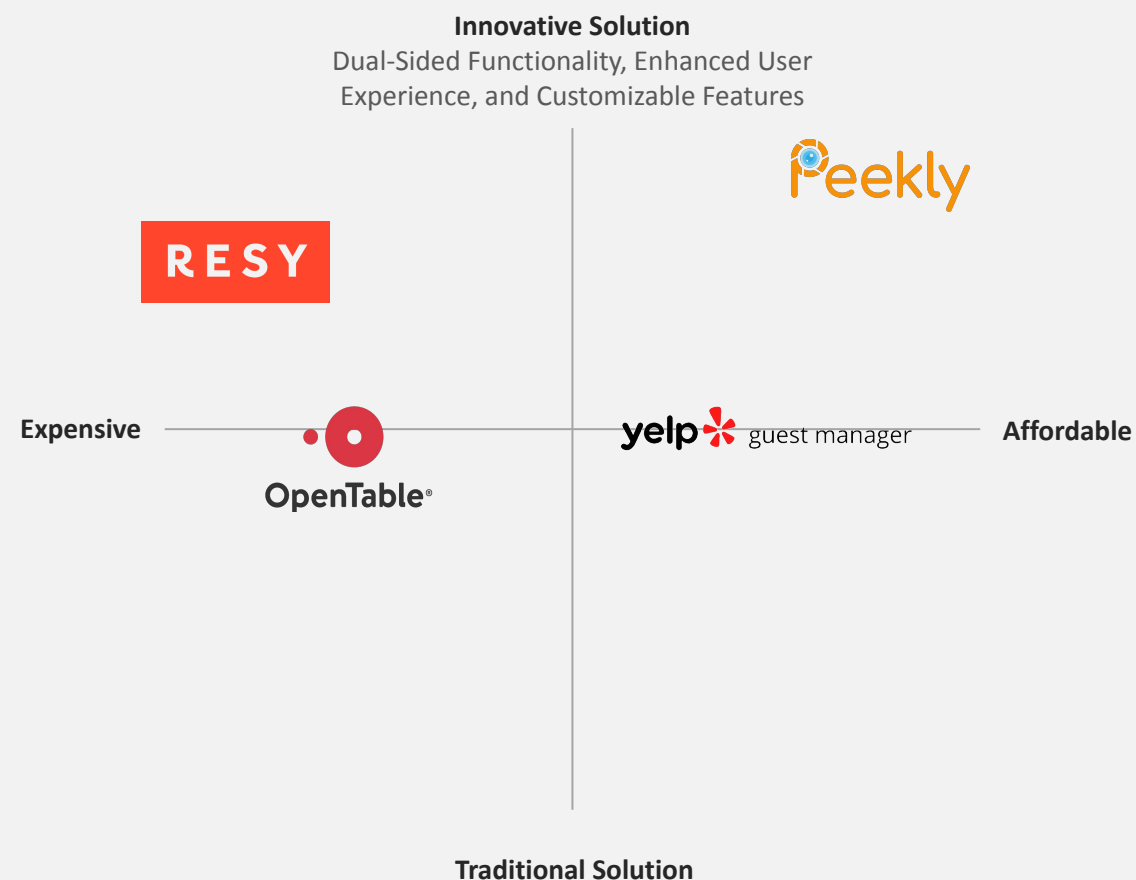
Yelp Guest Manager

- **Revenue:** $1.5B
- **Number of Restaurants:** 11,000+
- **Geographic Coverage:** U.S. Based
- **Competitive Advantage:** High traffic via Yelp ecosystem and Google Maps integration
- **Key Limitation:** Limited analytics and minimal personalization

OpenTable

- **Revenue:** $15.6B
- **Number of Restaurants:** 60,000+
- **Geographic Coverage:** Global Presence
- **Competitive Advantage:** Market leader, strong brand recognition globally
- **Key Limitation:** High pricing and cover fees limit smaller venues

Resy

- **Revenue:** $41.5M
- **Number of Restaurants:** 20,000+
- **Geographic Coverage:** U.S. focused with some international reach
- **Competitive Advantage:** Backed by AmEx, integrated with lifestyle perks
- **Key Limitation:** Low visibility outside AmEx; higher pricing tiers

Innovative Solution
Dual-Sided Functionality, Enhanced User Experience, and Customizable Features

Peekly

RESY

Expensive — yelp guest manager — **Affordable**

OpenTable®

Traditional Solution

Empowering Communities and Sustaining Our Planet

Social Empowerment

Youth Tech Initiative

We are committed to supporting underserved communities through our Youth Tech Initiative, focusing on digital literacy and AI education.

By partnering with local schools, community centers and offering hands-on workshops, mentorship, plus access to emerging technologies, **we equip the next generation with essential skills for the future**.

Environmental Sustainability

Carbon Footprint Reduction

Peekly enables users to plan their outings more efficiently, minimizing unnecessary trips. This community-wide approach decreases fuel consumption and substantially reduces emissions, contributing to a more sustainable environment.

Sustainable Cloud Solutions

Our commitment to environmental responsibility is reflected in our efficient cloud-based system, with plans to partner with green data centers to enhance sustainability as we scale.

Transformation-Driven Team

Delivering Impactful Solutions, Redefining Industry Standards, and Creating Long-Term Value for Stakeholders

Jaye Graham *Founder and CEO*

- Visionary entrepreneur, inspired venture capitalist, and dedicated philanthropist
- Background in technology and education from the New Jersey Institute of Technology
- Focuses on building mission-driven startups that disrupt traditional industries
- Passionate about innovation, driving meaningful change, and promoting sustainable growth
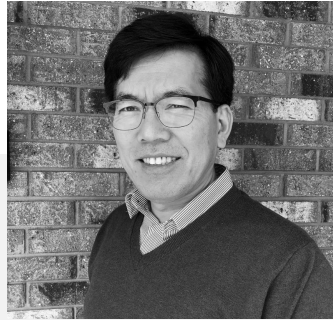
Jay Kim *Hardware Engineer*

- Over 30 years of business development experience, including sales, marketing, financing, product design, and manufacturing quality control
- Renowned for entrepreneurial insight, expertise, and understanding of emerging technologies
- Helps businesses capture new markets and achieve substantial revenue growth

Joon Choi *Software Engineer*

- Specializes in warehouse management, supply chain management, and cloud enterprise resource planning
- Extensive experience in logistics management, web design, and IT consulting
- Leverages automation and digital transformation to streamline complex supply chain processes
- Focused on creating advanced systems, streamlining operations, and addressing evolving business needs

Accelerating Phase 1: Seeking Capital for Development and Market Entry

Total Investment Required

$813,600 — to fully fund product development, infrastructure, and go-to-market execution.

Current Ask (Phase 1)

$390,400 — allocated toward key technical builds, business modules, and operational readiness over the next 6–9 months.

Funds to be released in tranches tied to verified milestones and measurable progress.

Company Contribution to Date

The company has invested $20,000 to initiate core development and validate product–market fit.
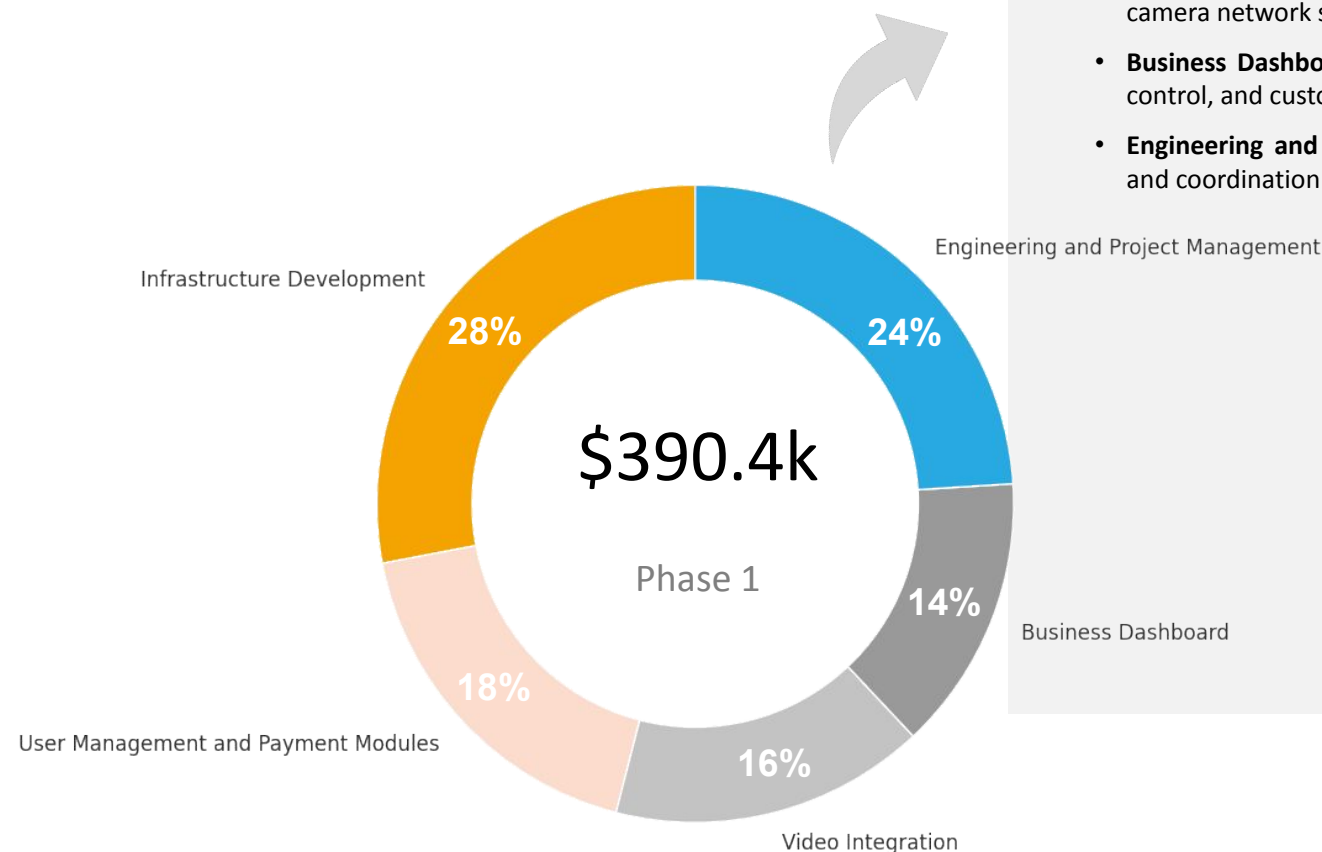
- **Infrastructure Development:** Backend systems, AI models, and user-facing interfaces
- **User Management and Payment Modules:** Account creation, subscription processing, and secure transactions
- **Video Integration:** Real-time streaming and camera network setup
- **Business Dashboard:** Tools for analytics, feed control, and customer behavior tracking
- **Engineering and Project Management:** Hiring and coordination of technical execution teams

Engineering and Project Management

Infrastructure Development 28%

24% Engineering and Project Management

$390.4k

Phase 1

14% Business Dashboard

18% User Management and Payment Modules

16% Video Integration

Financial Projections (USD Millions)

Scalable Growth, Strong Margins, and Diverse Revenue Streams

Revenue Forecast

Peekly projects **$77.9 million in total revenue by Year 5**, driven by subscriptions, AI analytics (PeekSmart), advertising, and camera hardware sales.

Revenue Streams

PeekView: 66% in Year 1 → 45% in Year 2

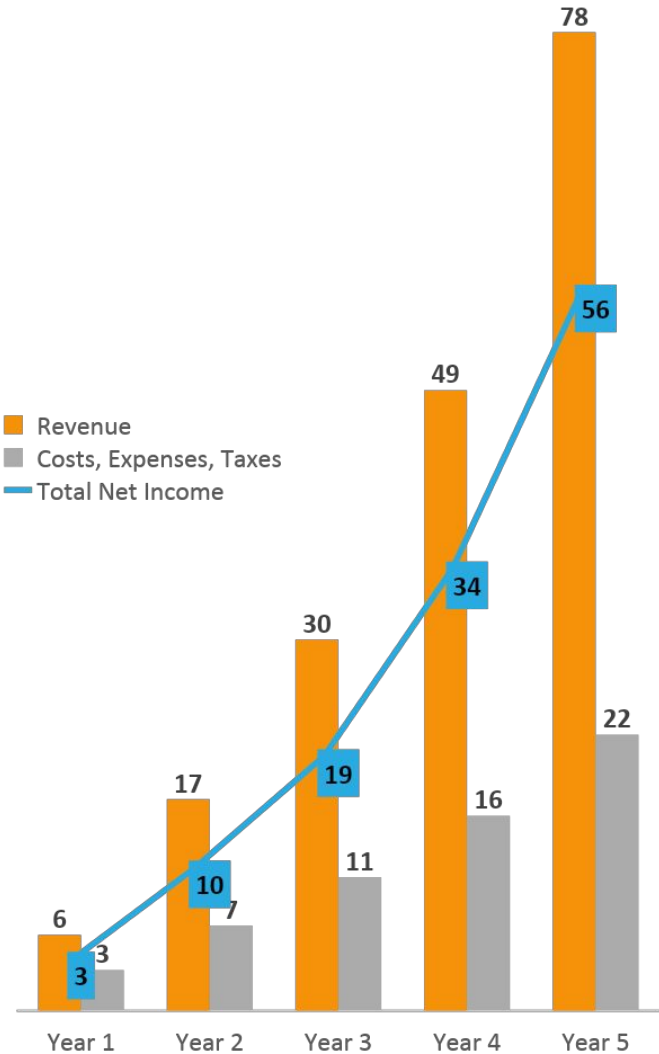PeekSmart: 15% → 32%

Advertising: 9% → 18%

Camera: 9% → 5%

Cost Structure

Sales costs are projected to grow—from **$2.8 million in Year 1 to $22 million by Year 5**—driven by camera hardware, revenue-sharing, and analytics platform operations.

Gross Margin Expansion

Margins are expected to improve from **60% in Year 1 to 75% by Year 5**, as high-margin services like PeekView and PeekSmart scale and drive efficiencies.

Legend:
- Revenue
- Costs, Expenses, Taxes
- Total Net Income

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	6	17	30	49	78
Costs, Expenses, Taxes	3	7	11	16	22
Total Net Income	3	10	19	34	56

Strategic Milestones Achieved

2023 – Foundation Building

✔ Validated market need through extensive research and confirmed product viability via industry interviews

✔ Developed system architecture and wireframes

✔ Completed branding, naming, and UX framework

Product Modules Initiated

✔ UX/UI Design

✔ User Management System

2024 – Platform Development

✔ Finalized business and financial models

✔ Recruited core technical team (engineering, hardware, design)

✔ Developed key features: user registration, live video streaming, payment processing, and dashboard logic

Product Modules Advanced

✔ Payment Module

✔ Dashboard (End User, B2B, SysOps)

✔ Initiated the early stages of the Service Module
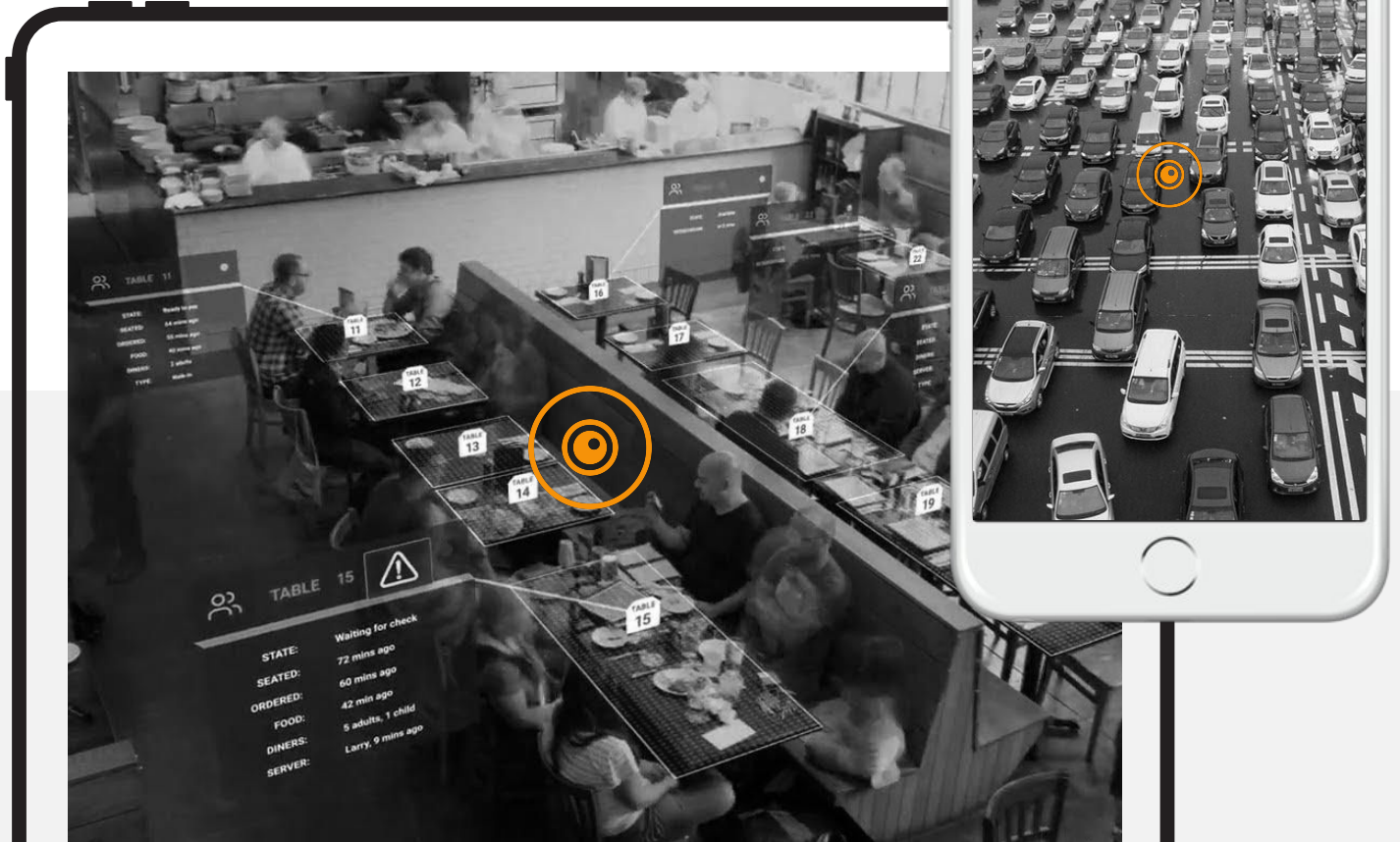
Focusing on Sustainable Growth, Strong Margins, and Defensible IP to Enable a Strategic Market Exit

2025
MVP Rollout and Testing

- Generated early strategic interest from partners and investors (ongoing)
- Launch MVP in a controlled environment with initial user and business onboarding
- Conduct private beta in New Jersey, refined based on live feedback
- Strengthen the team with additional technical hires

Product Modules Launched

- **Service Module:** Real-time monitoring, loyalty programs, and service ratings
- **Business Analytics:** Early behavior and usage tracking

2026
Market Entry and Regional Expansion

- Launch public beta across New Jersey
- Onboard businesses to PeekSmart Lite
- Expand operations to NYC and Philadelphia
- Launch PeekSmart Pro with advanced AI insights
- Achieve 10,000+ users and $1.5M in annual recurring revenue

Product Modules Scaled

- **Business Analytics:** Peak hours and trend tracking
- **Video Analytics:** People counting, demographics, and crowd detection

2027
Optimization and Global Readiness

- Optimize product performance based on multi-region feedback
- Launch ad monetization and data licensing pilots
- Launch Peekly for Events (event tracking)
- Expand to key U.S. cities: Miami, Atlanta, and L.A.
- Prepare an international pilot and position for acquisition or IPO

Product Modules Enhanced

- Video Analytics (advanced segmentation)
- Business Analytics (scalable reporting, licensing integrations)

Risk Assessment and Mitigation Measures

1. Regulatory and Privacy Compliance

Risk: Changes in data privacy laws may limit technology deployment or usage.

Mitigation: Utilize AI-powered blurring technology to automatically obscure faces in real-time video feeds while consulting legal experts to ensure ongoing compliance with evolving privacy regulations.

2. Delays in Product Development

Risk: Technical challenges could delay launch timelines.

Mitigation: Structure development in phases with agile methods and experienced developers.

3. Low Initial Adoption

Risk: Difficulty in reaching early adopters could delay scalability.

Mitigation: Target warm leads, employ a freemium model, and offer incentives to boost onboarding while developing compelling case studies to demonstrate value.

4. Capital Constraints

Risk: Insufficient capital could stall progress.

Mitigation: Operate in lean phases, pursue non-dilutive funding, and diversify our investor network to mitigate funding delays and enhance financial stability.

5. Competitive Pressure

Risk: Larger players may replicate features or undercut pricing.

Mitigation: Differentiate with unique UX, hyperlocal community engagement, and direct feedback integration while prioritizing defensible features.

6. Technological Challenges

Risk: Potential system disruptions due to technological hurdles.

Mitigation: Invest in high-quality developers while maintaining a modular build strategy, allowing updates and upgrades without disrupting the system as a whole.

Invest in the Future of
Real-Time Location Intelligence

Peekly is redefining how

people interact with the

physical world through live

AI-powered visibility, driving

smarter daily decisions while

enhancing operational

excellence.

Peekly

Become part of a

transformative journey.

Contact us to explore

investment opportunities

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