

butlr.

Insight and intelligence for indoor people movement
without violating individual privacy



[click to watch demo video](#)

butlr. Team



Hongbin Deng

Software and Product, CEO



- Harvard M.S., Technology and Innovation
- Researcher at Big Science, MIT Media Lab
- Research published on IEEE, IJCV, SIGGRAPH, ACM, etc.
- International Design Prize in Innovation and space, including Gordon E. Brown Prize, President of IEEE Service and the National
- Former Research Scientist at Google Service



Jiant Zeng

Product & Operation, CFO



- MIT M.S. Engineering and Management & Eng. Product Design and Manufacture
- M.S. International Product Design (Product, System, B2B, B2C Model, and Real Service)
- Designer and Founder, Researcher at MIT Design Lab, Media Lab and Entrepreneur
- Development Management at IBM



Zhen Zhang

Hardware & Network, CTO



- MIT Berkeley B.S., M.S., Ph.D. Systems Engineering
- Postdoctoral Researcher in wireless sensor networks application at MIT Berkeley
- Engineering and Technical Lead at IBM, France
- Team Lead at MIT France (MSc) Project
- Multiple publications in top journals



Isabella Sullins

Interface & Design, CDO



- MIT Berkeley B.S., Post-Master (MCM), Diploma Architecture & Engineering, CDO
- Multiple international awards, publications & exhibitions for Speculative Architecture & Future Strategies projects (Urban Design Museum Award, NewYorker.com, DesignSpace)
- Project CDO at Media Lab



Kent Larson

Technology Advisor



Hong Yang

Business Advisor



Advisors

Market Size

Technology Spending on Activity Monitoring

butlr.

\$60B Retail

\$2.2B Annual Growth on Retail Tech Spending
40% of total investment for increased tech spending 2024

\$39B

Safety + Security

\$15B

Hospitality + Smart Home

\$7.5B

Elderly Care

\$60B

Worldwide Retail Spending on CCTV & Personal Shopper Behavior Analysis

\$12B

U.S. Retail Spending on CCTV & Personal Shopper Behavior Analysis

\$4B

U.S. Specific Retail Camera Footage Spending on CCTV & Product

Butlr's TCV signed: \$1.07M

(Total Contract Value)

Problem

butlr.



VGA Cameras

Antiquated Behavior Monitoring Solutions

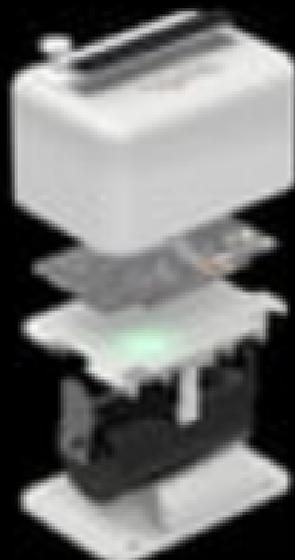
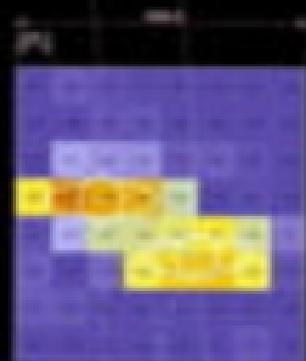
Privacy issues

CCTV footage raises severe privacy concerns

Delayed results

CCTV does not provide real-time results

Solution



Heatic™ Sensor

AI-powered behavior analytics using thermal data

butlr.



Butlr BI™

Real-time business intelligence

Butlr BI™

Real-time Analytics

Real-time traffic tracking and behavior analytics to predict demands and deliver personalized experiences.

Data as a Strategic Assets

- Optimize Product Placement
- Improve Assortment Planning
- Customer Centric Campaign



butlr.
Phase 2



Real-time Promotion

butlr. crafts contextual omni channel marketing based on customers' shopping behavior in store.



Real-time promotion

butlr. creates personalized shopping experience to encourage shoppers to shop longer in stores.

Illustration by Butlr. © 2023 Butlr. All rights reserved.



Retail

Developing cutting-edge Retail Chains
with Real-time Analytics and Prediction
Tools as a part with Online Retailers

\$1M TCV

butlr.

d@butlr.tech

\$70k
Hospitality

Seamless
Smart Hotel Experience

Assisted
Living

Risk Prevention
Activity Monitoring

Construction

Risk Prevention
Geo-Fencing

Safe +
Security

butlr.

AI insight and intelligence for indoor people movement
without violating individual privacy



[click to watch demo video](#)



Butlr. captures individuals' physical location and movements then translates them into powerful intelligence.



Butlr. Increases retail in-store sales by engaging customers and optimizing product placements based on foot traffic.



Butlr. monitors indoor spaces for smart living, security, assisted living situations.

butlr. Team



Honghao Deng

Software and Product, CEO



- Harvard M.Des. Technology with Distinction
- Researcher at City Science, MIT Media Lab
- Research published on CHI, TEL SIGGRAPH, ISWC, 10+ International Design Prize in interaction and space, including Golden A' IF, Core77, Featured on CCTV, Domus, and the National
- Former Research Scientist at Airbnb Samara



Jiani Zeng

Product & Operation, CPO



- MIT M.S. Engineering and Management; B. Eng. Product Design and Manufacture
- 10+ International Product Design Awards: Golden A', IDEA Silver, and Red Dot etc.
- Designer and Foresight Researcher at MIT Design Lab, Media Lab and Seymourpowell
- Development Management at Hills



Ziran Zhang

Hardware & Network, CTO



- UC Berkeley B.S., M.S., Ph.D. Systems Engineering
- Postdoctoral Researcher in wireless sensor networks application at UC Berkeley
- Engineering and Technical Lead at INRIA, France
- Team Lead of NSF-Funded ARHO Project
- Multiple publications in top journals



Ioanna Sotiriou

Interface & Design, CDO



- UC Berkeley M.Arch, New Media BCNM, Diploma Architecture & Engineering UTH
- Multiple international awards, publications & exhibitions for Speculative Architecture & Future Strategies projects (Vitra Design Museum Award, NonArchitecture, BlankSpace)
- Former CDO of Aflixs NGO



Kent Larson

Technology Advisor



Hong Yang

Business Advisor



Advisors

Market Size

Technology Spending on Activity Monitoring

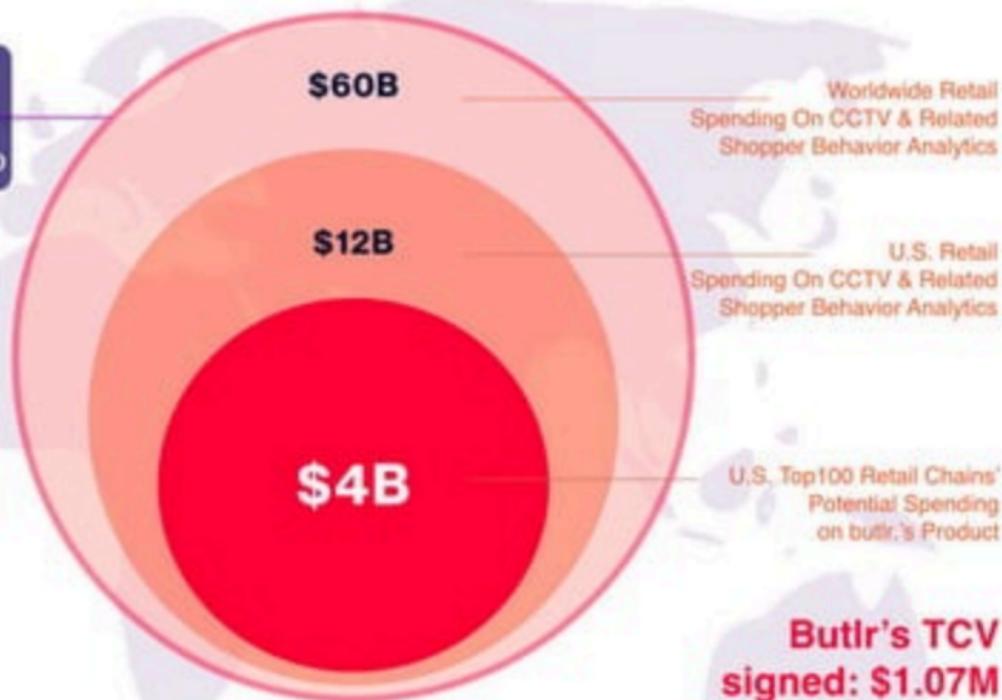
\$60B Retail

\$2.2B Annual Growth on Retail Tech Spending
44% of retail businesses to increase tech spending 2020

\$39B Safety + Security

**\$15B Hospitality+
Smart Home**

**\$7.5B Elderly
Care**



Problem

butlr.



VGA Cameras

-Antiquated Behavior Monitoring Solutions

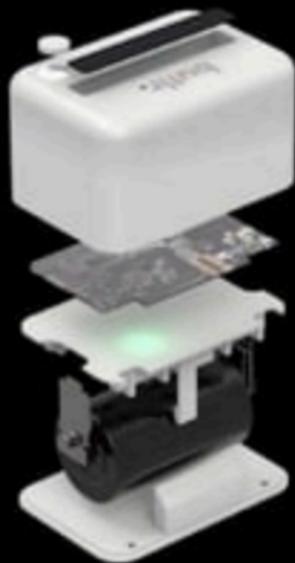
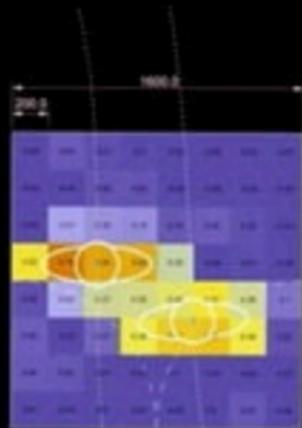
Privacy issues

CCTV footage raises severe privacy concern

Delayed results

CCTV does not provide real-time results

Solution



Heatic™ Sensor

AI-powered behavior analytics using thermal data

butlr.



Butlr BI™

Real-time business intelligence



Realtime shopper trajectories

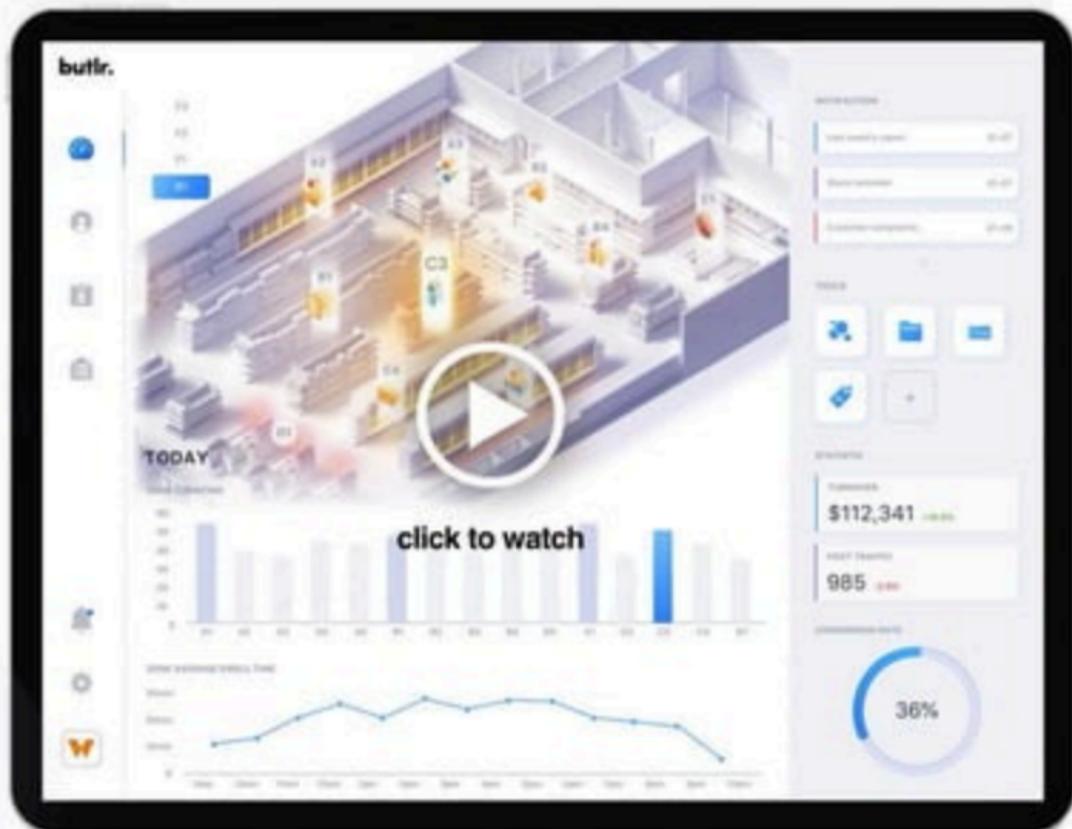
Butlr BITM

Real-time Analytics

Real-time traffic tracking and behavior analytics to predict demands and deliver personalized experiences.

Data as a Strategic Assets

- Optimize Product Placement
- Improve Assortment Planning
- Customer Centric Campaign



butlr.
Phase 2

MORRISON'S



UNSCENTED SHEET WIPES \$24.31
RENEWAL SHEET LAUNDRY DETERGENT \$12.50
SWEETS \$4.00
LHD YOGURT \$9.99

SLURP! \$61.20
MONEY REWARDED \$ 2.13
TOTAL \$ 48.12

YOU SPONDED

24 SHELVES



YOU SAVED

2.13 COLLEGE



You already beat 48.3% customer! Cheer up!

SHEET WIPES

15% OFF

ANY SIZE BAG (ALL VARIETIES)



REDEEMABLE - APPROVED

Valid

EXPIRES 25 JAN 2019

CARD # 4000000000000000
AUTH CODE NUMBER 100 4 20000
MFC ID
TRANSACTION NUMBER
TRANSACTION DATE 18 JAN 2018 11:38
MFC ID NUMBER 0000000000000000

SALE FROM
MORRISON'S

OUR COUPON WALLET

FOR NEW TO

WELCOME TO BUTLR! YOU'VE BEEN GRANTED AN OFFER! PLEASE USE IT!

15% OFF

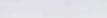
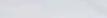
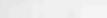
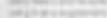
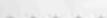
REDEEMABLE

FOR SHEET WIPES & ANY SIZE BAG (ALL VARIETIES)

PLEASE USE THIS COUPON AT CHECKOUT AND MAKE SURE YOU HAVE THE COUPON CODE ENTERED IN THE SYSTEM

SALE'S

FORMULA



click to watch



Real-time Promotion

butlr. crafts contextual omni channel marketing based on customers' shopping behavior in store.

Real-time promotion

butlr. creates personalized shopping experience to encourage shoppers to shop longer in stores.

click to watch

MORRISON'S
554 WINDYBUSH BLVD, WINDYBUSH, SA 5498

18 JAN 17 20 09:00PM 01 JAN 2018



QUICK COOK BABY FOOD MAKER	\$55.45
BABY DIAPERS	\$30.99
SUBTOTAL	\$86.44
MONEY REWARDED	-26.42
TOTAL	\$60.02

YOU BROWSED

105 SHELVES

YOU SAVED

6.42 DOLLARS



Today's SUPER OFFER is you! Congratulations!

YOUR PURCHASE MATCHED

Total

US\$26.42

CARD # 3000000000001234
ALPHA BANK 000001 0000 0000000000000000
MFC 00
TRX 4302 1234567890
TRX 4302 01 JAN 18 2018 17:26
HTTP://WWW.LINKSLUR.COM

butlr.

Phase 2

cell 90

📶

17:30

Friday, January 15



SIX DOLLARS SAVED

Congratulations! Based on your browsing this amount got an extra reward.

RECOMMENDATIONS

The first & only formula that provides extra comfort for 0 to 12 months babies.

TIPS FOR BABIES

Discover 20+ tips that are essential for healthy sleep and development.

Retail

Equipping offline Retail Chains
with Realtime Analytics and Promotion
Tools on a par with Online Retailers

\$1M TCV

butlr.

d@butlr.tech

© butlr, Limited 2020. All rights reserved.

\$70k Hospitality

Seamless
Smart Hotel Experience

Assisted Living

Risk Prevention
Activity Monitoring

Construction

Risk Prevention
Geo-Fencing

Safe + Security