



Hello!



Lamin Faye
Founder & CEO

 **Buddywise**
We create safer workplaces

Life Expectancy

 10%

Child Mortality

 53%

A blue square icon with a white downward-pointing arrow, followed by the text "53%" in a bright green color.

Work-related Deaths

 12%

A blue square icon with rounded corners and a white upward-pointing arrow, positioned to the left of the text '12%'. The text is in a bold, red, sans-serif font.



Safety has a data problem

We are given many early indicators before a serious accident occurs, **the challenge is to catch them.**

Worldwide there are:

Fatalities 3m Non Fatal 395m

To a cost of
€2.7 trillion

For every 1 Fatality:

Near misses
450,000

Unsafe acts & situations
4,500,000

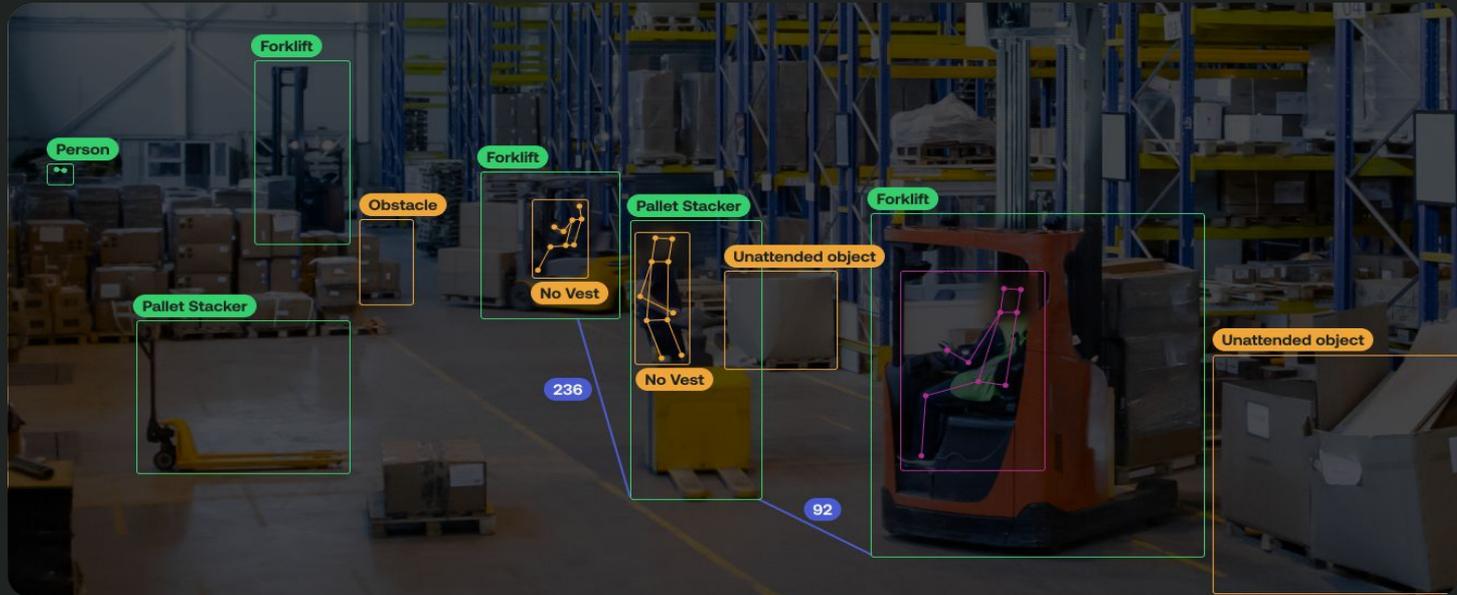


Buddywise is an AI platform that automates detection of workplace safety risks, enabling preventive action and learning



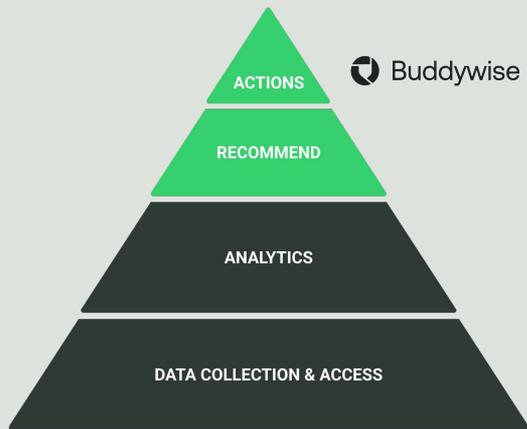


A picture says more than a thousand manual reports





Reaching zero injury requires a new generation safety product



1st Generation

Procedures

Inspections

Basic instructions on safe work processes introduced with industrialisation.



2nd Generation

PPE

Barriers

Fail-safes

Culture

Brick and mortar safety product industry starting with the growing need and regulation.



3rd Generation

EHS Software

RFID

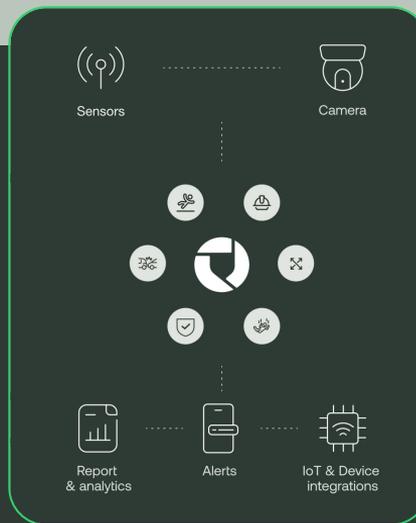
Wearables

Digital safety companies emerge. Software for manual data entry and single purpose sensors.



4th Generation Intelligent Systems

The age of intelligent safety systems. Adding rich visual data and an AI brain to disparate existing devices.





Visual data is the future of EHS

1 Embedded AI will be essential for EHS software competitiveness.

2 Process safety consulting will be the fastest-growing EHS services segment.

3 Lack of a targeted customer strategy will cause the failure of some mid-market EHS software vendors.

4 Three major EHS management platforms will be acquired in the next two years.

5 Psychological safety and employee wellbeing will become standard components of worker health initiatives.

6 EHS software buyers will still prioritize UI and cost over the use of emerging technology.

7 Computer vision for EHS and quality will be core to enabling proactive strategies.

8 Restricted substance compliance failures and lawsuits will intensify.

9 There will be signs of life in the EHS connected worker and IoT market in 2025.

10 Driven by broader software deployments, IT functions' influence in EHS software procurement will rise.

verdantix
PREDICTIONS
2025
 EHS & Quality

Source: Market Insight: 10 Predictions For EHS Technology In 2025 And Beyond

What is computer vision?



Computer vision is the **most technologically mature** field in modern artificial intelligence.



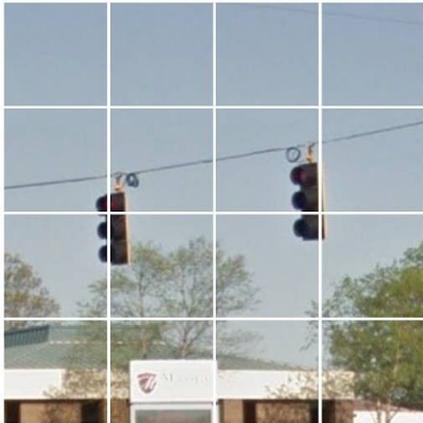
You're all unpaid CV annotators

Select all images with
crosswalks
Click verify once there are none left.



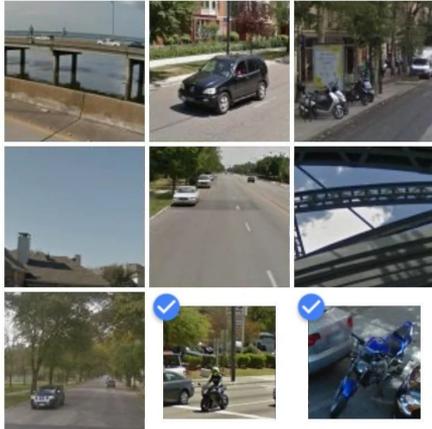
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traffic lights
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motorcycles



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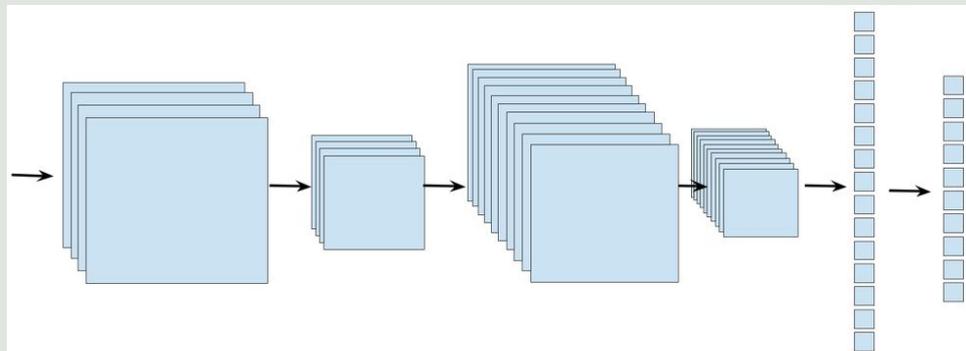
Model training

Input image



Huge amounts of varied, annotated data are fed into the model.

Model architecture



SOTA architectures (State of The Art) learn to recognize patterns and extract information from the images.

Parameter twitching further refines the training process e.g. learning rate, batch size etc..

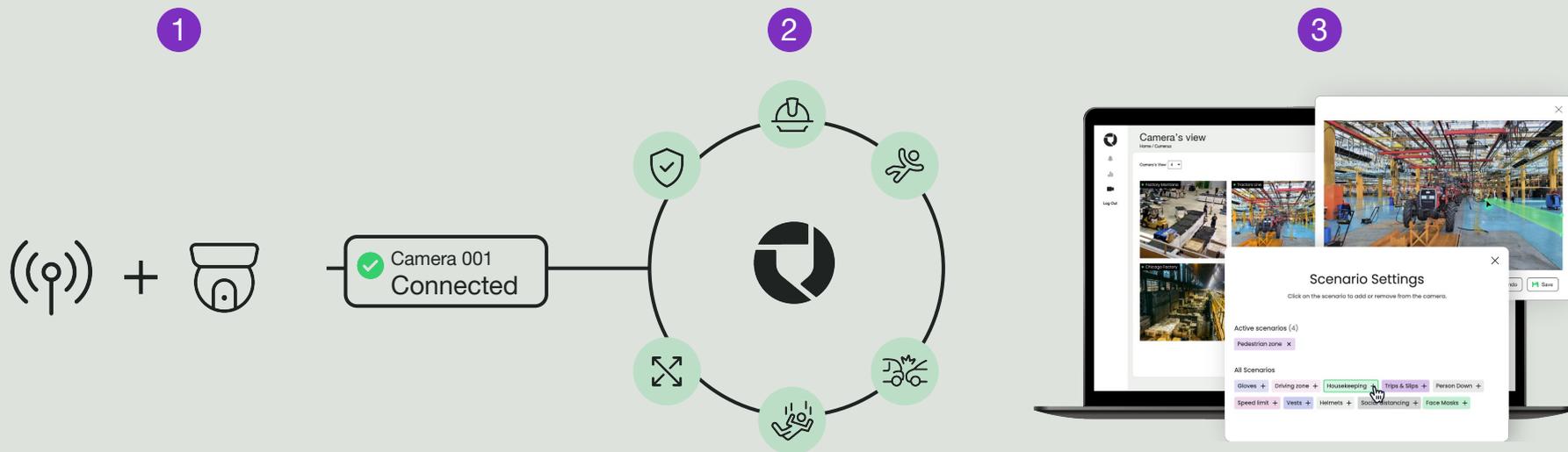
Detections



Predictions are outputted and the model **learns from mistakes** by comparing predictions to ground truth annotations.



How it works



All you need is a internet connection and a camera to get setup with the Buddywise platform.

Cloud based AI risk monitoring models are deployable at an instant.

Action is enabled with...


Reports & Analytics


Alerts

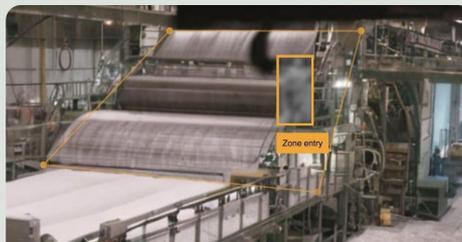

IoT & Device Integrations



The Most Common Risks Are Covered

An absolute majority of accidents are caused by a few root-causes. We detect the key early indicators for these most common high risk scenarios.

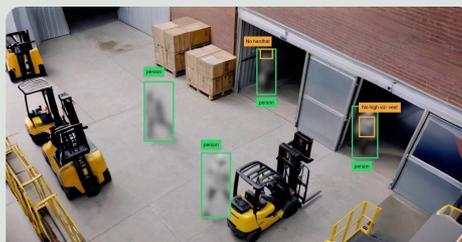
Our observation gathering is based on computer vision creating highly accurate real time data of risks and incidents.



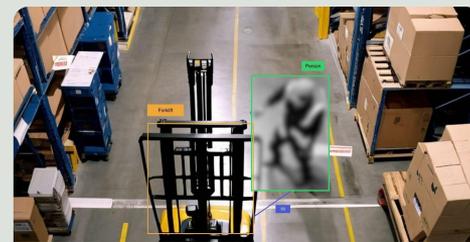
 Area Control



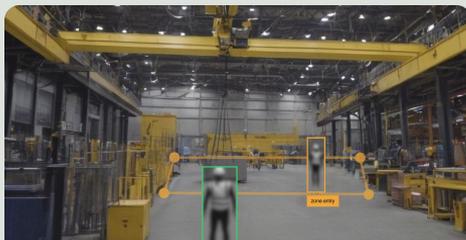
 Housekeeping



 PPE



 Vehicle control



 Crane Safety



 Action Recognition

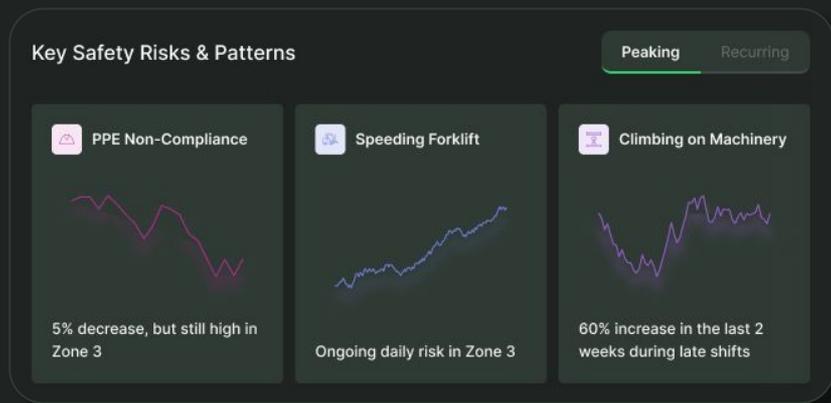


 Digital Inspection



Accident Prediction

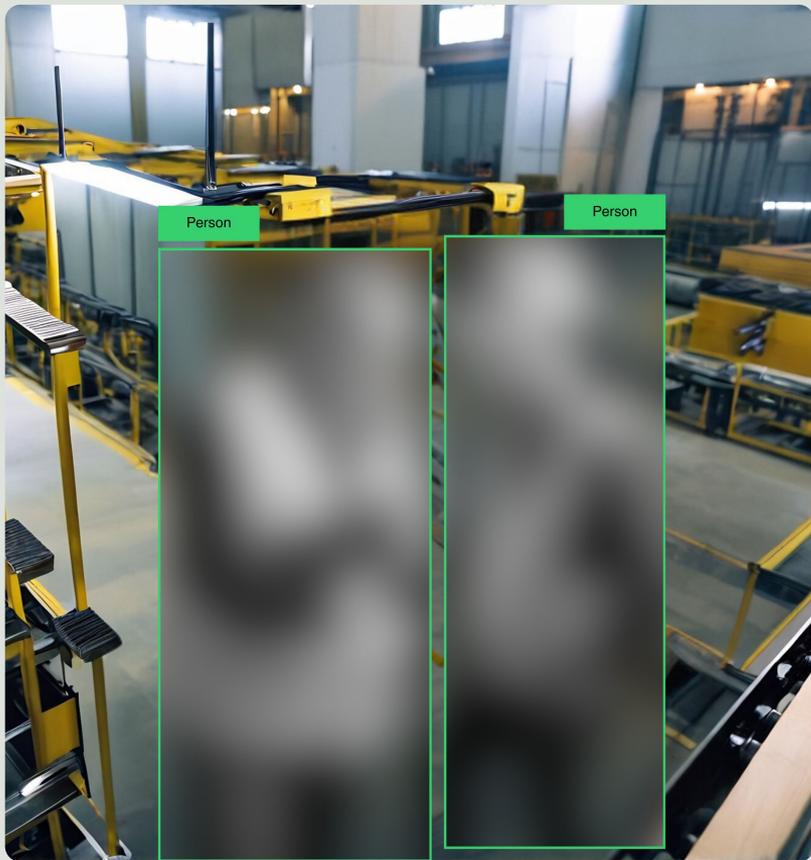
There's an algorithm for the incident-perfect-storm



A combination of different events create the perfect storm for an incident to happen, we help you see the clouds forming,

- ✓ We do the heavy lifting for you; data crunching, analysis & report creation
- ✓ Simply log in, see what's unfolding, and take action with data-backed recommendations.

Less guesswork. More control. A safer workplace.



Privacy is Our Priority

Employers have a legal responsibility to provide a safe workplace by eliminating risks and providing the best possible defenses. This can be brought to a next level with minimal impact on employee's right to privacy, by focusing on image metadata.



Anonymous

Our system analyses video feeds in real time and never identifies subjects. All output is aggregated as visual or tabular data, so no person needs to watch the stream.



Secure

All system data in transit and storage is protected by advanced encryption. Data sent from cameras to server is secured by TLS protocol.



Compliant

With every customer we conduct a Data Protection Impact Assessment and make a customer specific plan.



Powerful Privacy-First By Design

Stick figure blurring

A multi-layered approach to guarantee absolute privacy. Transforms individuals into stick figures, applies customizable blurring by strength & type, and reduces color saturation.



Builds Trust, Removes Concerns

Overcomes the biggest barrier to adoption - the fear of surveillance - by prioritizing privacy, making employees advocates for safety without objections.

Accelerates Deployment

Addresses union concerns, reducing internal friction and accelerates rollout driving higher acceptance and a faster time-to-value.

Engineered for Privacy

Purpose built to align with stringent privacy standards and ensures no personal identification is possible, while retaining the contextual data needed for accurate safety insights.



Connect securely and easily



Buddybox

- Plug-and-play setup
- Zero-trust architecture
- Buddywise managed
- Effortless scaling
- Audit logging
- Bandwidth monitoring

Connecting your cameras to Buddywise Cloud is simple and secure

Choose a connection option that fits your infrastructure, available resources, and security needs

- ✓ We work with your local team to ensure either solution is setup and configured correctly
- ✓ We ensure systems stay online



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Buddywise

