

Industrial Operational Intelligence

Transform existing cameras into operational intelligence that verifies workforce, production, safety and assets in real time.

- **Raising \$500K Pre-Seed** Dubai, United Arab Emirates

PROBLEM

Operations teams do not know what is actually happening.

CCTV only records

Cameras capture everything and verify nothing. Footage is reviewed after failure, never during it.

ERP stores plans

Systems of record hold what was intended, not what physically occurred on the floor.

Biometrics verify entry

Attendance proves someone entered a building. It never proves productive presence.

SOLUTION

Rubicon verifies operations using the cameras already installed.

01 Observe

Existing CCTV becomes a continuous operational sensor.

02 Verify

Activity is confirmed against expectation, not assumed.

03 Explain

Every number is backed by the frame that produced it.

04 Recommend

Operational losses surface with the action to correct them.

PRODUCT

A live operational picture, navigable through time.

Deployed today, running on-premise.

Operations Center

Real-time operational state across every monitored site.

Live Detection

Production, assets, people and safety events as they occur.

Evidence Timeline

Every event retained with the frame that produced it.

Investigation

Move backward through time to the moment of failure.

MARKET

Industries that run on physical operations.

Manufacturing

Production, quality and line performance.

Warehousing

Inventory movement, pallets and forklift safety.

Logistics

Yard, dock and dispatch verification.

Oil & Gas

Safety compliance in high-risk environments.

Facilities

Occupancy, contractors and site operations.

Retail

Shelf availability and store operations.

WHY NOW

The infrastructure is already installed.

Cameras deployed

Millions already installed and underused.

Edge AI affordable

Site-level processing is now viable.

Executive demand

Operational visibility is a board priority.

No replacement

Existing infrastructure is retained.

BUSINESS MODEL

Recurring subscription, expanding by site and camera.

Per Site

Base subscription covering the platform at each facility.

Per Camera

Usage expands naturally as coverage grows.

Services

ERP integration, deployment and enterprise support.

TECHNOLOGY

Built to run where the operation is.

Edge AI

Processing on-site. Footage never leaves the premises.

Existing CCTV

Works with installed cameras. No new hardware.

Evidence Engine

Every claim traceable to its source frame.

Verification

Observation reconciled against expectation.

ERP Integration

Verified events flow into business systems.

Digital Twin

A structured live model of the site. Roadmap.

COMPETITION

Recording is not verification.

- **Traditional CCTV** Records. Does not verify or explain.
- **Vision AI tools** Detects objects. No operational verification.
- **ERP** Holds plans. No view of physical reality.
- **Biometrics** Verifies entry only. Not productive presence.
- **Rubicon A-Eye** Verifies operations, with evidence, on existing cameras, connected to ERP.

ROADMAP

From verified operations to industrial intelligence.

Current

Edge State Engine. Operations Center.
Site Plan.

Next

Workforce Presence. Work Assignment.
Production Intelligence. Digital Twin.
Recommendation Engine.

Future

World Models. Industrial Intelligence
Platform.

FUNDING

\$500K Pre-Seed

Enterprise pilots

Paid deployments with industrial operators.

Engineering hires

Platform and deployment engineering.

Commercial expansion

Go-to-market in the UAE and GCC.

Product-market fit

Convert pilots into recurring contracts.

VISION

Become the operational ground-truth layer for the physical enterprise.

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