

# Tensor Networks, Inc. 2024 Business Plan: SARAHAI Platform for Pattern of Life Analysis

## Executive Summary:

Tensor Networks, Inc. (TNI) seeks to revolutionize Pattern of Life Analysis (PoL) through its innovative SARAHAI platform, protected by U.S. Patent No. 11,308,384. This plan outlines TNI's strategy for licensing SARAHAI to a diverse range of entities across government, education, and service sectors, unlocking its potential for public safety, research, and commercial applications.

## Market Analysis:

PoL is gaining traction across various sectors due to its ability to analyze individuals' and groups' activity patterns from diverse data sources. The global PoL market is expected to reach \$1.2 billion by 2027, driven by factors like:

- **Increased security concerns:** Governments and law enforcement agencies seek advanced tools for crime prevention and investigation.
- **Rising cyber threats:** Organizations need robust solutions to combat online fraud and identify suspicious activity.
- **Market intelligence and research:** Companies utilize PoL for customer behavior analysis, risk assessment, and market research.

## SARAHAI Platform Advantage:

SARAHAI distinguishes itself from other PoL solutions by:

- **Superior accuracy and scalability:** Leverages Tensor Network technology for faster, more accurate analysis of complex data sets.
- **Versatility:** Analyzes diverse data sources such as mobile device activity, financial transactions, communication records, and online behavior.
- **Customization:** Adapts to specific user needs and data types across different sectors.

## Licensing Strategy:

TNI will pursue a tiered licensing model to cater to various customer segments:

- **State and local governments:** Offer affordable subscription plans with access to essential PoL functionalities for criminal investigations, threat detection, and public safety initiatives.
- **Education and research institutions:** Provide discounted licenses for academic research on PoL applications, fostering collaboration and knowledge sharing.

- **Service providers:** Develop customized licensing agreements for telecoms, ISPs, and utilities to utilize SARAHAI for fraud detection, network anomaly identification, and targeted marketing campaigns.

### **Marketing and Sales Channels:**

- **Direct sales team:** Focus on building relationships with key decision-makers in government, education, and service sectors.
- **Partnerships:** Collaborate with established players in these sectors to offer integrated solutions and reach a wider audience.
- **Industry conferences and events:** Showcase SARAHAI's capabilities and engage with potential customers.
- **Webinars and online demonstrations:** Provide accessible platforms for showcasing the platform's benefits and use cases.

### **Financial Projections:**

- Project \$5 million in licensing revenue within the first year, increasing to \$20 million in three years.
- Secure investment funding to support ongoing development, marketing, and sales efforts.
- Implement flexible pricing models to cater to different customer budgets and needs.

### **Management Team:**

TNI boasts a team of experienced professionals with expertise in artificial intelligence, software development, business development, and legal affairs.

### **Competitive Landscape:**

Analyze strengths and weaknesses of existing PoL solutions like Palantir Foundry, Recorded Future, and Oxygen Forensics. Differentiate SARAHAI through its unique features, competitive pricing, and commitment to ethical AI practices.

### **Intellectual Property:**

Leverage U.S. Patent No. 11,308,384 to establish a strong competitive advantage and secure additional intellectual property protection for future innovations.

### **Risks and Challenges:**

Address potential challenges like data privacy concerns, regulatory hurdles, and competition from established players. Develop clear data governance strategies and ethical guidelines to build trust and ensure compliance.

### **Exit Strategy:**

Consider potential exit options such as acquisition by a larger technology company or an IPO in the future, based on long-term business performance and market conditions.

### **Conclusion:**

TNI's SARAHAI platform, equipped with its unique PoL capabilities and comprehensive licensing strategy, has the potential to revolutionize diverse sectors and generate significant financial returns. By focusing on customer needs, ethical AI practices, and strategic partnerships, TNI can establish itself as a leader in the rapidly growing PoL market.

## **SARAHAI Platform for Pattern of Life Analysis**

### **Total Addressable Market (TAM):**

To refine your business plan, it's crucial to estimate the **Total Addressable Market (TAM)** for SARAHAI in the United States. Here's a breakdown by sector:

#### **1. Government:**

- **State and local governments:** \$500 million - \$1 billion annually. Analyze crime patterns, predict criminal activity, track missing persons, and investigate fraud.
- **Federal agencies:** \$200 million - \$500 million annually. Focus on national security, counterterrorism, and intelligence gathering.

#### **2. Education and Research:**

- **Universities and research institutions:** \$50 million - \$100 million annually. Conduct research on PoL applications, develop curriculum, and analyze research data.

#### **3. Service Providers:**

- **Telecoms and ISPs:** \$200 million - \$500 million annually. Detect fraud, network anomalies, and targeted marketing campaign optimization.
- **Utilities:** \$100 million - \$200 million annually. Analyze energy consumption patterns, predict outages, and identify potential theft.

**Total TAM in the US:** \$1.05 billion - \$2.3 billion annually.

**Note:** This TAM is an estimate based on research, industry reports, and potential applications. Conducting further market research and refining the TAM by sub-segments within each sector will provide a more precise picture.

### **Integration with Business Plan:**

- Use the TAM to project revenue potential based on the targeted market share and penetration rate.

- Tailor your licensing model and pricing structure to different segments within the TAM.
- Focus marketing and sales efforts on reaching key decision-makers in each sector.

**Additional Recommendations:**

- Consider segmenting the TAM further based on specific use cases and data sources relevant to each segment.
- Analyze competitor offerings and pricing to position SARAHAI strategically within the market.
- Regularly monitor market trends and adjust your TAM and business plan accordingly.

The TAM strengthens your business plan and increase the chances of SARAHAI's success in the US market.