

AmIMotion

Making the physical world visible, searchable and intelligent

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https://amimotion.com

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Problems

Invisible Bottlenecks

No work in progress visibility ⟶ Process bottlenecks and reduced efficiency

Invisible Places

No indoor navigation ⟶ confusion and delays

Financial Risk

48% Average Equipment Utilization

2T $ Annual productivity loss

Invisible Assets

Workers waste ~70 min/shift searching for assets.

Safety Risk

Emergency mustering takes >30 mins

Invisible Physical world

Sources: Industry Week 2022, Safe Work Australia 2021, Manufacturing Global 2023

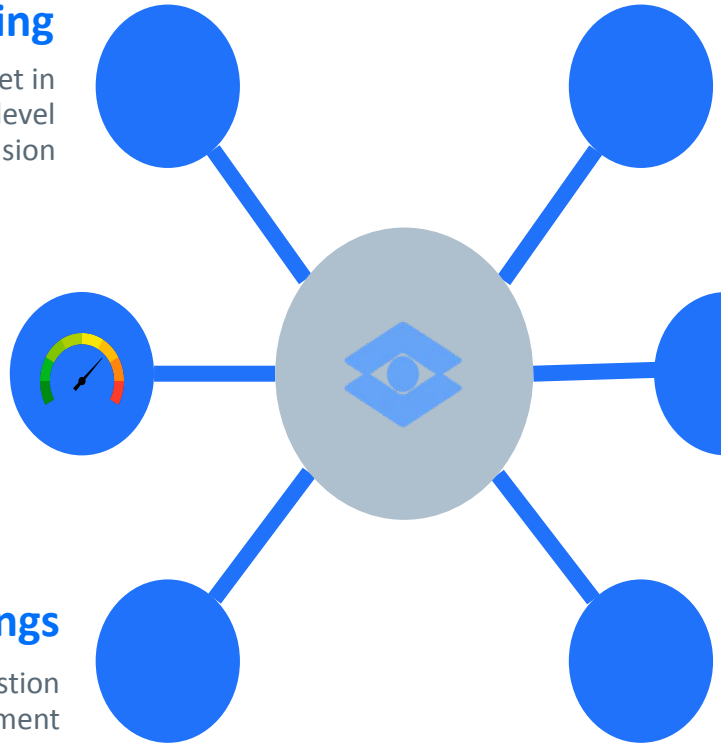
Solution

Precision Tracking

Track people, asset and fleet in 1 platform with cm-level precision

Smart Fleet Manager

Optimize Fleet Operations



Work In Progress Tracking

Seamless Integration with ERP/WMS

Safety Monitor

Automated Safety Alerts and mustering

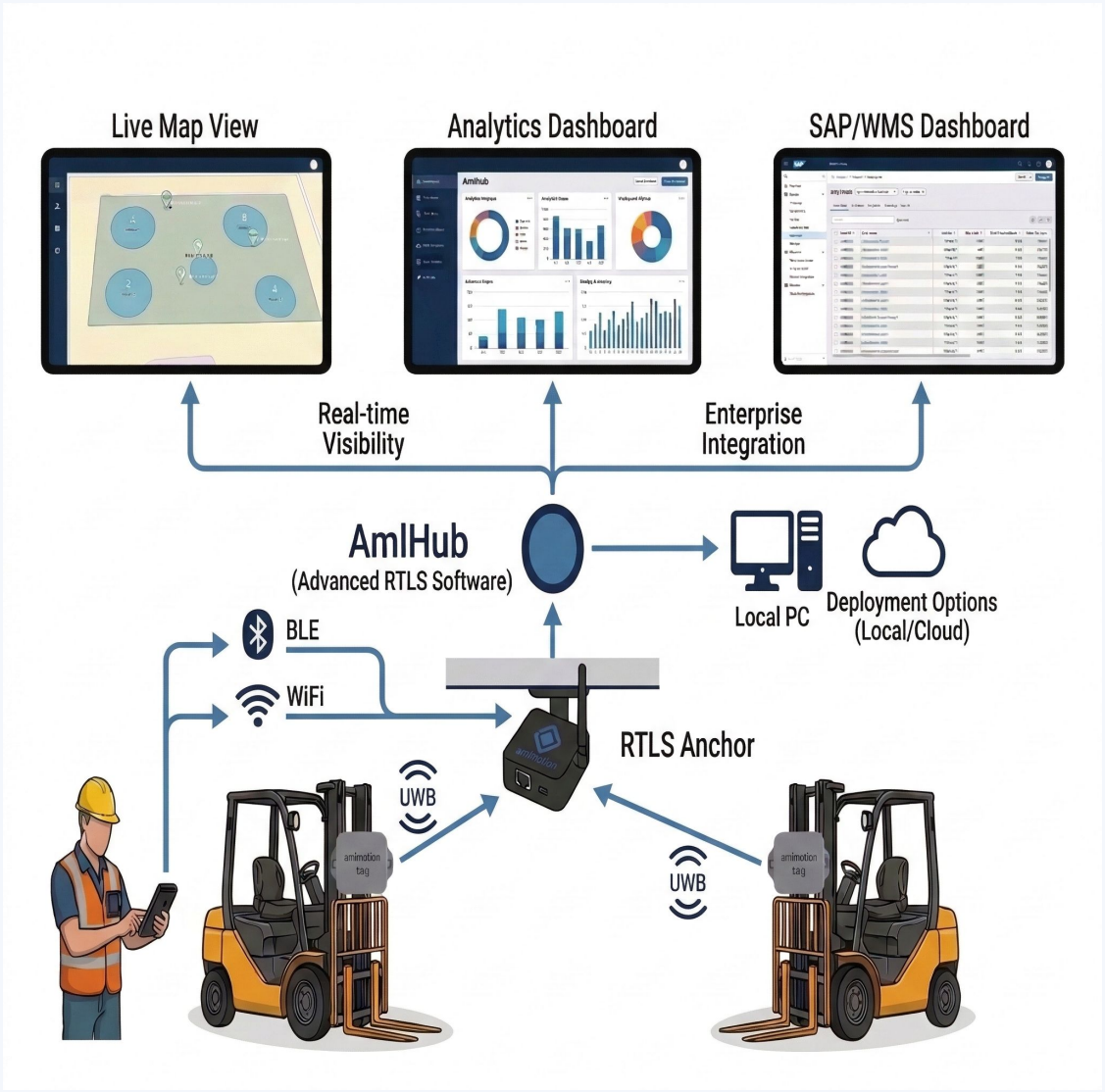
Smart Buildings

Indoor Navigation and congestion management

Ambient Intelligence

Space utilization and optimization

AmIMotion Stack



FLEET MANAGER

AmIFleet

Fleet Utilization
Fleet Automation
Route Optimization

SPATIAL AI

AmISense

Bottleneck Analysis
Spatial Analytics
Process Analytics

RTLS CORE

AmIHub

Live Map View
Modular and configurable
Omlox compliant integrating RFID, GPS, AMRs

RTLS Tags and Anchors

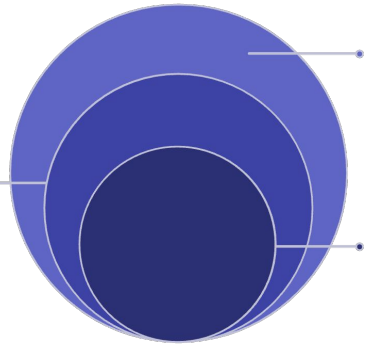
AmRITS

3d RTLS using UWB PDOA (10cm/3deg Accuracy)
UWB (**U**WB + **W**iFi + **B**LE) Anchor
Fully wireless for easy deployment



Market Opportunity

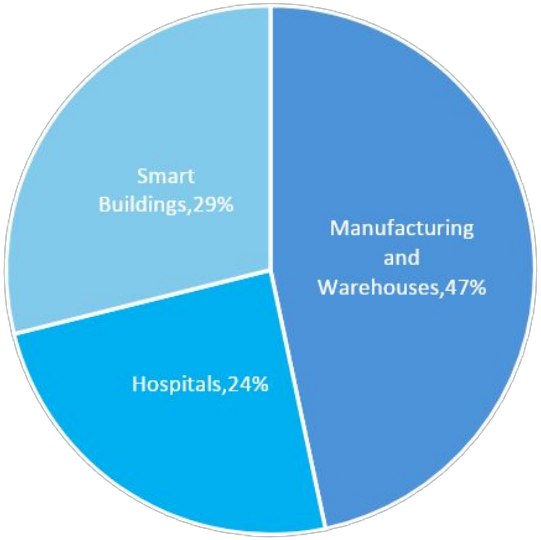
Serviceable Addressable Market
$10–13B (2030) • Large Manufacturing, Warehouse, Hospitals, Airports, Metro



Total Addressable Market
$28–32B (2030)

Serviceable Obtainable Market
$1.5–2B (2030) • Targeted

Market Segmentation



Macro Shift
Shift from asset tracking to **AI-driven production automation and resilient supply chains**

Tech Maturity
Rapid innovation, and industry adoption make **large-scale deployment viable**

Standardization
Emerging standards are advancing indoor positioning **accuracy and interoperability**

* Only 6-8% of factories and warehouse worldwide are large (>250 workers)
** APAC has the highest TAM with >22% CAGR (2025-2030)

Competitive Advantage

Features	Sewio	Ubisense	Quappa	amimotion
Technology	UWB	UWB	BLE AOA	UWB AOA + BLE + WiFi FTM
Accuracy	2D, 30cm	2D, 30cm	2D, 1m	3D, 10cm
Cost of Deployment	Wired backhaul	Wired backhaul	Wired backhaul	Wireless
Interoperability	Omlox APIs. No FiRa compatibility	Proprietary	Proprietary	Fira & Omlox Certified

"True 3D Precision. Effortless Deployment."

Current Traction

4

Pilot deployment (2 Paid)

Across Top manufacturing and supply chain

10+

Customer Pipeline

10K+ LinkedIn Post Impressions

50+

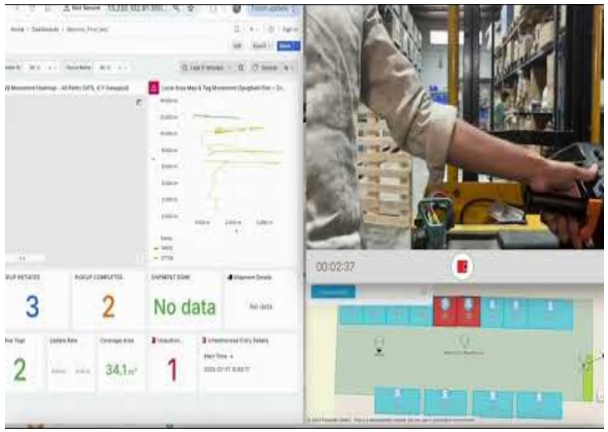
Tags Deployed

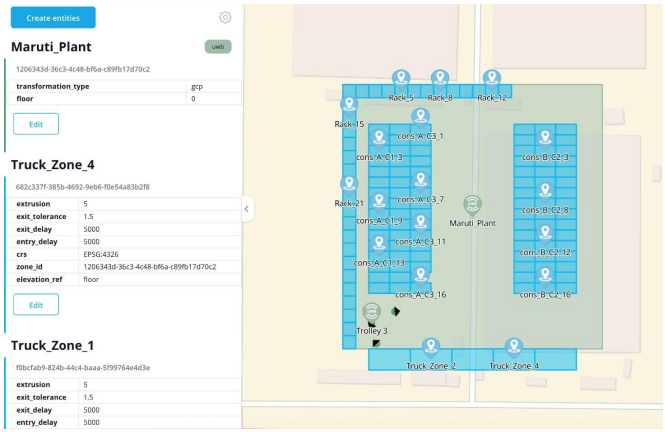
20000 Sqm area covered
Matured Solution

6

Channel Partners

Covering APAC, EU and NA







Business Model

RTLS Tag

$40-60



RTLS Anchor

$150-200



AMIHUB

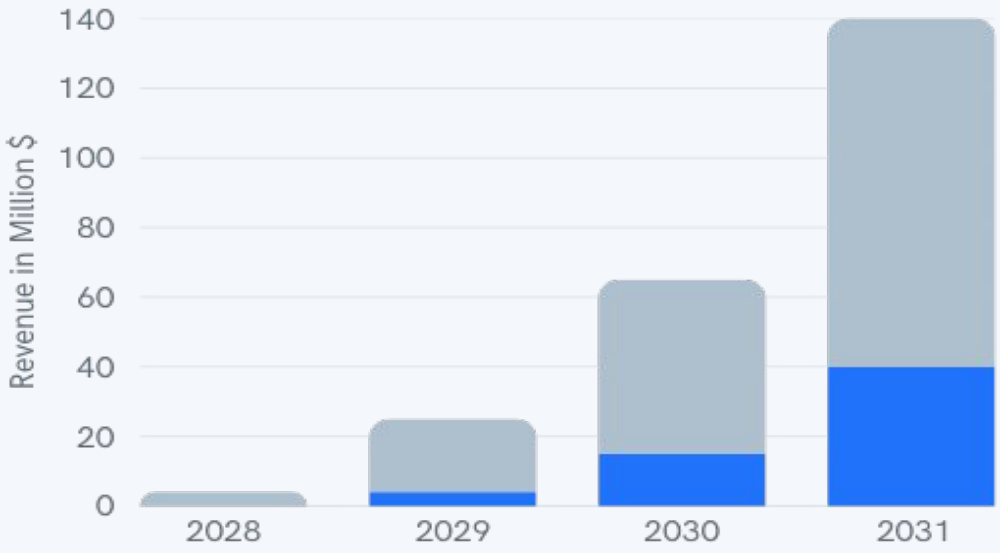
$5 /tag

AMIFLEET

$2 /tag

AMISENSE

$2 /tag



ACV

$200 K

LTV

$1.5 Million

LTV/CVC

3:1+

Growth Plan

RTLS Productization (Q3, 2026)

Convert Pilot customers. Product refinement

RTLS Global Lauch (Q1, 2027)

10+ Channel partners in EU and NA region. Strategic partnership and branding

RTLS Leadership (Q1, 2028)

Scale with 100+ customers in APAC, EU and NA

Smart Building MVP (Q1, 2027)

Reuse RTLS core and Build Smart Building MVP. Identify 2-3 customer segments for effective campaign

Smart Building Launch (Q3, 2027)

Marketing campaign around Smart Cities. Full Scale Pilot with 2-3 leading customers

Smart Building Productization (Q2, 2028)

Scale to all major airports, metro stations in APAC

Founding Team



Kaushal (CEO) – Technology & Innovation Lead

IIT graduate with over two decades of experience building and scaling wireless and IoT technologies while leading product strategy, global business development, and P&L responsibility.



Vivek (CTO) – Hardware & RF Product Expert

23+ years of experience in hardware systems, wireless technologies, and IoT platforms. Deep expertise in building reliable, industrial-grade connected products from silicon to cloud.



Amod (CBO) – Strategy & Growth Leader

IIT/IIM alumnus with 18+ years of experience driving growth, strategy, and operations across multiple industries. Expert in scaling new ventures, building partnerships, and executing high-impact market strategies

Funding Ask

$750K

