



Watchpoint

Intelligent workforce management for security and field operations that transforms how companies manage their mobile workforce through real-time tracking and monitoring, automated processes, and data-driven insights, leading to improved operational efficiency, reduced costs, enhanced compliance, greater client satisfaction, and scalable growth.

The Challenge in Security Operations

Managing a mobile security workforce presents significant operational challenges that impact efficiency, compliance, and profitability.

Manual Processes

Time-consuming paperwork for attendance tracking, payroll management, and incident reporting creates bottlenecks.

Poor Visibility

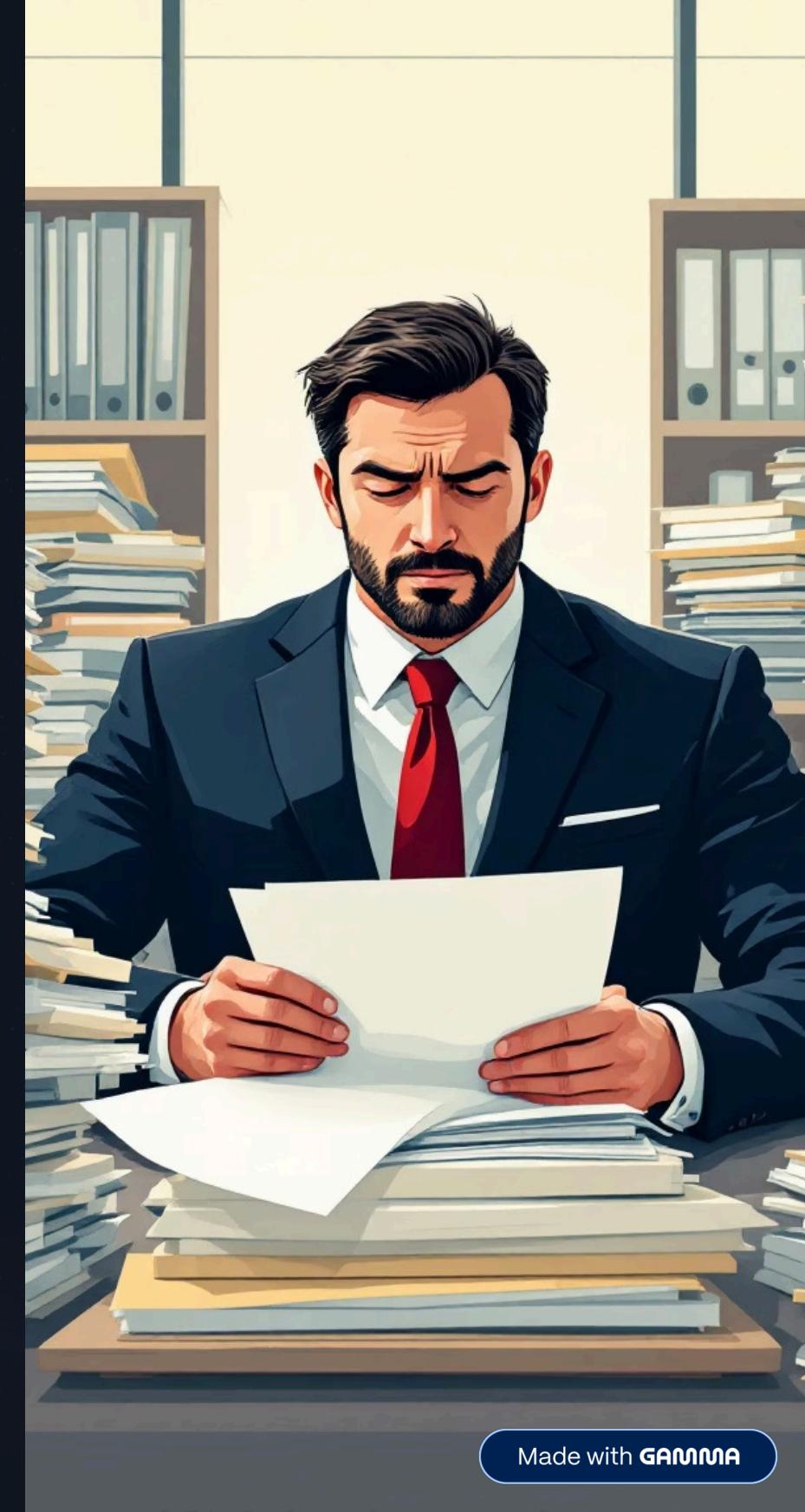
Difficulty in real-time tracking and communication with field personnel leads to operational blind spots.

Compliance Risks

Challenges maintaining accurate records for regulatory audits and client requirements.

Growth Barriers

Outdated systems make it nearly impossible to scale operations efficiently.



Our Solution: Unified Security Management

Watchpoint is a comprehensive platform that transforms security workforce operations through intelligent automation and real-time visibility.

01

Centralised Control

Manage clients, staff, attendance, payroll, and invoicing through one integrated platform.

02

Real-Time Intelligence

Live location tracking and instant communication provide unprecedented operational visibility.

03

Smart Automation

Automated workflows eliminate manual tasks whilst ensuring accuracy and compliance.

04

Data-Driven Decisions

Advanced analytics and reporting enable strategic decision-making and performance optimisation.



Platform Capabilities



Command Dashboard

Real-time overview of key metrics, system status, and operational intelligence for informed decision-making.



Attendance & Leave

Automated attendance tracking, leave management, and comprehensive reporting for payroll accuracy.



Payroll & Invoicing

Automated payroll calculations and professional invoice generation.



Resignation

Automated resignation handling and final report generation.



Client & Location Management

Comprehensive client database with site information, contract details, and service requirements.



Live Tracking

Real-time GPS monitoring of security personnel with geofencing and route optimisation capabilities.



QR Code Systems

Efficient check-in/check-out processes and asset verification through mobile QR scanning.



Emergency alert and realtime chat

Immediate emergency alert notification and realtime communication via online messaging.

Technology Foundation

Built on modern, scalable technology stack ensuring reliability, performance, and future-ready capabilities.

Frontend Excellence

- React with Tailwind CSS for responsive design.
- Vite for optimised build performance.
- React Query for efficient state management.
- Framer Motion for enhanced user experience.

Backend Excellence

- Node.js with Express framework.
- PostgreSQL database for robust data management.
- RESTful API architecture.
- JWT authentication and authorization.
- Industry best practices for security and performance.

Mobile Applications

- Flutter for cross-platform iOS and Android development.
- Clean Architecture for maintainable code structure.
- BLoC (Business Logic Component) for state management.
- Industry best practices for mobile development.
- Native performance with single codebase.

DevOps Excellence

- Jenkins CI/CD for automated deployment pipelines.
- Docker containers for consistent environments.
- Infrastructure as Code for scalable deployments.
- Automated testing and quality assurance.
- Industry best practices for continuous integration and delivery.



ⓘ Enterprise-grade architecture designed for 99.9% uptime and seamless scalability to support growing security operations.

Target Markets & Opportunity (India)

Our go-to-market is focused on the highly fragmented and underserved Indian market.

Primary Market: Security Agencies

Our beachhead market is the 29,193 active PSARA-registered private security agencies in India. This is a massive, low-tech market ripe for disruption.

Secondary Market: Field Service & Mobile Workforce

We will expand into adjacent verticals like field service, logistics, and any company managing a large mobile workforce.

Market Size

- **Total Addressable Market (TAM):** The Indian Field Service Management (FSM) market is valued at USD 500 Million (approx. ₹4,100 Crore) in 2024 and is projected to grow rapidly.
- **Serviceable Available Market (SAM):** Our primary SAM, the Indian private security market, is estimated at ~₹140 Crore in annual software revenue.





Competitive Advantages

Watchpoint delivers unique value propositions that set us apart from fragmented legacy solutions.



Unified Platform

Unlike fragmented tools requiring multiple vendors, Watchpoint provides comprehensive functionality in one integrated solution.

Real-Time Intelligence

Instant access to workforce data and location tracking provides operational advantages competitors cannot match.

Customisable Architecture

Tailored features and workflows adapt to specific business requirements without costly custom development.

Scalable Growth

Cloud-native architecture designed to seamlessly grow with expanding operations and evolving business needs.

Intuitive UI and UX

Developed to have modern, beautiful and intuitive UI and UX.



Revenue Model

Vigilance:
₹99/user/month

Sentinel:
₹199/user/month

Guardian:
₹399/user/month

Recurring Revenue Streams:

- Monthly and annual subscription fees
- Maintenance charges in licensed and custom subscriptions.

Features by Plan

Watchpoint offers tailored functionality across three distinct plans, designed to meet the evolving needs of security and field service operations.

1

Vigilance

Foundational tools for efficient security operations:

- Staff Onboarding
- Attendance Tracking
- Scheduling & Assignments
- Client Management
- Basic Analytics & Reports
- User Roles & Permissions
- Document Management
- Shift Management
- Leave Management

2

Sentinel

Enhanced management with advanced financial and operational capabilities:

- All Vigilance Features
- Payroll Automation
- Invoicing & Client Billing
- Advance Payment Management
- Sales Management
- Expense Tracking
- Tax Calculations
- Financial Dashboards

3

Guardian

Comprehensive, real-time intelligence and communication for critical operations:

- All Sentinel Features
- Live Tracking (GPS) & Geo-fencing
- Live Reports & Dashboards
- In-app Chat & Messaging
- Emergency Services (SOS, Panic Button)
- Incident Reporting & Real-time Alerts

Current Development Stage

We are currently in a crucial development stage, with one live client actively testing and integrating the Watchpoint software. This client is leveraging our comprehensive suite of completed modules to streamline their operations.

The following core modules are complete and being rigorously tested in a real business environment, demonstrating the robust and comprehensive nature of what's already built:

1

Client/Site Management

2

Team Management

3

Assignments and Shifts Management

4

Attendance Reporting with multiple export options

5

Patrol reporting with smart shift scheduling

6

Incident Reporting

7

Leave Management

8

Resignation Management

9

Advance Salary Reporting and Management

Go-To-Market Strategy

A focused, high-efficiency plan to acquire the first 10,000 guards and 25–30 paying agencies within 18–24 months.

1

Direct Agency Sales (Founder-Led in Phase 1)

Targeting mid-size security agencies (40–500 guards) with fast adoption cycles.

Execution:

- A dedicated **salesperson** handles all cold calls, follow-ups, WhatsApp outreach, and demo booking
- Founder steps in **only for high-intent demos or final verification**
- Field visits + problem-focused selling
- Salesperson added on payroll early, ensuring continuous pipeline building

Why it Works:

Security company owners buy only after seeing the product and trusting the founder.

2

Onboarding-Led Conversion

Strong activation = high conversion.

Execution:

- 14-day free trial
- Full onboarding done by us for the agency
- Migrate their attendance → payroll → shifts in 48 hours
- WhatsApp-based agency support

Why it Works:

Once a security agency switches their attendance & payroll, they never go back.

3

Channel Partnerships (High Leverage, Low Cost)

Build partnerships with players who influence 1,000+ agencies.

Partners:

- Security associations (state-level PSARA bodies)
- Security consultants
- Payroll outsourcing companies
- CCTV & surveillance resellers

Why it Works:

Each consultant typically advises 20–50 agencies → highly scalable acquisition.

4

Industry Presence & Reputation Building

Security owners trust products with visibility and credibility.

Execution:

- Presence at security expos (large ROI)
- Case studies from first 3–5 agencies
- WhatsApp groups outreach (industry groups)
- Thought-leadership content: "Guard Operations Playbook"

Why it Works:

Agencies follow proven results → one good agency becomes 5.

5

Referral Engine

Security agency owners have tight networks.

Execution:

- Referral rewards for agencies (discounts on next bill)
- Referral rewards for supervisors (₹200–₹300 per agency converted)

Why it Works:

Supervisors often work in multiple agencies. A single supervisor can bring 3–10 agencies.



18–24 Month GTM Targets

- 25–30 paying agencies
- 8,000–10,000 guards live (breakeven point)
- ₹15L+ MRR
- 2-person sales team
- National presence with partners

Investment Opportunity

Raising **₹1.5 Crore Seed Round** to accelerate product development, build a lean sales engine, and establish early market leadership in India's 29,000+ security agency sector.

Use of Funds — ₹1.5 Crore Seed Round

A lean, capital-efficient plan designed to reach product-market fit and acquire our first 10,000 guards within 18–24 months.

Product & Engineering — 60% (₹90,00,000)

Build, refine, and scale our core product to enterprise-grade reliability.

Allocation:

- 1 Frontend Engineer
- 1 Backend Engineer
- 1 DevOps + QA
- Mobile development (Flutter)
- Server infrastructure & databases
- Security, testing, and performance optimization

Objective: Deliver a stable, scalable platform that can support 10,000+ guards with <5% of revenue spent on infra.

Sales & Growth — 30% (₹45,00,000)

Aggressive market acquisition in the first 18 months.

Allocation:

- 1–2 sales hires (commission-heavy)
- Field demos & onboarding support
- Travel & partner channel costs
- Marketing content and industry presence
- Sales operations tooling

Objective: Acquire 25–30 paying agencies (breakeven point) and scale to 10,000 guards.



Operations, Legal & Admin — 10% (₹15,00,000)

Lean operational backbone for smooth execution.

Allocation:

- Registered office & compliance
- Accounting, legal & audit
- Basic admin tools
- Minimal office & operational expenses

Objective: Maintain regulatory compliance and smooth functioning with minimal overhead.

Our Capital-Efficient Path to Profitability

A lean, revenue-first approach designed to reach profitability within 18–24 months, powered by predictable subscription revenue.

Achieve profitability at ~₹15,00,000 Monthly Recurring Revenue (MRR) while maintaining a tightly optimized cost structure.

Our burn remains low due to:

- A compact 5-member core team
- Efficient infrastructure costs
- Founder-led sales in early phases
- High-margin SaaS pricing

The Breakeven Math (Updated for New Pricing)

Monthly Revenue Needed for Breakeven

Includes salaries + infra + sales ops + G&A

Breakeven Target: ~₹15,00,000 MRR

Average Revenue Per Guard (ARPU)

Based on new pricing tiers (₹99 / ₹199 / ₹399) and adoption mix:

- 60% Vigilance
- 35% Sentinel
- 5% Guardian

Blended ARPU ≈ ₹180 / guard / month

Guards Needed to Break Even

₹15,00,000 / ₹180 = ~8,333 guards

Agencies Needed

Average agency size = 40–250 guards

Breakeven = ~25–30 agencies

(identical to your original target, but with stronger pricing logic)

Our 24-Month Profitability Plan

Phase 1: Launch & Stabilize (Months 1–4)

1

Action:

- Finalize modules
- Founder-led demos
- Begin onboarding first 3–5 agencies
- Validate pricing & workflows

Capital: 100% investor-funded

Phase 3: Scale to Profit (Months 15–24)

3

Action:

- Grow to 25–30 agencies
- Reach 8,000–10,000 guards
- Monthly revenue crosses ₹15L MRR
- Operating profit achieved

Capital: Business becomes self-sustaining

Phase 2: Sell & Expand (Months 4–15)

2

Action:

- Acquire 10–20 agencies
- Add 1 sales hire (commission-heavy)
- Use early revenue to cover part of monthly burn
- Improve automation & onboarding

Capital: Hybrid (Investor + Early Revenue)

Why This Model Works

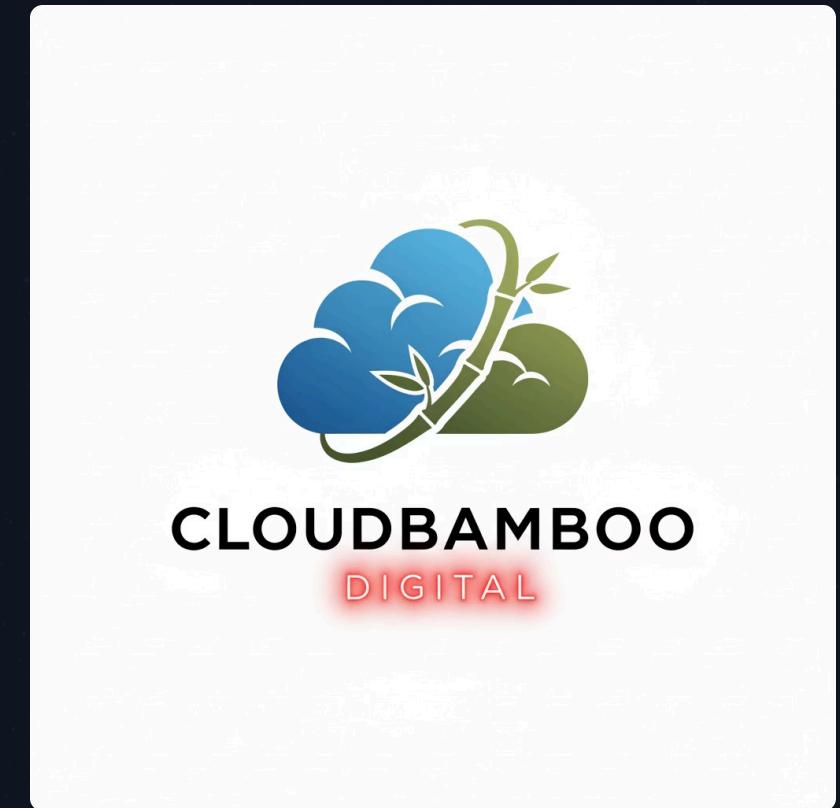
- Massive market: 29,000+ agencies
- Low churn (agencies never switch once payroll + attendance is set)
- High ARPU potential (Guardian upsells)
- Extremely low infra cost (<5% of revenue)
- Highly repeatable founder-led sales motion

We reach profitability by capturing less than 0.1% of the Indian security agency market, leaving the majority of funds available for controlled scaling.

About CloudBamboo Digital

Building powerful SaaS solutions that transform how businesses across all industries operate, scale, and grow.

- CloudBamboo Digital LLP
- Limited Liability Partnership
- Founded in 2025
- Registered Office: Kharamakha, Mazbat, Assam, India



Visit cloudbamboo.in for more information about the project