

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

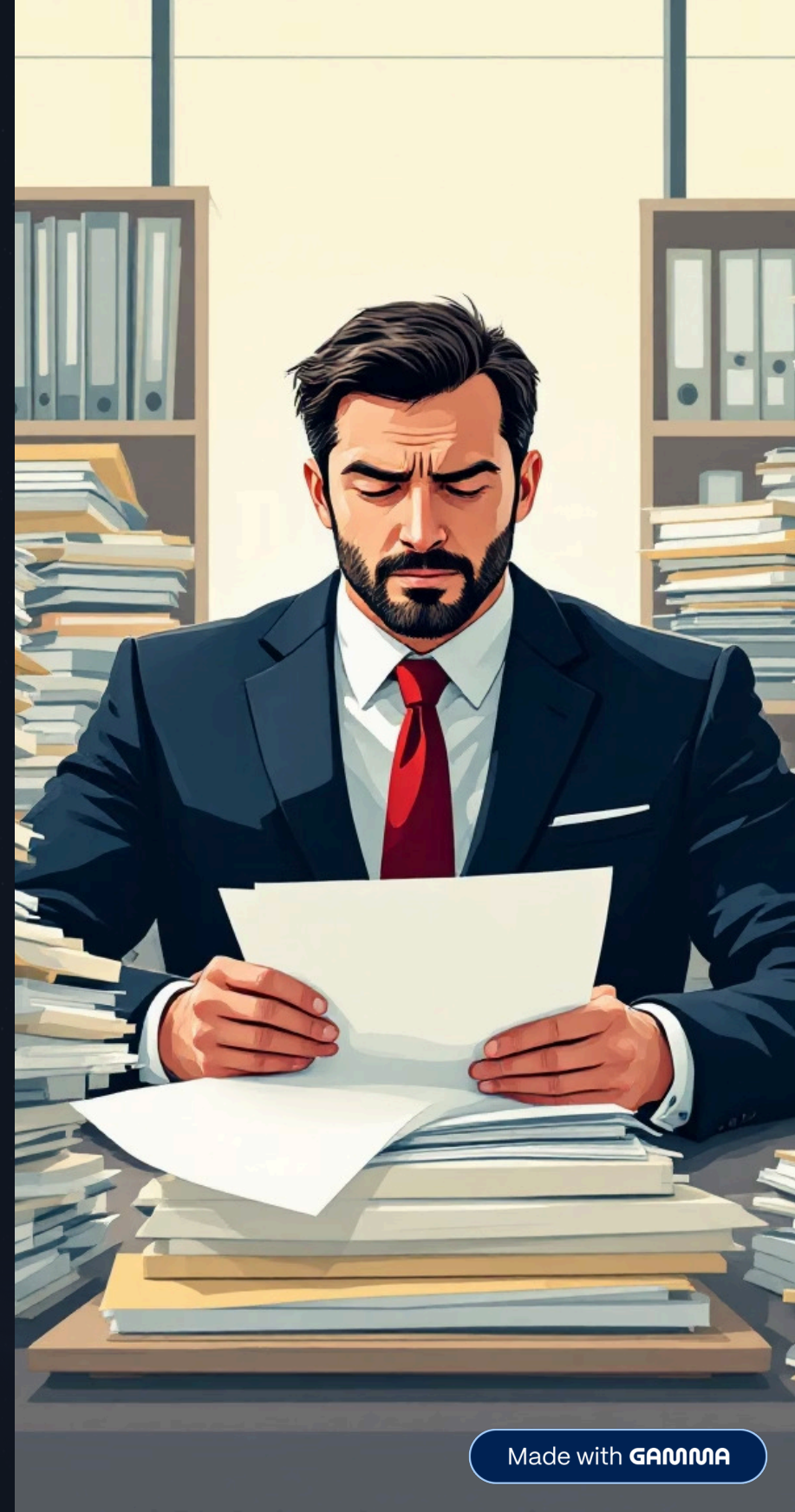
Difficulty in real-time tracking and communication with field personnel leads to operational blind spots.

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Outdated systems make it nearly impossible to scale operations efficiently.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.



i 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	2	3
<div>Vigilance</div> <div>Foundational tools for efficient security operations:</div> <div><ul style="list-style-type: none">• Staff Onboarding• Attendance Tracking• Scheduling & Assignments• Client Management• Basic Analytics & Reports• User Roles & Permissions• Document Management• Shift Management• Leave Management</div>	<div>Sentinel</div> <div>Enhanced management with advanced financial and operational capabilities:</div> <div><ul style="list-style-type: none">• All Vigilance Features• Payroll Automation• Invoicing & Client Billing• Advance Payment Management• Sales Management• Expense Tracking• Tax Calculations• Financial Dashboards</div>	<div>Guardian</div> <div>Comprehensive, real-time intelligence and communication for critical operations:</div> <div><ul style="list-style-type: none">• 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</div>

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	2	3	4
Client/Site Management	Team Management	Assignments and Shifts Management	Attendance Reporting with multiple export options
5	6	7	8
Patrol reporting with smart shift scheduling	Incident Reporting	Leave Management	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.



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.

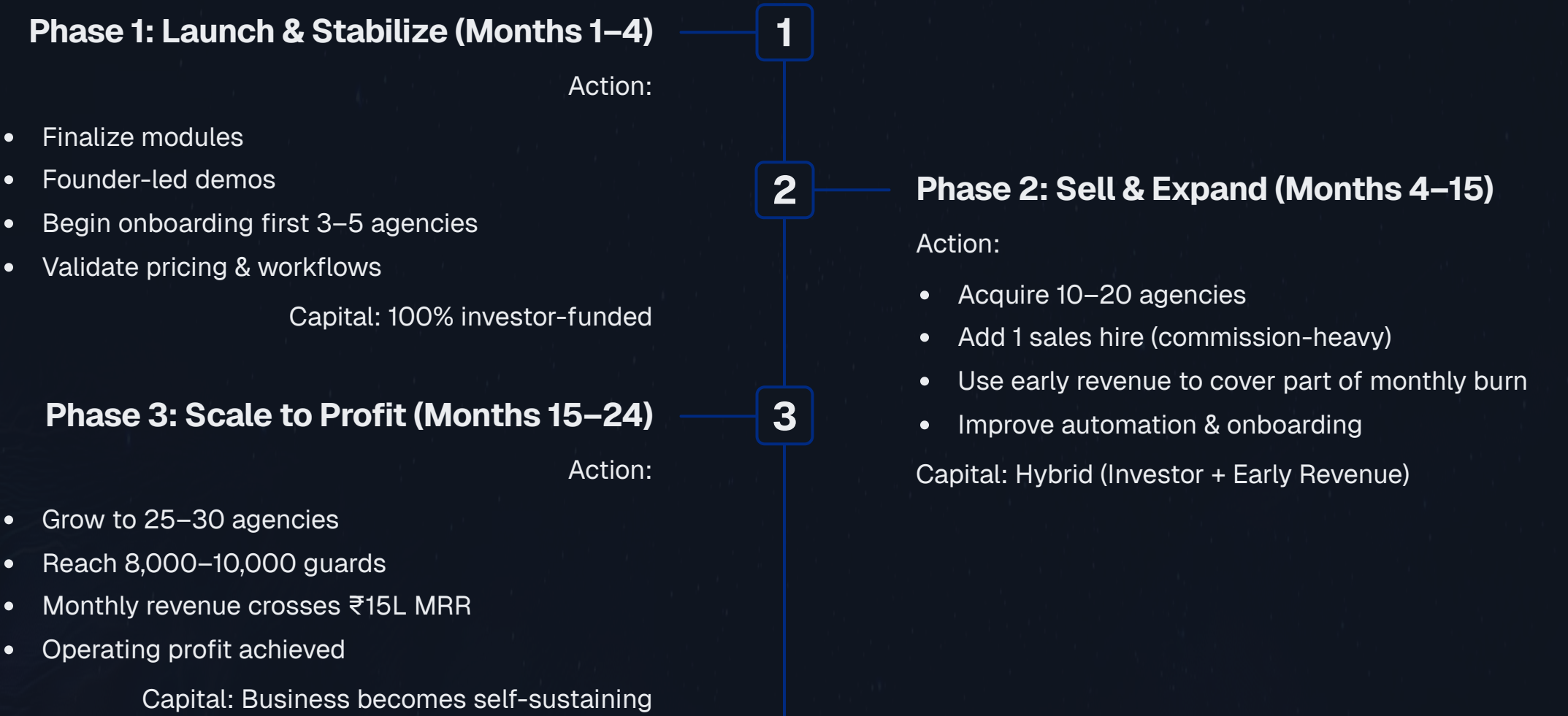
Our burn remains low due to:

- 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)

<div>Monthly Revenue Needed for Breakeven</div> <div>Includes salaries + infra + sales ops + G&A</div> <div>Breakeven Target: ~₹15,00,000 MRR</div>	<div>Average Revenue Per Guard (ARPU)</div> <div>Based on new pricing tiers (₹99 / ₹199 / ₹399) and adoption mix:</div> <div><ul style="list-style-type: none">• 60% Vigilance• 35% Sentinel• 5% Guardian</div> <div>Blended ARPU ≈ ₹180 / guard / month</div>
<div>Guards Needed to Break Even</div> <div>₹15,00,000 / ₹180 = ~8,333 guards</div>	<div>Agencies Needed</div> <div>Average agency size = 40–250 guards</div> <div>Breakeven = ~25–30 agencies</div> <div>(identical to your original target, but with stronger pricing logic)</div>

Our 24-Month Profitability Plan



Why This Model Works

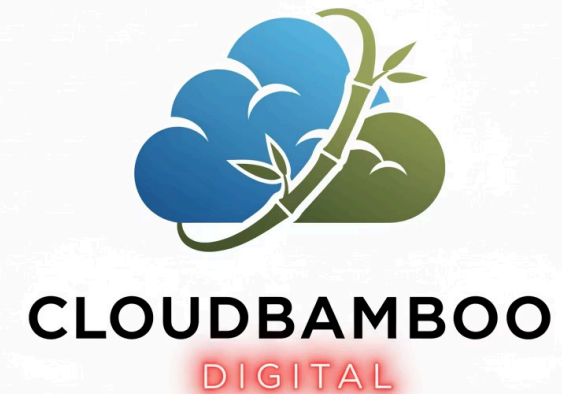
- Massive market: 29,000+ agencies
- Low churn (agencies never switch once payroll + attendance is set)
- High ARPU potential (Guardian upsells)
- Extremely low infra cost (<5% of revenue)
- Highly repeatable founder-led sales motion

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