



Telecommunications Franchisee

Viseum® Community SafetyWatch® - Residential Service Deployment

This USD proposal is based on a Telco being the Viseum® Community SafetyWatch® (CSW) Franchisee, also acting as an intermediary for the additional associate supply member services that compose the Viseum® Community SafetyWatch® service bundle.

Supply member services:

- Telco - Broadband, phone, mobile and TV
- Insurance - Contents and buildings
- Energy - Gas and electricity

Service Fees:

CSW setup:	125
CSW annual:	168
Telco services annual:	744
Insurance annual:	485
Energy annual:	1,820

Starting with 4 pilots and 3 neighbouring expansions in year 1, growing service deployment to 177,882 homes in 200 communities over 5 years.

Summary

During the first 5 years this will have generated extra revenue of **\$282.67 million**.

After 5 years, additional ongoing annual revenue reaches **\$212.67 million per year**.





Volumes

	Year	1	2	3	4	5
Communities targeted by end of year.		7	22	64	122	200
Homes targeted by end of year.		4,200	19,200	71,700	158,700	314,700
CSW subscriptions by end of year.		1,932	9,132	36,432	84,282	177,882
This includes new subscriptions of supply member services:						
	Telco	1,344	6,384	25,809	60,261	128,901
	Insurance	427	2,155	9,224	22,059	48,036
	Energy	333	1,638	6,826	16,342	34,937
Averages:						
	Homes per community	600	1,000	1,250	1,500	2,000





Revenue Streams

	Year	1	2	3	4	5
CSW setup.		241,500	900,000	3,412,500	5,981,250	11,700,000
CSW service in year.		162,288	929,376	3,827,376	10,139,976	22,021,776
Franchisee additional services in year.		499,968	2,874,816	11,975,796	32,018,040	70,368,264
Associate members additional services in year.		406,532	2,419,326	10,461,181	28,669,263	63,662,190
Broken down as follows:						
	Insurance	103,555	626,150	2,759,371	7,586,109	16,998,041
	Energy	302,977	1,793,176	7,701,811	21,083,154	46,664,149
Total additional revenues in year.		1,310,288	7,123,518	29,676,853	76,808,529	167,752,230
Running total additional revenues.		1,310,288	8,433,805	38,110,659	114,919,187	282,671,418

Ongoing Additional:

CSW service.	29,884,176
CSW franchisee services.	95,902,344
Associate members services.	86,882,630

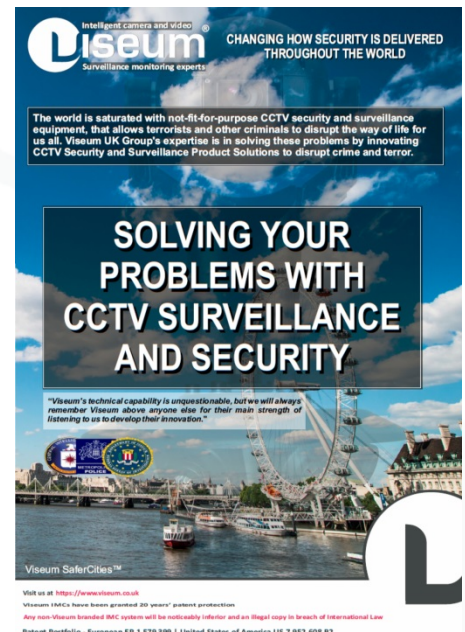
Broken down as follows:

Insurance	23,297,417
Energy	63,585,214

Total ongoing additional revenues. **212,669,150**



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Patents Granted European Patent > [EP 1 579 399](#) < & United States of America > [US 7,952,608 B2](#) <

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