Buddywise



We create safer workplaces

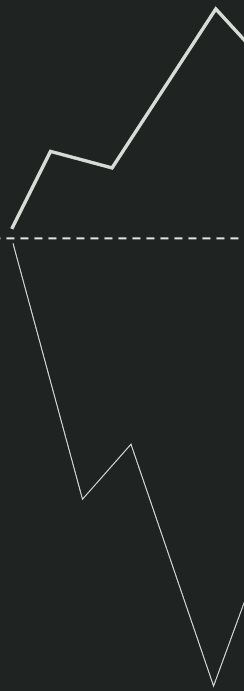
Risks go undetected and cost trillions

Worldwide there are:

Fatalities
260k

Not-fatal
374m

To a cost of
€2.7 trillion



We are given many early indicators before a serious accident occurs, the challenge is to catch them.

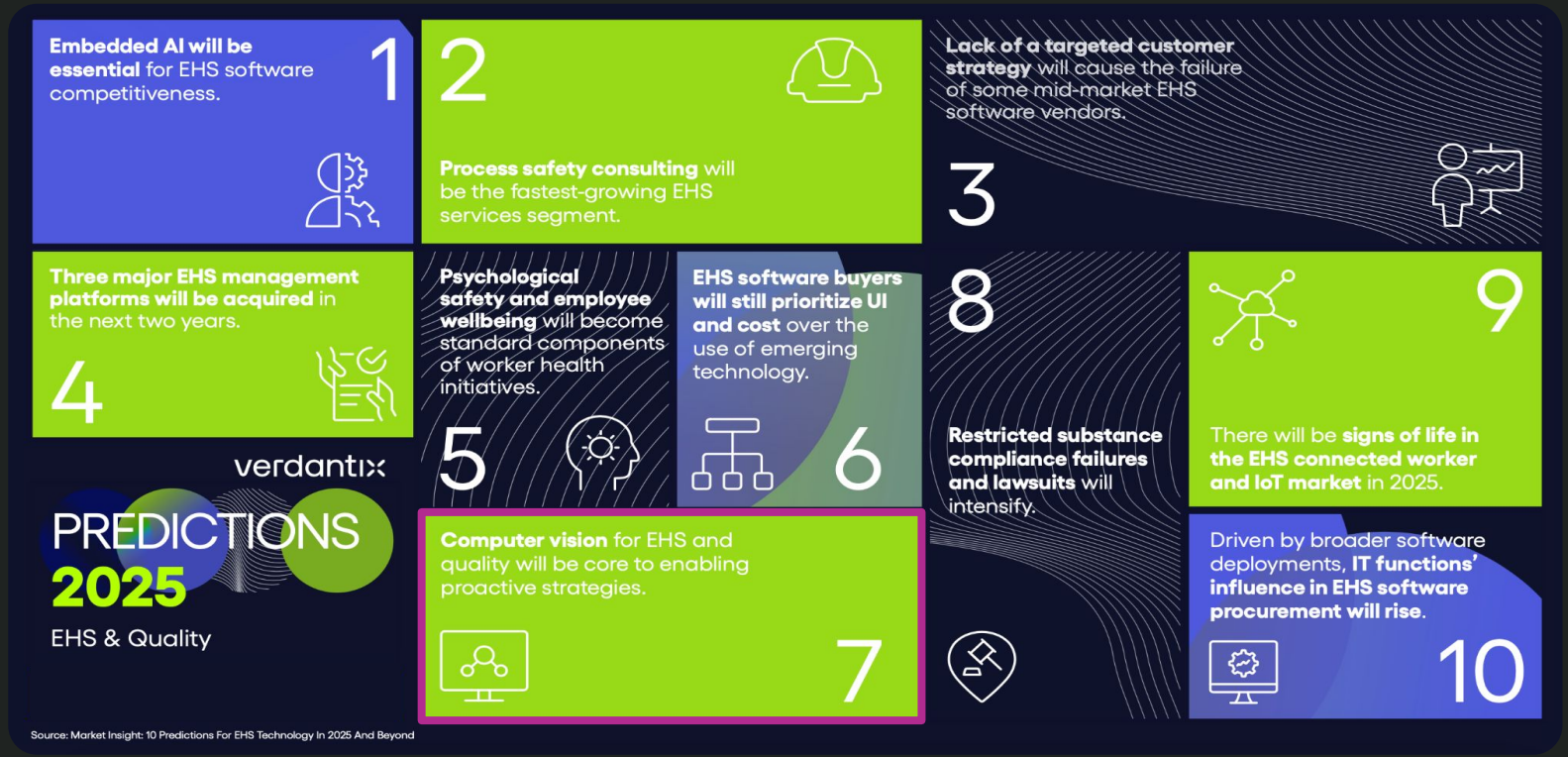
For every 1 Fatality:

Near misses
450,000

Unsafe acts & situations
4,500,000

 Sources: ILO.org Henrich & Beyond av.se

Visual data is the future of EHS



Reaching zero injury requires a new generation safety product



1st Generation Procedures | Inspections

Basic instructions on safe work processes introduced with industrialisation.



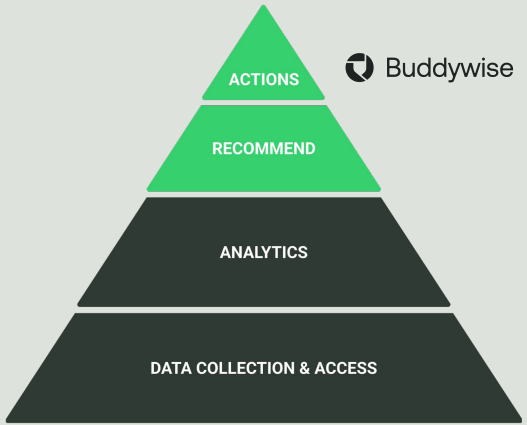
2nd Generation PPE | Barriers | Fail-safes | Culture

Brick and mortar safety product industry starting with the growing need and regulation.



3rd Generation EHS Software | RFID | Wearables

Digital safety companies emerge. Software for manual data entry and single purpose sensors.

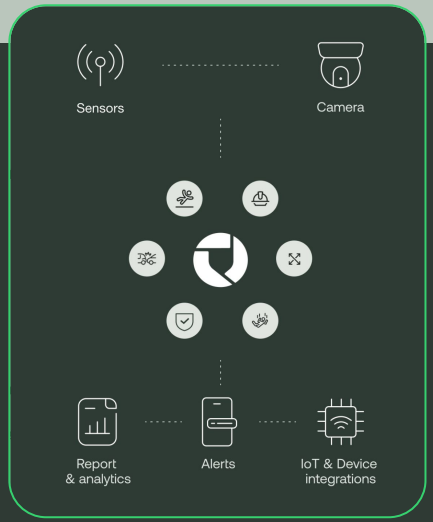


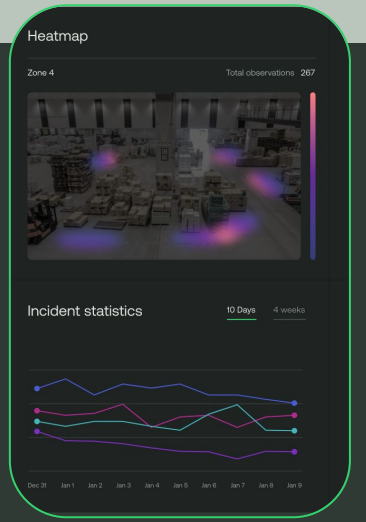
Buddywise

4th Generation

Intelligent Systems

The age of intelligent safety systems. Adding rich visual data and an AI brain to disparate existing devices.





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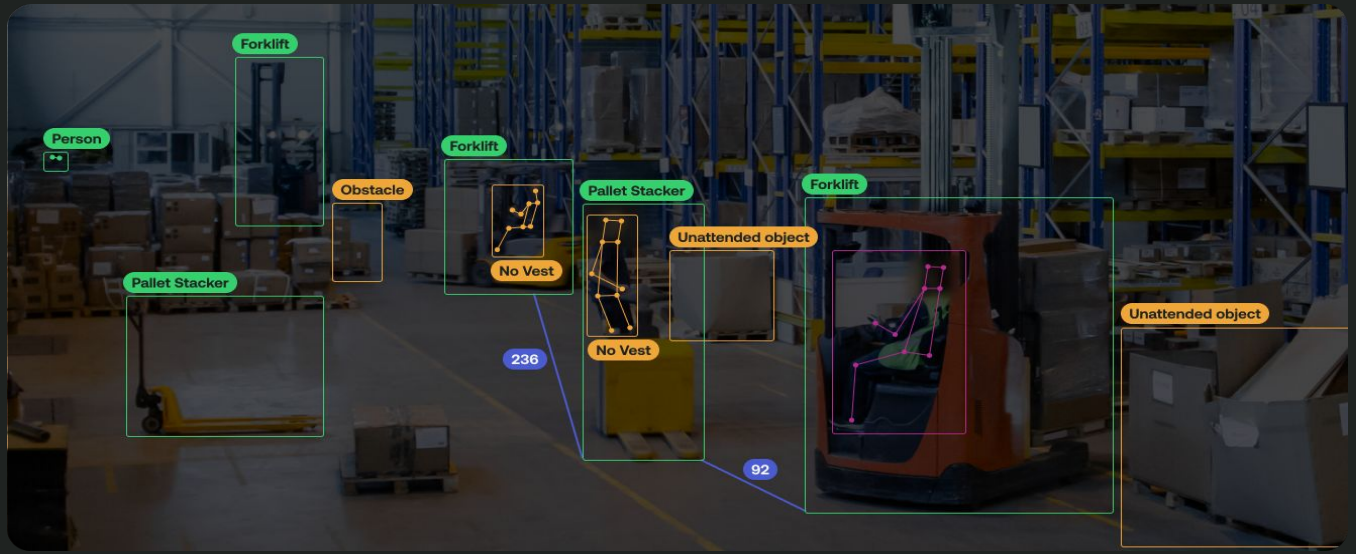


Buddywise is an AI platform, that automates detection of workplace safety risks, enabling preventive action & learning

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Humans are not designed for risk monitoring - why not utilise AI instead?

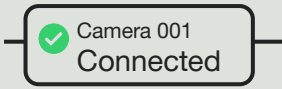
A picture says more than a thousand sensors



How it works

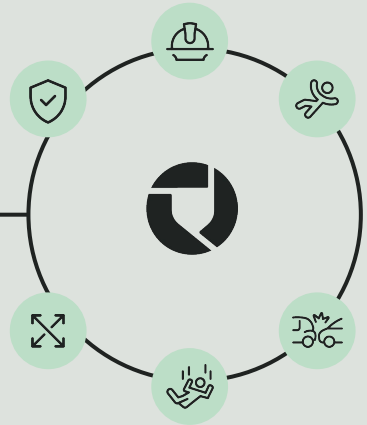
1





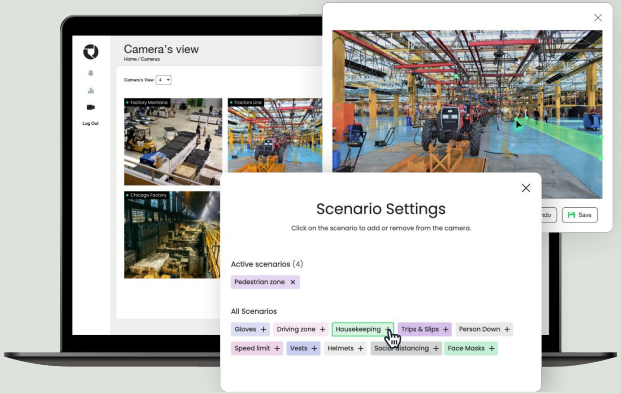
All you need is a internet connection and a camera to get setup with the Buddywise platform.

2



Cloud based AI risk monitoring models are deployable at an instant.

3



Action is enabled with…

Reports & Analytics

Alerts

IoT & Device Integrations

Connectivity

Options to Securely Connect to Our Cloud

Connecting your IP cameras to the Buddywise cloud is simple and secure.

To ensure a reliable link between your network and our cloud infrastructure, choose the connection option that fits your existing setup, available resources, and security needs.

To determine the right choice for you, consider these key aspects:

- Current Network Setup
- Cloud Environments
- Available Resources
- Security Requirements
- IP Address Configuration



Default choice:
VPN

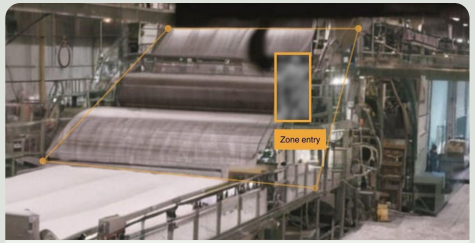


Extra secure choice:
BuddyBox

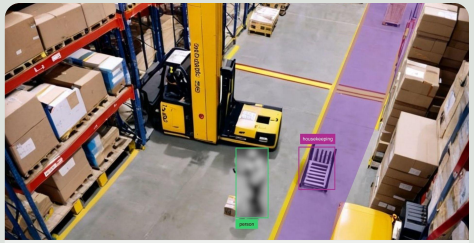
The Most Common Risks Are Covered

An absolute majority of accidents are caused by a few root-causes. We detect the key early indicators for these most common high risk scenarios.

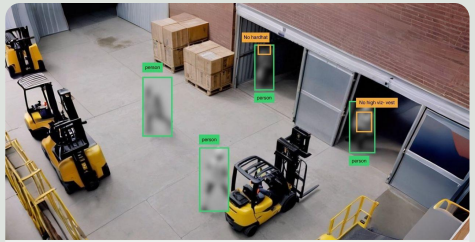
Our observation gathering is based on computer vision creating highly accurate real time data of risks and incidents.



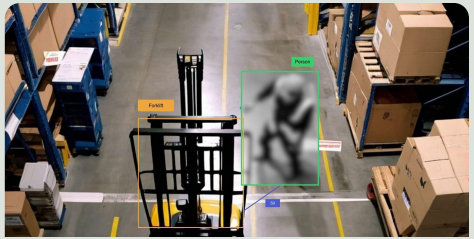
Area Control



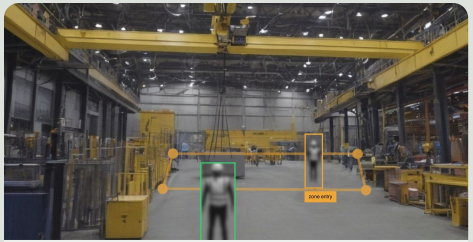
Housekeeping



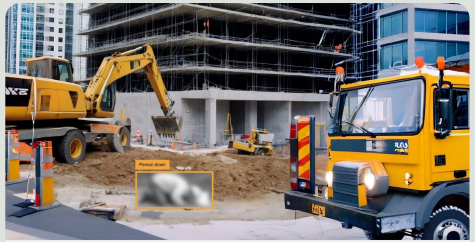
PPE



Vehicle control



Crane Safety



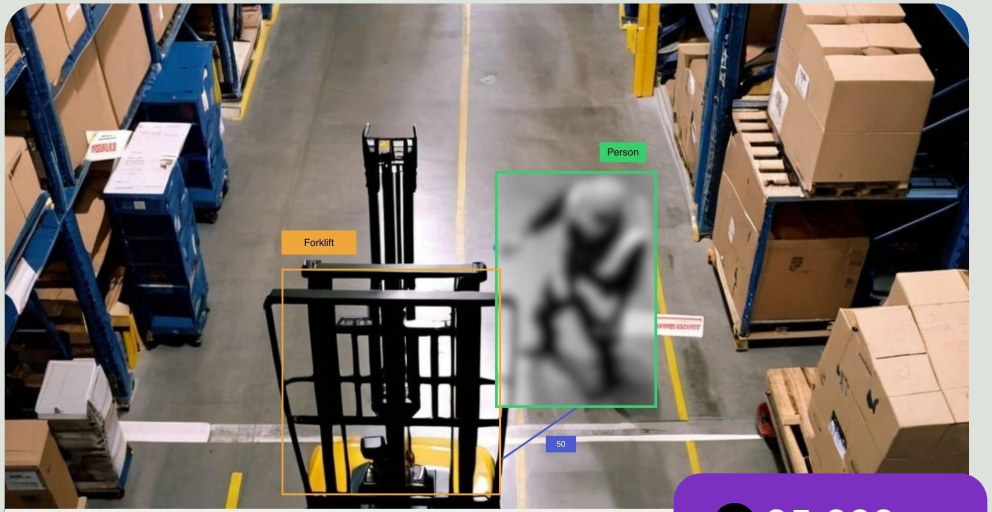
Action Recognition



Digital Inspection

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Vehicle control



35 000

Serious injuries
due to forklifts in 2022

Scenarios

Near worker hit
Detects when a moving forklift / vehicle is dangerously close to a worker.

Near vehicle hit
Detects when a moving forklift / vehicle is dangerously close to another vehicle.

Pedestrian zone violation
Alerts when forklift / vehicle is outside it's designated driving area.

Vehicle zone violation
Alerts when pedestrians enter vehicle only designated areas.

Traffic flow
Tracks, counts, and shows directional movement of people and vehicles

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Traffic Flow

Track movement of people & vehicles

Gain visibility into traffic patterns to improve safety and optimize resource allocation. Automatically track, count, and analyze the directional movement of people & vehicles, turning data into actionable insights.



People & Vehicle tracking

Our model identifies, tracks and counts various vehicle types (cars, trucks, bicycles, forklifts) and monitors foot traffic within designated areas.

Traffic Flow Visualization

Understand traffic dynamics with intuitive heatmaps and view movement trends, congestion patterns, and high-traffic zones.

Area control



27 500

Machine area injuries in 2022

Scenarios

Entry at restricted times
Detects if workers enter certain areas at certain times.

Climbing on machinery
Detects when workers are on top of machinery.

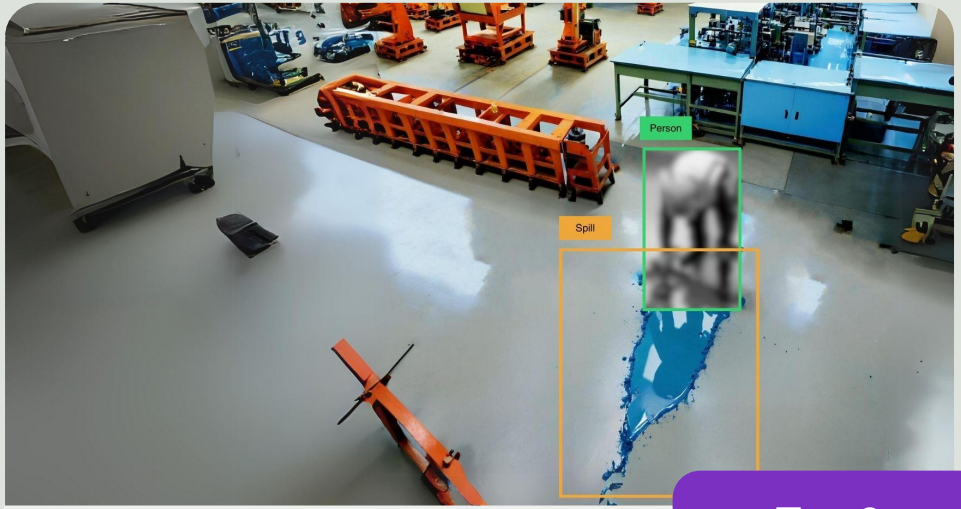
Entry into machine area
Detects if workers go inside a restricted machine area.

Time Limit Exceeded
Detects when presence in a designated area exceeds the predefined time limit.

Live machine area access
Determines whether a machine is on/off based on the machine light.

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Housekeeping



Top 3

Cause for trips and slips is poor housekeeping

Scenarios

Unattended object
Alerts when an unattended object is detected.

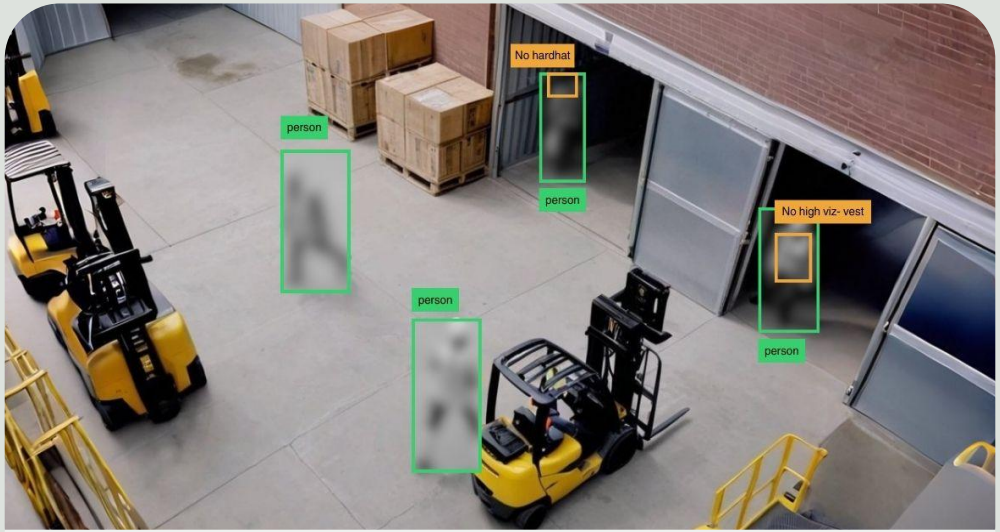
Clear vehicle path
Monitors that all vehicle paths are clear.

Clear pedestrian path
Monitors that all pedestrian paths are clear.

Obstructed exit
Detects if a door is obstructed

Spills (under dev.)
Detects spills beyond a certain size.

Personal Protection Equipment



Scenarios

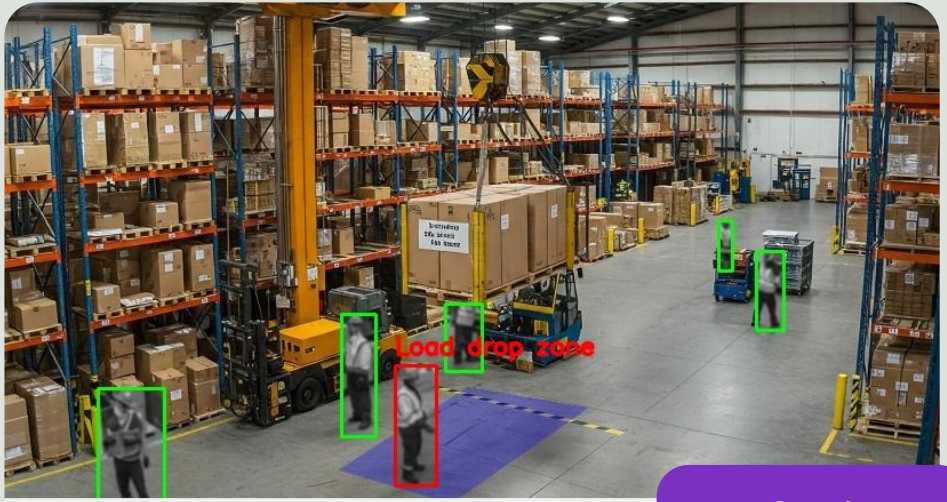
Hardhat
Detects if people are compliant with a hardhat requirement.

High visibility vest
Detects if people are compliant with a high visibility vest requirement.

Gloves
Detects if people are compliant with a gloves requirement.

Customer specific
We can detect bump caps as a customer specific object.

Crane Safety



37%

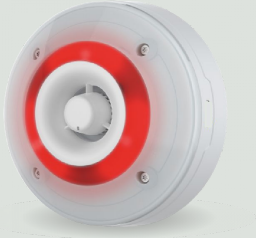
Crane accident injuries result from a load swing, load drop or unstable load

Scenarios

Suspended Load
Monitors overhead crane drop zones with suspended loads.

Our model automatically detects when a crane hook is loaded and calibrates the drop zone to the moving suspended load.

Many different ways to get insights and take action



Heat maps

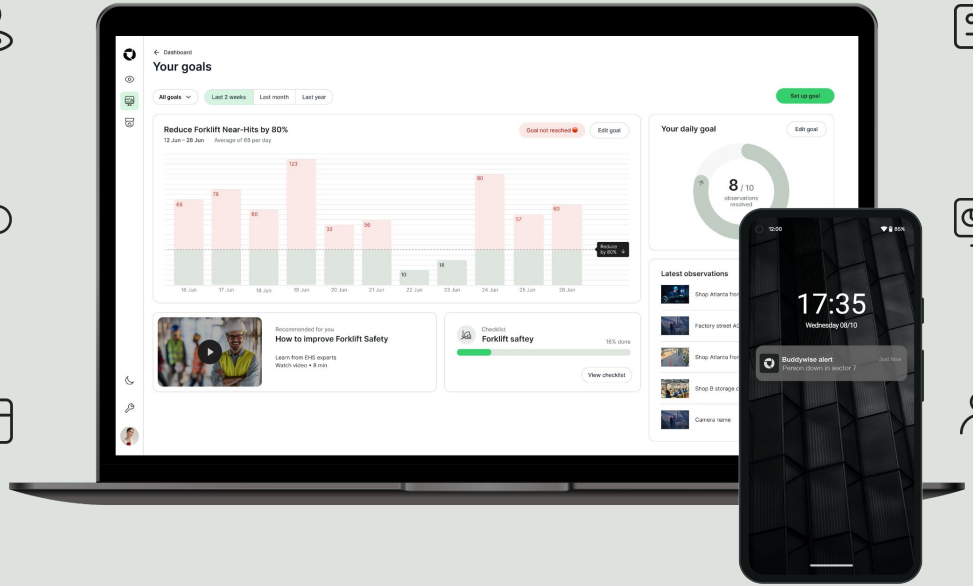
Showing hot spots of risks on an image between specific times or dates.

Smart notifications

Set your own notification rules for either immediate or condition-based detections.

Scheduling

Set individual schedules per camera to control when risks are to be detected.



Configuration Panel

For risk scenarios, allowing to you configure which risk should be covered by which camera.

Dashboards

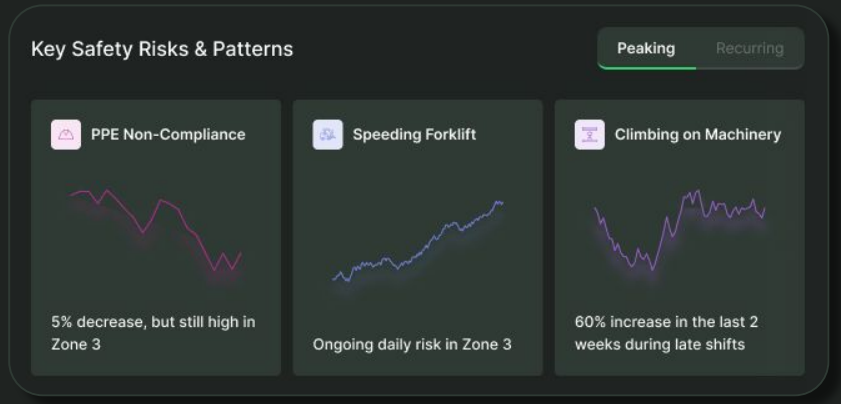
Digest data in various graphs, tables and diagrams. Or export to Excel or other via csv-files.

Action

Assignee risks to specific individuals and drive actions with follow up.

Accident Prediction

Prevent your next accident before it happens



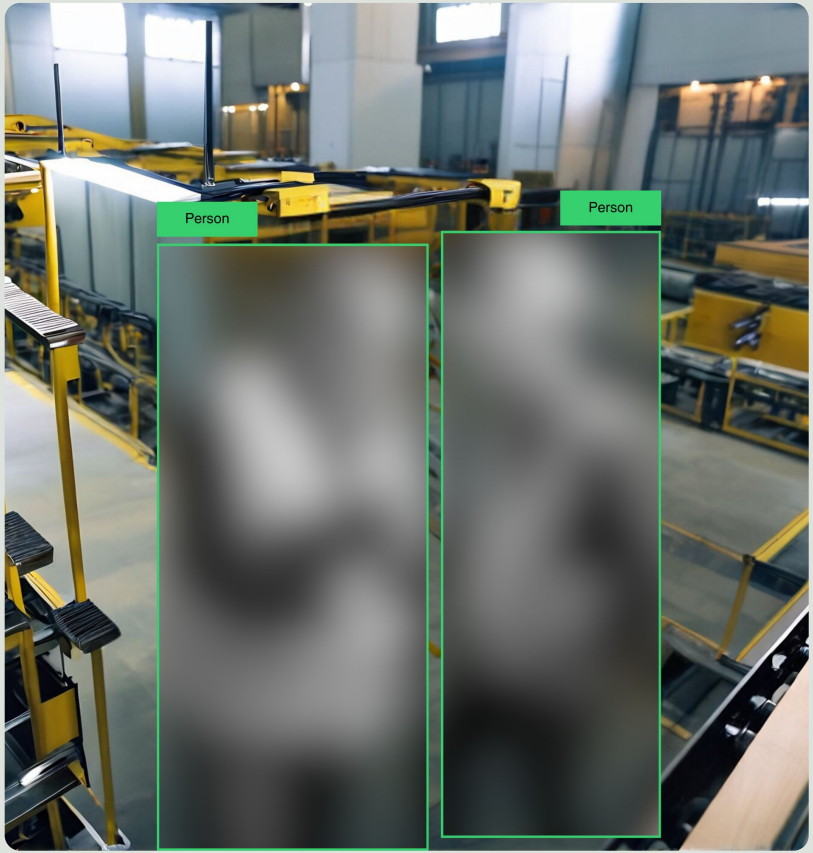
Less guesswork. More control. A safer workplace.

Imagine knowing what accident is most likely to happen at your site, where, and when

We're developing this capability so that insights are tailored to what's happening on the ground.

✔ We do the heavy lifting for you; data crunching, analysis & report creation

✔ Simply log in, see what's unfolding, and take action with data-backed recommendations.



Privacy Is Our Priority

Employers have a legal responsibility to provide a safe workplace by eliminating risks and providing the best possible defenses. This can be brought to a next level with minimal impact on employee's right to privacy, by focusing on image metadata.

Anonymous

Our system analyses video feeds in real time and never identifies subjects. All output is aggregated as visual or tabular data, so no person needs to watch the stream.

Secure

All system data in transit and storage is protected by advanced encryption. Data sent from cameras to server is secured by TLS protocol.

Compliant

With every customer we conduct a Data Protection Impact Assessment and make a customer specific plan.

CERTIFIED

Strengthened Security with ISO 27001

What it means for you:

✓ **Proven Commitment to Security Excellence**

Our certification demonstrates a proactive approach to safeguarding your data and our operations, ensuring we meet the highest global standards for information security.

✓ **Ensured Compliance and Risk Reduction**

By partnering with us you reduce compliance overhead and mitigate risks across your supply chain, making us a seamless fit for most requirements.



Certificate available upon request

We drive the onboarding process

01 Preparation

Preparation starts with an introduction and an assessment of hardware and installation needs.

1 week

02 Installation

We order hardware and coordinate installation with partners or internal IT-team.

tbd

03 Training

We do a soft launch to train our AI-model on your environment. At this stage we use the time for portal training for your users.

3 weeks

04 Live

Once we are live, we run weekly check-ins to follow-up on results and ensure a valuable experience.

05 Evaluation

After a few weeks, we conduct and present an evaluation and next steps for a scale-out.



Stora Enso

Leading Pulp & Paper Manufacturer in Europe

The Challenge

Stora Enso struggled to uncover unreported safety risks, relying on traditional reporting methods that left critical blind spots in their operations.

The Solution

By integrating Buddywise's AI and computer vision technology, they automated safety monitoring, identified hidden risks, and gained actionable insights to drive sustainable improvements.

The Impact

- ➔ A better understanding of their hazardous situations
- ➔ A data-driven approach to continuous safety improvement by actively involving the workforce
- ➔ Reduction of incidents and safer worksites.

69%
Reduction in housekeeping observations at a site

70%
Reduction in entry to restricted area observations at a site

10-15 %
Reduction of risks within 2 weeks of implementation of preventative measures.

Industry:
Pulp & Paper

Division:
Packaging Solutions

Location:
Europe

Partnership so far:
Project started in 2022, been live in 3 sites across Europe.

€10B
Turnover

+ 50
Sites worldwide

22,000
Employees

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"We decided based on our positive experience and learnings to expand the scope of working with Buddywise to other business units as well"

Bas Vennix
Senior Vice President of Operational Excellence & Safety for Packaging Solutions

"The system helps us to see risks we weren't aware of before, and it goes beyond pure statistics. We can really understand behaviours and context in each situation"

Jolanta Manihina
Head of Safety Western Europe

For a zero injury vision, where every person returns home after work.

Computer vision for a zero vision

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Buddywise

Be part of the safety movement

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linkedin.com/company/buddywise

buddywise.co