



Watch · Understand · Report · Intervene

BEKÇİ AI

AI store-intelligence and active surveillance - turning ordinary cameras into a system that understands what it sees.

Partner briefing for the **Swiss Industrial Bridge** - TSARA Group × brückenbauer GmbH

English edition - May 2026 - v0.6 live system - TSARA-owned IP

Most cameras watch. They do not understand.

CLASSIC CAMERA

Sees to Records

- Passive. Footage piles up; nobody is watching in real time.
- You only look after something has already happened.
- No insight into customers, staff or operations.

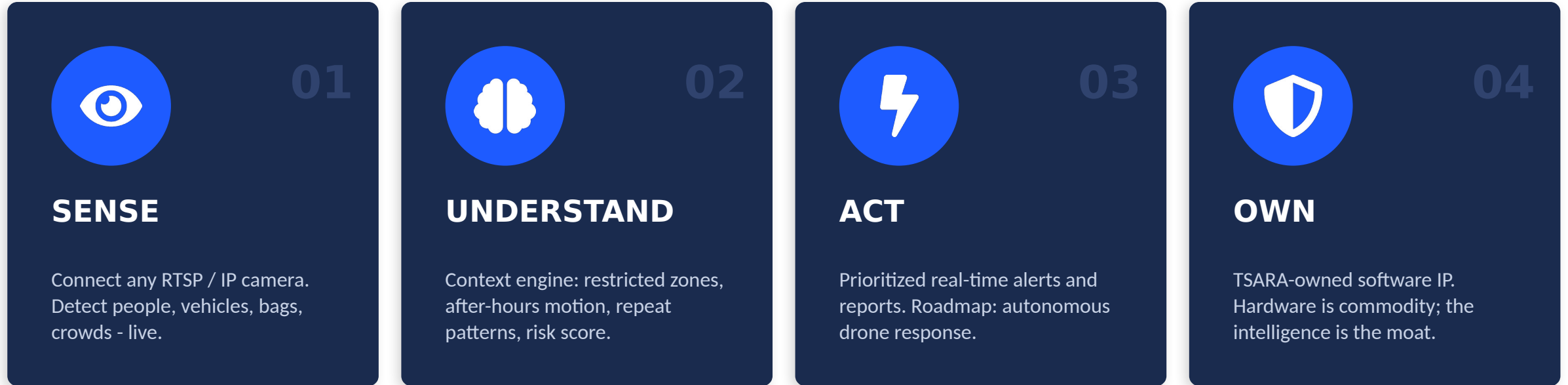
BEKÇI AI

Watch > Understand > Report > Intervene

- An AI layer reads each scene live and decides what matters.
- Real-time alerts to dashboard, WhatsApp and Telegram.
- Turns the same cameras into business intelligence and security.

"BEKÇI AI turns cameras from passive recorders into an active assistant that understands and prioritizes events."

One vision spine, four layers



Engine inside: Watch - Detect - Understand - Prioritize - Alert - Report

WHERE IT STANDS TODAY

A working system - not a slide-deck idea

v0.6

live working system, built from scratch by our Tech Lead

~70%

of the full product already built

2-track

custom vision engine + camera-integration fallback

UNDER THE HOOD



Vision

Python - YOLOv8 - OpenCV



Backend

NestJS - Prisma - Socket.IO



Frontend

Next.js dashboard - JWT



Infra

PostgreSQL - Docker - Hetzner VPS (EU)

Retail analytics: "Google Analytics + security for physical stores"

The platform vision is big - but the money starts in retail. Supermarkets and mall stores already have cameras; BEKÇI AI converts that footage into shopper-behaviour data and loss prevention, with no new hardware.

WHAT A STORE MANAGER ACTUALLY HEARS

- *"The beer aisle is +300% busy Fridays 18:00-20:00 - re-stack the end-cap."*
- *"40% of shoppers pick up the 1L cola, then put it back - check pricing."*
- *"Checkout wait hit 7 min at 18:20 - open lanes 2 and 4."*

WHY RETAIL FIRST

- 1-4 week sales cycle (vs 3-6 months in industrial)
- One decision-maker: the store manager
- Concrete ROI story: more sales, not abstract risk
- Anonymous shopper data - privacy-friendly by design
- Every store is similar, so rollout is highly repeatable

Eight analytics modules from one camera feed



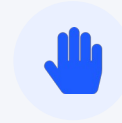
Customer flow heatmap

Busy aisles vs dead zones, by hour and weekday.



Dwell time

Seconds spent in front of each shelf.



Product interaction

Picked up, compared, put back, added to cart.



Attention / gaze

Which shelves and promos get noticed - or missed.



Queue and checkout

Wait times plus auto staffing suggestions.



Loss prevention

Concealment, blind-spot use, group coordination.



Staff performance


Re-stocking frequency and customer attention time.



Promo and layout ROI

Did the campaign lift dwell - and did sales follow?

One platform, three growing markets



LIVE NOW

Retail analytics


Supermarkets and mall stores. Fast cycle, repeatable, revenue today.



NEXT

Industrial B2B security

Industrial zones, warehouses, ports. High ticket, GDPR/KVKK-driven.



PHASE 8+

Autonomous drone response

From detection to intervention. Defense-grade, partnership track.

Software-first IP. Cameras and drones are commodity hardware - the defensible asset is the understanding layer we own.

Recurring revenue: setup fee plus monthly subscription

Tier	Best for	Cams	Price* (setup + monthly)	Includes
Lite	Single store (200-500 m2)	4-8	€1,490 + €149/mo	Heatmap, dwell, basic loss prevention
Pro	Mid store (500-1,500 m2)	8-16	€3,900 + €390/mo	Full 8 modules + weekly report
Guard	Large store / chain	16-24	€8,500 + €750/mo	Multi-site, shifts, event history
Industrial	Plant / warehouse / port	16-32+	from €18,000 + €1,200/mo	ANPR, fire/smoke, custom, SLA

RECURRING VALUE

≈ **€8,500**

per customer / year (Pro tier: setup + 12 months).

Indicative DACH list pricing
 - final terms agreed jointly with the Bridge, with Swiss-anchored positioning.

**Indicative DACH/EU list prices (EUR): one-time setup + monthly subscription covering SLA, updates and model improvement. Türkiye launch reference ≈ 113,000 TL/customer/year. Final pricing agreed jointly with the partner.*

Swiss trust + European reach + our owned IP



Privacy-by-design = a DACH asset

Retail analytics are anonymous (no identity, no faces stored). That is exactly what GDPR-sensitive European buyers want - Swiss credibility makes it sellable.



European retail and industrial reach

The Bridge brings the channel into DACH and the EU; BEKÇİ brings a ready product. Co-sell into store chains, malls, plants and ports.



Technical credibility on tap

Andreas (physicist, ESA/aerospace) and Konstantin (semiconductor BD) give the vision and sensor story real engineering weight with European clients.



Clean, TSARA-owned IP

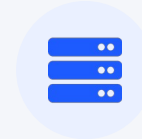
No third-party licensing tangle. One owner, clear cap table, software-first moat - easy to partner on or co-invest in.

Built for GDPR and KVKK - privacy by design



Anonymous by default

No identity, no facial recognition, no biometric storage - only counts, paths, dwell times and events.



Data stays in the EU

Hosted on EU infrastructure (Hetzner, Germany). On-premise deployment available on request.



Purpose-limited & controlled

Short retention windows, role-based access and full audit logs - privacy by design, not bolt-on.



Swiss-anchored trust

Positioned and contracted through the Swiss Industrial Bridge for GDPR-sensitive European buyers.

Start with one store - low risk, fast proof

THE PILOT

- Scope: 1 store, up to 8 cameras, core retail modules (heatmap, dwell, loss prevention)
- Timeline: ~4 weeks from camera access to the first insights report
- Investment: Lite tier - indicative €1,490 setup + first month included
- Success metric: one agreed KPI (e.g. +X% conversion on a category, or queue wait -Y%)

WHAT WE NEED FROM YOU

- Access to one pilot store
- RTSP / IP camera details
- One point of contact
- ~4 weeks to first results

Indicative figures - final pilot scope and price agreed jointly with the partner.

THE TEAM

The people behind BEKÇI AI



Serdal Şahin

Founder & CEO



Cihan

Tech Lead — built v0.6



Abdurrahman Alioğlu

Field & Operations



Ramazan Gümüş

Sales — Europe

TSARA-owned product · one team from build to deployment.

Two ways to build BEKÇİ AI together

A Co-sell into DACH and the EU

- Take BEKÇİ to European retail and industrial buyers
- Bridge owns the channel and trust; TSARA delivers the product
- Joint pilots, joint EU pricing

B Technical input and pilots

- Andreas / Konstantin advise on vision and sensor roadmap
- Open doors to a first European pilot site
- Optional: co-investment in the build

Next step: a 30-minute call to pick one European pilot vertical (retail or industrial) and a target client to approach together.

Serdal Şahin - Founder and CEO, TSARA Group

TSARA-owned IP - bekci.ai - part of the Swiss Industrial Bridge (TSARA × brückenbauer GmbH)