



BUSINESS PLAN

Next \$50M Dual-use Tech
devices

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Inspired by the Dual-use Tech devices?

Why stop there? Take it to the next level—reinvent military inventions for consumer market, patent it, and turn it into a thriving business! Below, you'll find innovative improvements to make it even better. Plus, a full business plan to guide you on your exciting entrepreneurial journey.

Potential Patentable Ideas

Here are some exemplary improvements in dual-use tech device's functionality and user experience. This should help you to structure your thoughts.

1. Thermal Vision for Car Safety

Adapt military-grade infrared night vision into affordable dash cams to reduce night-time driving accidents.

2. Portable Water Purifiers

Originally used by soldiers in the field—now reimagined as ultra-compact, solar-powered purifiers for hikers, campers, and disaster zones.

Now it's your turn.

Step 1 - Brainstorm to come up with unique ideas.

Step 2 - Claim your free patent strategy call with Patent Yogi Team. Book via this link

<https://calendly.com/patentyogi>

Business Plan: ThermalVision Dash – Safer Nights, Smarter Driving

Turning battlefield tech into everyday tools

1. Executive Summary

ThermalVision Dash is a consumer tech startup introducing **affordable thermal imaging dash cams** to enhance night-time driving safety. Inspired by military-grade infrared vision, our product helps drivers detect pedestrians, animals, and obstacles in darkness, fog, and low-visibility conditions—beyond what headlights can reveal.

We're solving a real, dangerous problem: 3 in 4 pedestrian deaths occur at night.

Our goal: **reduce night-time road accidents** and become the go-to safety upgrade for cars and trucks across America.

2. Company Overview

- **Name:** ThermalVision Dash, Inc.
 - **Location:** Austin, Texas
 - **Structure:** Delaware C-Corporation
 - **Founded:** 2025
 - **Mission:** Democratize military-grade driving safety through consumer-friendly innovation.
 - **Vision:** Make thermal vision as standard as seatbelts and airbags.
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3. Market Analysis

- **Target Market:**
 - Commuters and rideshare drivers
 - Trucking and delivery fleets
 - Car modification and safety enthusiasts
 - Elderly drivers or drivers in rural/dimly lit areas
- **US Dash Cam Market:**
 - \$1.5B in 2024, expected to reach \$2.5B by 2028
 - CAGR: ~12%
 - Strong consumer shift toward AI-based and safety-enhancing models
- **Problem:** Traditional dash cams rely on visible light and fail in low-visibility conditions. There is a gap in affordable, reliable **night-vision solutions**.

4. Market Trends

- **Growth in Driver Assistance Tech (ADAS)**
 - **Insurance incentives** for dash cams
 - **Fleet automation and safety tracking**
 - **Military-to-civilian tech transfer popularity** (e.g., drones, GPS, radar)
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5. Product Description

ThermalVision Dash Cam – Features:

- Infrared thermal camera detects heat signatures
- AI-powered pedestrian/animal detection
- Dual video (thermal + normal) with picture-in-picture mode
- Real-time mobile alerts
- Optional cloud storage + GPS overlay
- Easy 5-min windshield installation

USP: First thermal dash cam in the U.S. market under \$300 with object detection.

6. Marketing & Sales Strategy

- **Launch Strategy:**
 - Viral TikTok/YouTube campaigns: “What your headlights miss...”
 - Influencer seeding in auto safety and tech niches
 - Partner with rideshare & delivery driver communities
- **Channels:**
 - DTC via Shopify & Amazon
 - Automotive accessory retailers
 - B2B fleet partnerships
- **Pricing:**
 - Base: \$249
 - Premium: \$349 (includes GPS + cloud)
 - Subscription: \$5/month for cloud and AI alert service
- **Customer Retention:**
 - Loyalty discounts for upgrades
 - Referral program
 - Real-time app feedback for feature improvement

7. Management and Organization

- **Founder & CEO:** [Your Name], Ex-defense tech engineer & patent agent
- **CTO:** Imaging systems expert, ex-Raytheon
- **COO:** Supply chain veteran from automotive accessories firm
- **CMO:** Ex-DTC brand strategist with successful Kickstarter launches

Advisory board includes ex-DoD commercialization consultant and a car safety researcher.

8. Financial Plan (3-Year Projections)

Year Revenue Cost of Goods Operating Costs Net Profit

Y1	\$1M	\$500K	\$400K	\$100K
Y2	\$4M	\$1.6M	\$1.2M	\$1.2M
Y3	\$10M	\$4M	\$3M	\$3M

- **Break-even:** 16–18 months
 - **Margins:** 50% gross, 25–30% net by Year 3
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9. Funding Requirements

- **Seed Round:** \$500,000
 - Final prototype + certifications: \$100K
 - Initial inventory (3,000 units): \$150K
 - Marketing & launch: \$150K
 - Team & ops runway: \$100K
 - **Use of Funds:** Go-to-market, influencer campaigns, manufacturing scale-up
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10. Revenue Streams

- Hardware sales (main)
 - Monthly cloud/AI subscription
 - Fleet dashboard SaaS (B2B in Year 2)
 - Data licensing (aggregate heat-sensing data to insurance or city planners)
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11. Intellectual Property

- **Provisional patent filed** for thermal-AI object detection combo in consumer dash cams
 - Future filings:
 - Thermal video compression tech
 - AI real-time event detection
 - Vehicle-specific mounting mechanisms
 - Trademark pending: "ThermalVision Dash™"
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12. Milestones (Year 1)

Quarter	Milestone
Q1	Finalize working prototype and thermal-AI software integration
Q2	File patent, complete industrial design and begin manufacturing
Q3	Soft launch via website + early influencer reviews
Q4	Full-scale launch on Amazon and expand to 3 retail chains

Interested in taking your idea further?

[Book a free consultation with our experts](#)