



The only AI-powered 4G trail camera brand built and priced for local markets.

\$21.6M

3-Year Revenue

\$8.4M

3-Year Net Profit

48,250

Cameras (3 yrs)

5

Global Markets



THE PROBLEM

Farmers, hunters and rural landowners can't get a trail camera that's actually built for them.

All competitors price in USD

Australian, UK and EU customers pay overseas conversion fees on every monthly subscription – with no local support.

Cheapest unlimited plan is \$23/mo

Spypoint, the market leader, charges ~\$23 AUD/month for unlimited photos. No AI is included at any price.

No AI at consumer price points

Species detection, human alerts and false-trigger filtering are absent, or locked behind enterprise pricing.

Pre-inserted SIMs are rare

Most cameras require customers to source and insert their own SIM. Rural users find this a real barrier to purchase.

THE SOLUTION

AI-powered 4G trail cameras with local pricing, pre-inserted SIMs and AU / UK / EU / US / CA support.

Only AUD / local pricing

No USD conversion. No overseas billing. GST-compliant invoicing in each market.

AI from \$14.99/mo

Species detection, human alerts and false-trigger filtering – under any competitor's basic unlimited plan.

Pre-inserted SIM

Factory-fitted Simplex xoSIM connects to Telstra (AU) or the local carrier. Works on arrival.

940nm no-glow flash

Invisible to animals and humans. Competitors use 850nm low-glow that animals can detect.

IP66 weather sealed

Dust-tight and jet-proof, rated for the harshest AU farm conditions. Competitors top out at IP65.

SMS alerts – unique to Wildon

No competitor offers SMS alerts at any price. Critical for older farmers without smartphones.

THE PRODUCT

CRITTER VIEW 2

Fast-trigger 24MP 4G cellular wireless trail camera. One hardware SKU, five markets, shipping with the SIM already inside.

940nm no-glow infrared

IP66 weather-resistant housing

2.4" colour display · SD to 512GB

\$305 AUD blended retail



MARKET OPPORTUNITY

Five markets. One device. A staggered launch de-risks entry.

YEAR 1 Australia	YEAR 2 UK	YEAR 2 Europe	YEAR 3 USA	YEAR 3 Canada
10,000 units (3-yr) \$299 AUD	8,500 units (3-yr) £159 GBP	10,000 units (3-yr) €189 EUR	13,500 units (3-yr) \$199 USD	6,250 units (3-yr) ~\$269 CAD
Launched first – proof of concept	Highest margin per unit	DE / FR / NL focus • CE marking	Largest market • FCC + Amazon	Follows US • shared supply chain

Combined 3-year addressable units: 48,250 cameras • the US trail camera market alone is 3x the size of Australia.

COMPETITIVE POSITIONING

Wildon is the cheapest unlimited plan in every market we enter.

AUSTRALIA

Wildon Standard

AUD / month · AI included

\$14.99

Spypoint Unlimited

AUD / month · no AI

\$23.25

36% cheaper

UNITED KINGDOM

Wildon Standard

GBP / month · AI included

£9.99

Tactacam UK

GBP / month · no AI

£12.99

23% cheaper

UNITED STATES

Wildon Standard

USD / month · AI included

\$9.99

Spypoint US

USD / month · no AI

\$15.00

33% cheaper

Prices converted at 1.55 AUD/USD (April 2026). Competitor data from published plan pages.

BUSINESS MODEL & UNIT ECONOMICS

Hardware pays for growth. Subscriptions compound.

DEVICE REVENUE	
Retail price (blended)	+\$305
Camera COGS	-\$139
Marketing CPA	-\$80
Logistics / fees / warranty	-\$33
Net per device	\$53
17% device net margin, all AUD	

SUBSCRIPTION REVENUE		
Plan	Retail / mo	Margin
Free	\$0	-
Standard	\$14.99	75%
Premium	\$24.99	63%
\$645K / mo		
recurring by end of Year 3		

LIFETIME VALUE	
LTV – Standard (2 yr)	\$323
LTV – Premium (2 yr)	\$431
Acquisition cost (CPA)	\$80
4.0x	5.4x
LTV:CAC Standard	LTV:CAC Premium
Self-funding: device margin is reinvested as marketing spend. No external capital required.	

3 - YEAR FINANCIAL PROJECTIONS

\$21.6M revenue and \$8.4M net profit across five markets.

\$1.3M

Year 1 Revenue

AU only · 3,500 units

\$6M

Year 2 Revenue

AU+UK+EU · 15,000 units

\$14.3M

Year 3 Revenue

All 5 markets · 29,750 units

\$21.6M

3-Year Total

\$8.4M net profit

MONTHLY SUBSCRIPTION RUN RATE

\$42K/mo

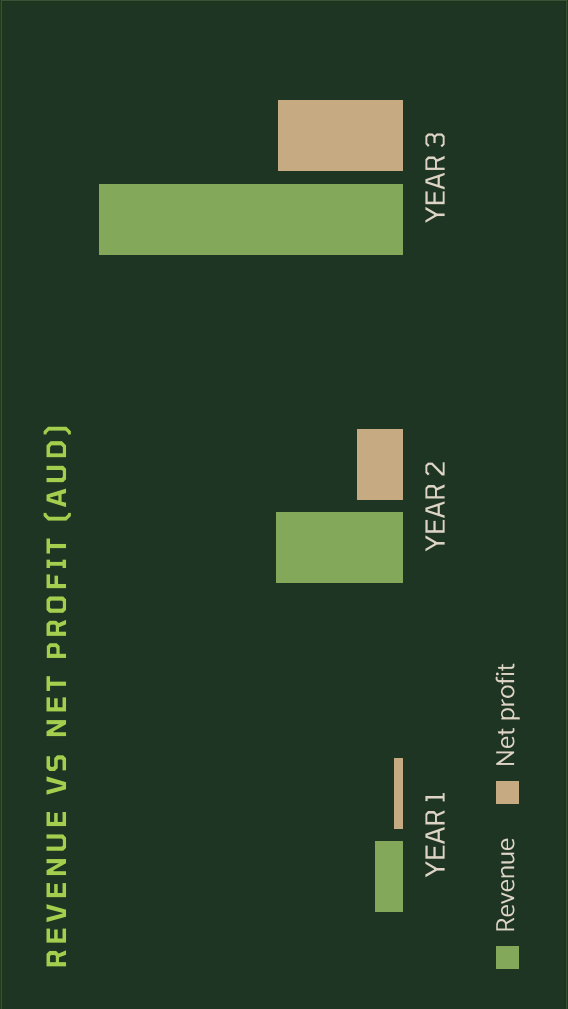
End Year 1

\$233K/mo

End Year 2

\$645K/mo

End Year 3



Net margin improves 32% → 35% → 42% as the subscription base scales.

GO-TO-MARKET STRATEGY

Performance marketing at \$80 AUD CPA – funded entirely by device margin.

Meta (FB / Instagram)	AU rural audiences over-index on Facebook. Lookalikes from farmer and hunter pages.		33%	\$93K
Google Shopping + Search	High purchase intent. "4G trail camera Australia" has low competition vs US equivalents.		24%	\$67K
Influencer / seeding	AU hunting YouTubers and farming groups. 3-5 creators with 50K+ relevant followers.		21%	\$59K
Content production	Product demos, AI species detection in action, night footage against competitors.		12%	\$34K
SEO, email + other	Long-tail content for farmers and hunters. Email capture from free-plan activations.		10%	\$28K

Year 1 marketing budget: \$280K AUD · every dollar covered by the \$53 net margin on each camera sold.

CONNECTIVITY & TECHNOLOGY STACK

\$1 USD/mo per active SIM. \$5 USD/GB. Nothing for inactive SIMs.

Simplex xoSIM

eUICC PARTNER
Triple-cut physical SIM pre-inserted at the factory. Telstra primary with Optus backup. OTA carrier-profile switching future-proofs UK, EU, US and CA without a SIM swap.

Negotiated rates

CONFIRMED IN WRITING
\$1.00 USD / month per active SIM
\$5.00 USD / GB data in Australia
\$0.00 for inactive SIMs, no cap
No platform fee · no lock-in

AI platform

ON-DEVICE + CLOUD
Species detection – deer, pig, fox, kangaroo
Human vs animal classification
False-trigger filtering (wind, branches)
Photo compression to ~350KB

Wildon App

AU-BUILT, AU-SUPPORTED
Real-time push on every plan
Live dashboard + AI species filtering
Cloud storage 7 / 90 / 365 days
SMS alerts · AUD billing, GST invoices

GLOBAL CONNECTIVITY & CARRIER PARTNERSHIPS

Connectivity and cloud infrastructure are already established.



CONNECTIVITY PARTNER



CLOUD PARTNER

Simplex Wireless carries Wildon devices internationally through xoSIM and eUICC infrastructure; OVHcloud hosts the platform, image storage and AI processing.

SIMs pre-installed in manufacturing
Remote carrier-profile management
One hardware SKU, many countries

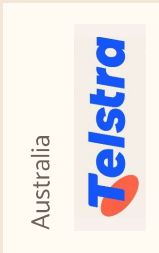
Global cellular network access
Over-the-air carrier switching
No monthly charge on inactive SIMs

DEPLOYMENT SEQUENCE

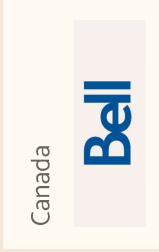
AU – Simplex + Telstra
US – AT&T agreement

UK / EU – Simplex international
CA – Bell agreement

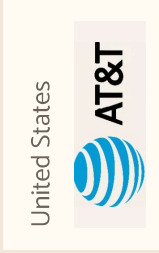
DIRECT REGIONAL CARRIERS



Australia



Canada



United States

Separate agreements are already in place, strengthening market-entry readiness and local network access.

WHY THE COMBINATION MATTERS

Immediate global connectivity
Flexible network selection
Pricing improves with volume

Stronger rural and remote reach
No single-provider dependency
Faster entry to new markets

Additional carriers may be added based on coverage, cost and market requirements.

HARDWARE PRODUCT ROADMAP

One connected platform. Three hardware products.

PRODUCT 1

LAUNCH

Wildon 4G Trail Camera

AI wildlife and human detection
4G cellular with pre-installed SIM
940nm no-glow night vision
IP66 weather-resistant enclosure
Real-time photo and video alerts
Push notifications and SMS

For hunters, farmers, rural landowners and property monitoring.

PRODUCT 2

PLANNED

Wildon Solar 4G Camera

Integrated solar charging system
Extended battery life for remote sites
Less battery replacement and servicing
Built for farms and remote properties
Same app and subscription platform

Expands deployment into long-term unattended monitoring.

PRODUCT 3

PLANNED

Professional Monitoring Camera

Higher-resolution imaging and night vision
Advanced AI detection and monitoring
Premium hardware and subscription tier
Runs on existing Wildon infrastructure

For agriculture, conservation, commercial and enterprise users.

Every Wildon product operates through the same mobile app, cloud platform, AI infrastructure and recurring subscription.

Building a defensible global brand and technology portfolio.

Trademarks

Preliminary IP review completed with Norton Rose Fulbright. Wildon trademark registration is underway.

Australia
United Kingdom
European Union
United States
Canada

Technology & product

Protecting the commercially valuable elements of the platform:
Camera hardware architecture
Product and enclosure design
AI detection and alert functionality
Firmware and embedded software
Mobile app and cloud data platform
Interface, branding, digital assets

Ownership & control

Developer and contractor agreements assign all project IP to Wildon
Manufacturing agreements protect confidential specifications and designs
Software, firmware, AI models and customer data stay under Wildon control
Future products reviewed for patent, design and trademark protection

Filing sequence

YEAR 1

Australia – launch and brand protection

YEAR 2

UK and Europe – market-entry protection

YEAR 3

United States and Canada – expansion protection

The objective: protect the whole ecosystem – brand, hardware, design, software, AI and connectivity.

3-YEAR LAUNCH ROADMAP

Australia proves it. UK and Europe scale it. The US and Canada compound it.

YEAR 1

Australia

Launch wildon.com.au
3,500 cameras sold
Simplex xoSIM activated
Wildon App live on iOS + Android
AU Meta and Google campaigns

\$421K

net profit

YEAR 2

UK - Europe

wildon.co.uk + wildon.eu
CE marking secured (EU)
15,000 cameras sold
UK / EU influencer seeding
Amazon.co.uk listing live

\$2.1M

net profit

YEAR 3

USA - Canada

FCC certification (US)
Amazon.com launch
29,750 cameras sold
US hunting influencer programme
AT&T and Bell deployment

\$5.9M

net profit

US and CA require FCC certification and local carrier roaming confirmation – both initiated in Year 2 for Year 3 readiness.

WHY WILDON WINS

Five advantages no competitor currently matches.

Local pricing in every market

No competitor prices in local currency. Every AU, UK and EU customer pays USD conversion fees monthly. We don't.

Cheapest unlimited plan globally

\$14.99 vs \$23.25 AUD · £9.99 vs £12.99 · \$9.99 vs \$15.00 USD. We undercut the market leader in every territory.

Zero external capital required

Device margin funds marketing, marketing funds growth, growth funds expansion – across all three years and five markets.

\$645K/month recurring by Y3

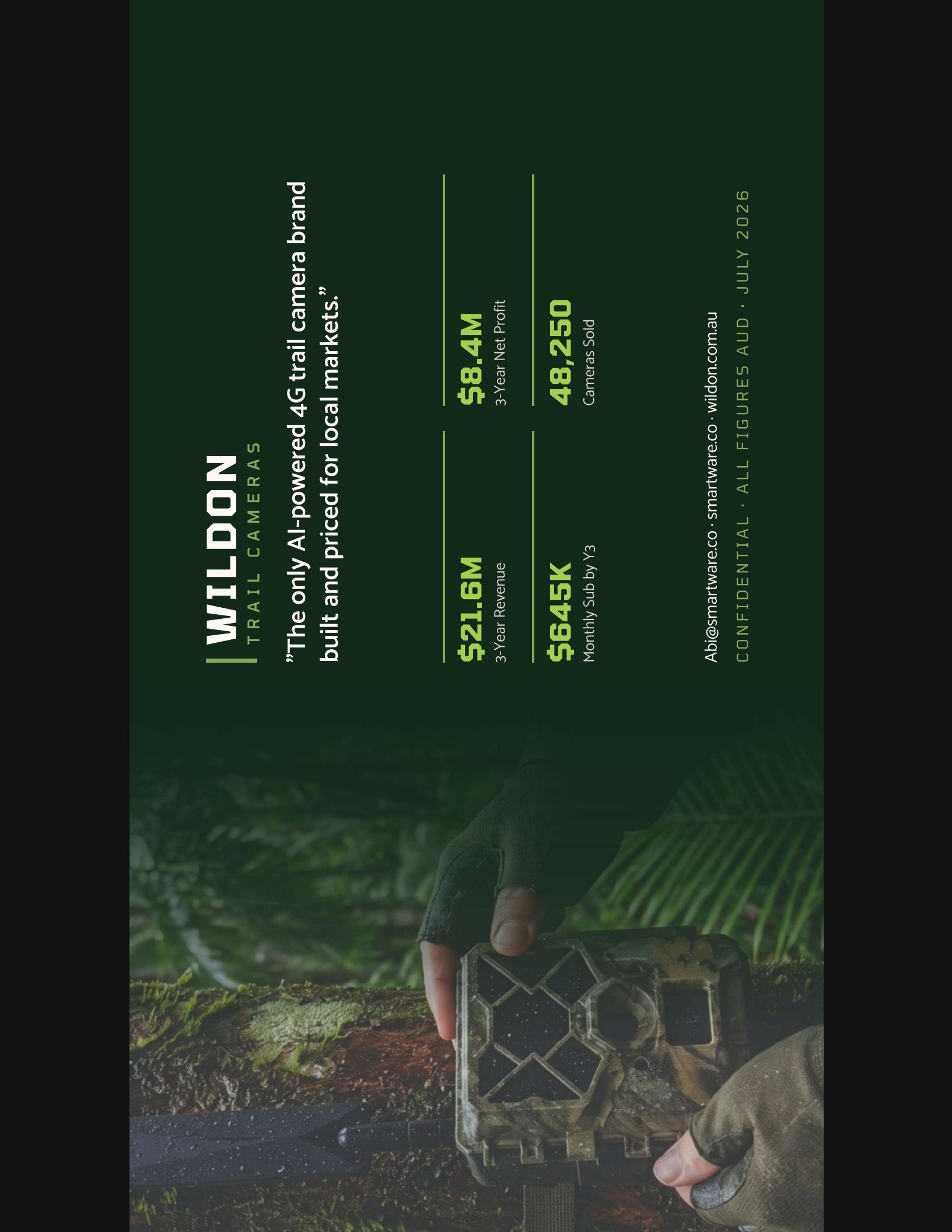
Subscription revenue alone covers all operating costs by the end of Year 3. Camera sales become pure upside.

xoSIM future-proofs the fleet

eUICC carrier switching happens over the air. No physical SIM access, ever. One hardware SKU serves all five markets.

Three products, one platform

Solar and professional cameras extend the same app, AI and subscription infrastructure – new revenue with no new stack.

A person wearing a green long-sleeved shirt and black gloves is holding a Wildon trail camera. The camera is mounted on a tree trunk in a forest setting. The background is a lush green forest with ferns and moss.

WILDON

TRAIL CAMERAS

”The only AI-powered 4G trail camera brand built and priced for local markets.”

\$21.6M

3-Year Revenue

\$8.4M

3-Year Net Profit

\$645K

Monthly Sub by Y3

48,250

Cameras Sold

Abi@smartware.co · smartware.co · wildon.com.au

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