Advanced **occupancy sensing** for *retail & hospitality*

A proprietary sensor-to-dashboard solution leveraging the latest in mmWave radar technology.

450k Seed Round - *SEIS & EIS*

Contact:
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pemberton.digital is an occupancy-technology company based in East London.

Our proprietary sensor-to-dashboard solution is powered by **mmWave radar** - a recent innovation in human-sensing technology.

Beyond people counting, our solution captures human-spatial data in a **100% private** and **cost-effective** manner, offering a better-fit alternative to overbuilt, video based solutions.

We serve retail and hospitality, with great opportunity in stadium, office and precinct management.

Backed by SFC Capital at pre-product stage, **pemberton.**digital has developed its solution and begun monetising at enterprise level.

pemberton.digital is well placed to carve a new niche is occupancy sensing:

✅ *Early enterprise adoption & a strong pipeline*
✅ *One device for many applications*
✅ *Distinct advantages in a large & growing market*
✅ *Strong technical & commercial team*
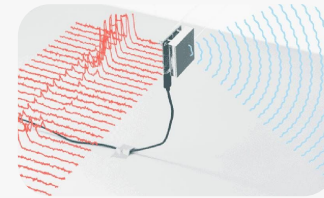
Millimeter what?

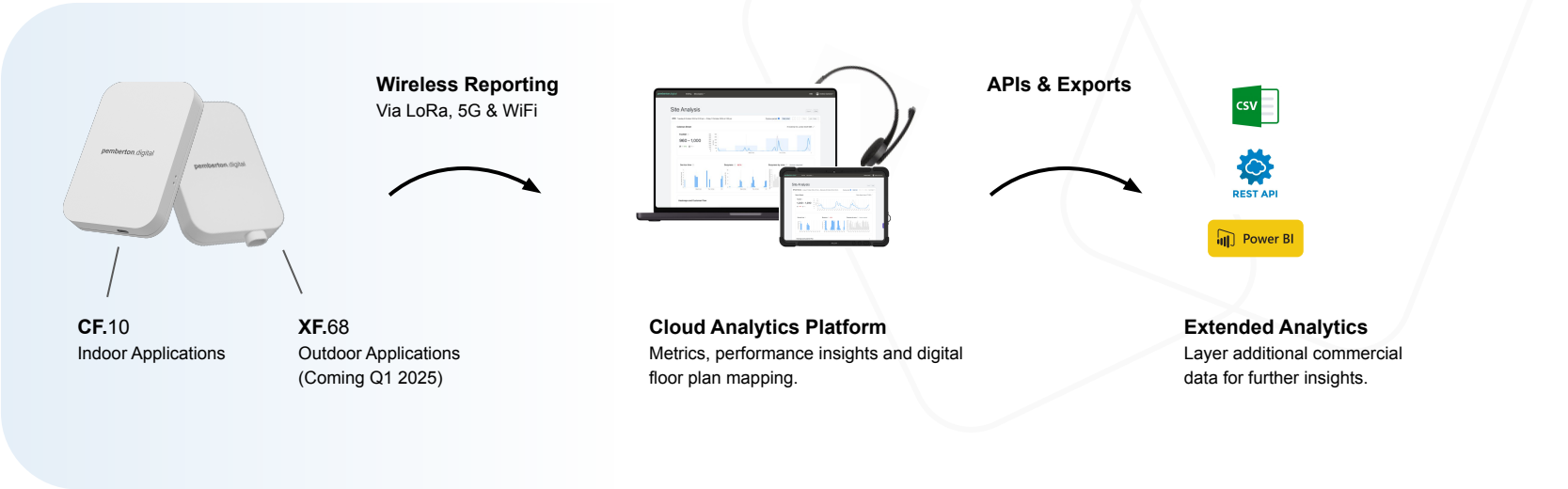mmWave is similar to the human-spotting technology used in automotive applications.

The innovation emits high-frequency radio waves and analyses its reflections to precisely identify and place human-shaped objects in a space.

Its solid-state, lens-less nature ensures durability, cost efficiency, and complete privacy.

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pemberton.digital is a *hardware-enabled* SaaS platform.

Our solution transforms human-spatial data into operational intelligence, empowering businesses to make data-driven improvements to space, people and performance.

Designed in-house, our devices detect the presence, directionality and dwell of people within an observed space - much like a camera system, minus the cost, installation burden and privacy issues. Roughly the size of a pack of cards, the devices provide sensing in a wide beam, monitoring bubbles of ~1,000 square feet, and narrow beam, with virtual gates ranging up to 80 feet.

Wireless Reporting
Via LoRa, 5G & WiFi

APIs & Exports

CF.10
Indoor Applications

XF.68
Outdoor Applications
(Coming Q1 2025)

Cloud Analytics Platform
Metrics, performance insights and digital floor plan mapping.

Extended Analytics
Layer additional commercial data for further insights.

Our devices are **multi-talented,** creating new opportunities in occupancy sensing.

mmWave offers unique "open field" capabilities that allow the devices to sense into a range of areas, with boundaries and functions pre-configured in software. Tracking up to thirty people at a time, the solution provides a detailed picture of traffic, performance and engagement.

With operational and analytical capabilities, our solution provides greater visibility in a scalable, private and cost-effective way.

Traffic & Density
Wide beam and virtual gates to monitor both irregular and open-plan areas with ease and precision.

Queue Performance
Identify the when, where & why of service bottlenecks - enhancing throughput and customer experience.

Pathway & Zone Usage
Visibility over large or multiple trading areas - time mapped occupancy data visualised on a digital floor plan.
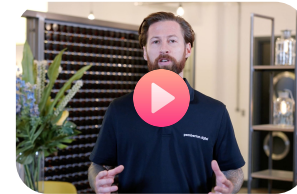
Impression & Engagement
Measure the reach & impact of visual merchandising - The retailer friendly solution to feature measurement.

Demo Videos Here

QSR & Retail Applications


Shopper Marketing

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Pilot *& Pre-sales*

K10 Japanese

K10 Japanese, an Itsu-challenger brand, operates in the City of London. The QSR chain relies on the 12–2 pm peak period, making conversion and throughput critical.

pemberton.digital monitors occupancy, queue lengths, and service times with a single device at each location, providing insights into busyness and service bottlenecks, creating opportunities for better staff allocation and improved daily throughput.
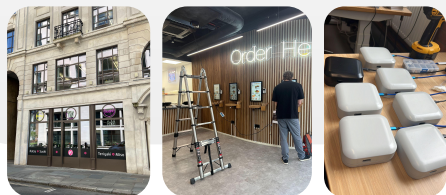
Epsom Social

Epsom Social is a 7,000 sq. ft. multi-vendor food hall and entertainment venue located in South London.

pemberton.digital deployed nine devices to monitor two entry/exit points and the distinct zones within the venue - dining, games, bar, vendors, lounge, and stage area. The system provides insights into zone utilisation and evaluates the draw of the various entertainment offerings and marketing initiatives.

Pets at Home

Pets at Home is the UK's largest pet retailer, with over 600 locations and annual revenue of £1.5 billion.

pemberton.digital conducted a proof-of-concept installation in Birstall ahead of a monetised deployment at New Malden, the group's flagship site. Covering 22,000 sq. ft. with full-store coverage, **pemberton.**digital provides insights into customer pathways, dwell times, queue metrics, and the effectiveness of key engagement "moments". These insights support store development planners in optimising layout, evaluating feature ROI, and shaping future store concepts.
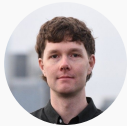
The people of **pemberton.**digital

Andrew Cameron - Founder (Commercial)

Former investment and business development professional with experience across banking, venture capital, and retail commercial property. Responsible for product, partnerships, and commercial development.
LinkedIn

Patrick Coleman - Founder (Technical)

Ex-Cisco senior engineering manager and IoT consultant, specialist in antenna and circuit board design. Responsible for full-stack sensor-to-dashboard development, device design, manufacture, and delivery.
LinkedIn

Mark Brackley - Strategic Advisor

Technology entrepreneur. Led Jade Solutions >20 years, ultimately exiting to industry giant Renovotec.
LinkedIn

Mark Fielding - Strategic Advisor

Commercial leader and expert in shopper marketing, retail data propositions, and FMCG.
LinkedIn

James Ussher-Smith - Delivery Partner

Managing Director at TPP Retail, providing technology solutions to the UK's largest brands.
LinkedIn

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pemberton.digital is first to market with **mmWave**.

Unlike established solutions, **pemberton.**digital has no direct competitors in its verticals - it's better understood in contrast to broader categories such as video analytics, PIR, and beaconing which compromise on privacy, cost or capability.

	Pemberton (mmWave)	Video Analysis	Passive Infrared	Beaconing (Wi-Fi, BLE).	LiDAR
100% Private	✅	❌	✅	❌	✅
Cost Effective	✅	❌	✅	✅	❌
Data Efficient	✅	❌	✅	✅	❌
Easy Installation	✅	❌	✅	✅	❌
High Spatial Accuracy	✅	✅	❌	❌	✅
Scalability	✅	❌	✅	✅	❌
Remote Configuration	✅	✅	❌	✅	✅
Footfall Capture	✅	✅	❌	✅	✅
Performance Metrics	✅	✅	❌	❌	❌
Pathways	✅	✅	❌	❌	❌
Heat Mapping	✅	✅	❌	✅	❌
Demographics	❌	✅	❌	✅	❌
Cloud Analytics	✅	✅	✅	✅	✅

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Market ***& Monetisation Model***

£105m **SOM** by 2029.

The global occupancy analytics market is experiencing significant growth across various industries. In 2024, the market size is estimated at USD 1.21 billion, with projections indicating it will reach **USD 4.43 billion** by 2029, giving **CAGR of 29.80%** during this period ([Mordor intelligence](#)).

With a competitive edge within basic people counting solutions, and a distinct advantage to create and win new markets, **pemberton.**digital estimates a global 2029 **Serviceable Obtainable Market** (ARR) of GBP 105 million, being 3% of global capture.

License-Based Revenue Model.

The model generates recurring revenue through a tiered licensing structure linked to duration and feature complexity. Typical of enterprise device suppliers, the model provides flexibility for clients to access the product while ensuring a path for upsell opportunities.

Modular Pricing: Tier based licensing to harmonise customer needs and delivery costs, whilst allowing for account growth.
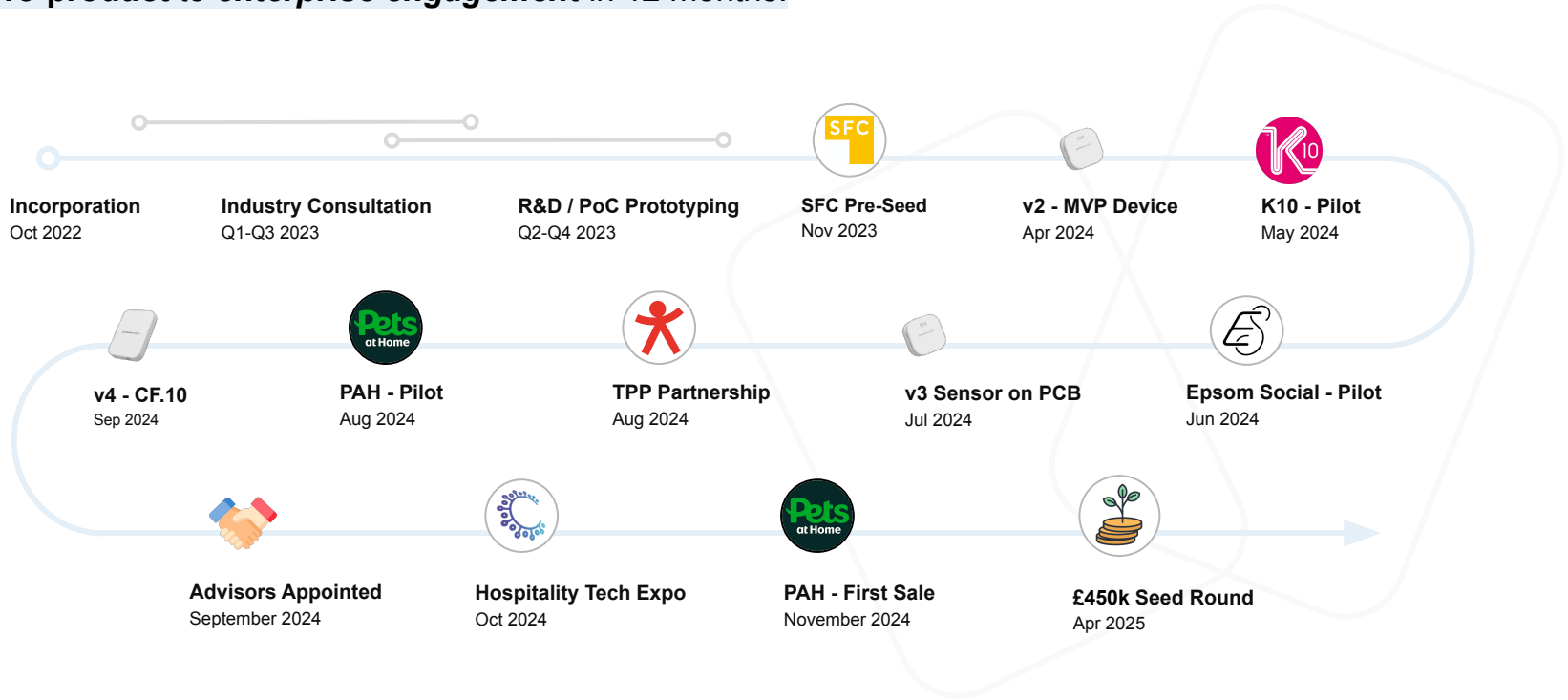
Recurring Revenue: A subscription model both lowering the cost of adoptions and creating predictable revenue.

Scalable Model: Seamless scalability, allowing clients to expand features and functionality as needs evolve.

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Pre-product to *enterprise engagement* in 12 months.

Incorporation
Oct 2022

Industry Consultation
Q1-Q3 2023

R&D / PoC Prototyping
Q2-Q4 2023

SFC Pre-Seed
Nov 2023

v2 - MVP Device
Apr 2024

K10 - Pilot
May 2024

v4 - CF.10
Sep 2024

PAH - Pilot
Aug 2024

TPP Partnership
Aug 2024

v3 Sensor on PCB
Jul 2024

Epsom Social - Pilot
Jun 2024

Advisors Appointed
September 2024

Hospitality Tech Expo
Oct 2024

PAH - First Sale
November 2024

£450k Seed Round
Apr 2025

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Q1 2025 **Pipeline & Engagement**

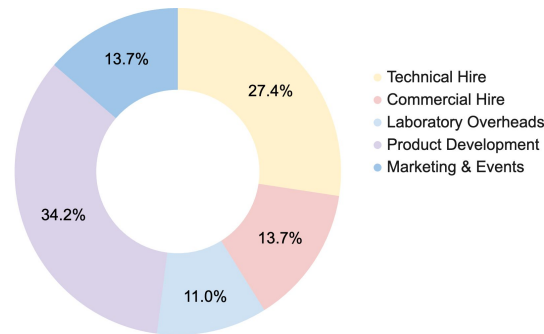|		
Pets at Home	Expansion of existing account with all-of-store customer flow analysis and development of footfall and tactical features. Target ARR +£300k in five years.	www.petsathome.com www.tppretail.com
flying tiger copenhagen	Close all of Portugal (c.50 sites) via local partner StoresAce for basic footfall, establishing account for upselling specialist features. Commodity sale at £42k, target Q1 closure.	www.flyingtiger.com www.storesace.com
SSP	Engagement at c-level for piloting both CF.10 and incoming XF.68 devices in "Zero" and "Middle" format cafe and QSR sites. Major account, target ARR TBD, multi year horizon.	www.foodtravelexperts.com
QUINTAIN	Establish agreement to pilot and deploy XF.68 devices across Wembley Stadium's Olympic Way and DFO shopping centre. Target ARR +£70k inside one year.	www.quintain.co.uk www.wisynergy.co.uk
GIG RETAIL	Establish commercial partnership with GIG Retail to monetise in-store visual merchandising analytics between brands and retailers. Target ARR +£360k in five years.	www.gigretail.co.uk
sodexo live!	Execute concourse catering analytics proof of concept at Brighton Hove Stadium, with scope on aviation longues. Major account, target ARR TBD, multi year horizon.	www.sodexolive.co.uk
nimlok	Launch reselling partnership to provide advanced exhibition stand analytics. First pilot agreed at Confex International Feb 2025 (Major events exhibition), target ARR >£200k, TBD.	www.nimlok.co.uk
Creams	Proposal stage - Strategic roll out of analytic and operational functions. Quote includes +100 stores, £58k setup and £55k annual recurring license.	www.creamscafe.com

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Investment *& Use of Funds*

pemberton.digital is raising £450,000 at a pre-money valuation of £5,000,000.

✅ Advance Assurance Obtained

✅ £85,000 SEIS Available

✅ 100% EIS Available

✅ Target closure April 2025.

Driving product **& commercial development.**

Funds for key hires in front-end development and commercial support, alongside back-end product enhancements (narrow beam product, connectivity, and stability), streamlining manufacturing and distribution, ensuring scalability, compliance / regulatory, andmarketing

13.7%

27.4%

13.7%

11.0%

34.2%

- Technical Hire
- Commercial Hire
- Laboratory Overheads
- Product Development
- Marketing & Events

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Join **pemberton.**digital on the next exciting phase of our development and commercialisation.

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More resources, case studies and demo videos on our Linktree
https://linktr.ee/pembertondigital