

# SMU Community Chat

September 21, 2022

Starting at 11 AM Eastern

David Schollaert, Steel Market Update

Sandeep Pandya, Everguard.ai



[SteelMarketUpdate.com/Blog/SMU-Community-Chat-Webinars](https://SteelMarketUpdate.com/Blog/SMU-Community-Chat-Webinars)

# Steel Market Update Team



SMU Newsletter developed for active buyers & sellers of flat rolled steel.

**Prices – Momentum – Trends – Analysis – with a guarantee**

For more information visit [www.SteelMarketUpdate.com](http://www.SteelMarketUpdate.com)

# Upcoming Events

Date	Event	Status	Venue
<b>October 19-20</b>	SMU Steel 101 Workshop	<b>Live</b>	Corpus Christi, Texas
<b>February 5-7</b>	Tampa Steel Conference 2023	<b>Live</b>	Tampa, Florida

If you would like more information about any of our workshops, you may visit [SteelMarketUpdate.com/Events](https://SteelMarketUpdate.com/Events) or e-mail our team at [Events@SteelMarketUpdate.com](mailto:Events@SteelMarketUpdate.com)



Steel 101 Workshop, Severstal Dearborn 2012

Our goal is to provide quality information to the flat rolled steel industry.

We invite over 700 companies to participate in our surveys.

All responses are kept confidential and are never attributed to the individual or company responding.

To become a data provider, contact [Brett@SteelMarketUpdate.com](mailto:Brett@SteelMarketUpdate.com)



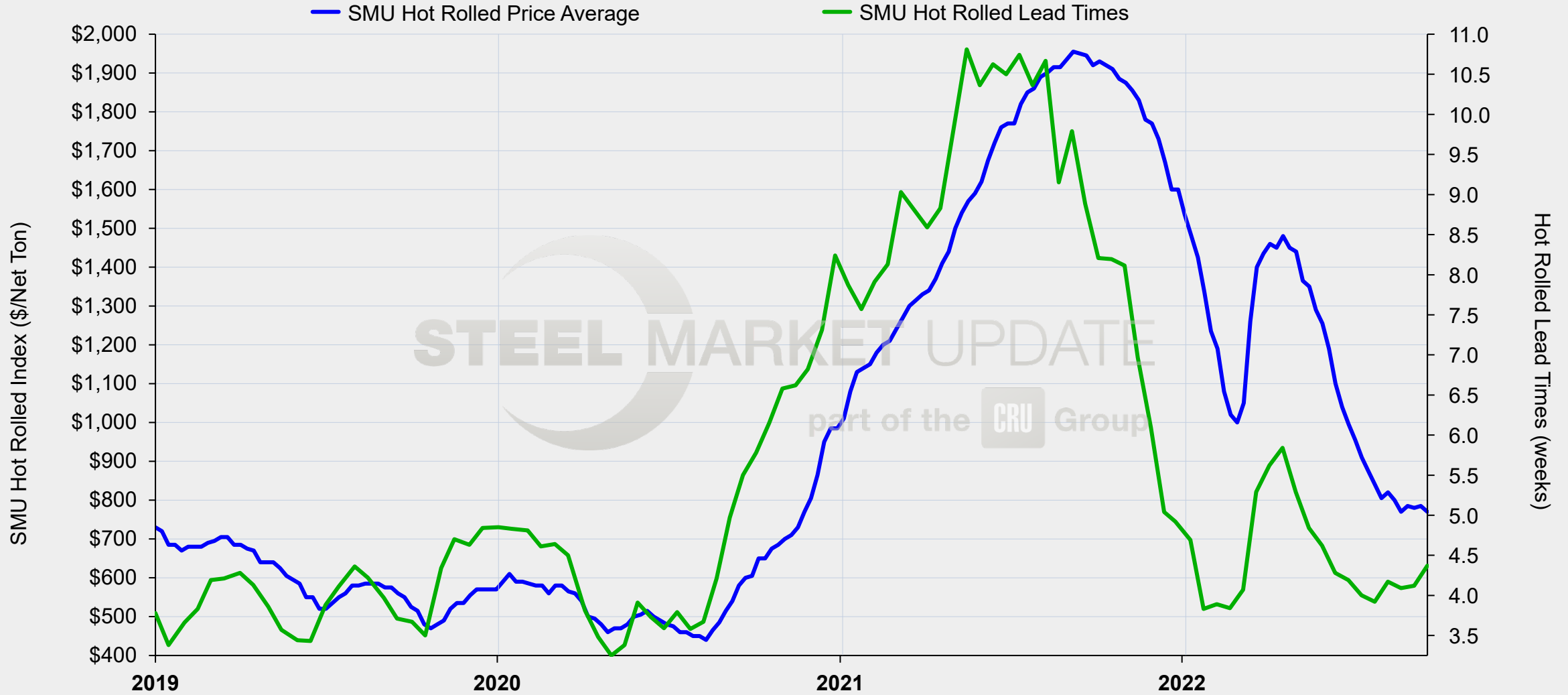
# STEEL MARKET UPDATE

part of the  Group

Don't just read our data, see your  
company's experience reflected in it.

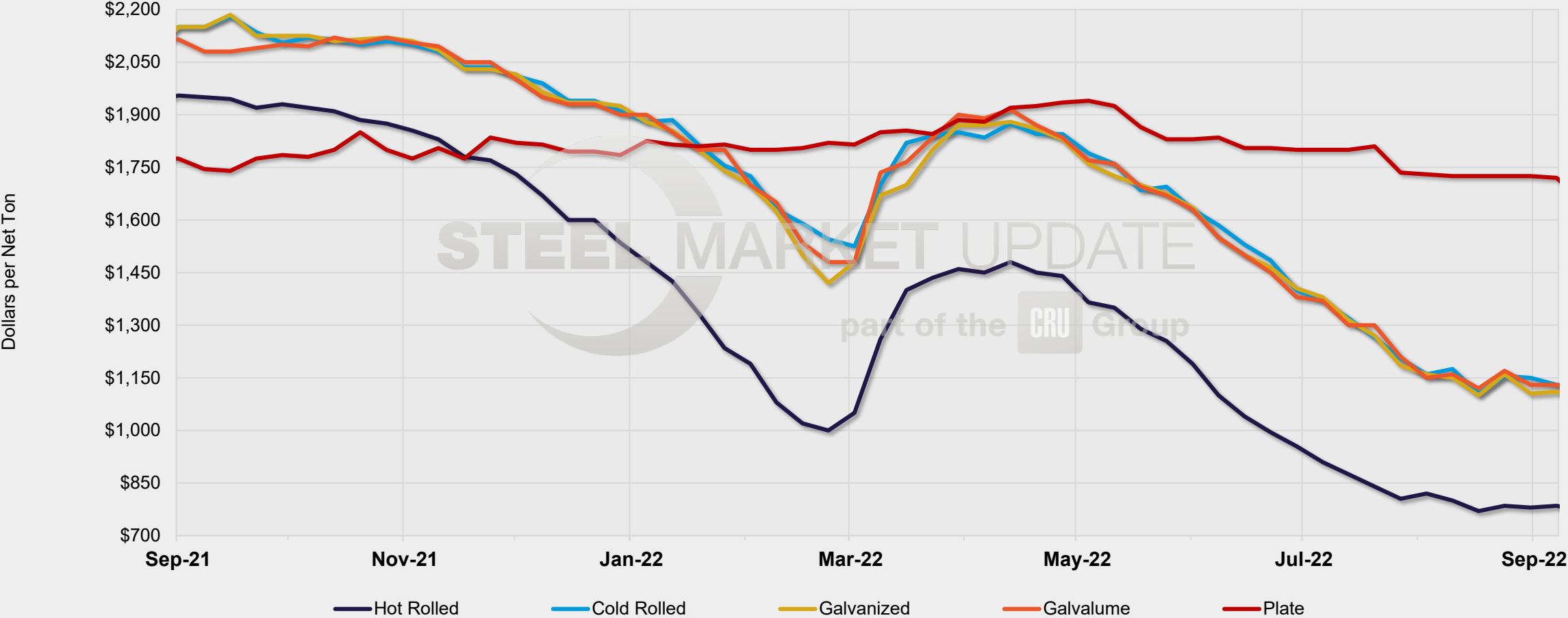
Contact [Brett@SteelMarketUpdate.com](mailto:Brett@SteelMarketUpdate.com)  
for participation information.

# SMU Steel Prices vs Lead Times



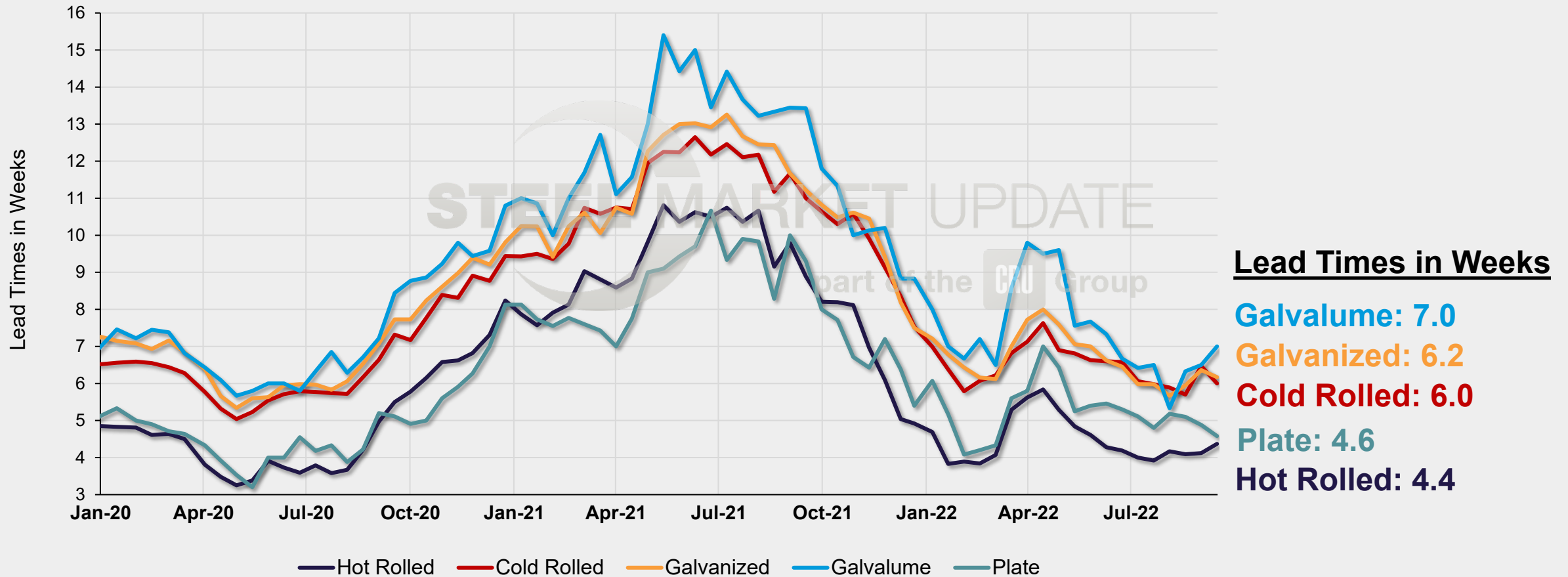
# SMU Steel Prices

**SMU Steel Price Indices**  
September 7, 2021 through September 20, 2022



# Steel Mill Lead Times by Product

**SMU Lead Times Comparison**  
January 1, 2020 through September 15, 2022



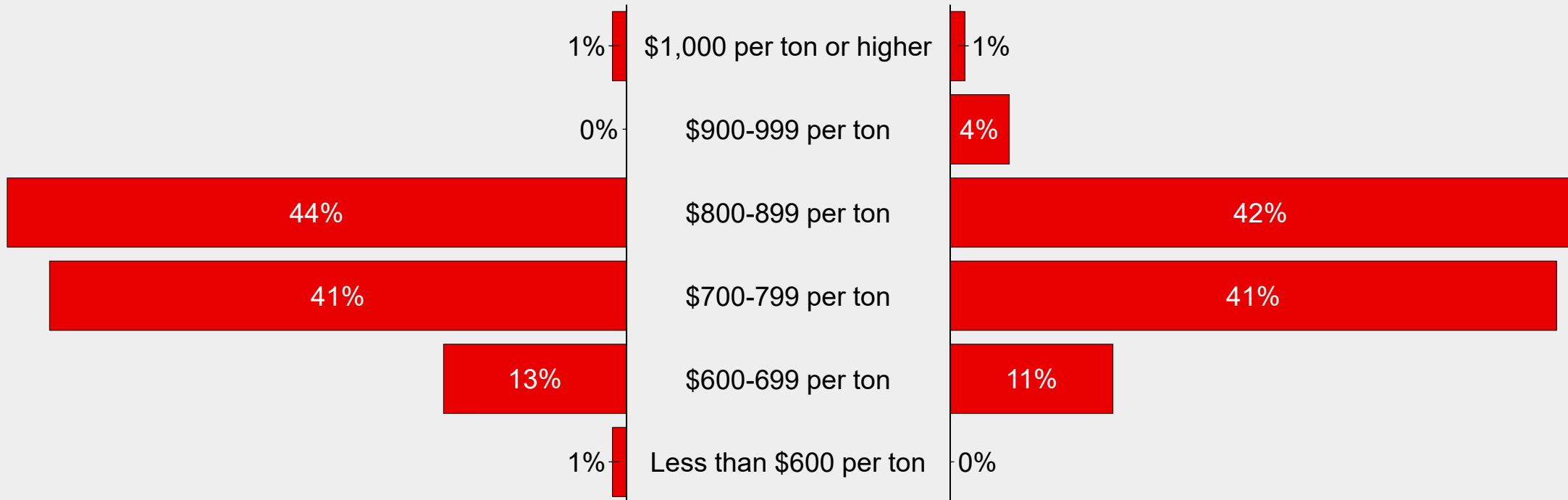


# Future HRC Prices

Where do you think HRC prices will be two months from now?

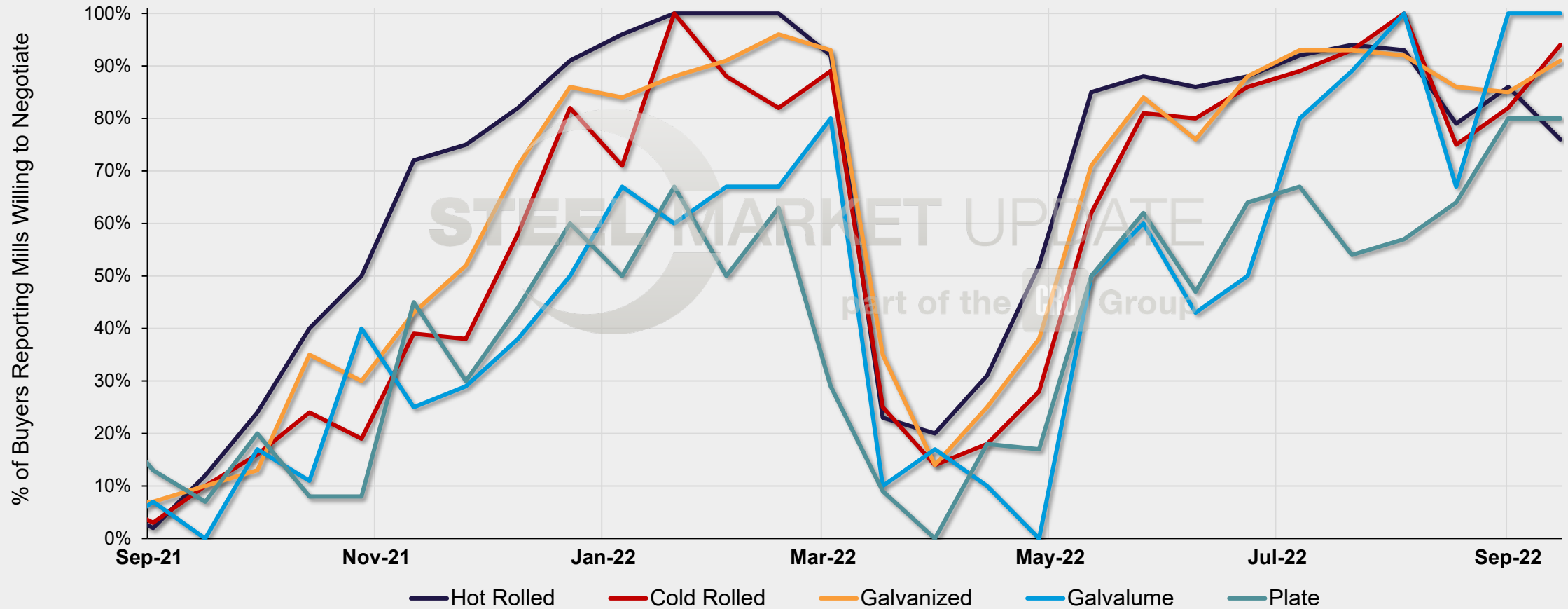
September 1, 2022

September 15, 2022



# Steel Mill Negotiations

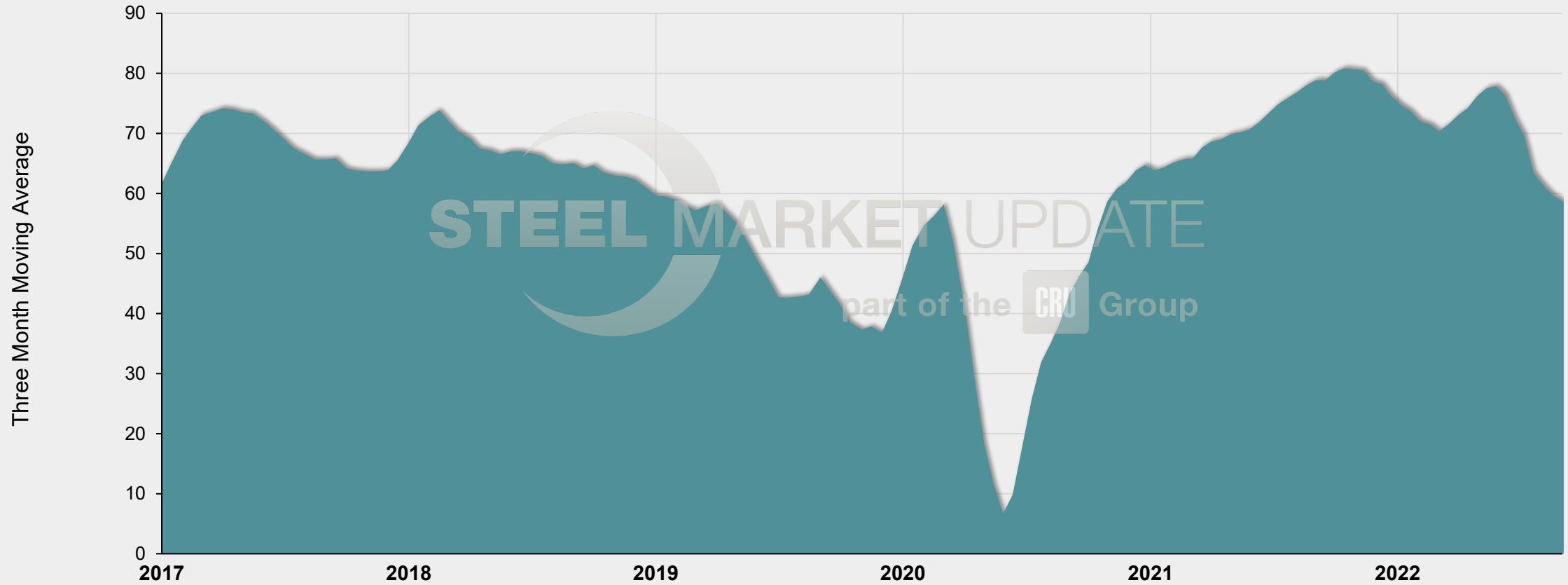
**SMU Price Negotiations on New Steel Orders**  
September 1, 2021 through September 15, 2022



# Steel Buyers Sentiment

Three Month Moving Average at +57.67

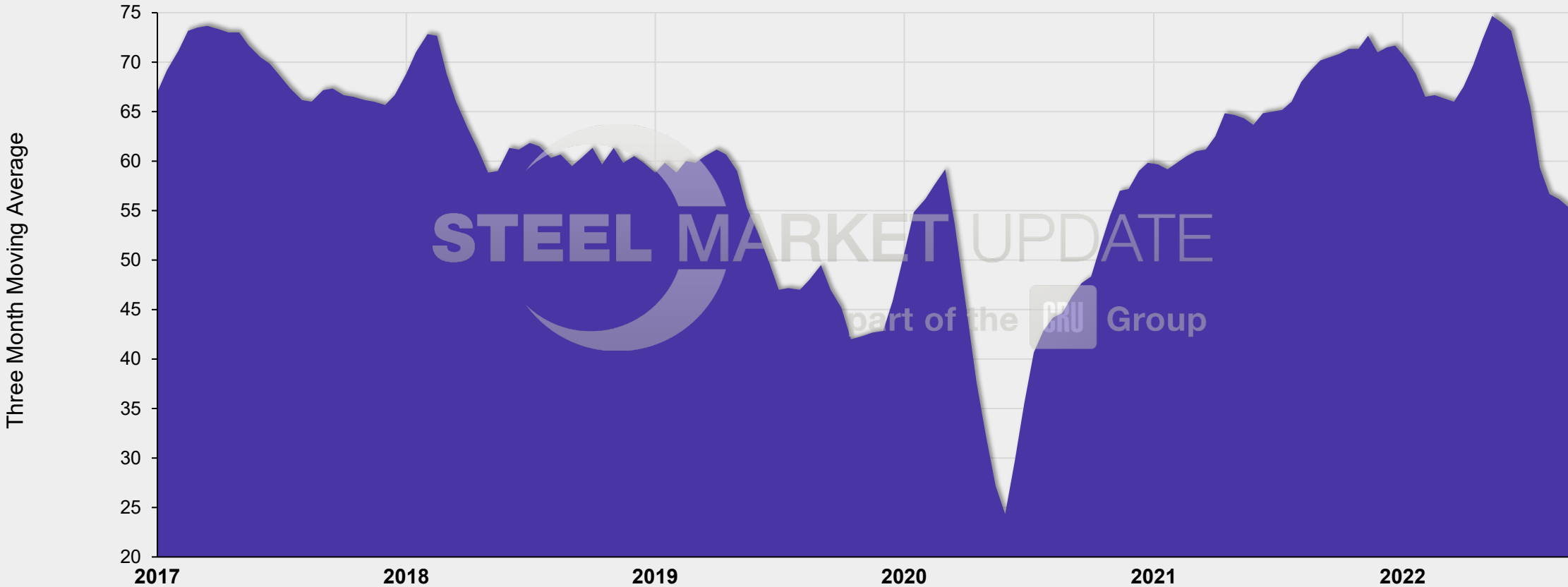
**SMU Steel Buyers Sentiment Index**  
3MMA - January 2017 through September 15, 2022



# Steel Buyers Future Sentiment

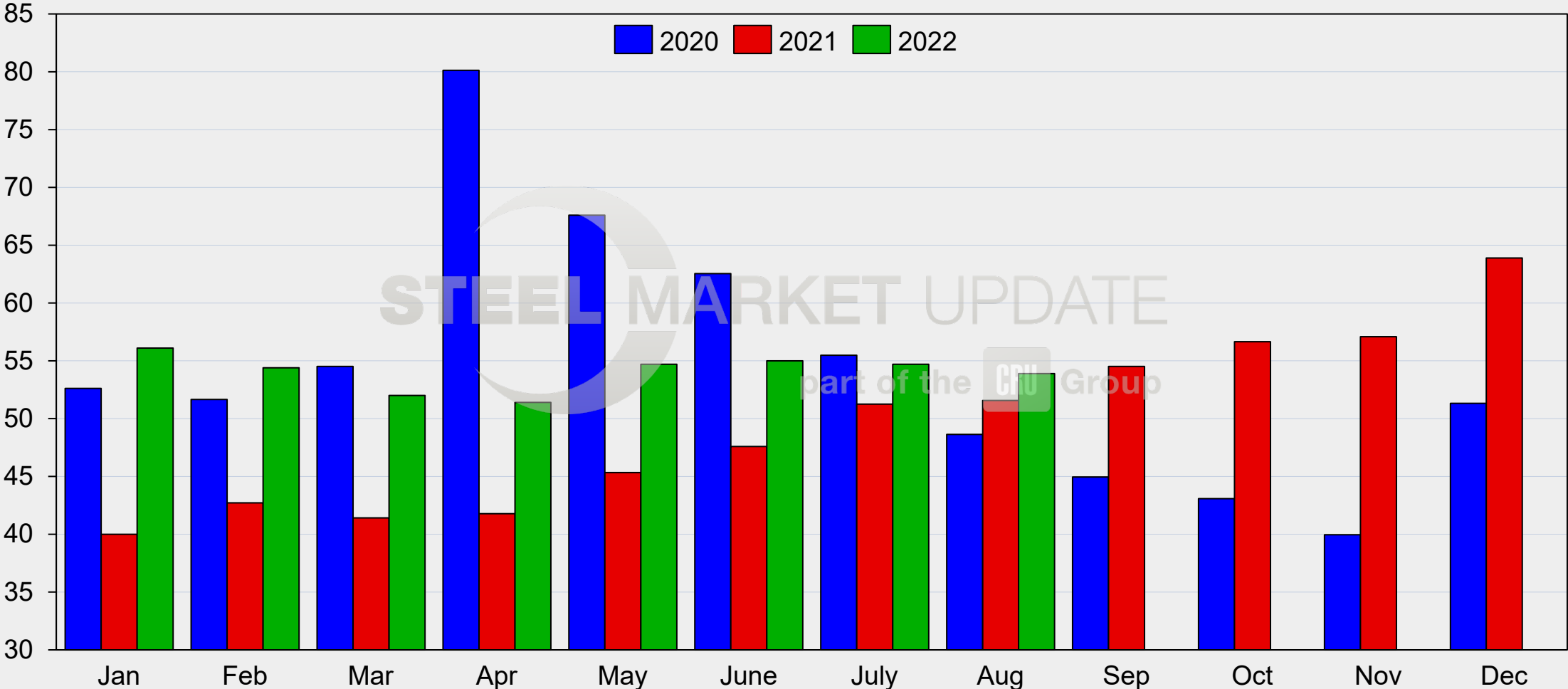
Three Month Moving Average at +55.67

**SMU Future Steel Buyers Sentiment Index**  
3MMA - January 2017 through September 15, 2022



# Service Center Inventories

**Shipping Days of Supply – Flat Rolled**

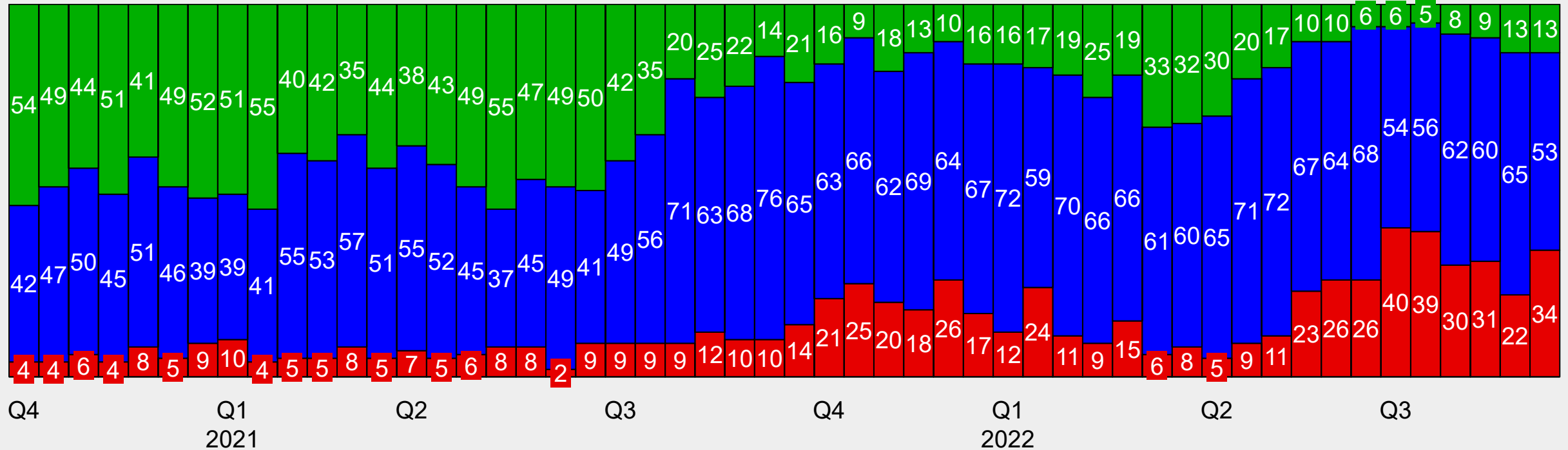


# Overall Demand History

How are you seeing demand for your products?

- Demand is improving
- Demand is stable
- Demand is declining

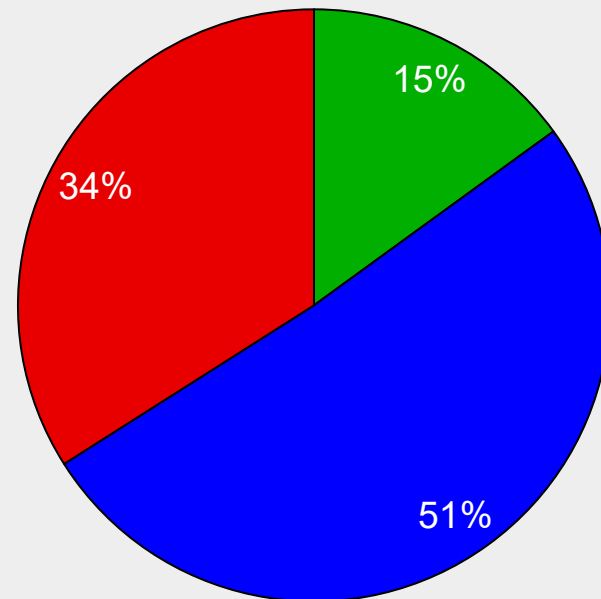
out of 100%



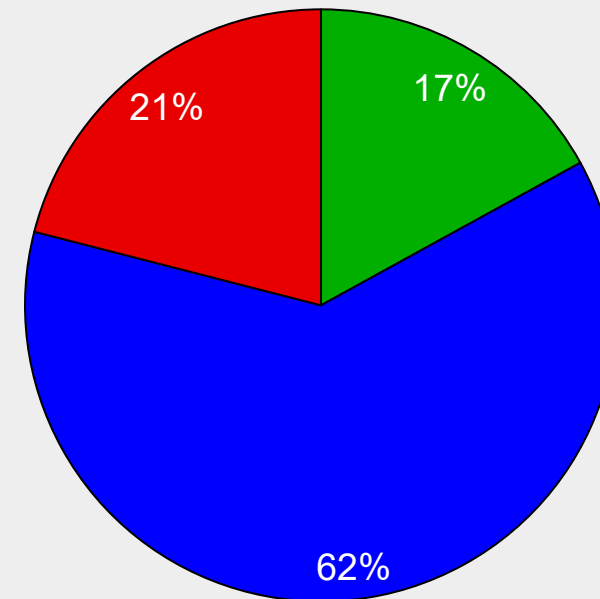
How did your company perform last month compared to your forecast?

- We exceeded our forecast
- We met our forecast
- We do not meet our forecast

August 4, 2022 – For July



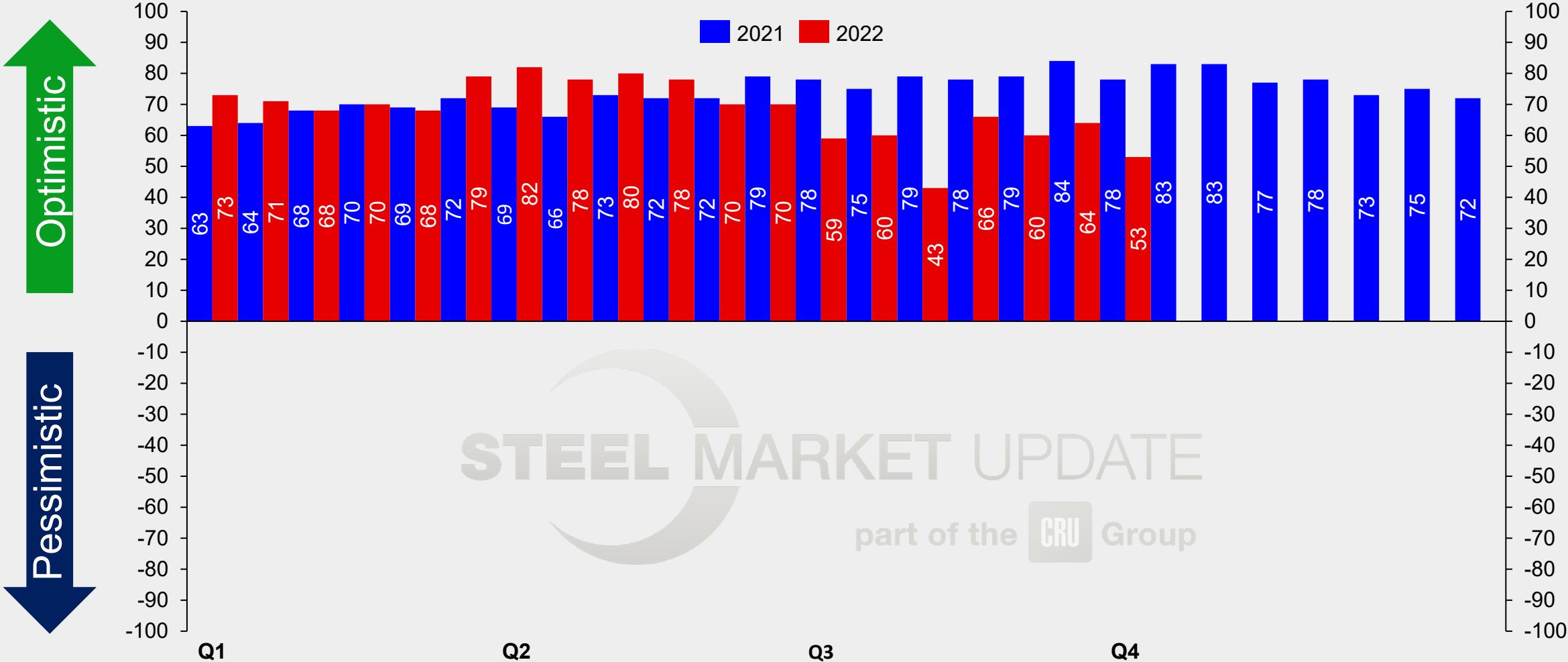
September 15, 2022 – For August



# Steel Buyers Sentiment

Down 11 points to +53

### Steel Market Update Steel Buyers Sentiment Index







**Sandeep Pandya** is CEO of **Everguard.ai** leading the way in the incorporation of wearables with computer vision, machine learning, and AI to make the world's industrial environments safer and more sustainable. Formed in 2020, Everguard.ai stemmed from Pandya's belief that the world is experiencing a technological renaissance, and that the nexus of AI, digital connectivity, and information sharing will fundamentally reshape and improve the way people and their communities sustain each other.

Pandya is a technology veteran whose experience spans product introductions and innovations in semiconductors, connected devices, wireless infrastructure, cloud services, and novel AI/CV applications. His leadership has helped organizations of all sizes establish high-growth markets globally.

Sandeep is a recognized thought leader and member of the Forbes Technology Council. Since its formation, Everguard.ai has been backed by Boston Consulting Group Digital Ventures and SeAH Global Inc, a global steel conglomerate

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SMU Community Chat  
September 2022



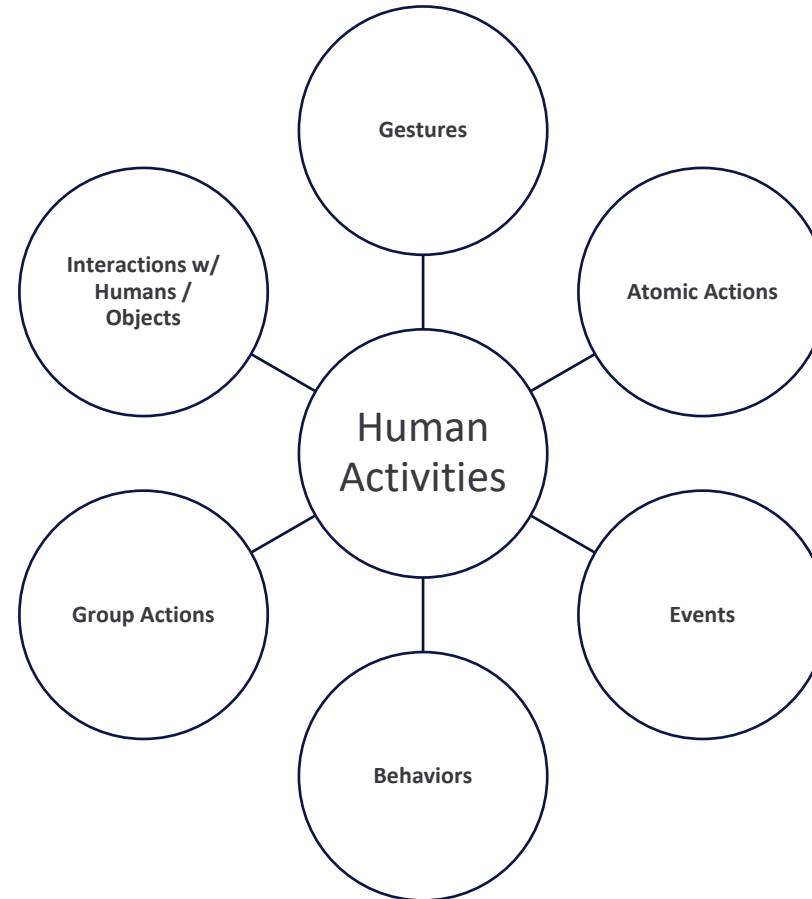
# Human Activity Recognition 101



## Human Activity Recognition (HAR)

Recognize common human activities in real-life settings:

- **Gross:** Walking, running
- **Fine grain:** Smoking, peeling an apple



## Worker Activity Recognition (WAR)

Sense and understand worker's activity in real-life settings / workplace:

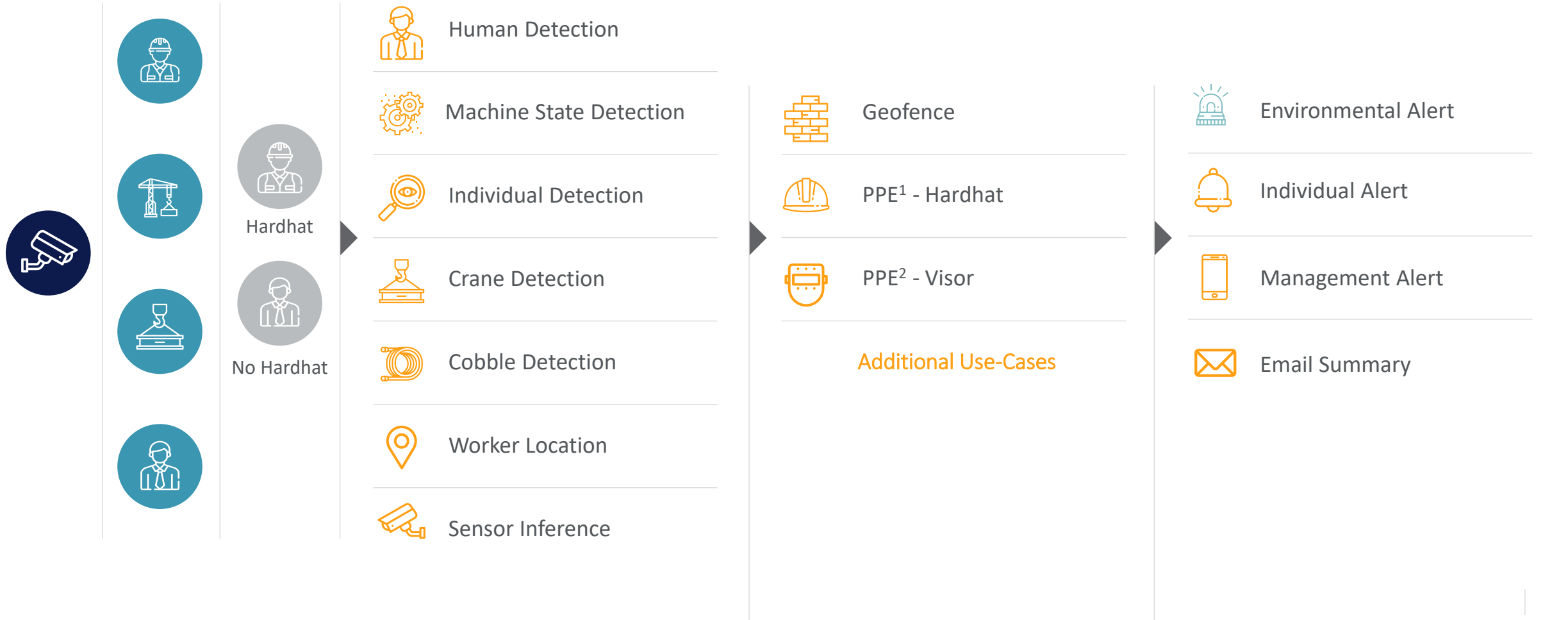
**Gross:** Walking, lifting, falling

**Fine grain:** Operating a tool, wearing PPE

**Challenges:** recognition, localization, background clutter, partial occlusion, changes in scale, viewpoint, lighting, appearance, etc.

# Computer Vision Simplified

Collect Video	Label Data	Train Model	Develop Foundation Models	Address & Expand Use Cases	Create Cohesive Prevention System
Cameras	Images	Labeled Data	CV Models	Algorithms/"Use-Cases"	Intervention Mechanisms



# Worker-Centric AI™



Conscious environment

Senses distress and danger before humans can

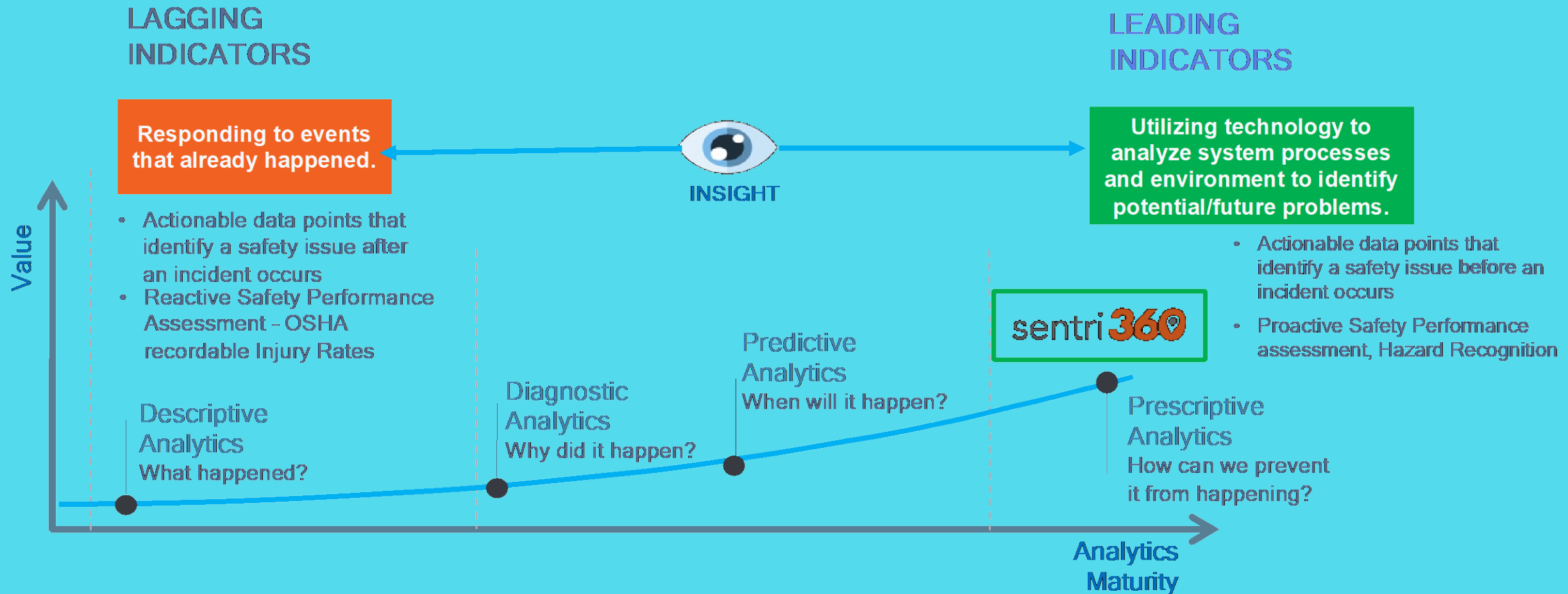
AI powered by Sensor Fusion and Edge Computing

Combines variety of industrial sensor technologies in ecosystem to work smarter together to create

**PROACTIVE APPROACH TO SAFETY**

# Reactive safety approaches aren't working

## ~3 million U.S. non-fatal injuries/year\*



\*most recent OSHA statistics available

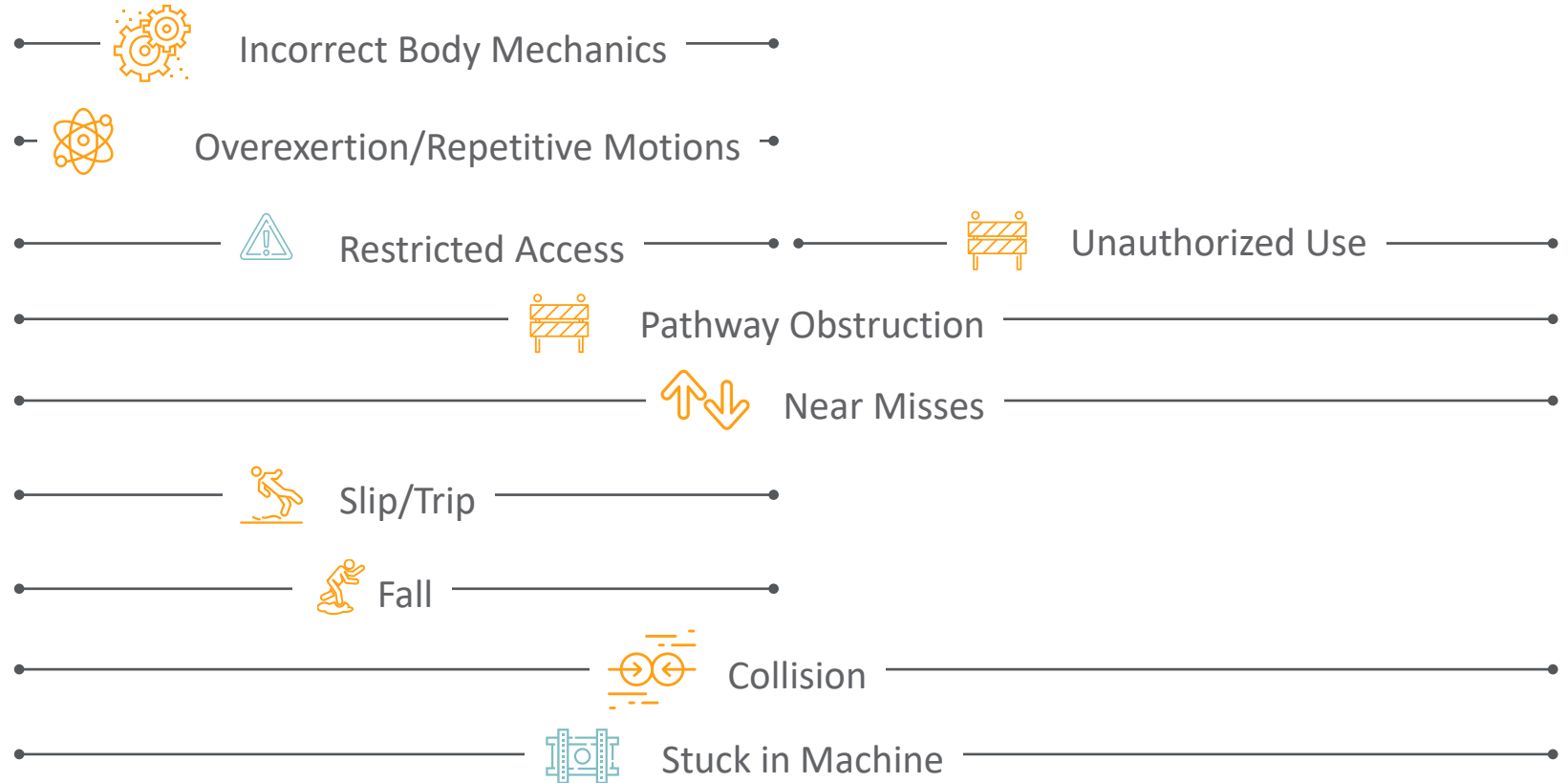
# Industrials Share of Injury Types



## Top Safety Concerns

### Human

### Object / Machine



# The Power of Worker-Centric AI™

sentri360®



## Worker

- Wellness / Core Physiology / Dehydration
- Ergonomics / Physical Stresses
- Preventing Physical Harm In Real Time

## Workspace

- Machine / Crane Hazards
- Vehicle to Vehicle / Worker Proximity
- Avoid Downtime

## Work Environment

- Real Time Visual & Data Monitoring
- Environmental Hazards, e.g., Air / Noise / Light

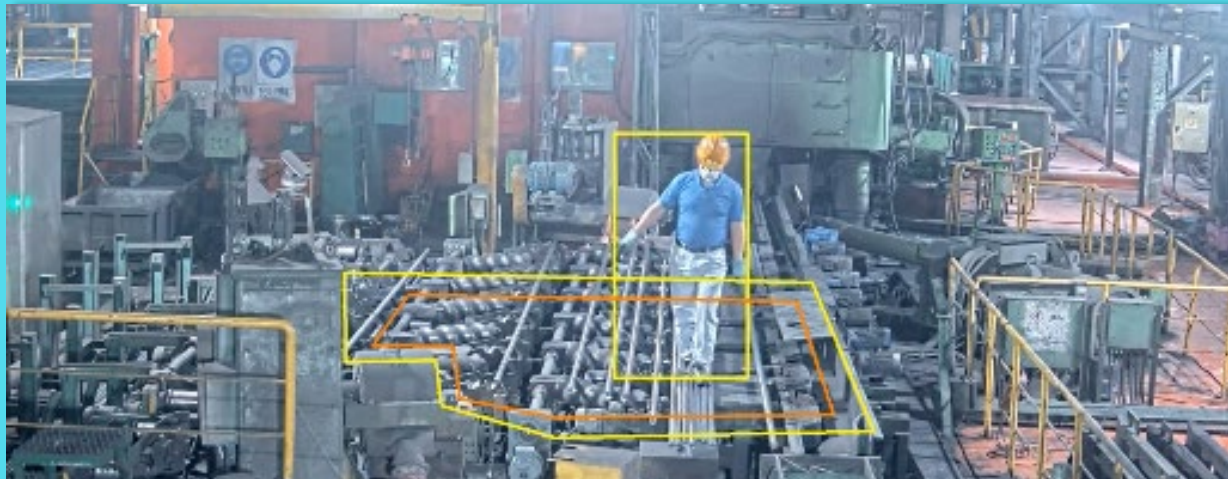
## Corporate Governance

- Full Workforce and Site Analytics
- Compliance Reporting





Isolating & Alerting Workers In Real Time



Detecting Subtle At-Risk Behaviors

# sentri360<sup>®</sup>

## Delivering Worker-Centric AI™



Indoor & Outdoor Safety Coverage

# Overexertion/Dehydration/ MSD Wearable Sensor



Overexertion



Contact/  
Impacts



Slips, Trips,  
Falls



Lone Worker,  
Transportation



Illness, COVID,  
Heat Stress

**50%**

Reduction in  
Back Injury Risk

**50%**

Reduction in  
Exertion Risk

**30%**

Reduction in  
Claims



sentri**360**<sup>®</sup>



Accidents are a **critical risk** to any business.

**ESG** movements are **stronger than ever**.

Legal climate is **changing**.

But more than anything –  
**Preventing workplace accidents to protect team members is the right thing to do.**

**WE SHARE THE STEEL  
INDUSTRIES' COMMITMENT TO  
ZERO-HARM ...  
BECAUSE ONE IS TOO MANY**

EVERGUARD.ai

the future of industrial sustainability

# THANK YOU

Our mission is to make the world's industrial environments safer by creating a paradigm shift in EHS from reactive to proactive approaches.

Contact us: [info@everguard.ai](mailto:info@everguard.ai)

# Thank You

Thank you for attending our SMU Community Chat. And a special thank you to Mr. Pandya for his participation today.

To contact David Schollaert: [David@SteelMarketUpdate.com](mailto:David@SteelMarketUpdate.com)

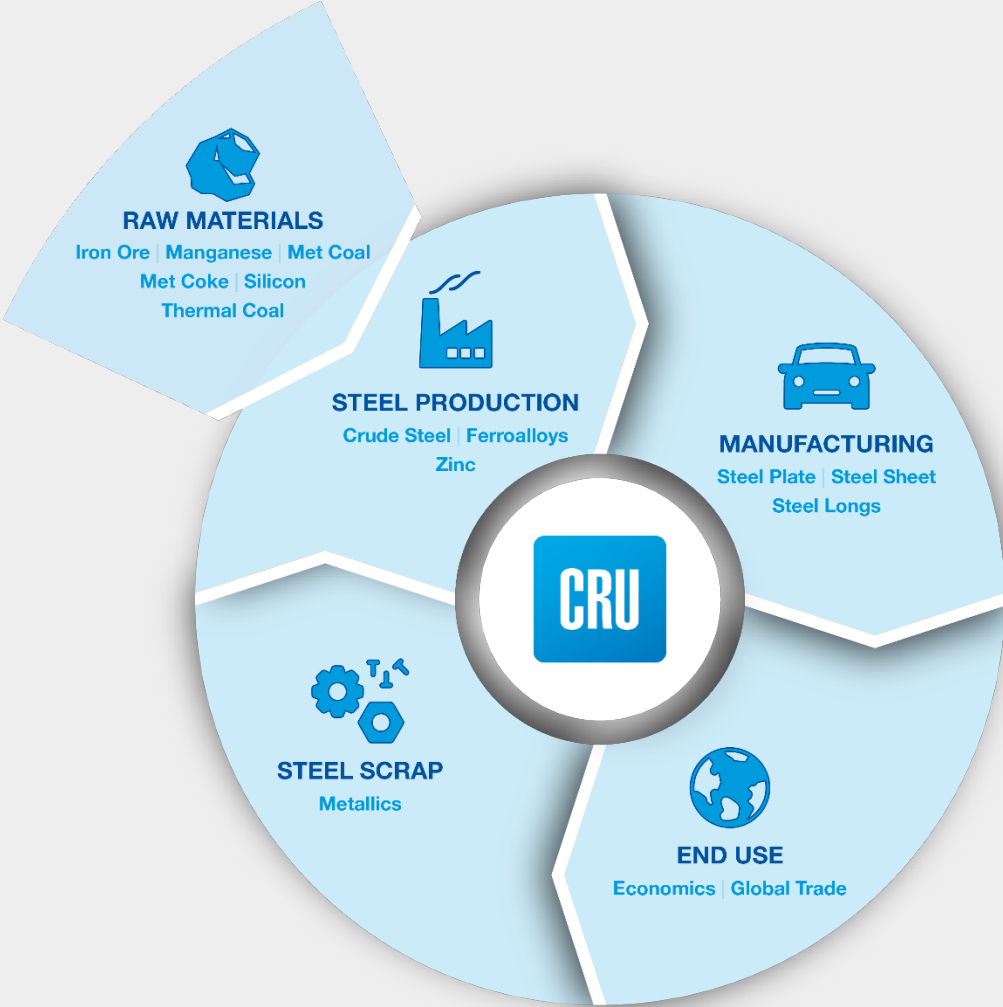
For information about subscribing to SMU, contact Paige Mayhair: [Paige@SteelMarketUpdate.com](mailto:Paige@SteelMarketUpdate.com)

To participate in our survey contact Brett Linton: [Brett@SteelMarketUpdate.com](mailto:Brett@SteelMarketUpdate.com)

To become a data provider for our service center inventory report, contact Estelle Tran: [Estelle.Tran@CRUGroup.com](mailto:Estelle.Tran@CRUGroup.com)

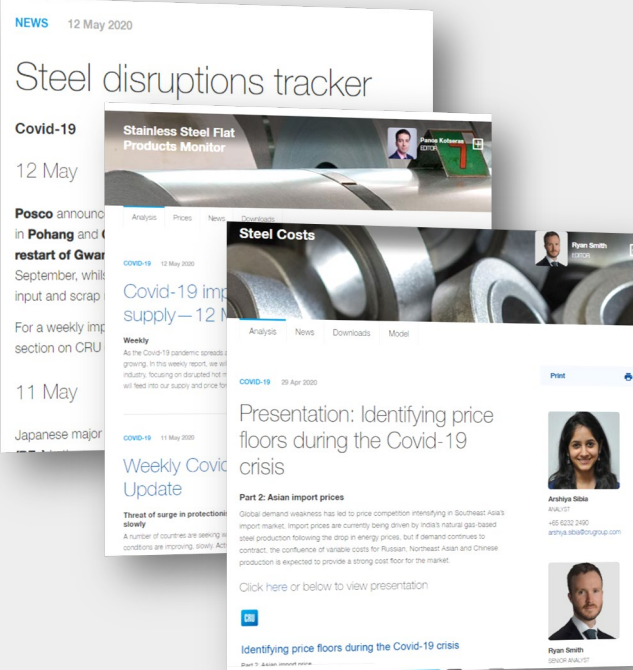
Stay safe and stay tuned to Steel Market Update!

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