

Safety Technology Platform - Investment Opportunity

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Personal Security In The Palm of Your Hands

Description

Guard Llama is the ultimate personal security solution that can make a life or death difference in an emergency situation. The product and platform provides 24/7/365, nation-wide professional monitoring of a user's geolocation via a Bluetooth activated remote that rapidly and discreetly notifies the police to dispatch help during emergencies.

Competitive Advantage

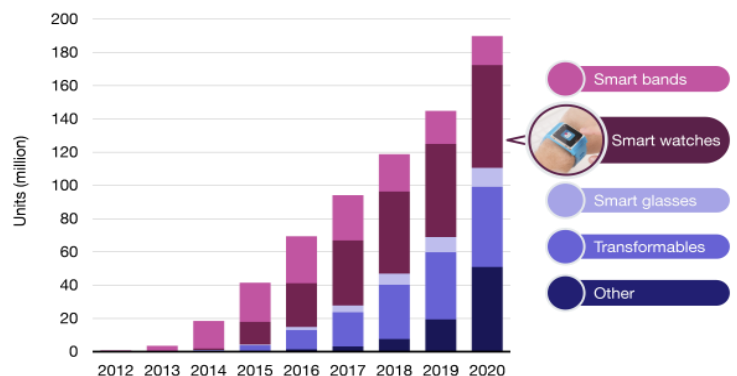
- Users can alert police without having access to their phone
- The Guard Llama app and platform alerts local police instead of friends and family
- Police receive the user's picture, physical characteristics, GPS location and altitude, reducing time to find the distressed individual
- Go to market includes direct to consumer via mobile, web, ecommerce, social media, associations, platform OEM and white-label agreements

Financial Info

- Company: Ramping for Commercial Launch
- Product: Proven, GA - Actively Being Sold
- Previous Capital Invested: \$600,000
- Open Debt Round - Seeking: \$1,400,000
- Monthly Net Burn: \$40,000
- Use of Capital: Sales, Marketing, Branding, Partnerships, Broad PR Commercial Launch

Market Opportunity

The smart wearables market has reached an inflection point in 2015, driven by the launch of the Apple Watch. Unit sales are expected to leap to 13.6 million in 2015 as Apple drives the market. **Experts predict the Smart Wearables segment is projected to be a \$6 billion market with over 120 + million units sold by the end of 2018.** We believe this growth will be accelerated by innovative safety and niche wearable products and platforms from companies like Guard Llama.



Personal Security Wearables

Many "smart" wearable products such as the Apple Watch are focused on the higher income segment of the market and are simple luxury items. Our goal is to provide applications and platforms designed to protect and save lives. This will help us to establish multiple OEM relationships with other smart wearable manufacturers and multiple routes to market.

Growing Market Segment

The market for personal location application and devices is still developing but due to the growth of the smart wearables market we believe it is primed for growth. Research shows that the market segment will continue to expand in the US and EMEA and is expected to reach \$1 Billion by 2017 creating a large market opportunity for the company.

Go to Market Highlights

- Focused Media and Marketing Campaigns to Students, New Parents, Travelers, Realtors, Inner City Workers, Elderly, High Profile via Social Media, User Groups, Associations, Universities, Businesses
- Grassroots Campaigns (join the Llama Corps) in Social Media, Local Communities, Corporations, Universities
- Display ads, Social Media ads, Web Ads
- Safety Kits (product samples) for Students, New Parents, Travelers, Movers, Realtors, etc.
- Multi-touch Marketing, Communication and Outreach to Databases of Consumers provided by Alliances, Customers, Universities, Associations.

Key Distribution Relationships, Alliances

With minimal marketing investment we have secured alliance and distribution relationships with organizations such as YWCA, Columbia Board of Realtors, Arizona Small Business Association (ASBA), Jamestown University and many others.

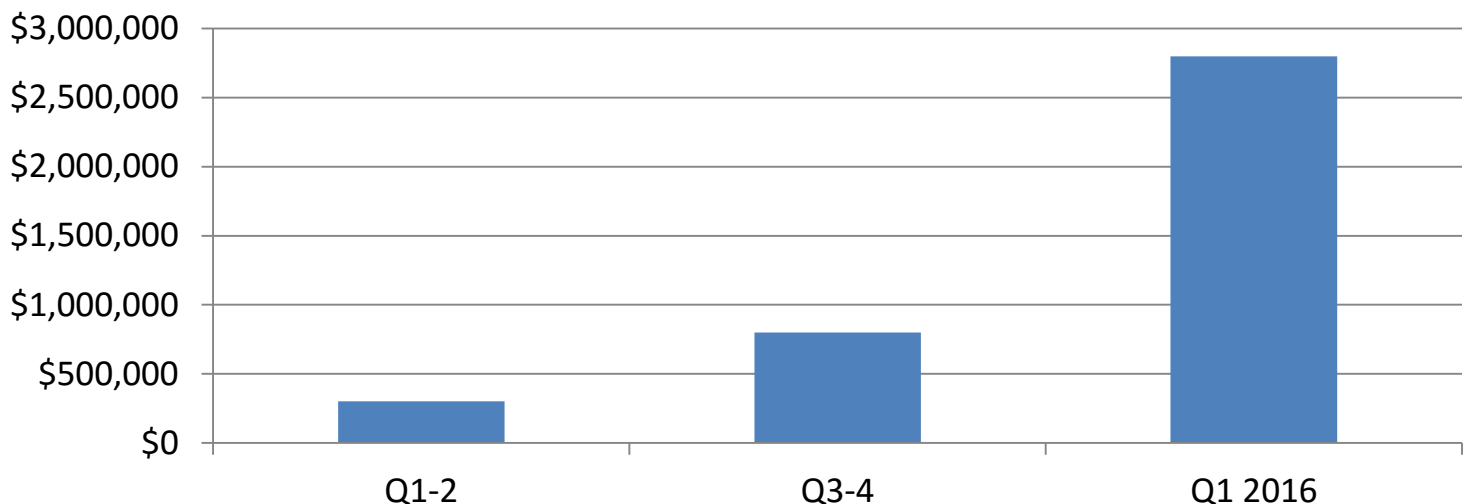
Top Targets & Opportunities

With limited sales investment and resources we have sold over 1000 units, developed a \$2.7M + pipeline and have created interest from the following organizations :

- YWCA / \$1.5M upside (5% - Chicago Mrkt)
- ASBA / \$1.2M upside (1% - Member Mrkt)
- Container Store / \$1.5M upside
- Women's Council of Realtors / \$1M upside
- Keller Williams / \$1.3M upside
- Coldwell Banker / \$1.2M upside
- Better Homes and Gardens / \$2M upside
- YWCA (National) / \$4M upside
- Jamestown University / \$1M upside
- @Properties / \$1M upside

**Additional Guard Llama platform OEM partnerships are being pursued.*

Pipeline Growth During Soft Launch



Why Invest Now

Guard Llama has completed a successful development, testing, and soft launch of its core product. The open round of funding is to support sales, marketing, branding, alliances, distribution, OEM agreements and a broad commercial PR launch of the company.

Revenue Projections

Based on the level of interest being generated within the market, even with limited marketing and sales resources and investment, the company believes it can achieve \$3M in unit sales after the first 12 months of closing out the open debt round. In year 2, social media and major PR, branding campaigns and OEM pursuit strategies will be at their peak creating massive awareness, product interest and multiple revenue streams in the target market segments resulting in over \$9M in unit sales. In year 3, growth will continue as North American and OEM unit sales grow to \$15M + resulting in attraction of potential acquirers.

Investment Summary

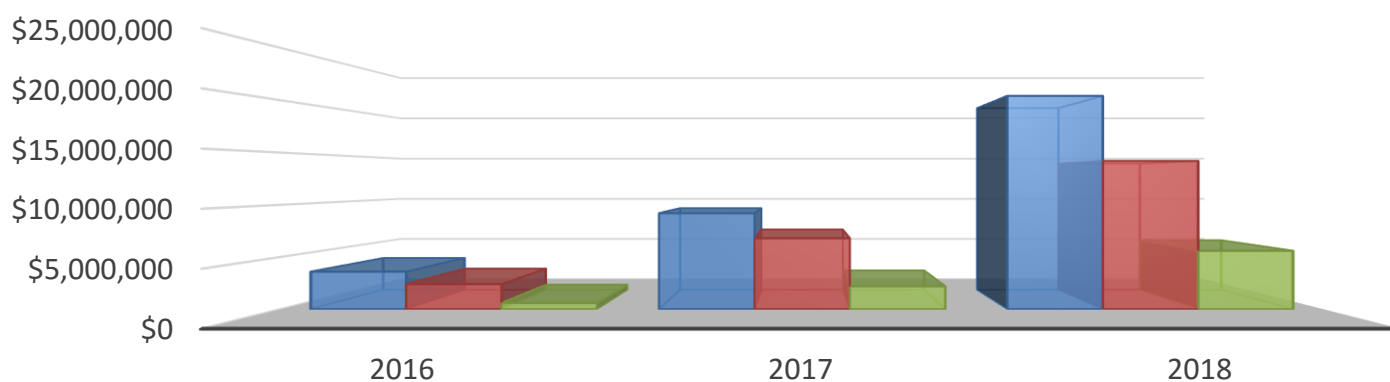
Guard Llama has secured \$600,000 in funding out of the \$1,400,000 open debt round leaving an additional \$800,000 for remaining investors interested in supporting the Guard Llama cause.

- Note term is 18 months
- 15% discount
- Accrued Principle is 7%
- Minimum Buy-In is \$25K

Key Investors

- Ann Marie Murphy / Adam Paris (*Vue Ventures*)
- Impact Engine (*Business Accelerator*)
- Marcin Kleczynski (*CEO of Malwarebytes*)
- REach Ventures (*Accelerator VC arm of NAR*)
- Robert Montgomery (*CEO of Career Builder*)
- Rupert Cook (*Partner, Realize Capital Partners*)
- Scott Kluth (*CEO Coupon Cabin*)
- Dave Hoover (*Founder, sold to Groupon*)

3 Year Financial Projections



	2016	2017	2018
Revenue	\$3,600,000	\$9,200,000	\$20,400,000
Gross Profit	\$2,400,000	\$6,800,000	\$14,200,000
EBIDA	\$600,000	\$2,200,000	\$5,600,000