

Deseat by Desatek

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What's the Problem

- 675+ children in the US under the age of 12 have died from motor vehicle accidents in the last three years.
- $\frac{1}{3}$ of which was a result of improper car seat installation and usage.
- Roughly 70% of car seats are installed improperly which can lead to fatal, yet preventable accidents.

Our Vision

We envision a world where child care equipment is seamlessly connected through innovation to assist parents and childcare providers with the necessary tools to ensure maximum safety and comfort for millions of children across the US.

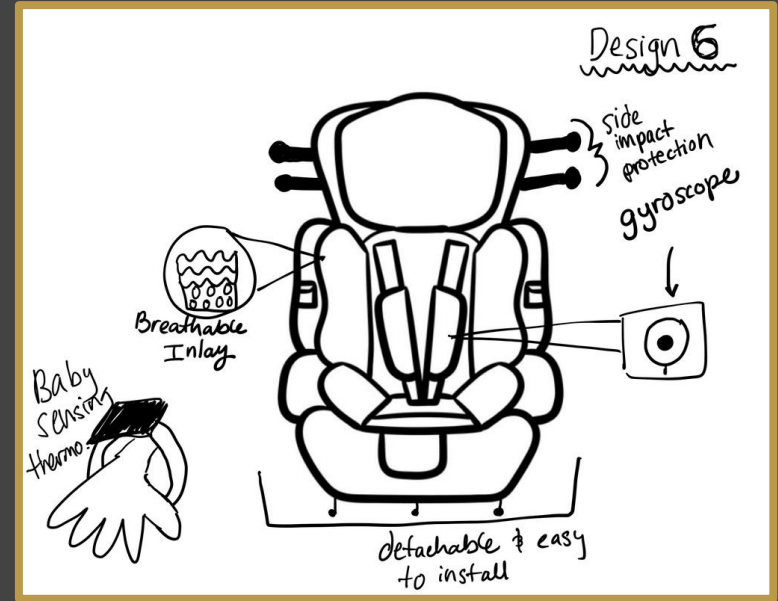
5 Reasons to Invest

Industry: Baby and Child Care Products

1. Few Competitors and Substitutes
2. Low Cost Supplies and Manufacturing Materials
3. Ongoing Customer Base
4. Dynamic, Interconnected and Personalizable Smart Device
5. Positive Contributions to Societal Safety

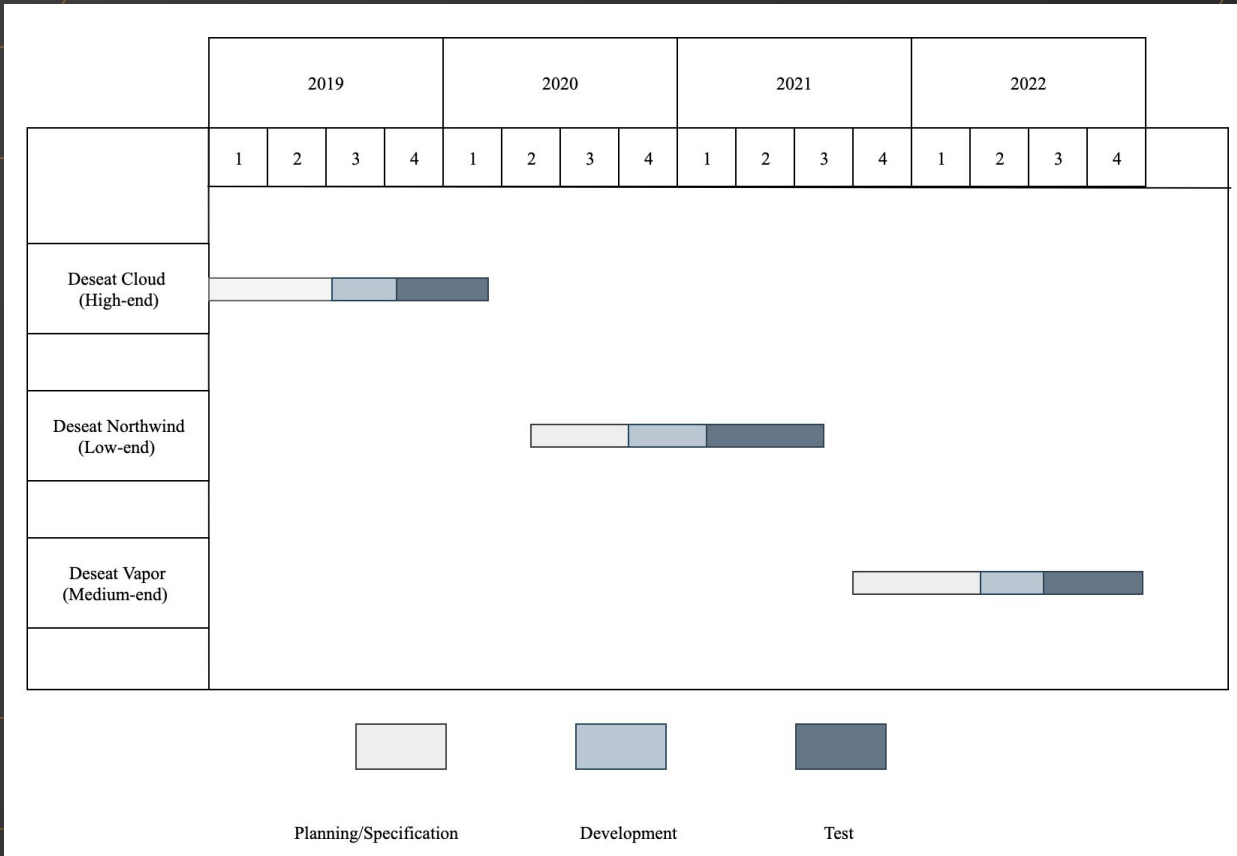
Product Specifications & Conceptual Design

Primary Customer Needs	Technical Metrics to Satisfy Customer Needs
Impact Protection	Self Adjusting Straps
Temperature Alerting	Temperature Alerting Raspberry Pi
Harness Safety Alerting	Smartbuckle Alerting
Comfort	Electronic Reclining System
Car Seat Mobility	Integrated Wheels for Mobility



Deseat Cloud

Product Lines Introduction



Financial Stability

A	B
Sales & Production Volume (units/year)	100,000
Development Cost (total \$)	7,000,000
Unit Price (\$/unit)	300
Unit Productions Cost (\$/unit)	180
Ramp-up cost (total \$)	11,000,000
Marketing & support cost (\$/year)	1,000,000
Annual Discount Factor (%)	10

To produce 100,000 units in 4 years would yield

\$6,639,000 in profit and a 66% ROI