

Cyber24 presents

BUDDY TAG

BLUETOOTH BRACELET

- safety with confidence
- for active explorers
- simple & intuitive

BUY NOW



INTRODUCTION

Just imagine: You're at the christmas market, the crowds are jostling, and suddenly your child is no longer next to you. That moment when your heart stops - we want to prevent that. That's exactly why we developed Buddy Tag



TEAM



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AGENDA

01 INTRODUCTION

02 PROBLEM

03 SOLUTION

04 USP

05 PROTOTYPE

06 BUSINESS PLAN

07 WEBSITE

08 FUTURE OUTLOOK



Problem


confusion in large crowds



An average of 15,800 children are reported missing in Germany every year¹



Parents need a simple, real-time solution to prevent panic and reunite quickly



Existing solutions (e.g., GPS trackers) are often delayed, impractical for young children, or not designed for instant alerts.



BUDDY TAG
SAVE KIDS. BRIGHT FUTURES

Solution

BuddyTag: A Bluetooth-connected wearable for parents and children.

How it works: Alerts parents with vibration and sound if the child moves too far away (e.g., >10 meters).



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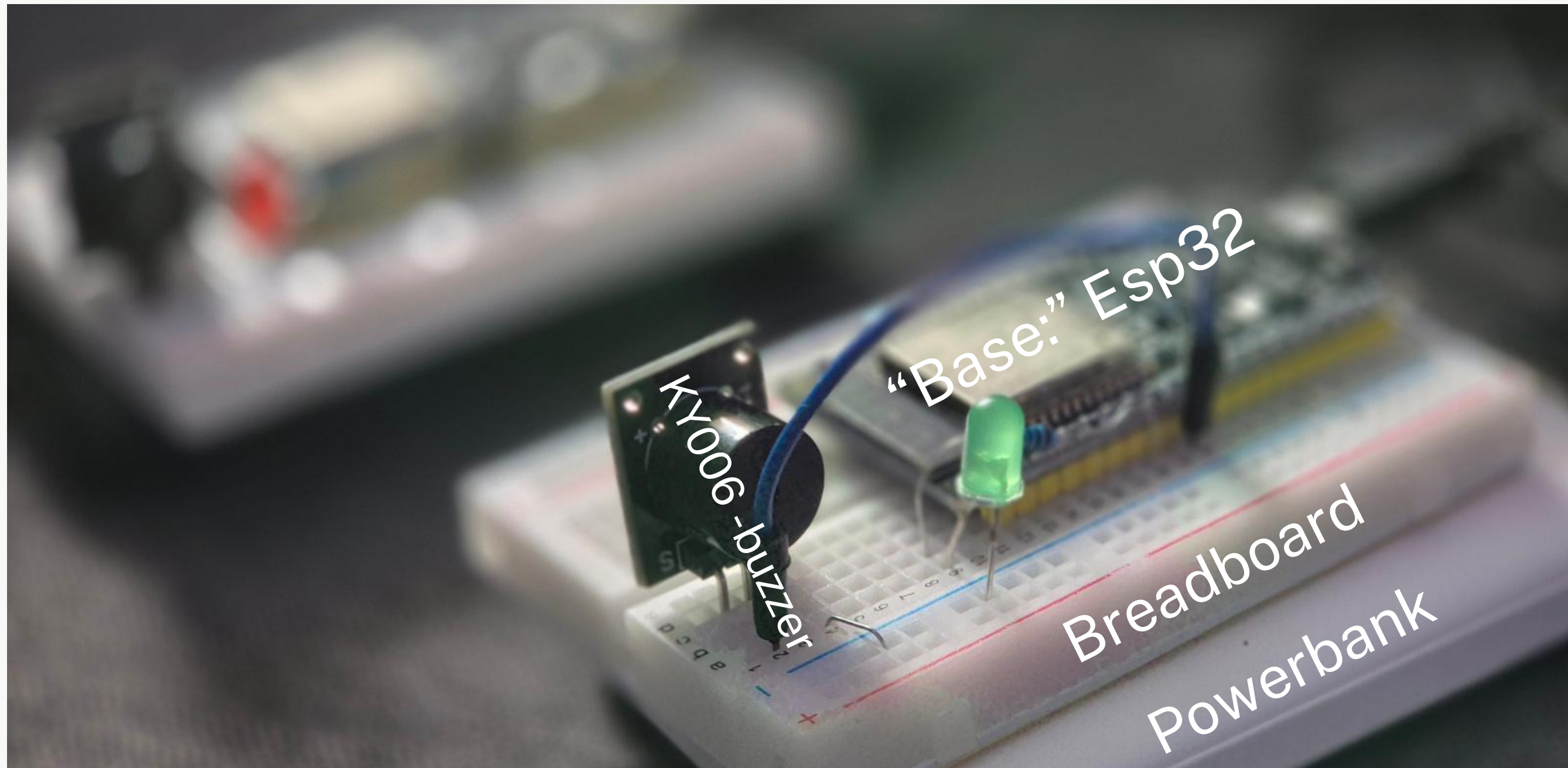
USP

- Instant notifications in real-time
- No app needed – optional configuration with app
- Designed for crowded environments and indoor



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Prototype



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Business Model

Marketing Management

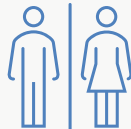
Age



Parents with children from 3-10

- *wide group in this sector*

Gender



Every Gender

- *Mothers: often a central role by selecting products for children*
- *Tech-savvy Fathers*

Personality



Protective and carry, tech-savvy and organized personalities

- *Values: safety, responsibility, user-friendliness*

Income



Middle to high income Families

- *wide income group*

Lifestyle



Active families

- *outdoor activities or crowded places*

Motivation/Need



Child safety, peace in mind, convenience

- *Affordable, well-functioning and reliable solution*

Business Model

Why we need an investor?

-> Money for machines and innovation

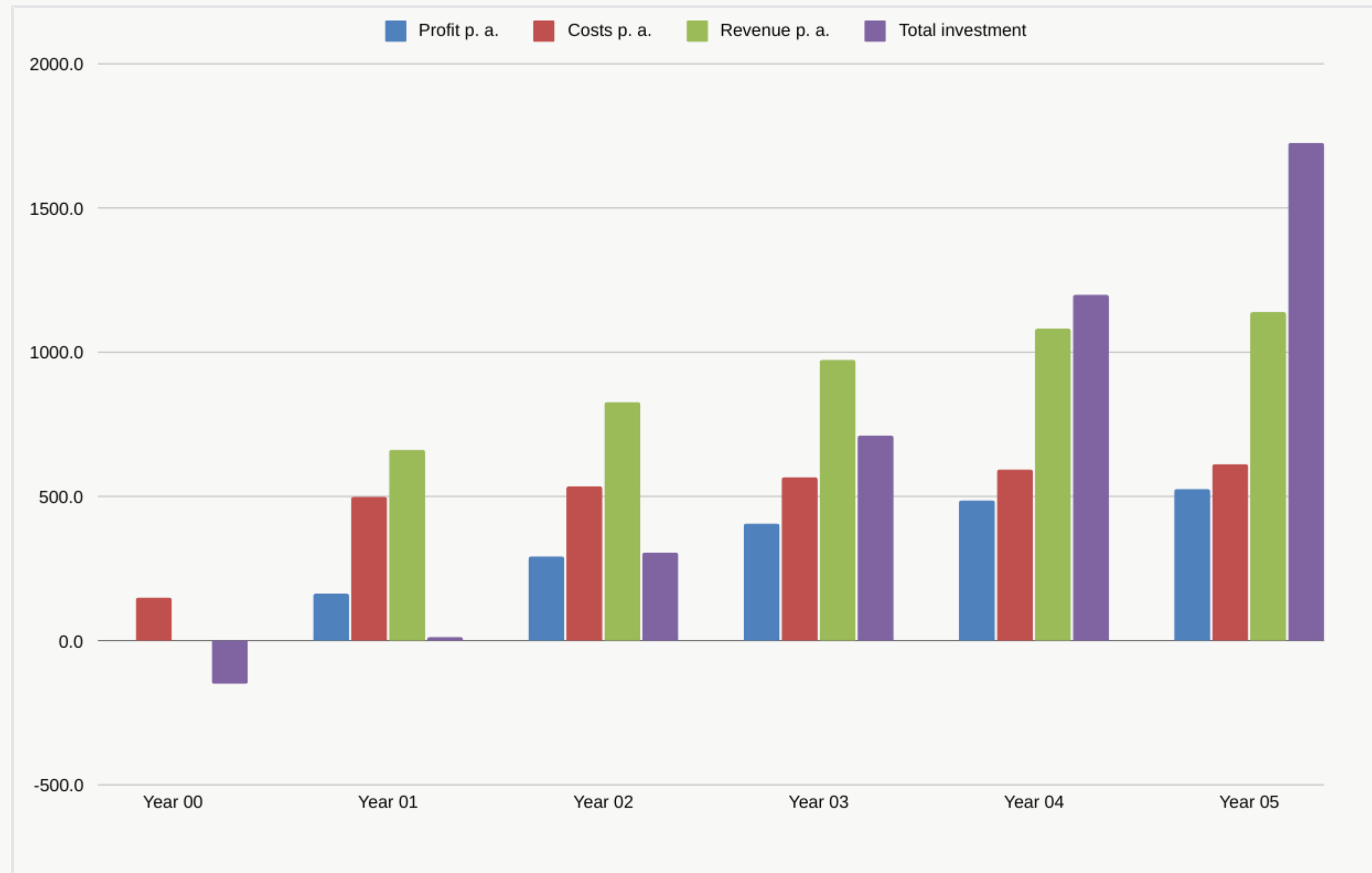
What do we need?

-> 135 T€

What can you expect, if you get part of Cyber24?

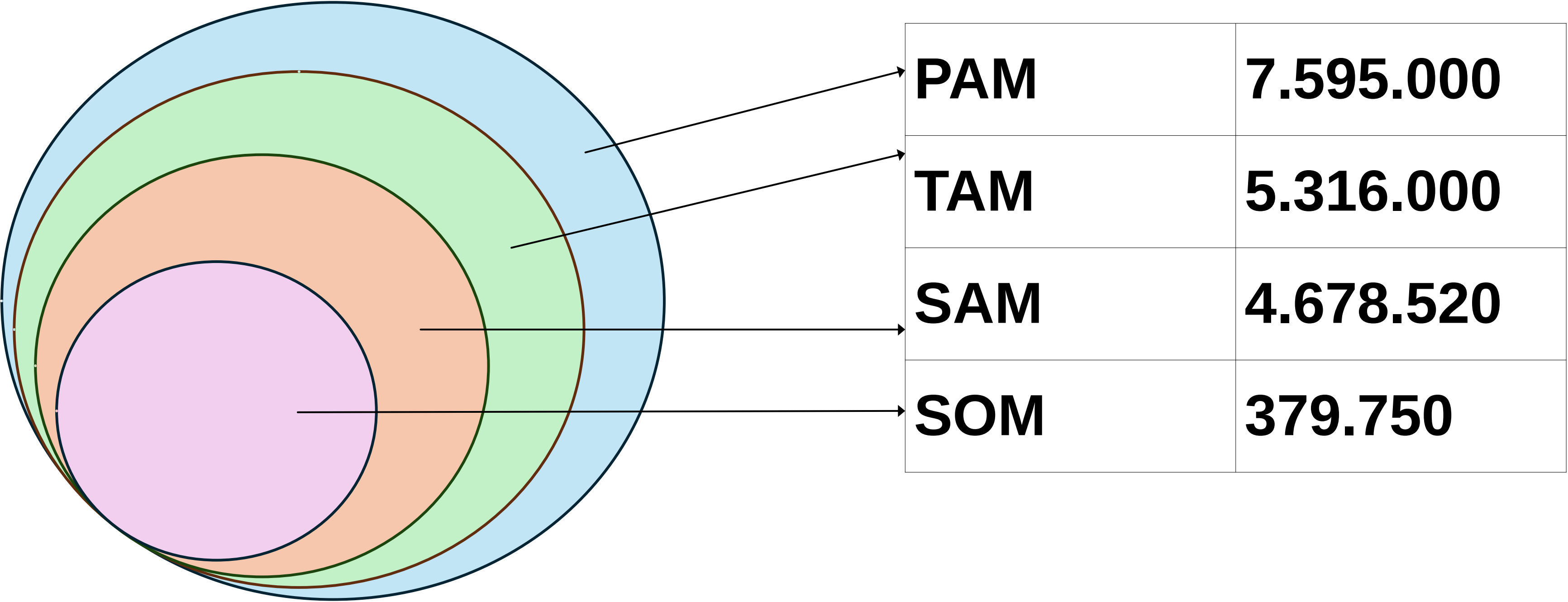
-> 30 % of Cyber24

-> positive Cashflow



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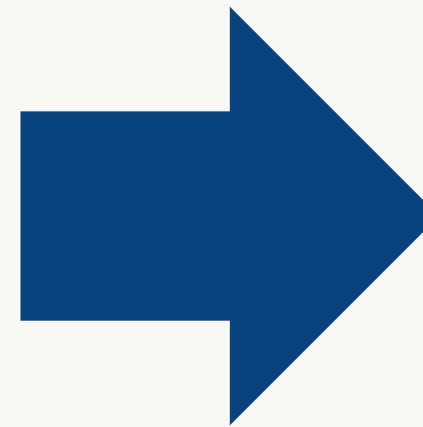
Market potential



Material Costs

01 Prototype

ESP32 Boards	7,00 €
AZDelivery Piezo Buzzer Modul	1,50 €
LED Diodes	0,05 €
Micro USB to USB A cable	1,50 €
Powerbank	7,00 €
Resistors	0,05 €
Bracelets	2,19 €
defect rate	0,00 %
<hr/>	
Result	19,29 €



02 Final Product

optimized solution

ESP32 Chips	3,29 €
Piezo elements	0,25 €
LED Diodes	0,05 €
Changing ICs	0,40 €
Resistors	0,05 €
Bracelets	0,41€
defect rate	5 %
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Result	4,67 €



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Sources for cost calculation available on GitHub.

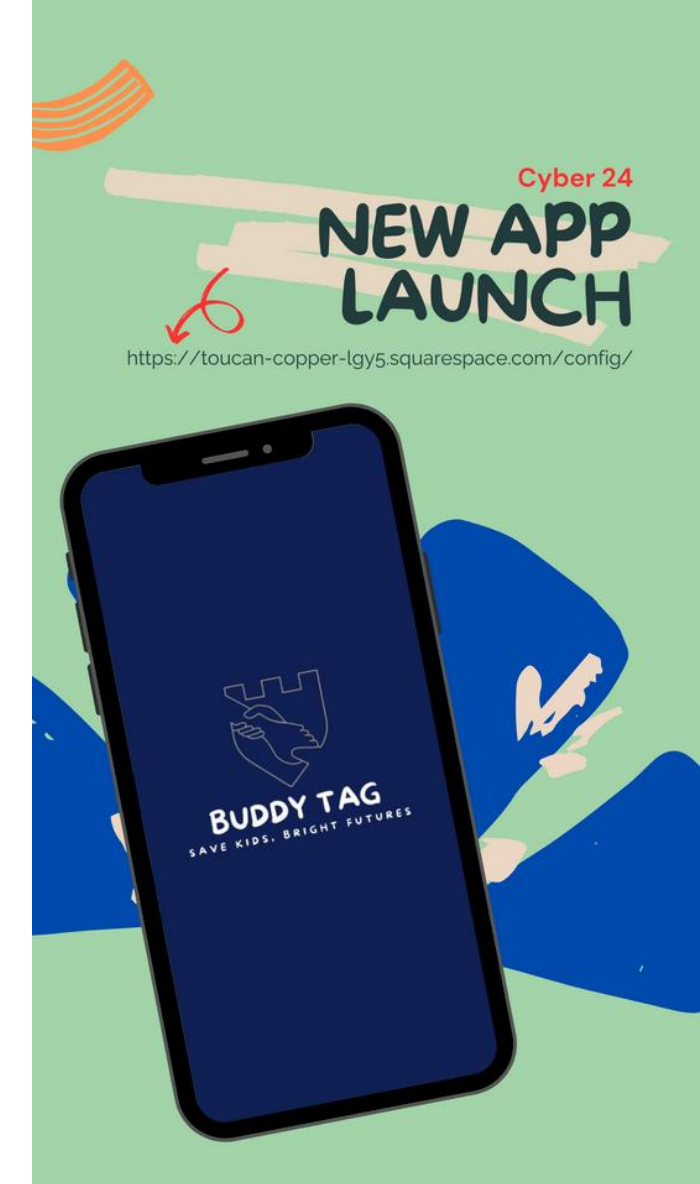
Website



<https://toucan-copper-lgy5.squarespace.com/config/>

Future outlook

- Bluetooth function
- App integration
- Additional features:
 - customize safety zones,
 - notifications,
 - gentle vibration or visual cues when leaving the radius,
 - beep can be activated for immediate location
- Variety of designs (child-friendly designs)
- Brand positioning (good standing in the market and in the longer term --> market leader in wearables for families)



THANKS FOR
Your Attention