

SLIDE 1 · THESIS

Citadel Glass

Executive residential protection built on discretion, trust, and precision delivery.

SLIDE 2 · PROBLEM

Why this market exists now

- Executive homes face rising exposure
- Vendors often lack protocol + discretion
- Security teams need reliable home-side partners

SLIDE 3 · SOLUTION

Obsidian Home Defense Program

- NDA-first onboarding
- Property-specific assessment
- Concierge installation and handoff

SLIDE 4 · OFFER LADDER

Premium tiers

- Private: \$18k-\$40k
- Signature: \$40k-\$95k
- Estate: \$95k-\$250k+

SLIDE 5 · GO-TO-MARKET

How we win early

- Warm network + trusted introductions
- EA/family office/corporate security outreach

- Referral flywheel from first pilots

SLIDE 6 · 30-DAY EXECUTION

Targets

15 outreach · 5 consults · 2 proposals · 1 paid pilot