**mySafePlay™** — Never Miss a Moment, Always Know They're Safe

**Biometric Platform Capturing Precious Memories While Ensuring Child Safety**

**Executive Summary for Investors**

**Every parent knows this moment:** You tell your child "5 more minutes" at the play zone, and they vanish into the maze of tunnels and slides. Five minutes becomes ten. You're searching everywhere, checking slides, climbing walls, play structures—while your mind races with every parent's worst fears:

*What if they're hurt and crying somewhere I can't hear them?*  
*What if someone led them away?*  
*What if they somehow left the facility?*  
*What if they're being bullied and are hiding?*

**These fears aren't unusual;** they're the reality of supervising children in complex environments.

**mySafePlay™**: Ultimate Peace of Mind Through Intelligent Monitoring and Unprecedented Security.

mySafePlay™ offers venues unprecedent security features, with enterprise-grade secure biometric technology that lets parents visually check on their children anytime, anywhere. Using advanced facial and body gesture recognition, our system provides:

**Instant Safety Alerts**

* Child injury or distress detection
* Bullying incident identification
* Unauthorized area access warnings
* Exit monitoring with unknown individuals

**Precious Memory Capture**

While keeping your child safe, mySafePlay™ automatically captures the magical moments you'd otherwise miss. Our AI intelligently identifies and preserves:

* Genuine breakthrough achievements
* Heartwarming social interactions
* Moments of pure joy and discovery
* Authentic smiles and laughter

**The result?** Personalized montages highlighting each child's most meaningful experiences—turning every visit into a treasured keepsake.

**mySafePlay™ delivers what every venue needs and what every parent wants:** complete peace of mind with enterprise-grade security features, and beautiful memories, all in one intelligent solution.

**Market Size:** For the initial rollout, Henderson, Nevada represents an ideal location with 39,000+ households with children and $88,654 median income—affluent, tech-savvy families demanding premium child safety solutions.

**Technology & Competitive Advantage**

**Industry-Leading Accuracy**

Our advanced facial recognition technology delivers 99%+ accuracy using proven biometric algorithms, ensuring reliable child identification even in dynamic play environments.

**Enterprise-Grade Security**

mySafePlay™ employs military-grade encryption and zero-trust architecture to protect your child's biometric data. Our security framework includes:

* End-to-end encryption for all biometric profiles
* Local data processing with minimal cloud storage
* Automatic data purging after visit completion
* Multi-layered access controls and audit trails

**Privacy Protection Beyond Compliance**

We don't just meet COPPA requirements—we exceed them. mySafePlay™' privacy-first approach includes:

* Parental consent for all data collection and processing
* Transparent data usage with clear opt-out options
* Minimal data retention policies (24-48 hours maximum)
* No third-party data sharing under any circumstances

**The mySafePlay™ Advantage:** While competitors are capable on focusing on basic monitoring, we deliver the only solution that combines pinpoint accuracy, bank-level security, and genuine privacy protection—giving parents complete confidence in both safety and data protection.

**Competitive Landscape**

mySafePlay™ occupies a unique market position with no direct competitors in the child safety monitoring space. Extensive research confirms that no other solution combines biometric facial recognition, intelligent safety alerts, and memory capture specifically designed for commercial play environments. This creates a significant first-mover advantage in an entirely new market category.

While consumer tracking devices like Apple AirTag® create indirect competitive pressure due to their widespread adoption, they represent fundamentally different solutions with significant security vulnerabilities. AirTag®s can be useful and comforting in a number of scenarios, they are designed for item tracking with probabilistic, consumer-grade functionality that relies on nearby devices for approximate positioning. More concerning, although Apple works on solutions, AirTag®s have documented issues with stalking, signal jamming, and spoofing, making them unsuitable for child safety applications. In contrast, mySafePlay™ is positioned as a comprehensive, enterprise-grade safety and memory platform with 99%+ biometric accuracy, military-grade security, professional reliability, and privacy-first design. Unlike vulnerable tracking devices, mySafePlay™ delivers secure, proactive safety alerts, injury detection, and precious memory preservation, creating an entirely new category of intelligent child safety platforms specifically engineered for the security and reliability demands of professional environments.

**Defensible IP:** Multiple patent opportunities including child-parent biometric linking, venue-optimized algorithms, AI safety alerts, and multi-party content revenue sharing.

**Key Features:**

* Peace of Mind: Check on your child anytime through real-time location tracking
* Precious Moments: Automatically capture authentic interactions when children play naturally with friends
* Instant Alerts: <2-second safety notifications for unauthorized exits or distress
* Memory Magic: AI creates personalized video montages of your child's best moments
* Privacy-First: Stores only encrypted facial vectors, never images, with full parental control

**Business Model & Financial Projections**

**Recurring Revenue Streams:**

* **Digital Memories:** $0.99 candid photo, $2.99 AI video montage
* **Packages:** Digital Pack 1: $9.99 – 5 photos + 3 Video montages

Digital Pack 2: $19.99 – 10 photos +5 Video montages

Digital Pack 3: $29.95 – 20 photos + 10 video montages

* **Peace of Mind Subscriptions:**

Free Plan: 1 Child, one venue.

Basic Plan: $9.99/month (2 children, unlimited venues)

Premium Plan $19.99/month (3 children, unlimited venues)

Family plan: $29.99/month (unlimited children, unlimited venues)

**Venue Partnerships:** Revenue sharing as venues become "mySafePlay™ Certified" destinations with enhanced safety credentials

**Financial Projections:**

| Year | Revenue | Venues | Users | Gross Margin |
| --- | --- | --- | --- | --- |
| 1 | $250k-400k | 3 | 2k-3.5k | 60-70% |
| 2 | $1.2M-1.8M | 10-15 | 12k-25k | 70-80% |
| 3 | $3.5M-5.5M | 30-50 | 40k-80k | 75-85% |

**Key Metrics:** 15-25% venue adoption, $8-18 revenue per visit, 60% retention, break-even months 8-12.

**Go-to-Market Strategy**

**Phase 1 (Months 1-6):** Henderson pilot at Uptown Jungle leveraging documented parent safety concerns and optimal indoor environment for facial recognition.

**Phase 2 (Months 7-12):** Multi-venue expansion targeting premium demographics:

* Cowabunga Bay: Water park during peak season, capitalizing on higher safety stakes
* LifeTime Fitness Henderson: 162,000 sq ft luxury athletic club with Kids Academy childcare (3 months-12 years), summer camps with S.T.E.A.M. activities, and family-focused membership base paying $160-230/month
* Premium Positioning: Target affluent families already investing heavily in child safety and experiences

**Phase 3 (Year 2):** Regional scaling and new venue categories:

* Las Vegas Strip: High-traffic tourist venues with premium demographics
* Day & Overnight Camps: YMCA camps, Scout camps, and summer programs where parents experience peak anxiety about child safety and miss precious camp moments
* Franchise Opportunities: License technology to similar venues nationwide
* Platform Expansion: Schools, libraries, sports facilities, and recreational programs

**Investment Requirements**

Funding Need: $100,000 Seed Round for 20% Common Stock

Use of Funds:

* Technology (40%): Computer vision engineers, AWS infrastructure, mobile apps
* Infrastructure (30%): 4K cameras, networking, installation
* Legal/Compliance (15%): COPPA compliance, privacy policies, patents
* Marketing (10%): Henderson campaigns, venue partnerships
* Operations (5%): Insurance, overhead, contingency

**Investment Highlights**

✅ Emotional Connection: Captures authentic moments parents miss ✅ Proven Tech: 99%+ accuracy with AWS infrastructure ✅ First-Mover: No direct competitors in venue child safety ✅ Recurring Revenue: Subscriptions + transaction content ✅ Scalable Platform: Software with venue partnership moats ✅ Premium Market: High-income, tech-savvy demographics ✅ Patent Portfolio: Multiple defensible IP positions ✅ Clear Exits: Family entertainment, security, tech acquisitions

**Management & Next Steps**

**Key Hires:** CTO (computer vision), VP Sales (venue partnerships), Legal Counsel (biometric privacy)

Advisory Targets: Entertainment executives, AI experts, child safety advocates, privacy lawyers

**Timeline:**

* 30 Days: Uptown Jungle partnership, patent filing, seed completion
* 90 Days: MVP deployment, team hiring, COPPA compliance
* 6 Months: 15% adoption, Cowabunga Bay partnership, Series A prep

**Series A Target:** $8-12M valuation

**Investment Decision:** Seeking commitment within 60 days for Henderson market timing and first-mover advantage.

*mySafePlay™ transforms family experiences by giving parents ultimate peace of mind and preserving precious childhood moments they'd otherwise miss. When children are most naturally joyful—playing freely with friends at venues or conquering new challenges—mySafePlay™ captures those authentic memories while ensuring parents can check on them anytime, especially during those nerve-wracking extended separations at day and overnight programs.*

*AirTag*® *is a registered trademark of Apple Inc., used here for reference purposes only*