

Investment One-Pager

Safer On-the-go Hydration | Anti-theft Bottle Bag (Integrated Lock)

Problem & Insight

- Bottles get scuffed, open accidentally or roll in bags; generic sleeves lack safety locking.
- Consumers pay for "safety + design"; cross-border platforms reward differentiation.

Solution (Summary)

- Integrated lock & mouth: dual pullers auto-lock; 3-digit + lever/hook release.
- Semi-wrap mount + backplate/ribs route loads to inner board, not fabric.
- Guiding ramps + anti-shim slit, silent buffer, visual confirmation; fits #5/#8 pullers.

Progress & Supply Chain

- Ningbo/Yiwu/Yongkang cluster: 7 – 10d proto with common cores; 10 – 25d semi/full custom fixtures.
- Milestones: 2025-08-13 Utility Model; 2025-09-29 Design Patent; 2025-10~11 pilot validation.

Unit Economics (Illustrative)

Materials	Lock & Housing	Assembly	Logistics	Platform	Target GM
25%	22%	8%	10%	20%	25%

IP & Compliance

- Trademarks: KEYORA (primary) / RAOZP (backup).
- Patents: design + utility model submitted; dual-track lock patent optional post-pilot.
- Compliance: RoHS / REACH / CA Prop65; salt-spray / thermal / drop tests in pilot stage.

Fundraising (Indicative)

- Round/Instrument: Seed/Angel (equity or convertible).
- Use of Proceeds: molds & prototyping, pilot stock, brand & channels, IP & legal, working capital.

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