ALEXANDER ONE

Home Disaster Prevention Platform

Multi-peril detection + automatic shutoff in <3 seconds

The Problem

$50 Billion

Annual US property damage from preventable home disasters

$13B

Water damage claims annually

$11.3B

Fire damage annually

$2.4B

Gas leak incidents

93%

Of water damage is preventable

Current Solutions Are Too Slow

Existing smart home devices respond in 30-60 seconds. By then, the damage is done.

Company	Coverage	Response Time	Auto Shutoff
Flo by Moen	Water only	30-60 seconds	Water only
Ting (Whisker Labs)	Electrical only	Detection only	No
Nest Protect	Smoke/CO only	Detection only	No
Ring	Security only	N/A	No

These single-peril solutions detect problems AFTER they happen.

Alexander One: Prevent, Don't Just Detect

Multi-peril detection + automatic shutoff in under 3 seconds

Hazard Detected	Response
Water leak	Valve closes in 800ms
Gas leak	Supply cut + emergency alert
Fire/thermal anomaly	Graduated warnings + auto shutoff
Foundation shift	0.001° tilt detection + alert
HVAC degradation	Predictive failure alert

Head-to-Head Comparison

Feature	Flo	Ting	Meshify	Notion	Alexander One
Water Detection	Yes	No	Yes	Yes	Yes
Fire/Thermal	No	Yes	No	No	Yes
Gas Detection	No	No	No	No	Yes
Foundation/Tilt	No	No	No	No	Yes
Auto Shutoff	Water only	No	No	No	**Water + Gas**
Response Time	30-60s	Detection	Detection	Detection	**<3 seconds**

Market Opportunity

$3.67B
Smart Home Insurance Tech (2023)

$30B
Projected by 2033

18.25%
CAGR (2024-2030)

140M
US Homes

65% of US homes will have IoT devices by end of 2025

Market Validation

Insurance companies are desperate for loss prevention tech:

96%
Claim reduction with Flo (water only)

80%
Fire prevention with Ting (electrical only)

$1.2B
State Farm invested in ADT

1M+
Ting sensors deployed by State Farm

Alexander One covers multiple perils = greater claim reduction

Exit Precedents

Company	Exit Value	Acquirer	Product
Ring	$1.15 Billion	Amazon	Video doorbell
Nest	$3.2 Billion	Google	Thermostat + smoke detector
Vivint	$2.8 Billion	NRG Energy	Home security
Flo	Acquired	Moen	Water leak + shutoff

Ring sold for $1.15B with ONE product. Alexander One covers 5 hazards.

Two Products, Two Patents

101 patent claims protecting two distinct revenue streams

PRODUCT 1: STOVE SAFETY

Patent 63/934,524

Smart Home + Energy Storage
Coordination
20 claims | Filed Dec 9, 2025

Target: Homeowners, Landlords, Property
Managers

Revenue: Direct Sales (D2C)

PRODUCT 2: ALEXANDER ONE

Patent 63/948,182

AI-Powered Multi-Peril Hazard
Detection
81 claims | Filed Dec 24, 2025

Target: Homeowners, Insurance Partners

**Revenue: Direct Sales (D2C) +
Licensing**

Technology

Working prototype - compiled firmware, tested sensors

Hardware Stack

- ESP32-S3 microcontroller

- MLX90614 thermal sensor

- MQ-6 gas detection

- MQ-2 smoke detection

- PIR motion sensing

- MQTT cloud connectivity

Performance

- Response time: <3 seconds

- Valve close: 800ms

- Tilt detection: 0.001°

- Firmware: 508 lines

- Gross margins: 44-74%

Revenue Model: Two Cash Products

STOVE SAFETY

Hardware	$199-299/unit
Customers	Homeowners, Landlords, Property Mgrs
Channel	Amazon, Home Depot, Direct
Margins	44-60%

IMMEDIATE CASH FLOW

ALEXANDER ONE

Hardware	$500-800/system
Subscription	$15-25/month
Customers	Homeowners, Insurance Partners
Margins	60-74%

RECURRING REVENUE

Future upside: OEM licensing to Samsung, LG, Whirlpool ($72-180M potential)

The Ask

$500K Seed

Working prototypes (both patents)	$150K
UL/FCC/ETL certification	$75K
OEM demo units	$100K
Travel - Samsung, LG, Whirlpool	$50K
Patent prosecution	$25K
Legal, ops, runway	$100K

ALEXANDER ONE

Prevent home disasters before they happen

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2 Patents Filed | 101 Claims | Working Prototype | <3 Second Response