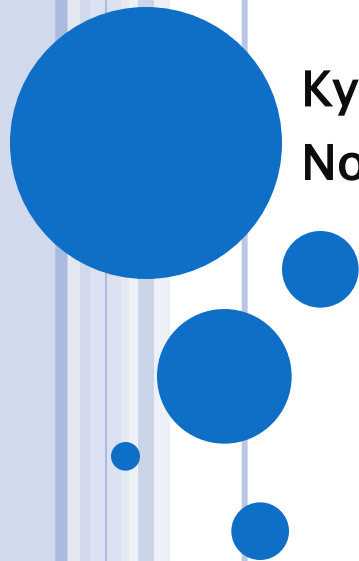




**Kyle Ballarta, Brigette Becker, Todd Simmons**  
**November 30, 2010**



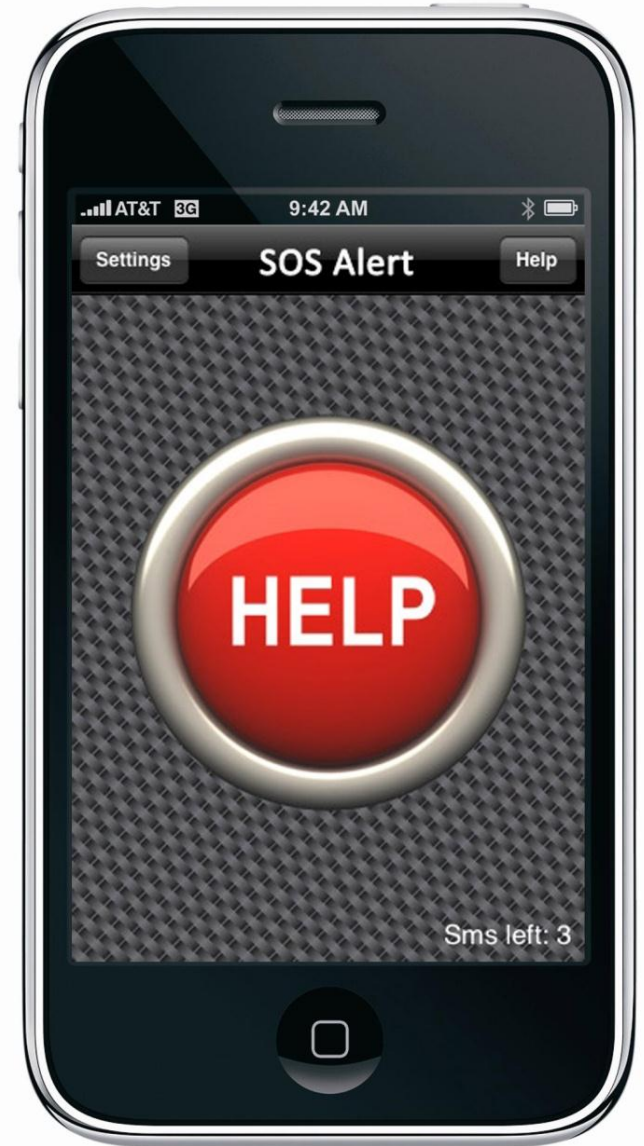
# KEY POINTS

- Mobile App
- Like OnStar for your Smartphone
- Provides personal safety
- Monetized by fees for service upgrades and accessories



# PRODUCT AND SERVICE

- How it works
  - Launch the app
  - Hit “help” button
  - Automatically dials 911
  - Starts recording audio/video
  - Sends alert message via SMS, email, Twitter, and Facebook
  - Sends GPS location
- Future Options
  - Bracelet with Bluetooth
  - Other personal safety features



# PRODUCT AND SERVICE

- More details

- Options screen for configuring SMS, email, and social media
- Once triggered, app will send periodic messages until code is entered

- Preventing false alarms

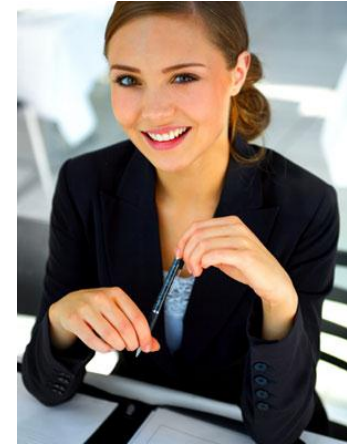
- Need to balance easy triggering with preventing false alarms
- After “help” button is pushed, app will require a simple gesture or voice signal for verification



# TARGET CUSTOMERS

## ○ Women

- College to Middle Age
- Smartphone users / tech savvy



## ○ Parents

- With Elementary to High School aged children
- With “latchkey” kids



# MARKET SIZE



- 150 million smartphone users in U.S. by 2011 (Nielsen)
- 40% of smartphone users are women
- Smartphone market projected to grow 33% annually over next 5 years
- 10 million U.S. children are latchkey kids (Census Bureau)

# COMPETITION



|              | Silent Bodyguard | Panic Alarm | Forsse | SmrtGuard | S.O.S. |
|--------------|------------------|-------------|--------|-----------|--------|
| iPhone       | ✓                | ✓           | ✓      | ✗         | ✓      |
| Android      | ✗                | ✗           | ✓      | ✗         | ✓      |
| Blackberry   | ✓                | ✗           | ✓      | ✓         | ✓      |
| Panic Alert  | ✗                | ✓           | ✗      | ✗         | ✓      |
| 911 call     | ✗                | ✗           | ✓      | ✗         | ✓      |
| Custom call  | ✓                | ✗           | ✗      | ✓         | ✓      |
| GPS          | ✓                | ✗           | ✓      | ✗         | ✓      |
| Email        | ✓                | ✗           | ✗      | ✓         | ✓      |
| SMS          | ✗                | ✗           | ✗      | ✓         | ✓      |
| Social Media | ✗                | ✗           | ✗      | ✓         | ✓      |

# THE SOS TEAM



- **Brigette Becker – Operations**
  - Management experience in retail
  - Accounting experience in real estate
- **Todd Simmons – Product**
  - 10 years as video game developer
  - Executive Director for nonprofit organization
- **Kyle Ballarta – Marketing**
  - Managed marketing for Lancôme Paris at LSF Interactive
  - Participated in creation of Capitol Area Business Solution’s expansion company, CSO
  - Founding member of TreeFrog Developments (seven figures of investment raised)
- **Peter Tung – Advisor**
  - Programmer for 911 system in Austin



# TIMELINE



| Description                                       | Date       |
|---|------------|
| Establish company, rent office, acquire equipment | 1/05/2011  |
| Interview, hire programmers and designers         | 1/15/2011  |
| Begin design and programming of iPhone app        | 2/01/2011  |
| iPhone app beta testing                           | 4/15/2011  |
| Submit iPhone app to Apple                        | 4/28/2011  |
| Begin porting to Android and Blackberry           | 5/01/2011  |
| Submit app to Android Market                      | 7/01/2011  |
| Submit app to Blackberry store                    | 9/01/2011  |
| Release additional safety features                | Early 2012 |
| Release Bluetooth bracelet & other accessories    | Early 2013 |

# BUSINESS MODEL

- Distribution
  - Via App Store, Android Market
- Pricing Model
  - App is free
  - Basic service is free (911 & location)
  - Additional features cost \$1 a month
  - Future: Sell accessories (bracelet, etc.)
  - Future: More safety-related services for extra fee
- Customer Reach
  - Social media
  - Community groups, personal safety advocates, local businesses

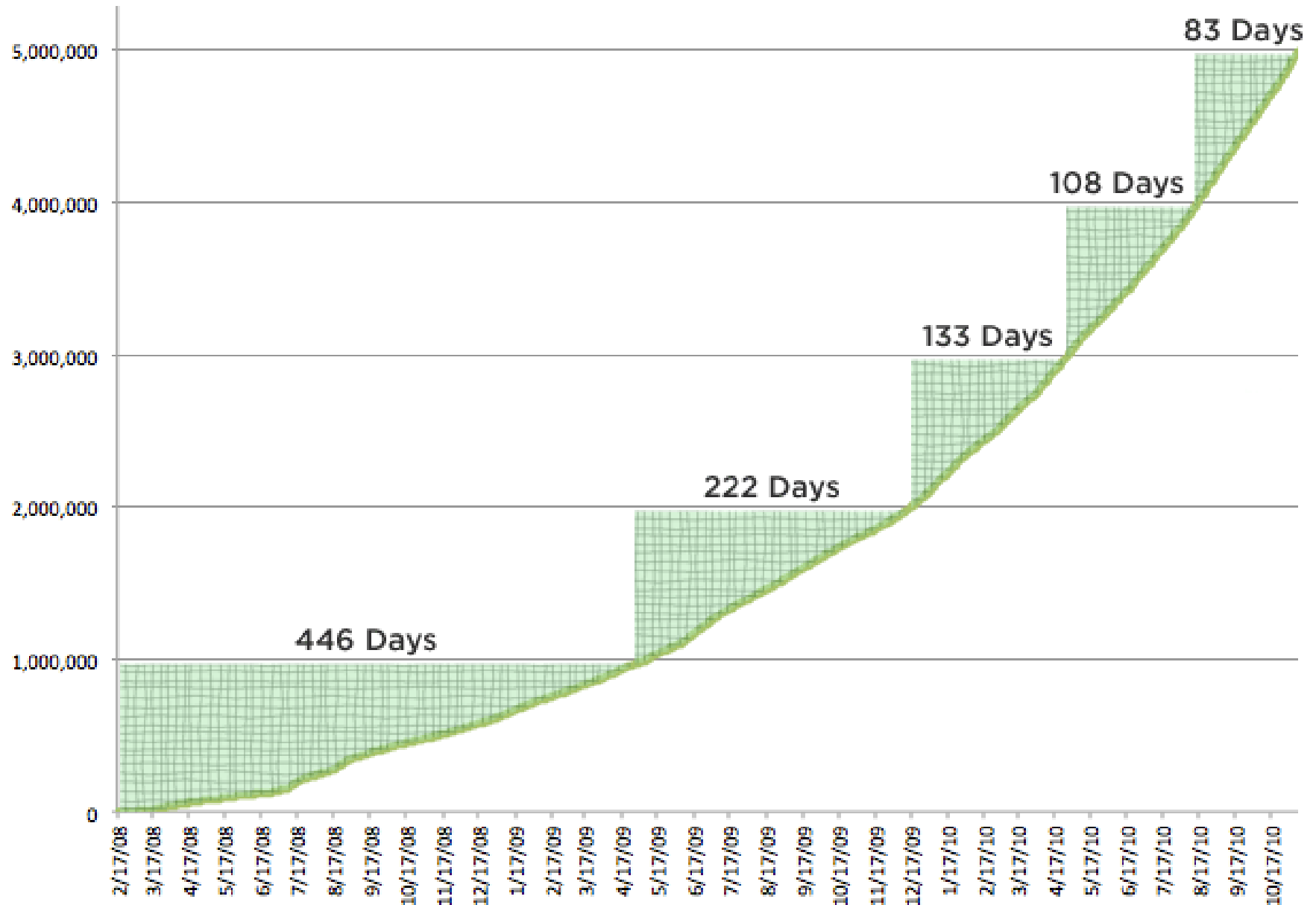


# FINANCIALS



|                    | 2011     | 2012    | 2013      | 2014      | 2015       |
|--------------------|----------|---------|-----------|-----------|------------|
| Revenues           | 31,400   | 612,000 | 3,536,000 | 7,520,000 | 16,376,000 |
| Production Payroll | 162,000  | 281,000 | 375,000   | 411,000   | 448,000    |
| Admin Payroll      | 132,000  | 132,000 | 140,000   | 140,000   | 140,000    |
| Support Payroll    | 34,600   | 97,000  | 190,100   | 198,000   | 203,000    |
| Other Op Expenses  | 151,100  | 180,000 | 226,100   | 269,500   | 309,500    |
| EBITDA             | -452,000 | -82,000 | 2,601,000 | 6,498,000 | 15,272,000 |

# Total Evernote Users



# USER GROWTH



|                            | 2011           | 2012             | 2013             | 2014             | 2015              |
|----------------------------|----------------|------------------|------------------|------------------|-------------------|
| iPhone Users               | 400,000        | 1,000,000        | 3,000,000        | 5,000,000        | 9,000,000         |
| Android Users              | 200,000        | 600,000          | 2,000,000        | 4,000,000        | 8,000,000         |
| BB Users                   | 50,000         | 100,000          | 200,000          | 400,000          | 800,000           |
| <b>Total Users</b>         | <b>650,000</b> | <b>1,700,000</b> | <b>5,200,000</b> | <b>9,400,000</b> | <b>17,800,000</b> |
| Basic Subs (2%)            | 31,400         | 408,000          | 1,248,000        | 2,256,000        | 4,272,000         |
| Other Fees                 |                | 204,000          | 1,248,000        | 3,384,000        | 8,544,000         |
| Accessories<br>(1% @ \$20) |                |                  | 1,040,000        | 1,880,000        | 3,560,000         |
| <b>Total Sales</b>         | <b>31,400</b>  | <b>612,000</b>   | <b>3,536,000</b> | <b>7,520,000</b> | <b>16,376,000</b> |

# FUNDING REQUESTED



|                     | Round A<br>(Now) | Round B<br>(2012) | Round C<br>(2013) |
|---------------------|------------------|-------------------|-------------------|
| <i>Amount</i>       | \$500,000        | \$1,000,000       | \$1,500,000       |
| <i>Equity Stake</i> | 25%              | 20%               | 15%               |

## ○ Funds Used For:

- Salaries, equipment, and office rental
- Will enable app to be built more quickly
- Beat competitors to market with advanced features
- Build portfolio of personal safety services

# INVESTMENT OPPORTUNITY



## Possible Exits:

### ○ Acquisition

- Security company like ADT, Honeywell, or Brinks
- Online services company like Google or Microsoft
- Within 3–5 years

### ○ IPO

- Create a suite of personal safety services
- Pursue a roll-up strategy by acquiring similar companies
- Within 5–7 years

# INVESTMENT (CONT.)



## ○ Valuation

- S.O.S. projected revenue = \$15 million
- Several tech companies recently acquired for 10x annual revenue
- Possible S.O.S. acquisition = \$150 million

## ○ Return for Investors

- Total invested amount = \$3 million
- Possible investor return = \$90 million
- Total investor ROI = 30x





THANK YOU!

