

911Tracker® presents 911Finder®

Alzheimer's & Eldercare Watch

For direct access to 911



Our mission is to enable people to reach emergency services that will save lives and protect property

Problem



There is a problem that millions of people wander and can fall and aren't always tracked.

More than 29,000 U.S. deaths occurred from falls in 2016 -- CDC

Emergencies can occur if an elderly person drives away or gets on a city bus.



Unfortunately we are familiar with the situation as all too often the news alerts us to a missing senior or a person with Alzheimer's, dementia, or autism

Solution



Our 911Finder watch works over a nationwide 4G cellular service so the wearer could be right at home, five blocks away or many miles away

Wearer Friendly

- 1-Button speaks time
- 1-Button calls Caregiver
- Auto answers
- Bluetooth for earpiece
- Waterproof



Patented

Uses our method for remotely commanded call to 911



2-Way Calls with Caregivers



Caregiver Can Listen



Alerts if Removed



Geofence Alert



Heart Rate Monitor



Fall Detection



Caregiver Friendly

- Controls watch actions
- GPS location
- WiFi location
- App can talk to many Finders

911Finder Benefits



Person falls

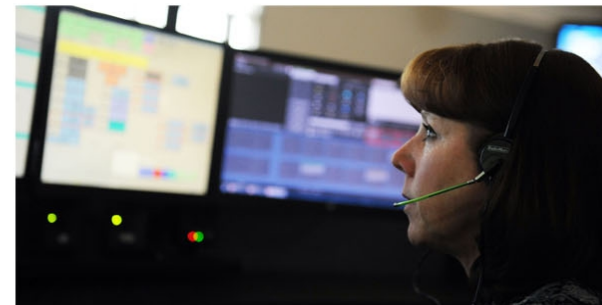


911Finder Alerts Caregiver



Caregiver Taps App

911Finder calls 911 speaks persons location and Caregiver's Number



Market

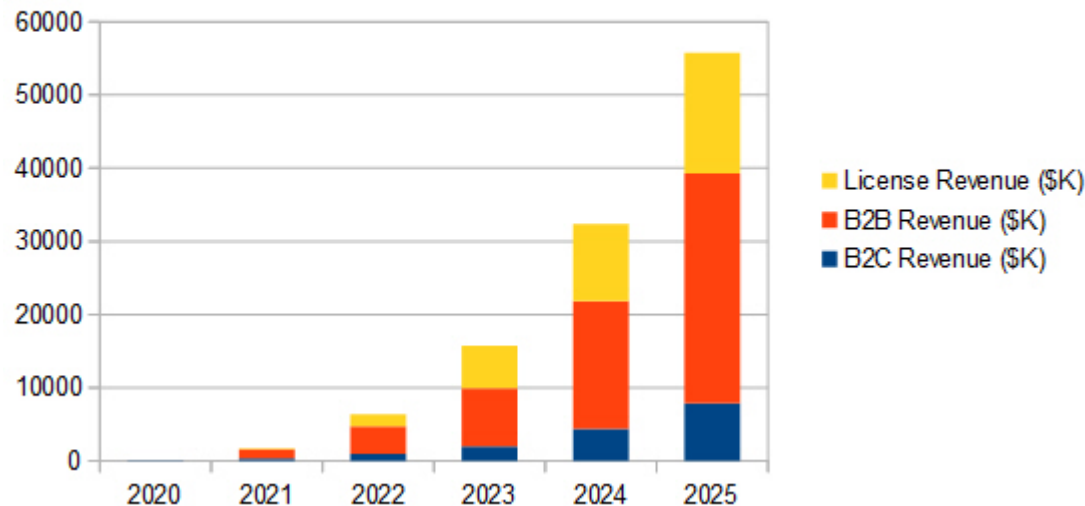


Initial market – USA Caregivers



- ◆ B2C – 34 million Americans provide unpaid care to loved ones 50+
911Finder watch (including 1-yr service) \$249. Following yrs \$15/mo
- ◆ B2B – America has 28,900 Assisted Living facilities with 811,500 residents
- ◆ License to other manufacturers
- ◆ SAM – \$172M [4% Purchased for 5.8M dementia people]

911Finder Revenue Forecast (\$K)



Go to Market



911Finder Pilot Program with Avenidas, Palo Alto

B2C – Online retail sales to attract family caregivers

B2B – Start sales via distributors and partners

Start sales by Licensed Manufacturers

2020 Q3	2020 Q4	2021 Q1	2021 Q2	2021 Q3	2021 Q4	2022 Q1	2022 Q2	2022 Q3	2022 Q4	2023 Q1	2023 Q4
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Potential Partners/Distributors



Potential Licensees



Competition



Product	911Finder	Apple Watch 4 or 5	Freedom Guardian	Life Alert, Medical Alert
Type	Cellular 4G Great coverage US	Cellular 4G Great coverage US	Cellular 3G Partial coverage US	Up to 600 ft from base Only close to home
				
Pros	<p>Easy for wearer Single button to push</p> <p>Auto calls Caregivers if user falls - 6 level sensitivity</p> <p>Caregiver commands watch to call 911</p> <p>Geofence min 300m</p>		<p>Easy for wearer Single button to push</p>	<p>Easy for wearer Single button to push</p> <p>MobileElite Auto notifies call center if user falls</p>
Cons		<p>Difficult for wearer to use</p> <p>Fall detector can make unintentional call to 911 since Caregiver not making the decision</p> <p>Geofence requires special App</p>	<p>Must contact call center before police are alerted</p>	<p>Must be close to base</p> <p>Doesn't auto call if user falls</p> <p>Doesn't notify for geofence</p> <p>Must contact call center before police are alerted</p>
Price	\$249 incl first year service, Following yr \$15/mo	\$380 plus \$10/mo added to your plan	\$99 plus \$50/mo	\$42/mo



Dr. Elizabeth Edgerly, Director of Alzheimer's Assoc for Northern California says, "911Finder is the best solution for any device on the market"

Team



President & Co-Founder, Chuck Roedel has 30-years experience in design and marketing of Computer & Communication products; Previous start-up success.



VP Sales, Kevin Anderson has 25-years experience in marketing electronic components, inventory management systems, logistics & repair, and healthcare.



Developer, Andy Neil, 20-years experience in software design of embedded systems; founded Antronics Limited and is key Tracker software developer.



Principal Consulting Engineer; John Lattyak was a key person to develop the original Amazon Kindle ebook reader. John's expertise is guiding development of new 911Tracker products such as the 911Finder watch and 911Direct,



Sales and Marketing Director, Susan Roedel applies marketing skills acquired through multiple mid-sized companies and startups that are offering technology products & services.



Advisor and Investor, S. Robert Miller served as the Executive Director of the New Jersey 9-1-1 Network and ran the largest E911 network in North America from 1989 to 1998.

Investment



911Tracker raised \$105K from Friends & Family and \$112K from SeriesA1 convertible note conversion to preferred stock

Revenues to date: \$97K from Vehicle Security Products

Current valuation is \$3.7M

911Tracker has launched 911Tracker Equity Campaign to raise \$3M Series-B funds to accomplish:

- Finish development for 911Finder and 911Finder App

- Conduct 911Finder Pilot Program and launch the product in 2020/Q4

- Expand sales & marketing to partner with 911Finder co-marketers

- Expand sales & marketing to sign up 911SafeTrack S4 Dealers

- Start signing up telematics manufacturers to license 911Direct software

- Develop next generation Vehicle Security Products

Campaign goal is to raise \$1M by 7/31/20 plus \$2M by 12/31/20

Opportunities



- First Mover – Using existing infrastructure
- Huge Market – U.S. expanding to Worldwide
- Strong Demand – Healthcare companies, facilities, families
- Customer Benefit – Safety & Security & Savings
- Strong IP – Proven Granted Patents
- Capital Efficient – Service revenue starts in first month
- High Profits – Annual annuity
- Expansion – Add significant features, e.g. Glucose, body sensors
- Exit – Acquisition by major corporation, e.g. UnitedHealth Group, Philips Healthcare, Verizon

Contact



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