



**ASTROTRAK**   
ALWAYS THERE WHEN YOU CAN'T BE.



“

**Every 40  
seconds, a  
child goes  
missing**

”

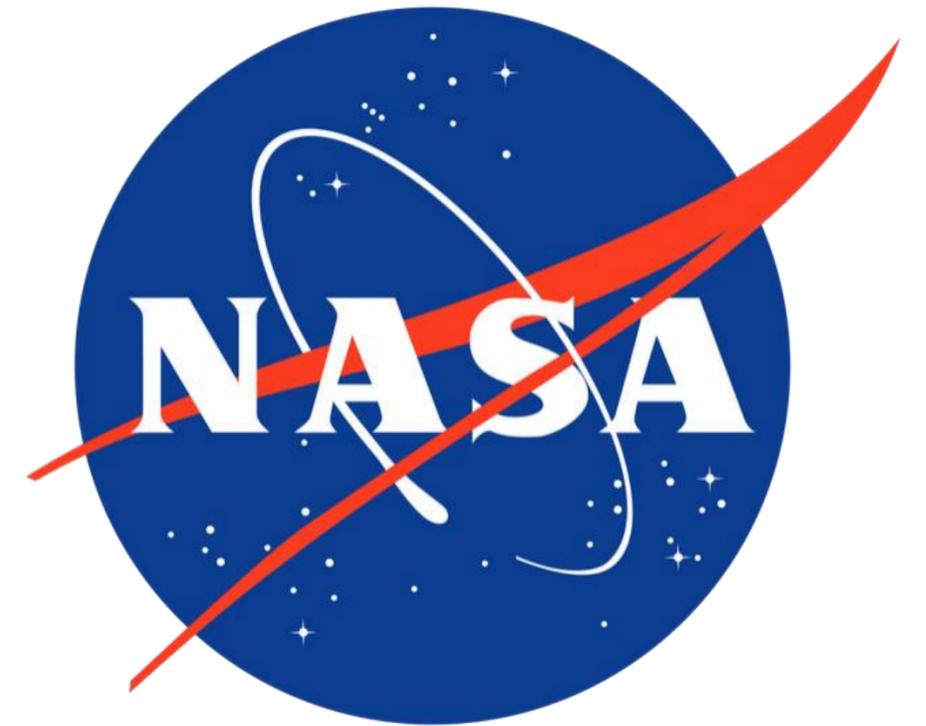
## DULCE MARIA



Last seen  
September 16th, 2019

**THE ASK**

**\$250K for Series A Funding**



# Market Size

**ONLY 1%**

**OF WEARABLE  
LOCATION DEVICES  
ARE TARGETED  
TOWARDS CHILDREN**

**30M**

**PARENTS  
WILLING TO PURCHASE  
WEARABLE  
TRACKING DEVICES  
FOR THEIR CHILDREN**

**\$2.72 B**

**LOCATION BASED  
SERVICES MARKET  
SIZE BY 2023**

# THE PROBLEM

○ **Inaccuracy**

○ **Synchronization**

○ **Limited  
Communication**

○ **Customer  
Service**

“

AS A MOM, I FEEL LIKE I HAVE ONE JOB;  
TO KEEP MY KIDS SAFE  
AND THE FIRST STEP IS KNOWING  
**WHERE THEY ARE.**

”

# THE SOLUTION

## Peace of Mind



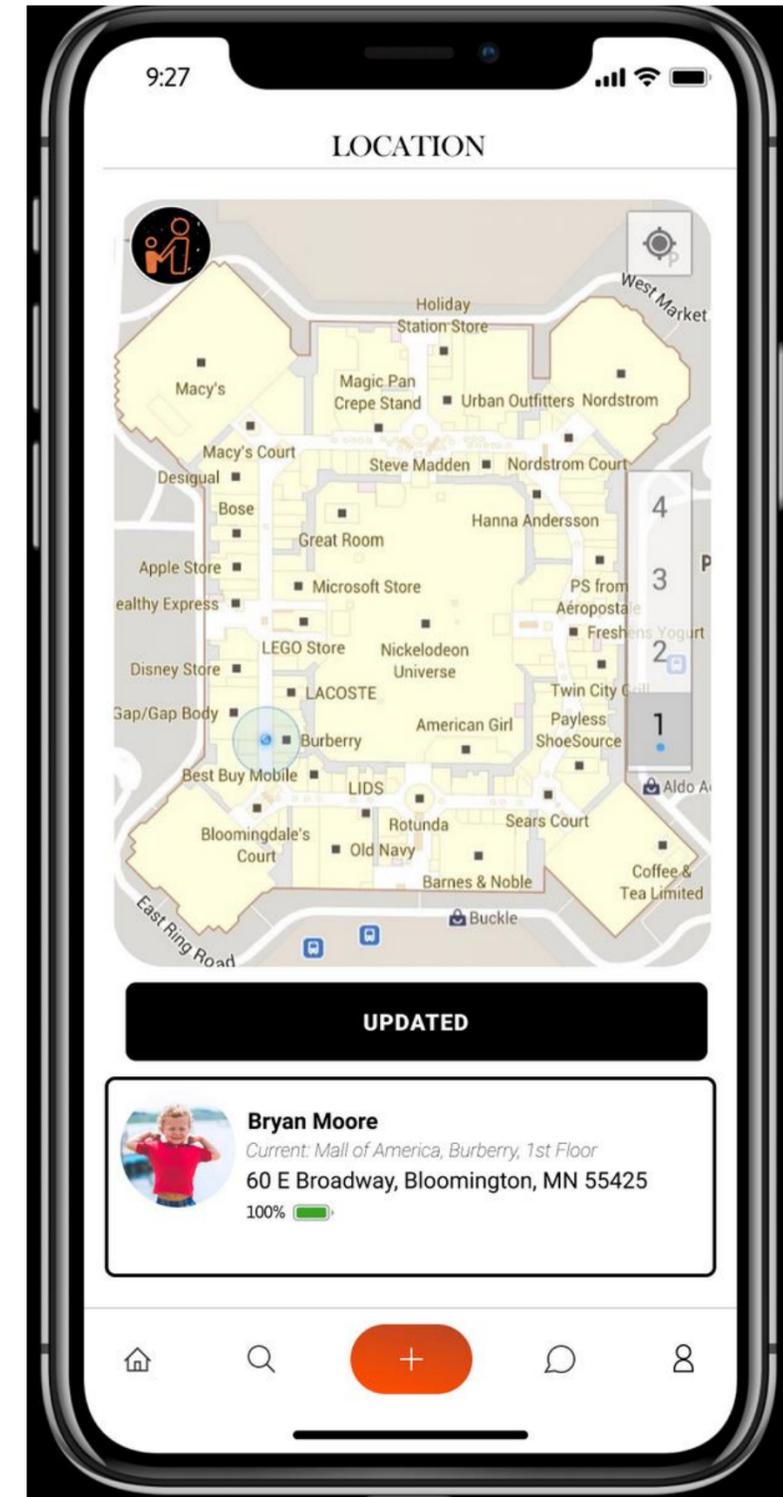
Real-Time Tracking:  
Ultra Wide Band (UWB)  
Technology



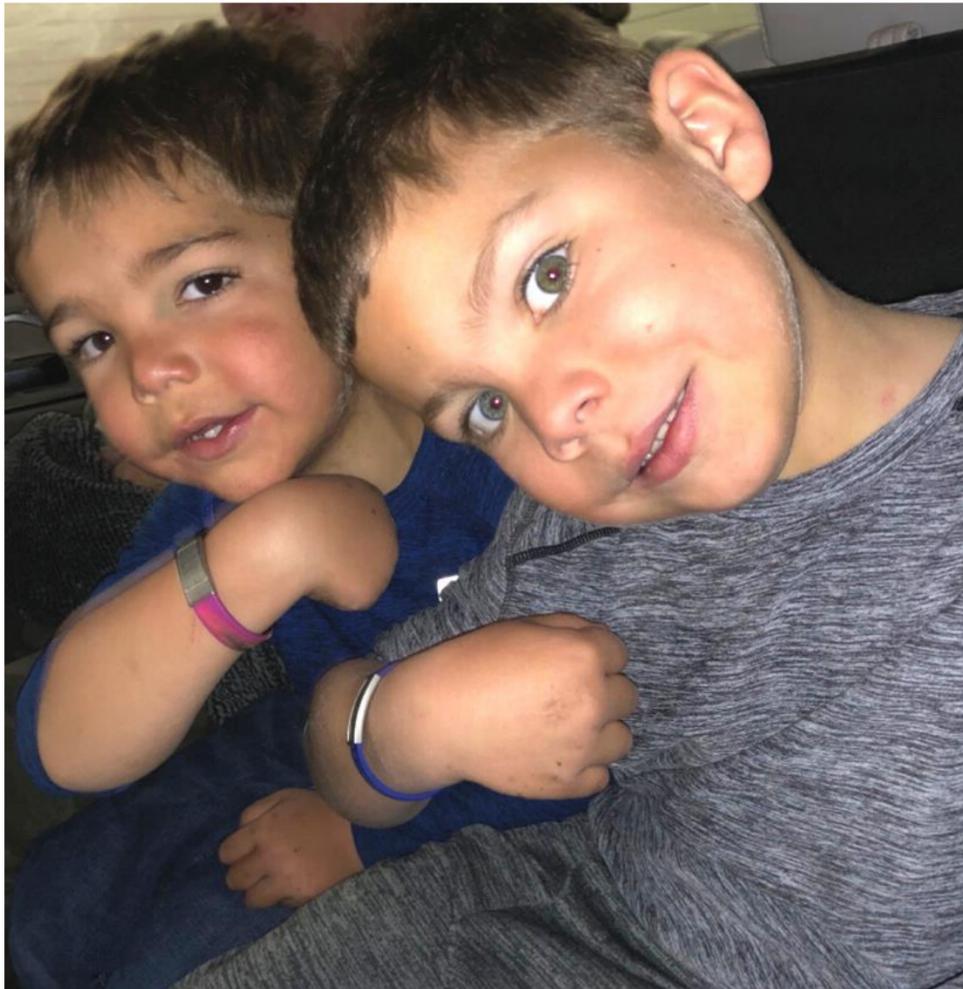
High Data Communication



Always Connected



# THE DESIGN:



# Customer Segments

Parents of children <10

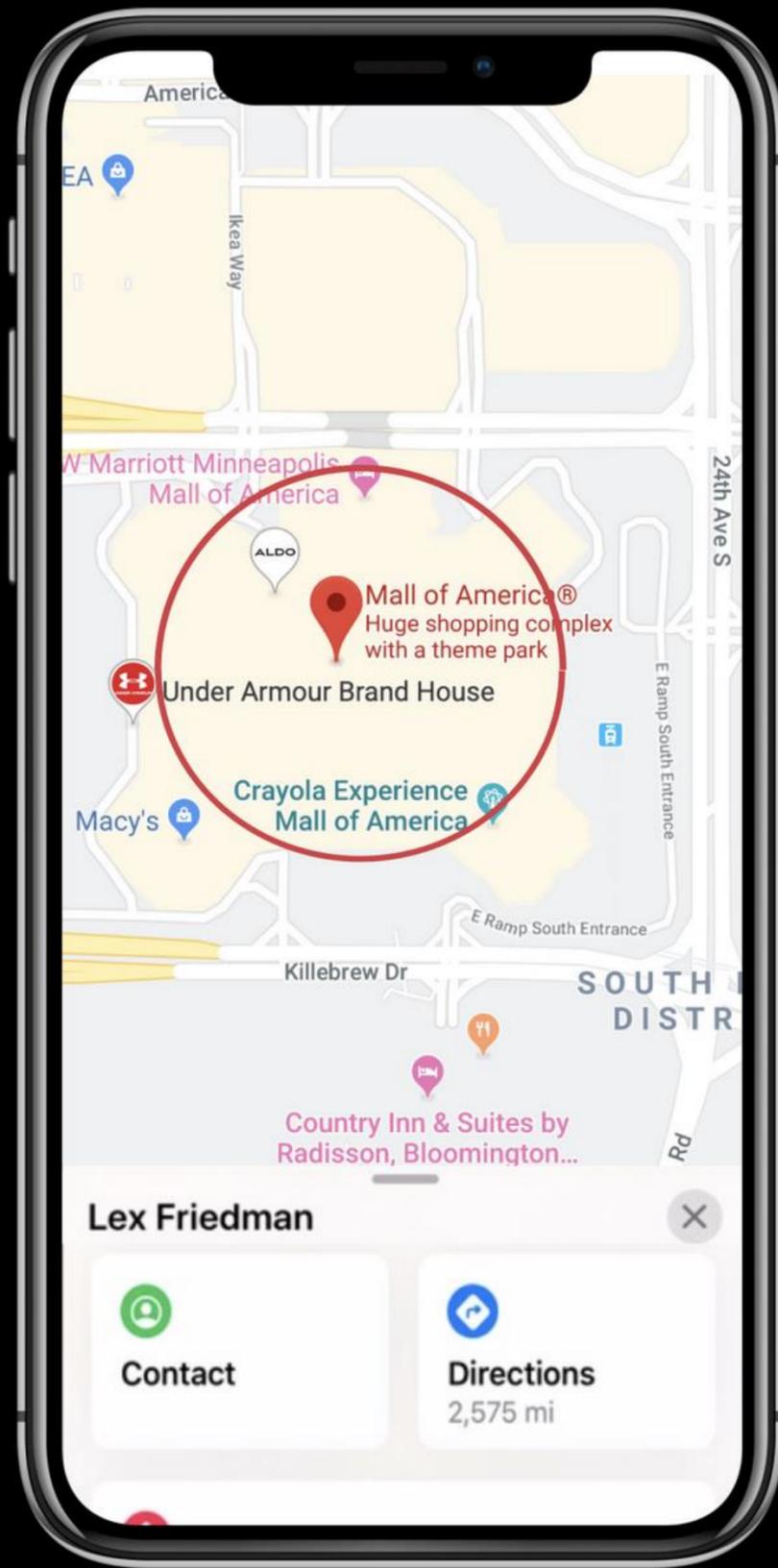


## Channels:

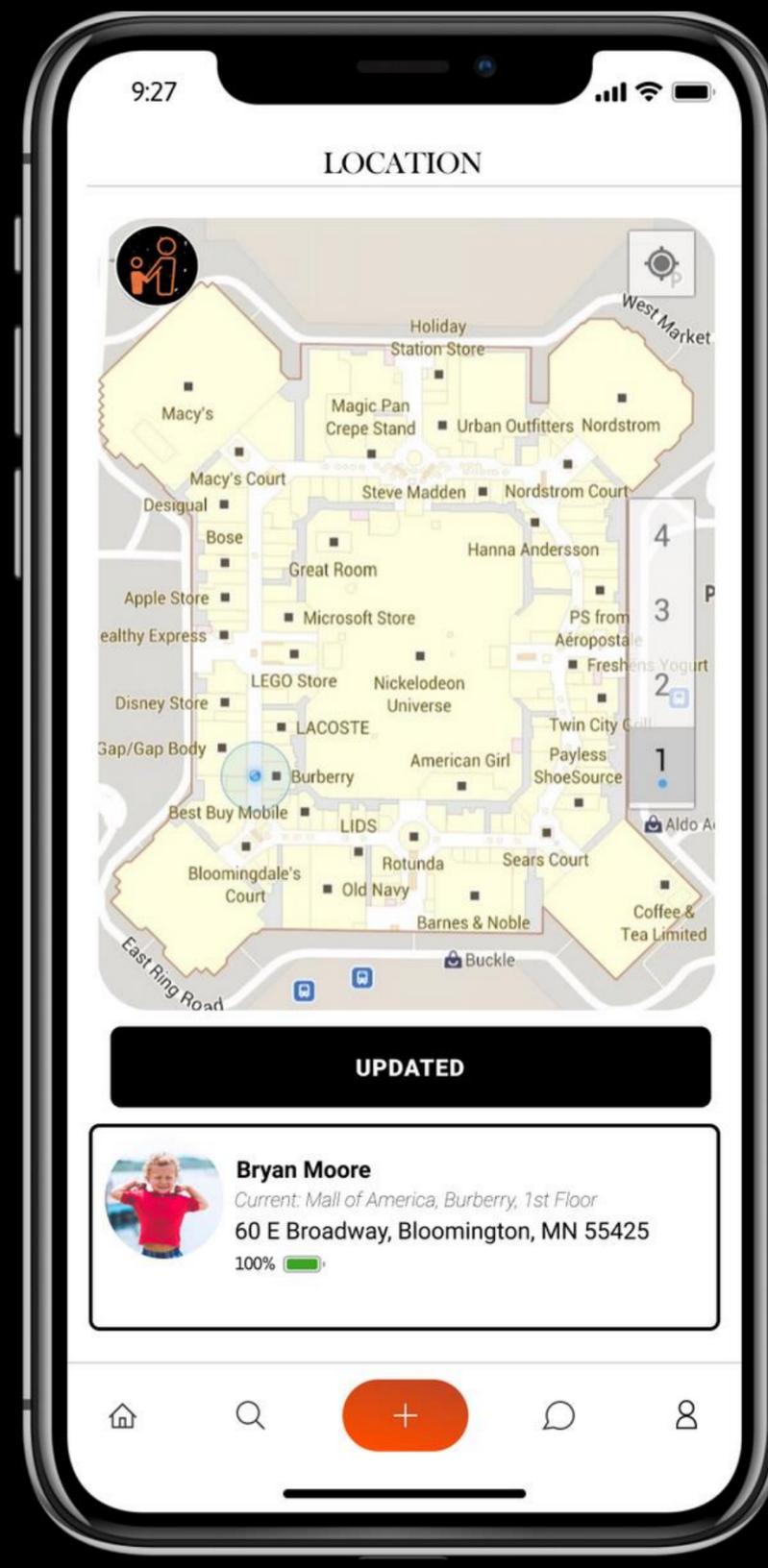
- CRM for email campaigns
- Direct ads- Facebook
- PTA meetings
- Community outreach
- Facebook groups

# COMPETITIVE ADVANTAGE

TRACKING COMPANIES	EXACT ACCURACY	EFFICIENT BATTERY LIFE	LIGHT WEIGHT	WATER PROOF	COMMUNICATION
ASTROTRAK	★	★	★	★	★
JIJOBIT			★		★
ANGELSENSE				★	★

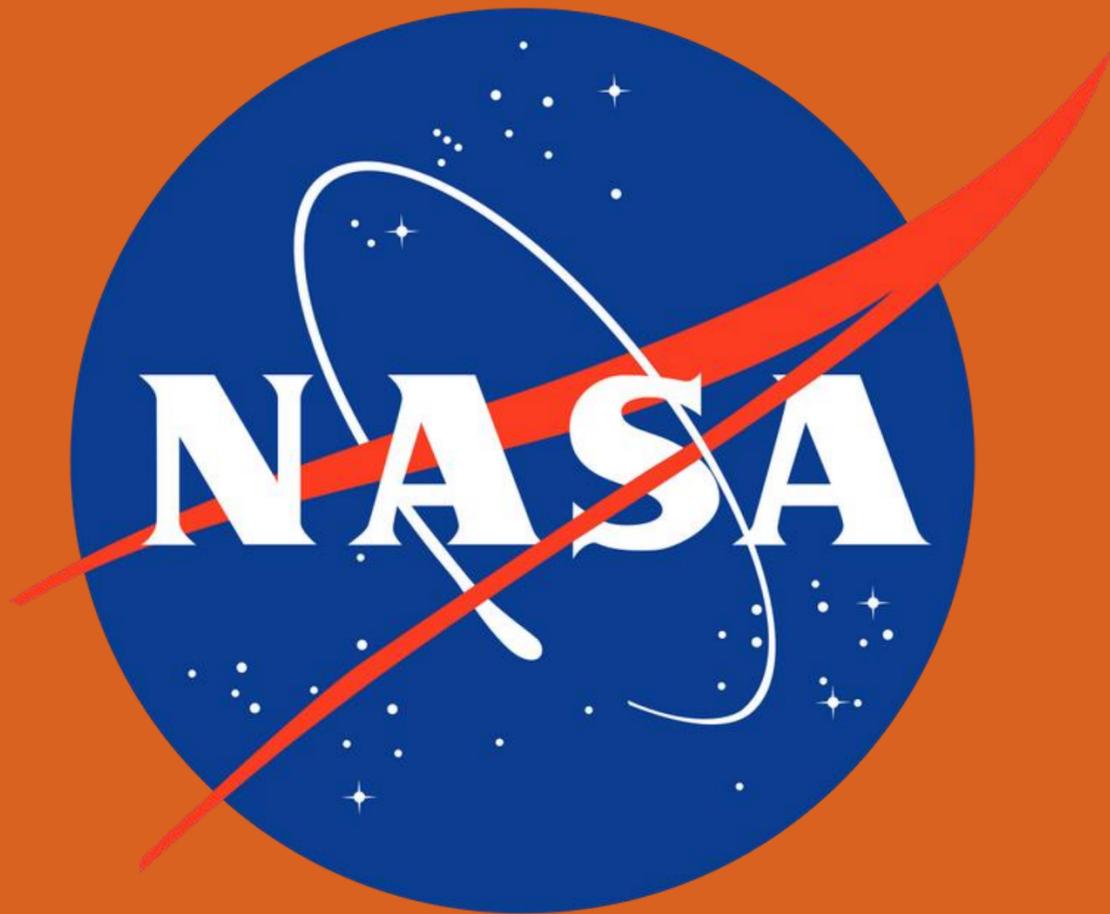


**TRADITIONAL METHODS**



**ASTROTRAK**

# PARTNERS+ ADVISORS



## DICKEY ARNDT

- Advisor
- NASA Inventor of 50 years
- Electrical Engineer



## OMPRAKASH GNAWALI

- Advisor
- Professor, Computer Science
- Post Doc- UWB Technology



## DR. ZHU HAN

- Advisor
- Professor
- UH Department of Electrical and Computer Engineering

# Funding Breakdown

## INFORMATION

### Initial Cost

125K

- 60K for Receivers/Hardware
- 10K for Installation Costs
- 20K for Devices
- 35K for Software Development



### Operating Cost

125K

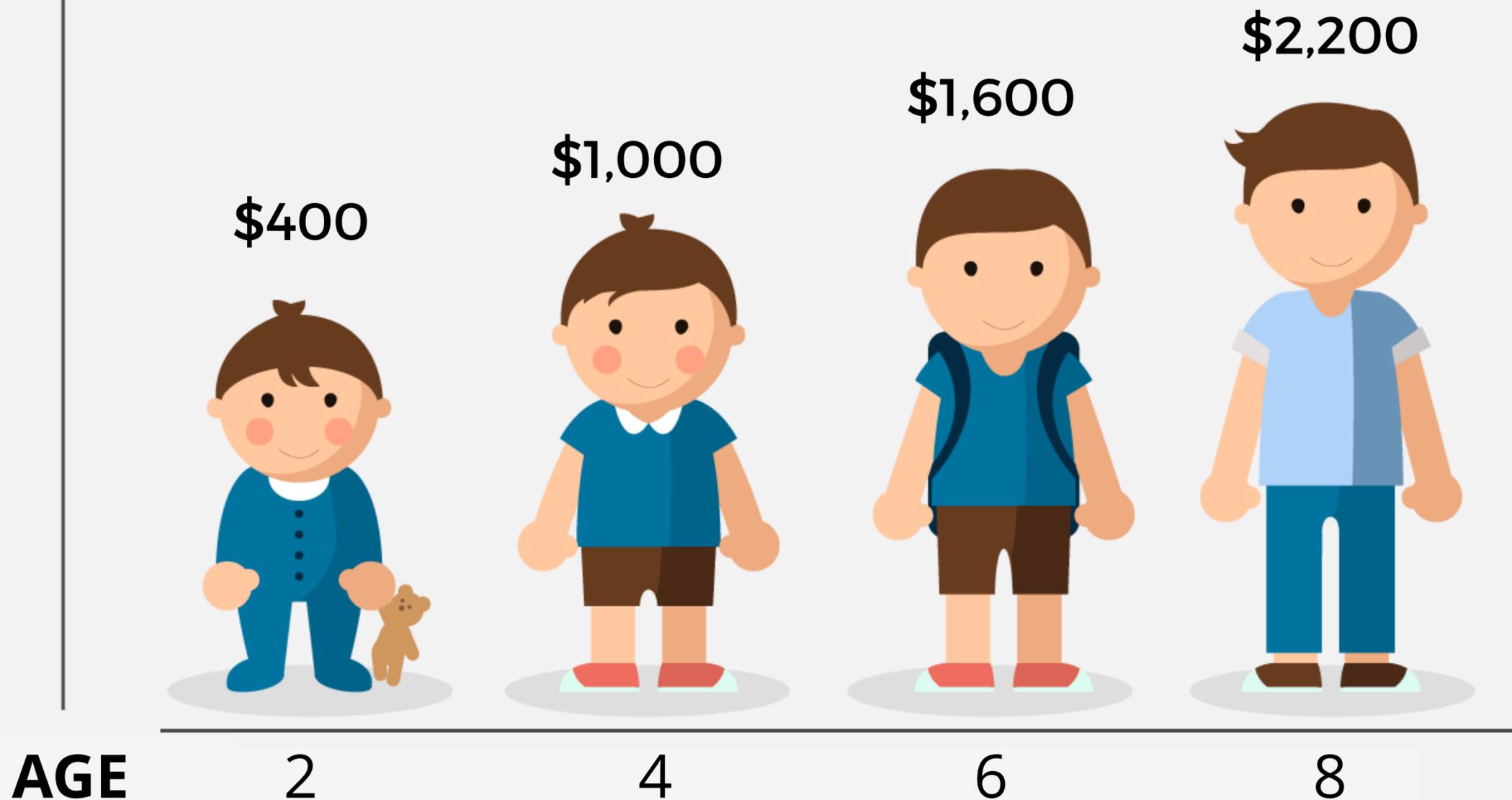
- 60K for Application/Website Development
- 30K for Marketing
- 30K Maintenance Cost
- 5K Wearables Testings

# Unit

# Economics

MSRP: \$100  
Monthly Subscription Plan: \$25  
Cost of Production/Unit: \$25  
Fixed Costs/Unit: \$20

## Lifetime Value



# Future Projections

## MILESTONES

**Year 1:** 500 users

**Year 2:** 2,000 users

**Year 3:** 5,000 users

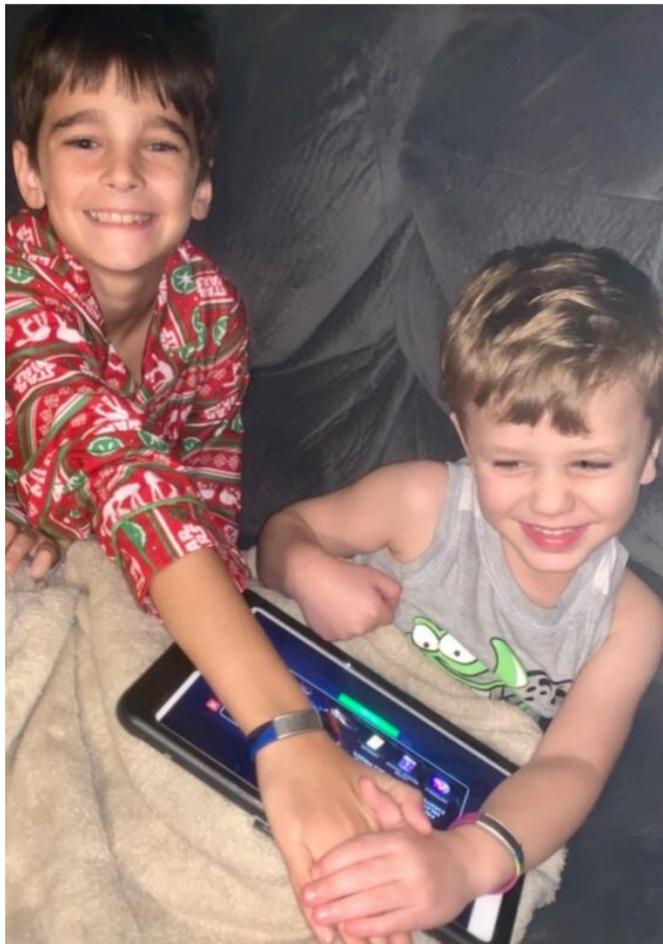
**Year 4:** 8,500 users

**Year 5:** 12,000 users

### Projected Income Statement

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$125,000	\$500,000	\$1,250,000	\$2,125,000	\$3,000,000
COGS	\$12,500	\$50,000	\$125,000	\$212,500	\$312,500
Gross Profit	\$112,500	\$450,000	\$1,125,000	\$1,912,500	\$2,687,500
SG&A	\$10,000	\$40,000	\$100,000	\$170,000	\$250,000
<b>EBITDA</b>	<b>\$102,500</b>	<b>\$410,000</b>	<b>\$1,025,000</b>	<b>\$1,742,500</b>	<b>\$2,437,500</b>

\*Projections based on competitors, 6-month subscriptions and units sold



# Meet the Team

Contact: [eyoussefagha@gmail.com](mailto:eyoussefagha@gmail.com)



**EVAN  
YOUSSEFAGHA**



**DANNA  
CERON**



**MADIHA  
FAISAL**



**ADAM  
LIPNICKI**



**SERGIO  
REYES**

# EXIT STRATEGY

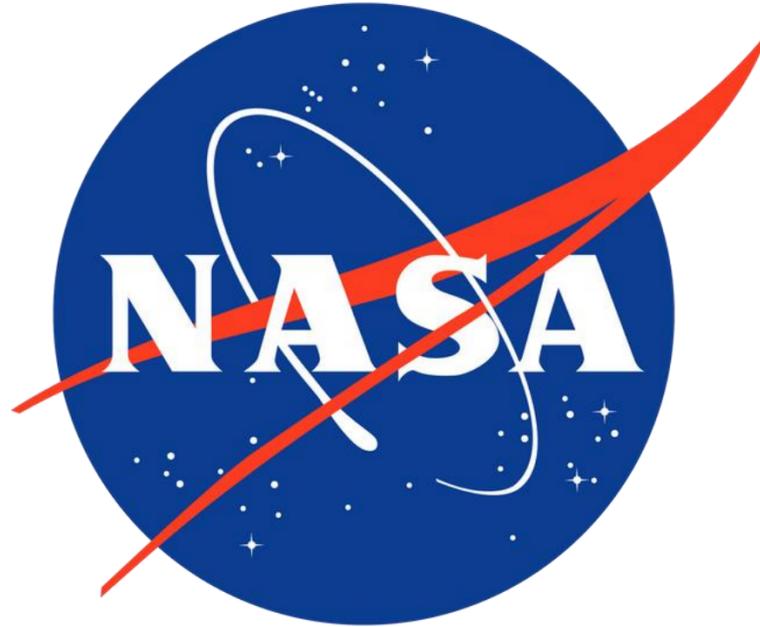
**Google buys Fitbit  
for \$2.1 billion,  
stepping back into wearables**

- The New York Times

## Roadmap

- Launch product and software
- Expand to horizontal markets
- Build out infrastructure
- Expand vertically and sell to strategic corporate investor

# CYBERSECURITY



**NASA OCIO Cybersecurity & Privacy Division (CSPD)**

It's a parent's dream and hacker's worst nightmare.

Further Considerations: TrustChip technology- **dedicated security chip**

Similar to what the US Military uses to authenticate service members on their computing systems. A device without this chip cannot communicate with our secure servers.

# SCALABILITY

## 4 KEY WAYS TO SCALE:

- Engaging school districts
- Building out infrastructure
- Continuous product development
- Cash flow management

# DESIGN FEEDBACK

"The overall look is **phenomenal** and in style. My child likes wearing it and the material is very comfortable."

"It is amazing, my **2 year old** fits the smallest band and it's not too tight or too loose; it's **perfect**."