



ALWAYS WITHIN REACH

POWERED BY



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Company Overview

GuardianLion Wireless (hereafter GLW) has developed, trademarked and patented the LEO[®], which leverages a fully functional life-saving personal emergency response wristwatch with GPS locator, alert, cell phone and 9-1-1 response system technologies to be worn by people 6 - 75+ years old in various markets and applications. When purchased, this 1" square device can provide individuals and families assurance that a "guardian" is *always within reach* in key emergency situations via a third-party 24/7 emergency response service, a 24/7 internet-based tracking software system and a two-way communication service offered through a major telecommunications carrier. T-Mobile[®] currently supplies the voice and data plans and GLW is currently in talks with AT&T[®] which has expressed interest in exclusivity rights. GLW is composed of a compelling management team including the Chief Technology Officer during the development and deployment of the popular OnStar[®] System and the national wireless AMBER Alert System.

The Problem

Every year in the United States alone, millions of people fall victim to serious or fatal injuries, violent and heinous crimes, sexual assaults, abductions, armed robberies, heart attacks, murders and more. The overwhelming fact is that in most every case, victims are caught completely off guard when experiencing a life-threatening event. As a result, each victim rarely finds oneself in the position to immediately reach for a phone (land-line or cell) to call for help at the very moment they need it most... let alone remain on the line to talk to an operator and give detailed information about the nature of their emergency along with a precise description of their whereabouts. With GLW's wrist-worn device, an end-user will never have to worry about dropping or fumbling the LEO[®], like one may with a hand-held device, since the LEO[®] is *always within reach*. Furthermore, most of the leading competitive personal emergency response devices on the market today, do not successfully encompass all three critical aspects that a life-saving device should like 24/7 internet-based real-time location tracking access, two-way voice communication and 24-hour emergency response dispatch (see Exhibit 1).

LEO[®]: The GuardianLion Wireless Solution

The LEO[®] is like having an OnStar[®] System on one's wrist disguised as an everyday watch to aid & protect. GLW's wristwatch is equipped with a quad-band GSM cellular module which will allow it to communicate in over 220 countries worldwide. Also, GLW provides 24/7 emergency response dispatch services and 24/7 internet-based tracking solutions. GLW allows parents, guardians, care givers or supervisors to set "invisible fence" safety zones and exclusion zones via its internet-based software or mobile application for smartphones. An alert is initiated and delivered by the system when the device leaves a temporal inclusion zone or when the device strays into an exclusion zone. The LEO[®] system includes software/firmware on the device and external software/firmware that provides for interaction with the device, such as two-way voice communication, setting geographic alert limits and location tracking.

Among LEO's[®] many features (see Figure 1), it is designed to be submersible in water depths of 3 meters for up to 30 minutes. The device is enabled with a GPS/9-1-1 panic button system that can alert the appropriate authorities of one's precise location during an emergency. The titanium armband contains a locking mechanism and anti-tamper trip wire system which will prevent unwanted removal.

Market Overview

LEO[®] wristwatch users range in ages from 6 - 75+. GLW will initially offer its piece-of-mind monitoring service to relieve the concerns of parents, elderly, children, guardians, special needs teens and caretakers in the event of needed emergency assistance and additional security.

Figure 1 – The LEO® System



U.S. Patent: D-623,965 5

U.S. Patent Pending: 20100267361

GLW has conducted market focus groups to discover its primary buyers as upper, middle, and working class parents with children primarily in the 6 - 12 year old age range, especially and including autistic children. In addition, the Company found there to be a natural fit for elders, people with heart conditions and Alzheimer's.

Some key statics and larger trends that benefit GLW's prospects include:

- **Abduction:** In 2010, the Federal Bureau of Investigation (FBI) reported, 70% of child abduction cases resulted in the identification of an offender who had a known relationship with the victim; less than 1% of abductors were registered sex offenders.
- **Medical:** The American Heart Association reported that in 2010, an estimated 785,000 Americans had a new coronary attack and about 470,000 had a recurrent attack.
- **Slips, trips, and falls:** The Center for Disease Control reports an estimated 1 million Americans annually suffer moderate to severe injuries (broken bones, head injuries, fractures, and bruises). As a result of falls, approximately 17,000 people die annually with the most common occurrences happening in people 65 and older.
- According to the 2010 US Census, the year 2011 marks the first members of the Baby Boomer generation turning 65. There were an estimated 76 million people born in the Baby Boom generation.
 - Revenues for personal emergency response system variations of the "I've-fallen-and-I-can't-get-up" emergency alert bracelets hit \$963 million in 2010, after growing 10% to 15% each of the past three years, according to research firm Frost & Sullivan.
 - The market for newer event-monitoring technologies, like those using cellular networks to transmit electrocardiogram (ECG) data, is growing at about 200% per year.

GLW will roll out its second generation of LEO's® within two years to incorporate more pop culture popular features such as music downloads, Bluetooth® earphones and wireless syncing applications. The interior compact electronic components within LEO® also hold advantageous capabilities in other attainable verticals for future development and deployment.

Marketing & Strategic Alliances

GLW's marketing efforts will be directed toward executing the company strategy of building a network of complementary strategic partnerships that will drive user-ship of its product and services. The Company will develop strong alliances with key organizations. GLW is currently in talks with T-Mobile® & AT&T®. These alliances will typically result in extensive co-marketing by both organizations with the goal of driving traffic and awareness of both Company's products and services. GLW expects to utilize Direct TV®

advertising and will rely heavily on its strategic alliances, direct sales efforts, viral marketing, publicity and word-of-mouth to attract users and subscribers.

Revenue Model

The LEO® can be attractively marketed and sold to B2B and B2C platforms in various verticals for example, telecommunication retail outlets (i.e. AT&T®, T-Mobile®, Verizon®, Sprint®, etc.), hospitals, medical clinics, home healthcare equipment outlets (i.e. pediatricians, CVS®, Rite Aid®, etc.) and online are highly viable initial revenue generating opportunities.

Monthly Recurring Subscription Plans (2-Year Contracts) Purchasers will subscribe to monthly recurring subscription plans ranging from \$19.99 □ \$49.99. Based upon the GLW monthly wholesale cost of data from T-Mobile (\$1.99 per unit), the monthly recurring subscription plans stand to yield significant returns (other nominal monthly overhead cost per unit charges apply which include the company’s emergency call center and customer support center).

Hardware Sales End-users will be able to purchase the LEO® wristwatch between \$69.99 - \$129.99 through the company website or from participating retailers. The cost to build a unit is \$90. The consumer price of the unit vs. the cost to build will be offset by the 2-year ongoing monthly recurring service plans (This is the model most cellular carriers use today).

GLW projects it will be able to sell over 150,000 LEO® wristwatch devices by the end of 2015, which will result in well over \$2,000,000 in monthly recurring revenue.

Competitors

GPS revenue tracking technology, by all accounts, is still at an infancy stage. Competitive analysis reports, product reviews and the general tone at recent leading GPS tracking conferences all point out that developers in this space are struggling to create a standard of reliability. The competition and industry as a whole is striving to create a convenient compact sized GPS tracking solution (roughly 2” square or smaller to further advance mobility applications) that can in addition demonstrate a superior indoor tracking capability. GLW currently has a working product named LEO® that demonstrates this level of criteria, putting the company in a unique position to become a leading supplier of the field.

Exhibit 1: LEO® Competitive Landscape

Website Links	Wrist watch Design	Critical Location, Communication & Response			GPS Panic Button	Tamper Proof with Locking Mechanism	Advanced Indoor Tracking Capability	Break- Crumb Trail In Case of Lost Signal	24-Hour Active Tracking Battery Life	Safety-Zone Alerts	Exclusion-Zone Alerts	Speed Alerts	Periodic Reports	Continuous Reports	Water-Proof	Total Score
		24/7 Internet Based Tracking Solution	2-Way Voice / Cellular Communications	24/7 Emergency Call Center & Dispatch On Standby												
LEO™	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15
Safe Watch	✓	✓	✓	✓					✓			✓	✓	✓		9
S911 Bracelet	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓		12
Num8	✓	✓				✓			✓							4
Kajeet		✓	✓				✓						✓			4
Amber Alert GPS		✓			✓		✓		✓	✓	✓	✓	✓	✓		8
Spot			✓		✓		✓	✓								4

Intellectual Property

GLW has secured one U.S. Design patent (U.S. # D-623,965 5) and two registered U.S. trademarks on GuardianLion Wireless[®] and LEO[®] and has one additional U.S. utility patent (U.S. # 20100267361) pending. Given the worldwide market potential for the LEO[®] and future product and service advancements, a major GLW priority is to secure international patents on its technology and trademarks. The company has working prototypes and has proven the concept in a marketable, consumer form-factor. It will now prepare the product to meet manufacturability and FCC certification requirements in order to make LEO[®] available to the world.

Fundraising

GLW recently closed a \$400,000 round of financing and is currently seeking up to an additional \$5.0 million of common or convertible equity from accredited or venture capital investors. The capital proceeds from the proposed funding will be used to prepare LEO[®] for manufacturability and consumer production which includes FCC, UL, PTCRB, SARS and other certifications as well as production mold fabrication, web/e-commerce site completion, back-end emergency dispatch staff set-up and consumer support call center set-up. The primary use of funding will support the marketing and advertising strategy for the test launch to be followed by a national rollout, including required working capital for inventory availability and salaries. Given the significant growth and scalability potential of LEO[®], coupled with other applications beyond child and elderly protection, GLW holds substantial upside for investors. Potential exit strategies within the next 3-5 years include selling the company to a strategic or private equity investor or an IPO.

Management Team

LEO[®] is being driven by GLW's seasoned and dedicated owners and operators.

Paul Wilcock, Chairman of the Company, has a 33-year track record in the communications and wireless industry and recently retired from his CTO position with Syniverse Technologies (NYSE:SVR), a spin-off from GTE. Mr. Wilcock was the CTO during the technology development and deployment of the OnStar[®] system and the national wireless AMBER Alert System.

Jason Sullivan, Founder, Director and Chief Executive Officer had the vision behind the GuardianLion Wireless venture and is principally responsible as the CEO. Mr. Sullivan's passion and motivation have delivered the advancement of this product over the last 2 years.

Joseph Troy, Director and Chief Financial Officer and an early-stage investor, manages the Company's finances and capital raising activities while providing strategic direction for the enterprise. Mr. Troy has considerable finance, capital raising and managerial expertise via his previous leadership roles at both public and private companies, most recently at Walter Industries (NYSE:WLT), now Walter Energy.

Max Carey, Director and Chief Marketing and Strategy Officer has significant, broad-based management experience, particularly with early-stage companies. Mr. Carey, who sits on numerous public and private company boards, is charged with building a dynamic strategic marketing plan and is helping guide the Company in its development and product launch stage.