GUARDIAN™

Never Lose What Matters.

Fenwick How & Colton Stagg
Co-Founders & Inventors

Texas | 2026

If you lose it, we failed.

Founder

ag · nos · tic

The Architecture of Independence

Platform · Device · Vendor · Protocol

WHAT AGNOSTIC MEANS FOR YOU

Works with everything. Depends on nothing.

Platform Agnostic

No iOS or Android required. Guardian operates entirely on its own.

Device Agnostic

No phone, tablet, or wearable needed as a relay or host.

Vendor Agnostic

No ecosystem lock-in. Works anywhere, with anyone, always.

Protocol Agnostic

No Bluetooth, WiFi, or cellular. Proprietary direct communication.

ONE SMALL DEVICE.
ENDLESS PEACE OF MIND.

Guardian keeps the things you care about within reach—
so you never leave important items behind.

GUARDIAN

TEXTILES

Integrated technology in textiles keeps what matters close.

Purses

Never leave your purse behind at restaurants or nights out.

Phones & Devices

Attach to your phone or tablet so you never walk away without it.

Wallets & Passports

Keep track of what matters most when you travel—wallets, passports, travel docs.

Keys & Keychains

Find your keys in seconds—no more searching before you head out the door.

Kids

Helps keep your kids safe and gives you peace of mind.

Shoes

Integrated Guardian technology in footwear keeps little explorers safe—without adding anything extra.

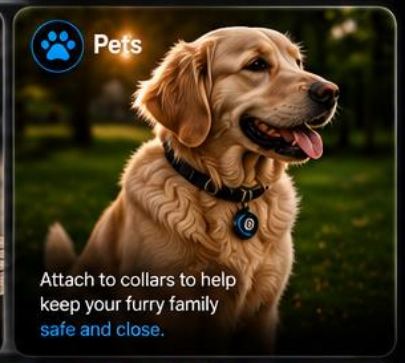
NEVER LOSE WHAT MATTERS.

UNDER REAL-TIME AWARENESS.

Bags

Backpacks, gym bags, work bags—keep them within reach wherever you go.

Pets



Attach to collars to help keep your furry family safe and close.

Bicycles

Protect your ride. Know where your bike is at all times.

Elderly Loved Ones

Helps your loved ones stay connected and gives you peace of mind every day.

Everyday Essentials

Glasses, earbuds, remotes, and more—keep track of the things you use every day.

Events & Occasions

Stay present and worry less at concerts, festivals, parties and special moments.

REAL-TIME AWARENESS

Instant alerts if you leave something behind.

WIRELESS FREEDOM

No monthly fees. No contracts.

WATER RESISTANT

Built to handle real life.

LONG BATTERY LIFE

Days to weeks of protection on a single charge.

COMPACT & LIGHTWEIGHT

Small enough to attach. Powerful enough to rely on.

PRIVACY FOCUSED

Your data. Your control. Always.

PEACE OF MIND IS ALWAYS WITHIN **REACH.**

SECTION 01

The Technology

THE PROBLEM

Every solution starts too late.

Tile. AirTag. SmartTag.

Every tracker on the market follows the same philosophy: help you find what you already lost. They require your phone, Bluetooth, WiFi, and cloud infrastructure. And by the time they alert you — the item is already gone, and the clock is ticking.

68% of people report increased daily stress from misplaced essentials

$2.7B

spent annually replacing lost items in the U.S.

60M+ phones
lost or misplaced every year

140 hours/year
average time spent searching for misplaced items

49% of people
miss appointments or important events due to lost essentials

$15B+ productivity loss
caused annually by misplaced tools, devices, and equipment in workplaces

TECHNOLOGY CONCEPT

Prevention, not detection.

Guardian creates a persistent, technical and infrastructure agnostic bilateral radio link between paired devices. The moment that link exceeds a user-defined threshold — both devices alert simultaneously. **Before you've walked away.**

This is not a tracker. This is a tether.

HOW THE TECHNOLOGY WORKS

Four signal methodologies. One purpose.

01 RSSI Distance Measurement

Standard method

WHAT IT DOES

Continuously measures radio signal strength between paired devices to calculate real-time distance. When signal drops below the threshold set at pairing, the alert fires on both devices simultaneously.

WHY IT MATTERS

RSSI is a proven, ultra-low-power standard (IEEE 802.11 / 802.15.1). No cloud, no GPS, no triangulation — just direct physics between two devices. Works anywhere, forever, with no infrastructure.

02 Power Variation (No Break)

Low false-positive

WHAT IT DOES

Gradually reduces transmission power while keeping the device link alive. As power drops, the effective range shrinks — allowing Guardian to detect a precise separation distance without ever losing the connection.

WHY IT MATTERS

Keeping the link alive throughout measurement drastically reduces false alerts caused by momentary signal interference. You get a smooth, continuous distance read rather than a binary on/off event.

03 Power Variation (Break-Trigger)

Binary precision

WHAT IT DOES

Intentionally reduces transmission power until the link breaks entirely. The moment of disconnection is the alert trigger — a definitive, binary event rather than a probabilistic strength reading.

WHY IT MATTERS

Zero ambiguity. The break IS the threshold — there's no grey zone or floating signal to misinterpret. Ideal when you want a hard, user-defined boundary with no tolerance for drift.

04 Path Polarization

Dense environments

WHAT IT DOES

Separates direct line-of-sight signals from signals bouncing off walls, people, and objects (multipath propagation). By isolating the direct path, Guardian calculates accurate distance even in crowded, signal-saturated spaces.

WHY IT MATTERS

Airports, offices, malls — everywhere items get lost — are full of competing signals. Multipath propagation is the #1 cause of distance-sensor errors. This method solves that, making Guardian reliable exactly where it matters most.

R&D methodology selection to be finalized through engineering and battery consumption analysis. Final implementation may use one or a combination of these approaches.

SECTION 02

How It Works

USER EXPERIENCE

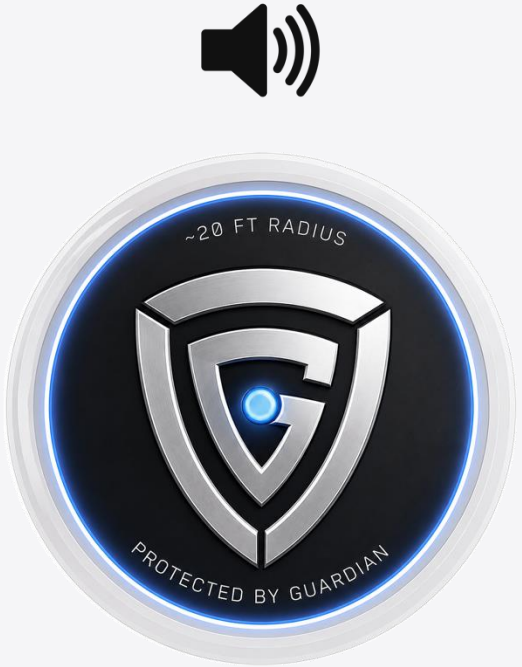
Four states. Total awareness.

Standby

Solid white ring
Power on, ready to pair

Paring

Slow green pulse
Active tether established



Paired

Slow blue pulse
Active tether established

Alert

Red flash + vibrate + beep
Proximity exceeded

SETUP

Power. Pair. Go.

1

Power On

Hold button 1 second. White ring glows solid. Device is broadcasting and ready to pair.

2

Set Distance

Place devices at your desired alert radius — anywhere from 1 to 10+ feet.

3

Hold to Pair

Hold button 3-5 seconds on Device A. Both flash, then lock into slow green pulse.

4

You're Tethered

Devices communicate continuously. Exceed range: both flash red, vibrate, beep. Long press either device to reset.

WHY IT WORKS

Zero dependencies means zero failure points.

Every competitor inherits the fragility of their ecosystem. No phone battery? Tile fails. No WiFi? AirTag can't update. No nearby Apple devices? **You're on your own.**

DESIGN & SPECS

Small enough to forget it's there.

Diameter	40.00 mm (1.57 in)
Thickness	8.50 mm (0.33 in)
Weight	18.0 g with battery
Battery	CR2032 · 3V Lithium
Wireless	Bluetooth 5.0 LE
LED Ring	RGB · status-coded color
Range	1 ft to 10+ ft · user-configurable
Alerts	Visual + haptic + audible
Power TX	~1 mW · safe in all environments
Infrastructure	None required — ever
Pairing	Bilateral · multi-device capable
Water resistance	IP67 rated
Materials	Acrylic front · ABS back cover
Fastener	T5 Torx security screw
Operating temp	-10°C to 50°C

40mm
Diameter · AirTag scale

IP67
Water resistance

18g
With battery

~1mW
TX · medically safe

<$1
Battery replacement

10ft+
Configurable range

Design Concept

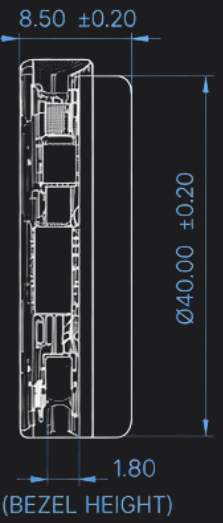
GUARDIAN BY TETHER ~20 FT RADIUS

ALL DIMENSIONS IN MILLIMETERS (mm)

TECHNICAL DRAWING

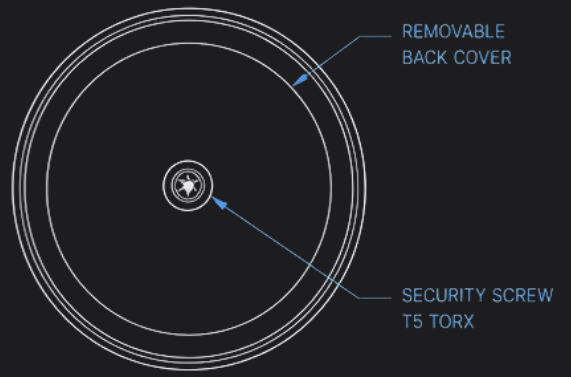
FRONT VIEW

SIDE VIEW (SECTION A-A)

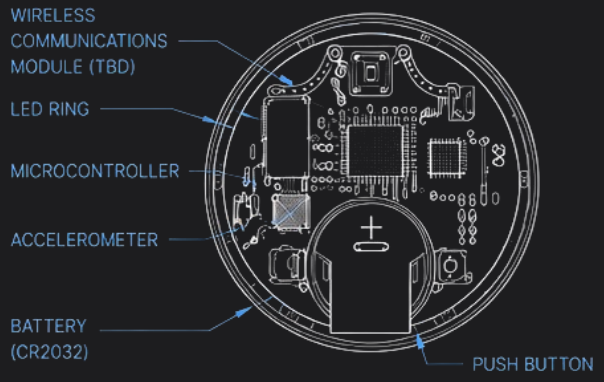


SIDE VIEW

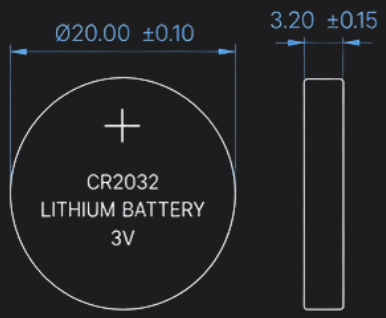
BACK VIEW



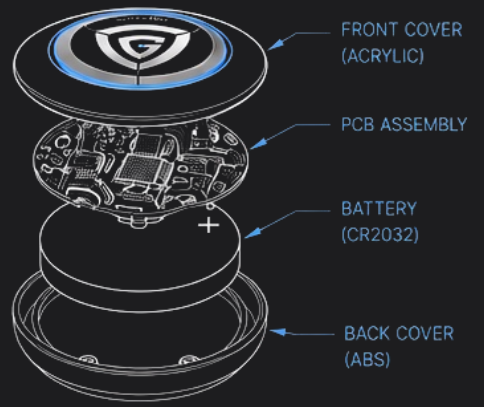
INTERNAL LAYOUT (TOP VIEW – BACK COVER REMOVED)



BATTERY (CR2032)



EXPLODED VIEW



SPECIFICATIONS

DIAMETER:	40.00 mm
THICKNESS:	8.50 mm
WEIGHT:	18.0 g (with battery)
BATTERY:	CR2032 (3V)
WIRELESS:	RF TECHNOLOGY (TBD)
FREQUENCY:	TBD (2.4 GHz / Sub-GHz / Other)
RANGE:	~20 FT RADIUS
LATENCY:	< 500 ms (TBD)
OPERATING TEMP.:	-10°C to 50°C
MATERIAL:	
FRONT COVER:	ACRYLIC
BACK COVER:	ABS
WATER RESISTANCE:	IP67

NOTES:

1. ALL DIMENSIONS IN MILLIMETERS.
2. TOLERANCES: ±0.20mm UNLESS OTHERWISE SPECIFIED.
3. ALL SURFACES TO BE FREE OF BURRS AND SHARP EDGES.
4. ASSEMBLY TO BE SECURED WITH T5 TORX SECURITY SCREW.

GUARDIAN BY TETHER ~20 FT RADIUS	DRAWN BY: ENG. TEAM	DATE: 05/20/2024		
	SCALE: 2:1	UNIT: MM	DRAWING NO.: GT-40-001	REV.: A

SECTION 03

Go-to-Market

MARKET OPPORTUNITY

A $4.1B market with no prevention-first product.

NEAREST COMPETITOR

Tile Inc.

$64M revenue (2022)

Same TAM · Locate-only methodology

TAM **$4.1B+** Global proximity & item-tracking device market

↑ 12% YoY growth · AirTag launched 2021 · Samsung, Tile, Chipolo all competing in locate-only space

SAM **$1.2B** U.S. consumers seeking prevention-first protection

258M U.S. adults carry keys, wallet & phone daily · 100M annual air travelers · 60M mobile enterprise workers

SOM **$190M+** 1M units @ $19 retail — 0.29% of U.S. population

Less than 3 in every 1,000 U.S. adults · Tile reached $64M at far lower category awareness

TAM — Total Addressable Market
SAM — Serviceable Addressable Market
SOM — Serviceable Obtainable Market

PATH TO 1M UNITS

Reach 1M by capturing a fraction of any one segment — or as little as 0.1% across all four combined.

0.39%	1.0%	1.67%	0.61%
Everyday Carry	**Travel**	**Enterprise**	**Pets & Kids**
258M U.S. adults	100M air travelers	60M mobile workers	163M households

USE CASES · MARKET PENETRATION

Everyone who carries anything valuable.

Target 1M units sold

0.29% of U.S. adults

reach the target

Everyday Carry

258M U.S. adults

0.39% to reach 1M

33%	lose their phone at least once a week
28%	misplace car or house keys weekly
$2.7B	in annual U.S. household replacement costs

Travel

100M U.S. air travelers

1.0% to reach 1M

36M+	bags mishandled globally in 2025
43%	of travelers have lost items in airports
$5B	cost to airlines from baggage issues in 2024

Pets & Kids

163M U.S. pet + parent households

0.61% to reach 1M

10M+	pets lost or stolen in the U.S. annually
800K	children reported missing in the U.S. each year
6 in 10	pet owners consider their pet a family member

Enterprise

60M U.S. mobile workers

1.67% to reach 1M

103	laptops lost per large organization per year
$49K	true all-in cost of a single lost corporate laptop
$8.6B	global annual cost of lost enterprise devices

Memory Care

11M U.S. dementia caregiver households

9.1% to reach 1M

6.9M	Americans 65+ living with Alzheimer's dementia
6 in 10	people with dementia will wander at least once
90%	mortality risk if not found within 24 hours

OEM / Licensing

$4.1B total addressable market

$2.7B	annual U.S. household replacement costs from lost items
33%	of lost items are never recovered
40%+	of all losses occur in public places

Market penetration calculated against U.S. addressable population per segment. Sources: SpotyPal, Chipolo, HP Wolf Security, Ponemon Institute, Alzheimer's Association, SITA 2024, NCMEC.

GO-TO-MARKET STRATEGY

Three lanes. Simultaneous velocity.

Lane 1

Direct-to-Consumer

— Amazon & Shopify storefront launch

— Influencer & creator program (travel, EDC, parenting)

— Subscription accessory expansion

Lane 2

Retail Partnership

— Target, Best Buy, specialty travel retail

— Placement in airport and hotel gift shops

— Impulse-buy price point strategy

Lane 3

OEM / White Label

— License to luggage & bag manufacturers

— Partner with clothing & textile brands

— Medical device and senior care integration

COMPETITIVE POSITION

They find.
We prevent.

	Guardian	AirTag	Tile
Infrastructure needed	**None**	iPhone required	Phone + app
Alert timing	**Before loss**	After loss	After loss
Works offline	**Always**	Never	Never
Bilateral alert	**All devices**	One device	One device
Retail price	**$19**	$29	$24-35

SECTION 04

Investors

UNIT ECONOMICS

Simple math. Strong margins.

$19	$6	68%
Retail Price	COGS	Gross Margin

1M Units sold - Revenue	$19,000,000
COGS	($6,000,000)
Gross Profit	$13,000,000
Operating Expenses (uh, this is us lol)	($3,500,000)
Net Income (post-21% tax)	**$7,505,000**

ROADMAP

36 months to scale.

0-6 mo | 6-12 mo | 12-18 mo | 18-36 mo

R&D / POC

- Engineering hire
- Signal POC
- Connectivity study
- Battery study

IP & Design

- Patent filing (TBD)
- Enclosure design
- Regulatory review
- Programming
- Customer Interface

Pilot Launch

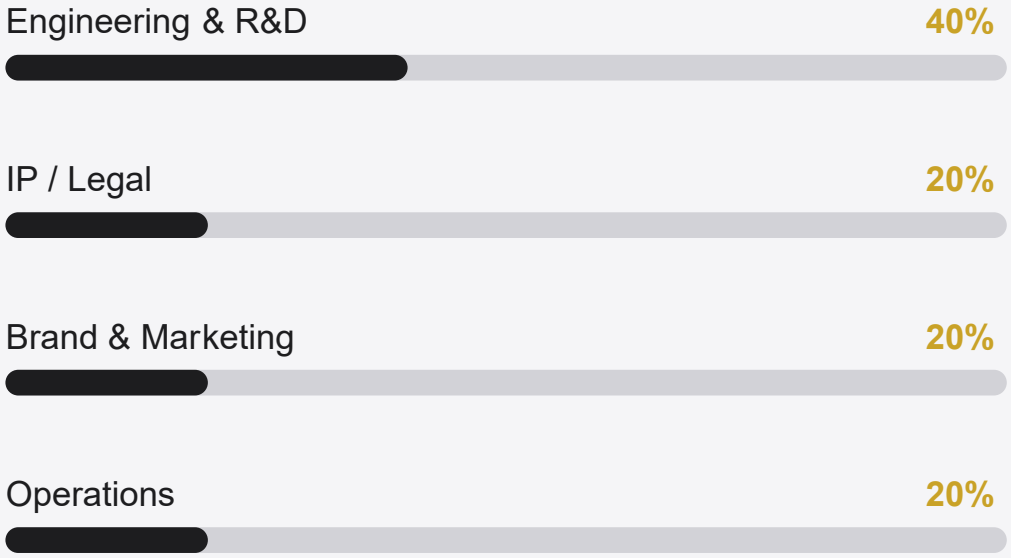
- Production run
- Amazon launch
- Retail outreach
- Tele Marketing (?)

Scale

- OEM licensing
- International
- 1M unit milestone

THE ASK

Seed Round



SEED TBD
Equity Availability

The company has intentionally preserved substantial equity capacity for:

- Founding strategic partners
- Angel investors
- Seed funds
- Manufacturing and distribution relationships
- Future employee incentive pools

This allows the company to build a high-value strategic ownership structure while
maintaining strong founder alignment and operational control

GUARDIAN

Your peace of mind, our promise.

If you lose it, we failed.

APPENDIX

Investor Q&A

How it works · The market · Go-to-market · Technology · Financials

SECTION 01

How It Works

INVESTOR Q&A

HOW IT WORKS

Q Isn't this just another Bluetooth tracker?

A

No — and this is the core distinction. Every Bluetooth tracker (AirTag, Tile, Chipolo) requires your phone, an app, and cloud infrastructure to function. They locate items after you've lost them. Guardian is a self-contained bilateral device that alerts you before separation occurs. No phone. No app. No internet. Ever.

→ Guardian prevents loss. Competitors locate after loss. Entirely different category.

Q How does it know when I'm walking away?

A

Both devices communicate continuously using direct radio signals. At pairing, you set the distance threshold (1–10+ ft). The moment either device detects that signal strength has dropped below that threshold, both devices alert simultaneously — visual flash, vibration, and audible beep — on both units at the same instant.

→ Bilateral simultaneous alert is a key differentiator. Both devices fire, not just one.

Q What if I'm in a crowded place with lots of signals?

A

Guardian uses path polarization — a signal processing method that separates direct device-to-device signals from reflected/bounced signals (multipath propagation). This is specifically designed for dense environments like airports, malls, and offices — exactly where items get lost most often.

→ Built for the real-world environments where loss happens, not ideal lab conditions.

Q What happens after the alert fires? Can I find my item?

A

Press either device button to acknowledge and reset. If you're still holding both devices, they re-pair instantly. Guardian is not a locator — it's a prevention device. The design philosophy is: if the alert fired, it already did its job by stopping you before you walked too far. Recovery is immediate because you haven't left yet.

→ 'If you lose it, we failed' — the alert fires before the loss event, not after.

SECTION 02

The Market

INVESTOR Q&A

THE MARKET

Q Apple already has AirTag. Why would anyone buy Guardian?

A

AirTag requires an iPhone, proximity to other Apple devices to update location, and it tells you where something went after you lost it. Guardian requires nothing — no phone, no ecosystem, no network. It also works for Android users, non-smartphone users, enterprise workers, seniors, and international markets where Apple's network is sparse. Different product, different customer.

→ Guardian's TAM includes everyone AirTag cannot serve. That's a large addressable gap.

Q How big is the market really and what's your evidence?

A

The global proximity/tracking device market was valued at $4.1B+ with ~12% YoY growth. Tile generated $64M in revenue in 2022 using locate-only methodology and limited distribution. Apple launched AirTag in 2021 and sold an estimated 20M+ units in the first year alone. The demand is proven. No prevention-first product exists in this space.

→ Tile's $64M in the same TAM validates the market. Guardian is the first prevention play.

Q Who is your primary customer?

A

Initial focus: U.S. consumer everyday carry (keys, wallet, bag) — 258M adults, requiring just 0.39% penetration to hit 1M units. Secondary: frequent travelers (100M annual U.S. air passengers), enterprise mobile workers (60M), and pet/family households (163M). Each segment independently capable of delivering the 1M unit milestone.

→ No single segment requires more than 1.67% penetration to reach the 1M target.

Q Is there any regulation risk — RF emissions, medical device proximity?

A

Guardian operates at approximately 1mW transmission power — far below FCC Part 15 limits for unlicensed devices. At this power level, electromagnetic interference to sensitive medical devices (pacemakers, hearing aids) is negligible per established standards. The device will be certified under FCC Part 15 and CE marking for EU markets prior to launch.

→ Low power = regulatory straightforward. No FDA classification required.

SECTION 03

Go-to-Market

INVESTOR Q&A

GO-TO-MARKET

Q How do you plan to acquire customers?

A

Three simultaneous lanes: (1) D2C via Amazon and Shopify at launch — low CAC, fast feedback loop; (2) Retail partnerships with Best Buy, Target, and travel specialty retail — airport placement targets the highest-anxiety lost-item environment; (3) OEM/white-label licensing to luggage brands, clothing manufacturers, and medical device companies for embedded revenue.

→ D2C validates, retail scales, OEM multiplies. Each lane de-risks the others.

Q What's your customer acquisition cost and how do you defend margin?

A

D2C CAC estimated at $8–14 via Amazon PPC and organic social (travel, EDC, parenting verticals). At $19 retail and $6 COGS, gross margin is 68%. Even with $12 CAC, contribution margin exceeds 30%. OEM/licensing channel has near-zero CAC. As brand awareness grows, organic and word-of-mouth reduce paid dependency.

→ 68% gross margin with multiple channels gives pricing and CAC flexibility.

Q How do you get someone to spend $19 on something they don't think they need?

A

The marketing angle is not 'you'll lose things' — it's 'you already do.' The $2.7B annual replacement cost stat, 2.5 days per year searching, 33% of Americans losing their phone weekly — these are the hook. Gifting is also a major channel: Guardian is a natural gift for parents, travelers, seniors, and pet owners. Under $20 is an impulse purchase price point.

→ Sub-$20 = impulse buy. The problem markets itself — people know they lose things.

Q What's the expansion plan after initial U.S. launch?

A

Phase 1 (0–18 months): U.S. D2C and retail launch, POC validated, patent filed. Phase 2 (18–36 months): OEM licensing deals, international expansion starting with UK, Canada, Australia (English-speaking, similar regulatory environment). Phase 3 (36+ months): product line expansion — wearable form factors (bracelet, ring, pin), enterprise fleet management, senior care partnerships.

→ U.S. first, then English-speaking markets, then OEM scales globally without Guardian direct cost.

SECTION 04

Technology

INVESTOR Q&A

TECHNOLOGY

Q Why not just use Bluetooth? It would be cheaper.

A

Bluetooth requires a host device (phone) to function as a receiver or relay. The moment your phone is the single point of failure, the product fails in every scenario where the phone itself is what's lost, dead, or not nearby. Guardian's independence is not a cost trade-off — it IS the product. The 'no dependency' architecture is the core IP and the moat.

→ Using Bluetooth would make Guardian just another Tile. The independence is the product.

Q What's your IP strategy? Can this be copied?

A

Patent filing is Phase 2 priority (months 6–12). The defensible IP sits in: (1) the bilateral, infrastructure-independent alert methodology as a product category; (2) specific signal processing techniques (path polarization, break-trigger power variation); (3) form factor and textile/wearable integration. First-mover + patent + brand recognition compound the moat over time.

→ Category creator advantage + pending patent + brand = compounding moat.

Q What's the battery life and how does charging work?

A

CR2032 lithium battery — the same cell used in key fobs and watches, available everywhere for under $1. Expected battery life is 6–12 months at normal use (continuous pairing). The device includes a low battery alert before failure. Rechargeable variants using wireless charging (MagSafe-style) are on the R&D roadmap for premium SKUs.

→ CR2032 is universal, cheap, and user-replaceable. No proprietary charging cable needed.

Q What's the production timeline from POC to shelf?

A

Month 0–6: R&D, signal methodology selection, first POC prototype. Month 6–12: enclosure design, regulatory testing (FCC Part 15, CE), patent filing. Month 12–18: production tooling, contract manufacturer selection (likely Shenzhen), first production run of 10K–50K units. Month 18: Amazon/retail launch. Timeline assumes seed funding secured in Month 1.

→ 18 months seed-to-shelf is achievable for a device of this hardware simplicity.

SECTION 05

Financials

INVESTOR Q&A

FINANCIALS

Q What are you asking for and how will you use it?

A

Seed round. Use of funds: 40% Engineering & R&D (POC build, signal methodology selection, battery study); 20% IP & Legal (patent filing, entity structure, regulatory); 20% Branding & Marketing (product identity, launch campaign, packaging); 20% Operations (team, admin, contingency). Milestone: working POC and patent filing within 12 months.

→ **Every dollar maps to a milestone. No lifestyle spend, no speculation.**

Q Walk me through the unit economics.

A

Retail price: $19.00. COGS: $6.00 (manufacturing, components, packaging). Gross margin: 68%. At 1M units: $19M revenue, $13M gross profit, $3.5M operating expenses, $9.5M operating income, $7.5M net income after 21% tax. COGS at scale will compress as volume increases — $6 assumes initial low-volume pricing from contract manufacturer.

→ **68% gross margin is hardware-exceptional. Software-like margins on a physical device.**

Q How confident are you in the $6 COGS?

A

The device has 4–5 core components: PCB + microcontroller, BT/RF module, RGB LED ring, ABS/acrylic enclosure, CR2032 battery. At 10K unit MOQ from a Shenzhen contract manufacturer, $6 COGS is a realistic conservative estimate. At 100K+ units, COGS likely compresses to $3.50–4.50, expanding gross margin to 76–82%.

→ **COGS is conservative. Scale only improves the margin profile.**

Q What's the exit or return scenario for investors?

A

Three scenarios: (1) Acquisition — Tile was acquired by Life360 for $205M. Samsung, Apple accessories division, and luggage/travel brands are natural strategic buyers of a prevention-IP play. (2) Licensing — OEM deals generate royalty revenue with zero COGS, creating a high-margin IP business. (3) Independent growth — at $7.5M net income per 1M units, multiple product lines and international expansion create a standalone growth company.

→ **Tile comp: $205M acquisition. Guardian has stronger IP and a differentiated category position.**