

PURSUITALERT, LLC
NOTE REGARDING FORWARD LOOKING STATEMENTS

THE INFORMATION SET FORTH HEREIN CONTAINS “FORWARD-LOOKING INFORMATION”, INCLUDING “FUTURE-ORIENTED FINANCIAL INFORMATION” AND “FINANCIAL OUTLOOK”, UNDER APPLICABLE SECURITIES LAWS (COLLECTIVELY REFERRED TO HEREIN AS FORWARD-LOOKING STATEMENTS). EXCEPT FOR STATEMENTS OF HISTORICAL FACT, THE INFORMATION CONTAINED HEREIN CONSTITUTES FORWARD-LOOKING STATEMENTS AND INCLUDES, BUT IS NOT LIMITED TO, THE (I) PROJECTED FINANCIAL PERFORMANCE OF THE COMPANY; (II) COMPLETION OF, AND THE USE OF PROCEEDS FROM, THE SALE OF THE SHARES BEING OFFERED HEREUNDER; (III) THE EXPECTED DEVELOPMENT OF THE COMPANY’S BUSINESS, PROJECTS, AND JOINT VENTURES; (IV) EXECUTION OF THE COMPANY’S VISION AND GROWTH STRATEGY, INCLUDING WITH RESPECT TO FUTURE M&A ACTIVITY AND GLOBAL GROWTH; (V) SOURCES AND AVAILABILITY OF THIRD-PARTY FINANCING FOR THE COMPANY’S PROJECTS; (VI) COMPLETION OF THE COMPANY’S PROJECTS THAT ARE CURRENTLY UNDERWAY, IN DEVELOPMENT OR OTHERWISE UNDER CONSIDERATION; (VI) RENEWAL OF THE COMPANY’S CURRENT CUSTOMER, SUPPLIER AND OTHER MATERIAL AGREEMENTS; AND (VII) FUTURE LIQUIDITY, WORKING CAPITAL, AND CAPITAL REQUIREMENTS. FORWARD-LOOKING STATEMENTS ARE PROVIDED TO ALLOW POTENTIAL INVESTORS THE OPPORTUNITY TO UNDERSTAND MANAGEMENT’S BELIEFS AND OPINIONS IN RESPECT OF THE FUTURE SO THAT THEY MAY USE SUCH BELIEFS AND OPINIONS AS ONE FACTOR IN EVALUATING AN INVESTMENT.

THESE STATEMENTS ARE NOT GUARANTEES OF FUTURE PERFORMANCE AND UNDUE RELIANCE SHOULD NOT BE PLACED ON THEM. SUCH FORWARD-LOOKING STATEMENTS NECESSARILY INVOLVE KNOWN AND UNKNOWN RISKS AND UNCERTAINTIES, WHICH MAY CAUSE ACTUAL PERFORMANCE AND FINANCIAL RESULTS IN FUTURE PERIODS TO DIFFER MATERIALLY FROM ANY PROJECTIONS OF FUTURE PERFORMANCE OR RESULT EXPRESSED OR IMPLIED BY SUCH FORWARD-LOOKING STATEMENTS.

ALTHOUGH FORWARD-LOOKING STATEMENTS CONTAINED IN THIS PRESENTATION ARE BASED UPON WHAT MANAGEMENT OF THE COMPANY BELIEVES ARE REASONABLE ASSUMPTIONS, THERE CAN BE NO ASSURANCE THAT FORWARD-LOOKING STATEMENTS WILL PROVE TO BE ACCURATE, AS ACTUAL RESULTS AND FUTURE EVENTS COULD DIFFER MATERIALLY FROM THOSE ANTICIPATED IN SUCH STATEMENTS. THE COMPANY UNDERTAKES NO OBLIGATION TO UPDATE FORWARD-LOOKING STATEMENTS IF CIRCUMSTANCES OR MANAGEMENT’S ESTIMATES OR OPINIONS SHOULD CHANGE EXCEPT AS REQUIRED BY APPLICABLE SECURITIES LAWS. THE READER IS CAUTIONED NOT TO PLACE UNDUE RELIANCE ON FORWARD-LOOKING STATEMENTS.



CONFIDENTIAL

PursuitAlert

Saving Lives and Pursuing Public Safety

Business plan
Prepared December 2022

Contact Information

Tim Morgan

tim@pursuitalert.com

8643032254

PursuitAlert

867 Pendleton Street, PO Box 1536
Pickens, South Carolina 29671, United States

Executive Summary

Opportunity

Problem

High Speed Police pursuits and Emergency vehicle operations create the two largest areas of liability for Public Safety agencies. The Department of Justice estimates there are more than 68,000 police chases annually in the US, endangering tens of thousands of innocent motorists and civilians daily, killing or critically injuring thousands annually. In the United Kingdom, the death rate is up 300% in four years. (UK Daily Mail). The financial loss to society is in the hundreds of millions of dollars annually in death benefits, lawsuits, hospitalization, disability, etc. (National Hwy Traffic Safety Adm.) Siren technology has basically not changed in decades, yet contributing factors to the problem we are addressing have:

- The roads have never been more crowded
- Vehicle cabins have never been quieter or more soundproof
- Vehicle Sound Systems have never been more robust
- Drivers have never been more distracted

With improved vehicle cabin acoustics, drivers simply cannot hear sirens from responding emergency vehicles in time to safely react or take appropriate action. Fleeing vehicles almost always "outrun" the sound of the siren.

The single event where an officer endangers the public the most simply doing his job is during a high speed police chase. The second event is a Code 3 emergency response. It is estimated that deaths and injuries in the US are under reported by one third because there are no mandatory reporting requirements for law enforcement agencies. Most officers never fire their weapon during a career, but all are involved in pursuits and emergency vehicle operations.

Firefighter magazine called crashes involving emergency response vehicles an "unreported epidemic", with an estimated 27,000 crashes involving emergency vehicles annually resulting in hundreds of deaths and thousands of injuries.

Dozens of first responders and motorists are killed or severely injured annually because motorists are distracted and/or fail to "move over" when passing a stopped emergency vehicle on the roadside. Move Over is required by law in all states.

When a 911 Center receives information about an "active threat" or other immediate danger situation at a specific location, there is a limited means to alert the nearby public to provide real time information to keep them safe

Solution

PursuitAlert, LLC designs, contract manufactures and sells a new patented "Digital Siren" technology to law enforcement agencies and other first responders to notify the public in real time when in close proximity to dangerous high-speed police pursuits, Code3 emergency Response, when stopped on the roadway (Move Over) and when a critical event or active threat is taking place. It's similar to an Amber Alert, but for other critical law enforcement responses. The technology also addresses other agency pain points to add intrinsic value in personnel, fleet, and resource management, optimization, etc.

PursuitAlert Digital Siren initial solution to address this global problem was to provide a FREE app to warn the public if they are within close proximity to an active police pursuit by a participating law enforcement agency. The public is also notified when the "pursuit is out of range". We have signed an agreement to make our alerts available to the 70+ million monthly **WAZE** and **Apple Maps** users, as well as in car software in **Chrysler-Jeep** vehicles. PursuitAlert sells Digital Siren hardware and software to law enforcement agencies with a monthly recurring licensing fee to support the warning system and generate revenue. Although there are some "pursuit ending" products on the market, to our knowledge, there is no other high-speed police pursuit warning system on the market.

Our platform also allows a 911 Center or other agency dispatch center to send incident specific, area specific, real time alerts to the public in the immediate threat area by accessing our PA Digital Siren Portal (Active Shooter, Wrong Way Driver, Impaired Driver, etc.). This software is sold separately with annual subscription based on jurisdiction population.

Market

There are 17,895 (source: FBI) state and local law enforcement agencies in the U.S. with approximately 400,000 patrol cars. As law enforcement agencies adopt our technology and implement the pursuit warning system, adjoining jurisdictions will be under increasing pressure by the public, media, risk managers, insurers and increased liability issues, all adding pressure and incentive to purchase as well.

There are 8918 PSAPS (Public Safety Answering Points, 911 Centers) in the US (NENA, National Emergency Number Association 2017) that would benefit from our software (Digital Siren) alerting solution to warn the public of specific imminent danger threats nearby in real time. Technology for 911 Centers is funded by monthly telephone/cell phone user subscriber fees that have been used to purchase this technology..

The Department of Justice distributes over 300 million dollars annually to law enforcement agencies nationwide through Justice Assistance Grants (Byrne JAG formula grants). The verbiage from the House Appropriations Committee states that the funds can be spent on "high-speed pursuit training and technology to prevent death and serious injury of innocent civilians in high risk vehicle events"

Infrastructure and Jobs Act that was signed into law in December 2021 will have a huge impact on our DigitalSiren technology:

Funding Appropriated:

SEC. 24102. HIGHWAY SAFETY PROGRAMS

(1) HIGHWAY SAFETY PROGRAMS.—To carry out section 402 of title 23, United States Code— (

A) \$363,400,000 for fiscal year 2022;

(B) \$370,900,000 for fiscal year 2023;

(C) \$378,400,000 for fiscal year 2024;

(D) \$385,900,000 for fiscal year 2025; and

(E) \$393,400,000 for fiscal year 2026.

Total is \$1 Billion, 892 million over 5 years

USE OF FUNDS.—Amounts received by a State under this subsection shall be used by the State— “(A) **to purchase and deploy digital alert technology**

Many agencies also have seized asset funds or other pools of money that may can be used to purchase pursuit technology.

Other countries experience pursuit related deaths and injuries as well. Vertical markets include other emergency vehicles, and, once integrated in automotive software, trains for grade crossing warnings.

Competition

Other technologies exist that focus on ending a pursuit by puncturing the tires on the fleeing vehicle (StopStick), firing a GPS dart from the chase patrol car to attach to the fleeing vehicle (StarChase) and extending a net from the patrol vehicle to snare the rear tire of the fleeing vehicle (Grappler).

None focus on protecting innocent citizens by warning them of eminent danger when a pursuit occurs. We signed an integration agreement with HAAS Alert to work together to better protect the public. Their primary focus is roadside safety of work crews, and fire and EMS vehicles on the roadside. Our focus is law enforcement fleets and dispatch centers.

There are a few systems available to alert the public but are 3x more costly, not as easy for the 911 operator to use, require certification to use and the civilian user has to sign up with personal contact information.to receive alerts.

Future Markets

Our ultimate goal is to move to a total software solution and integrate with OEM's in both the police pursuit vehicles and in the consumer passenger vehicles providing various alerts to the public of eminent danger events. We also will pursue companies that currently provide law enforcement software to license our application to incorporate into their package for their existing customer base.

Other revenue sources, in addition to vertical markets, are licensing our alert technology to media TV outlets to incorporate within their news app and licensing pursuit data related to high speed chases.

Expectations

Forecast

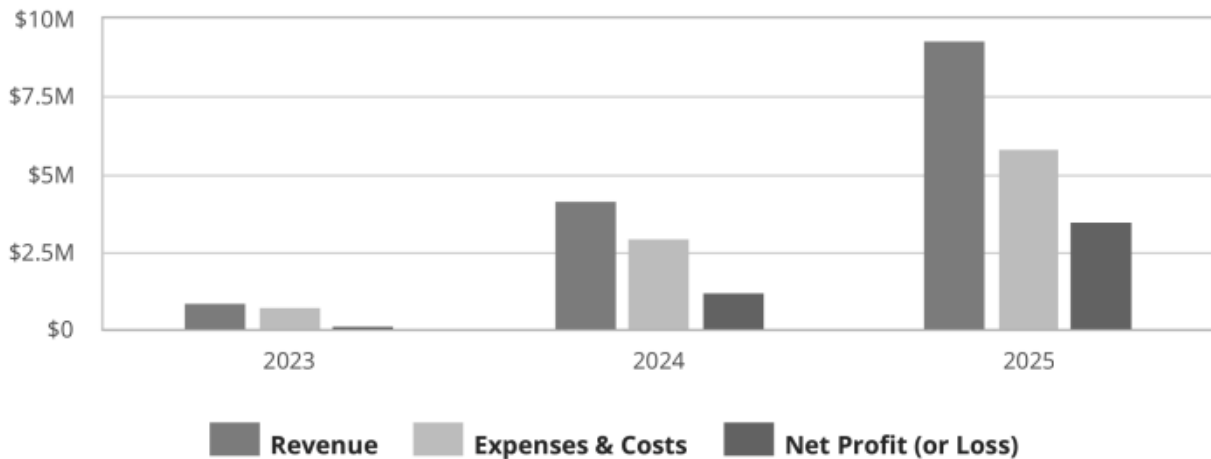
Once our alerts are available to WAZE, Apple Maps users and in vehicle Chrysler-Jeep software, we project first year sales of \$867,500 (2205 units or about 45 law enforcement agencies out of 17,895 agencies) and second year sales of \$4,180,000 (10000 units). We have a tentative agreement with a national law enforcement foundation to raise funds in local communities to furnish this technology to hundreds of local agencies. We plan to sell the hardware at a reduced margin to establish the recurring monthly revenue of \$17.50 (introductory rate) to \$19.50/month/vehicle. The margins increase over time as we: 1) increase the monthly licensing fee after the introductory period, 2) reduce hardware cost with volume and optimization, 3) move to a mostly software application with little or no hardware, and 4) introduce a portal for 911 Dispatch Centers to issue multiple additional alerts. Our founders will not draw a salary until the company is profitable. Most other expenses (commissions, call center support, onboarding, connectivity, etc) are related to sales volumes.

We believe, based on our research and interviews, that law enforcement agencies will feel pressure to purchase PursuitAlert Digital Siren technology for their citizens protection and to mitigate risk and reduce agency liability in pursuits. The more agencies that come onboard, pressure from public perception, the media, insurers, risk managers and injury lawyers will sway or force surrounding agencies

to purchase as well, rapidly increasing the sales to new agencies and adjacent markets.

We are adding 3-5 new commissioned sales representatives from the FBI National Academy pool of recently retired law enforcement officers in strategic areas of the country.

Financial Highlights by Year



Financing Needed

The Founders bootstrapped about \$320,000 of the development of PursuitAlert technology and have equity investment of another \$225,000, mostly from partners, plus a \$50,000 convertible note from the South Carolina Research Authority thru SC Launch. We have a developed, tested, deployed and proven a concept and are ready to scale.

We are seeking \$500,000 in additional investment/financing. We will use the investment capital to refill inventory and fill orders, increase sales and marketing efforts including additional commissioned sales reps, trade shows and to continue development to tidy up some loose ends on the software. The founders will not receive a salary until 2024 or when the company is profitable. Sales reps are paid commission on sales.

Execution

Marketing & Sales

Marketing Plan

Our "lead source" is daily "Google Alerts" consisting of news stories from around country (and world) of high speed pursuits that end with a death, injury or lawsuit. We contact surrounding law enforcement agencies where the event occurred and the news outlet that carried the story informing them about our life saving technology. We contact the involved agency when appropriate after an adverse event.

Once an agency purchases Digital Siren, most of the marketing to the public will be the responsibility of the agency. Sheriffs especially, depend on positive public perception to be reelected. The sheriff or chief will hold a news conference to announce what his agency is doing to protect the public and to encourage people to download the app and use other means of receiving the alerts (WAZE, Apple Maps, in car software, etc).. The law enforcement agency will use their social media, as well as that of their officers and employees to announce the technology to the public. Agencies have numerous other opportunities and methods to market to the public through school resource officers, civic presentations, church groups, etc.

So far we have received free media coverage in numerous markets around the country as well as New Zealand, Ireland and the UK

We have a tentative agreement with a national law enforcement foundation to raise funds in local communities to furnish this technology to hundreds of local agencies to protect officers and the public during these adverse vehicle events.

Sales Plan

We have signed a contract with two law enforcement vehicle "upfitter" install shops to represent our solution in their market space.

Also, the founder is a graduate of the FBI National Academy in Quantico, VA and a member of the FBI National Academy Associates (FBINAA), with a membership of over 17,000 worldwide. We will use use recently retired law enforcement officers in various locations around the country that are members of the FBINAA as commissioned sales reps that can leverage their professional contacts gained from a career in law enforcement. These officers have been command level supervisors and understand agency structure, funding, operations, hot points and can relate to their peers.

These retired officers have a retirement pension as a primary source of income that can be supplemented with a commission only sales position. The FBINAA sent an email to their membership that we were seeking interested retirees.

We will attend law enforcement conferences and trade shows such as the National Sheriffs Association, The International Association of Chiefs of Police and the FBINA Graduates Conference as well as Risk Managers Conferences such as PRIMA (Public Risk Management Association)

Operations

Locations & Facilities

PursuitAlert is located at 837 Pendleton Street in Pickens, SC. 29671, with an office in Detroit located at 401 South Main St, Clawson, MI 48017. The physical location is not critical to our operation since we are primarily making contacts by phone and internet. We use a contract manufacturer located between Asheville and Hendersonville in Arden, NC to build the hardware component we are deploying in police cruisers. Our software developer and contractor responsible for the functionality and reliability of the app and backend servers was Zipit Wireless and Kopis located in Greenville, SC. We have since transitioned to KiwiTech that offers a complete ecosystem for IoT technology. We use Amazon Web Services (AWS) to house data. DevObal Technologies in Greer, SC operates our technology support center for customers and the public to receive assistance. They will triage any support issues, handle if appropriate or route to the correct personnel for

resolution, and report back to the originator. DevObal also provides instruction and assistance for all hardware "on boarding" for law enforcement agencies, and provides remote officer training and operational assistance to agencies through user videos and video conferencing.

OnPoint CFO Services provides accounting services for PursuitAlert.

Technology

PursuitAlert uses ZOHO as a Client Relations Management software to manage leads, maintain and manage the sales pipeline, send marketing emails and invoices, host our website, manage account RMR, etc.

Most sales will be direct sales to agencies but we offer a 24-60 month capital lease with no capital outlay for agencies through North State Bank Leasing in Raleigh, NC. The purchasing agency will own the equipment with a \$1.00 buyout at the end of the lease.

Equipment & Tools

PursuitAlert does not require any specialized equipment. We have outfitted our Pickens headquarters with existing computers, printers, copiers and office furnishings. We purchased a display to use at trade shows and conventions and may need to purchase another for our sales reps to use at events they attend.



Milestones & Metrics

Milestones Table

Milestone	Due Date	Details
Interface development for in-car computer	Completed	Release interface for in-car computer as a second option to replace requirement for black box
Beta Product Launch	January 15, 2019	News Conference by Sheriff Crenshaw, Oconee County Sheriff, announcing his agency as the first in the nation to have this life-saving technology.
Go Live in Crisp County Georgia	March 05, 2019	Go live with PursuitAlert in second agency
Evaluating first two installs for quality / functionality	December 31, 2019	Installs functioned as designed with no issues of concern. Product determined ready to scale
Develop 911 center portal software SaaS	September 01, 2021	Develop PA Portal access for 911 operator to send specific alerts to specific locations
OEM/ Additional platform integration into product roadmap	December 31, 2022	Develop API to send DigitlSiren Alerts to other platforms (WAZE, Apple Maps, Chrysler-Jeep

Key metrics

PursuitAlert, by design, operates an exceptionally lean organization. We have structured our business where most of our cost will scale or fluctuate with sales and revenue. Most of the key components of our service is contractual to other key partners to reduce the need for hiring employees. Sales commissions, cost of onboarding and technical support and IoT (Internet of Things) fees are all tied to the number of units in service and monthly recurring revenue. Our break even point for operating the PursuitAlert warning system and servers is estimated around 1500 operational units in service.

We will focus on sheriffs around the country as initial customers, especially those with an interstate highway in their jurisdiction. Sheriffs typically like to be at the forefront of new technology for political reasons. They have more authority over their budget than municipal departments and usually have other available funds such as asset forfeiture funds and money from civil process service.

We believe that once a sheriff implements Digital Siren technology in his/her jurisdiction that many surrounding local police agencies will follow suit due to public pressure and the opportunity to significantly reduce liability exposure.

As we scale and receive orders we will be in a much better position to negotiate favorable pricing for hardware components and manufacturing, as well as connectivity and related cost.

Company

Overview

Ownership & Structure

PursuitAlert is organized as a Limited Liability Company (LLC) under the laws of the State of South Carolina. We are certified as a Woman owned business by the Small Business Administration (SBA).

The majority owners are the founders of PursuitAlert, Tim and Trish Morgan who bootstrapped most of the technology development with their own savings. A few others directly involved in the company or associates of the founders have made equity investments from monetary and /or other significant contributions toward development and advancement of PursuitAlert.

PursuitAlert is also a portfolio company of SC Launch, a division of the South Carolina Research Authority. Their investment is a convertible note in the amount of \$50,000.

Intellectual Property

Our DigitalSiren technology is patented in the US, Germany, Korea, and Japan

Exit strategy

We believe we will have a successful exit within 3-5 years and will be very attractive to companies in the public safety space seeking to add a SaaS product to their product line or in the automotive software space with autonomous and connected vehicles.

Team

Management team

Tim Morgan is the cofounder and President of PursuitAlert. With over 37 years experience in law enforcement, the majority as Assistant Sheriff, and hundreds of professional relationships developed around the county over a career, is in a unique position to lead the development of this new technology designed for safety and more effective law enforcement. Tim is a graduate of the FBI National Academy and maintains membership in the prestigious FBI National Academy Associates, the largest law enforcement organization in the world with over 17,000 members. This Association is providing PursuitAlert with direct contact information for command level positions at a majority of police agencies and sheriffs offices around the country.

Tim has a BS in Business Administration, has completed numerous other management and leadership training courses including programs offered by the US Secret Service in Washington, DC and the National Institute of Corrections in Boulder Co.

Trish Morgan is cofounder and Operations Manager of PursuitAlert. Trish was the founder and owner of Home Decorators Warehouse, a brick and mortar warehouse store located in Easley, SC that she recently sold.

Trish's prior experience that provides a valuable skill set was in pharmaceutical sales and real estate sales. She was sales office manager at the Reserve at Lake Keowee, a high end, lake front golf course private community.

Hobey Tam is PursuitAlert's Chief Technology Officer (CTO) and our lead developer of our hardware and software package. Hobey has a Ph.D, Bioengineering, M.S. Bioengineering, Technical Entrepreneurship certificate, all from Clemson University. He has a B.S. in Biomedical Engineering and Biochemistry/Molecular Biology, Rose Holman Institute.

Hobey is CEO and Founder of Tardigrade, LLC., a technology consulting company. He is also COO and co founder of Black Labs, LLC. He has well over a dozen

publications. Hobey has numerous academic awards of distinction and has several professional memberships and positions of leadership.

Rich Sands is an advisory board member and is a minority equity holder in PursuitAlert. Rich is located in Detroit MI and has extensive experience in the automotive software industry specifically and the automotive industry as a whole. Rich is CEO and founder of True North Enterprises LLC, a senior advisory services firm based in Oakland Township, MI guiding global Automotive OEMs, suppliers and private equity firms. Clients range from technology start-ups to Fortune 500 global organizations delivering products and solutions across the automotive spectrum specifically: manufacturing, sales & marketing, information technology, vehicle telematics, autonomous driving and expansion into emerging markets. Before launching True North Enterprises, Mr. Sands worked at Microsoft, the world's leading manufacturer of software for personal and business computing. In this role, Mr. Sands helped lead business development activities for Automotive customers operating in North America, China and Europe with solutions centered on productivity, cloud services, and in-vehicle applications. Past work experience includes J.D. Power and Associates, Ford Motor Company and Covisint where he led teams developing high-impact technology solutions and driving company-wide business development activities focused on sales, finance, purchasing and M&A.

Ken Morgan (no relation) is an advisory board member and a minority equity holder in PursuitAlert. Ken is a thirty-three year veteran of the police profession, retiring as Deputy Chief of Police in Michigan. Ken was recruited twice as part of national recruitment efforts by police departments in Colorado and Washington State, holding every rank from Police Officer, through Deputy Chief. He was also an Emergency Vehicle Operations Instructor for ten years. Ken has a Master's Degrees from Central Michigan University and the University of Colorado. He published a thesis which led to one of the country's first multi-jurisdictional pursuit policies in 1989. Mr. Morgan is a graduate of the 204th Session of the FBI National Academy, Quantico, Virginia. Ken was also the inaugural host of an award-winning, nationally recognized government cable television show that aired for seventeen years. Ken is an active member of the prestigious FBI National Academy Associates.

Ken Morgan has eight years of automotive sales experience, focused on Tier I and II auto manufacturers and suppliers. Ken has also worked in direct sales to police departments, fire departments, and EMS organizations.

Advisors

Frank Greer, Founder and CEO, Zipit Wireless, Greenville, SC. Frank has extensive experience, from founding a company to developing and scaling business in both the US and internationally.

Mike Bishop, former US Congressman from Michigan. Mike is well known in Michigan, especially the Detroit area, and is very familiar with the OEMs. Mike is an attorney and consultant.

Frank Condon, Founder and CEO of DevObal Technologies in Greer, SC, with an office in India. Frank has extensive experience in software and technology development. DevObal Technologies has the Federal Contract for the website and software system management for the National Rural Transit Authority. DevObal manages our technology support center.

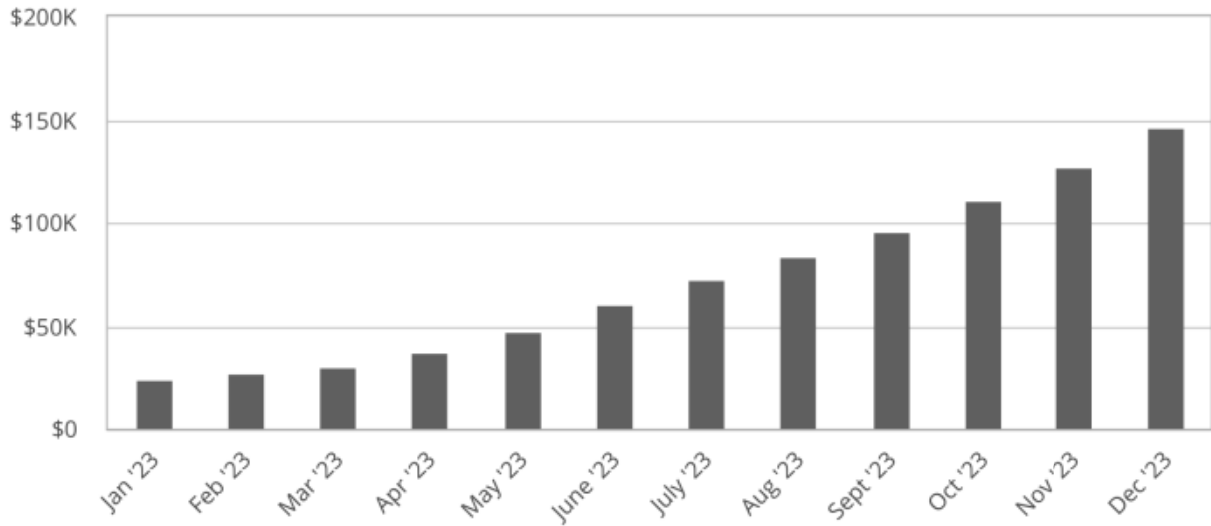
Mentor: Mark Housley, Formerly with SC Launch, a division of South Carolina Research Authority.

Mentor: Tony Colatrella, former public company CFO, now a volunteer mentor with SCORE, a mentoring program sponsored by the US Small Business Administration.

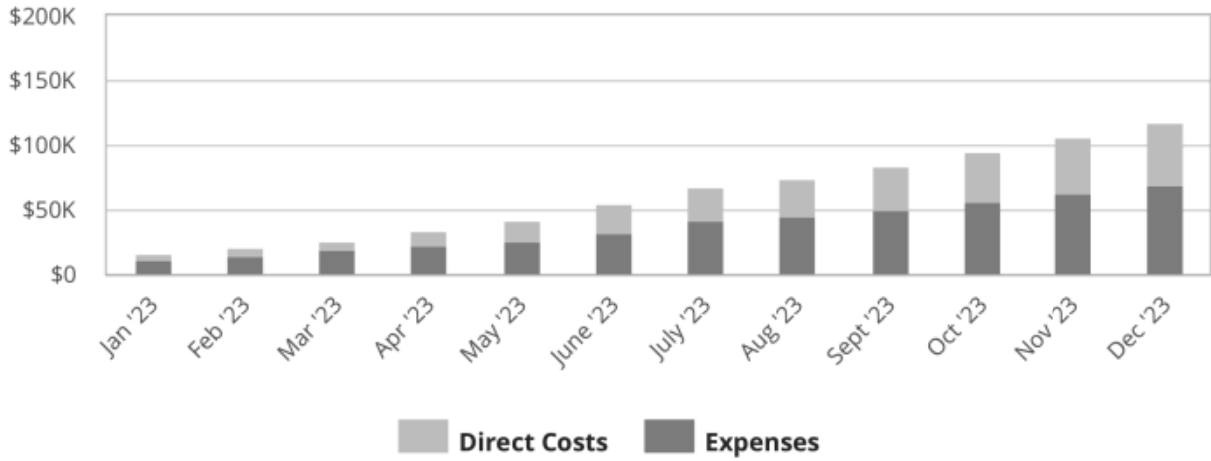
Financial Plan

Forecast

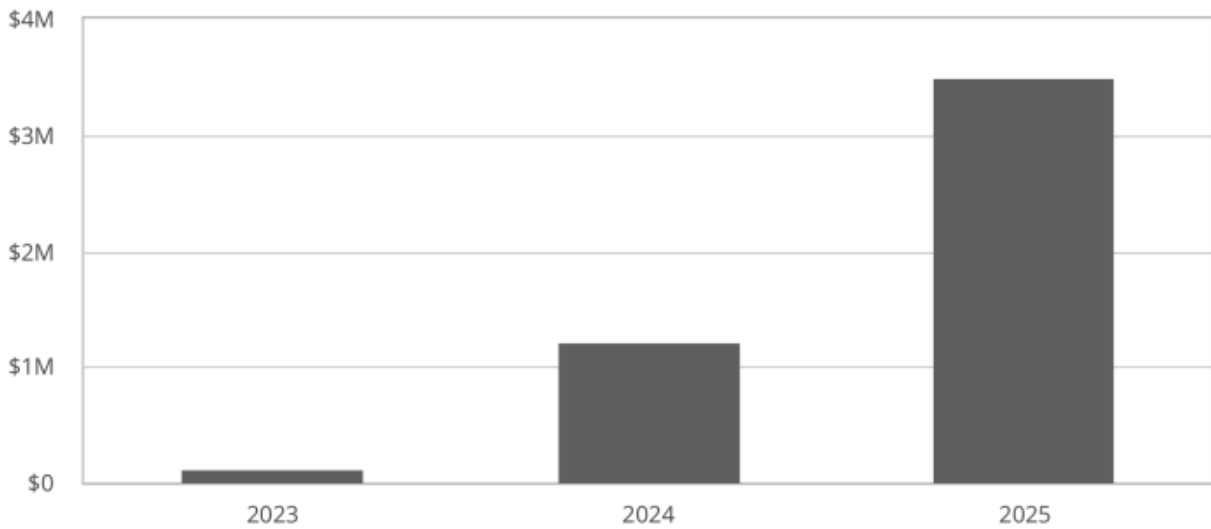
Revenue by Month



Expenses by Month



Net Profit (or Loss) by Year



Financing

Use of funds

We will use \$130,000 of the Capital investment to purchase revolving inventory to fill orders, 200,000 to increase marketing and sales representatives , attend trade shows and cover normal operating expenses. \$170,000 will be used to continue development of PursuitAlert Digital Siren software for integration into other platforms (WAZE, UConnect, Apple Maps, etc). Our long range goal is to offer an all software solution. Our core infrastructure will provide a great foundation to expand sales to law enforcement agencies and to other vertical markets such as fire and EMS.

Sources of Funds

Most of the initial funding for product development and prototypes has been bootstrapped by the founders. SC Launch (a division of South Carolina Research Authority) has invested \$50,000 in a convertible note. Some others involved with the project have collectively invested around \$222,500. We are presently conducting an equity crowd funding campaign, seeking smaller invertors from around the country to invest and act as "Boots on the Ground" , contacting their local agencies as citizens to look at this technology. They can receive commission while adding value to their investment

We are currently seeking to raise \$500,000 from from CrowdFunding or an investor(s). Ideally, this investor/partner(s) will bring added value to PursuitAlert other than just financing, such as experience in legal, financial, business or even international regulatory issues as a portion of our future market may be international in scope. It is contemplated that the investor/partner(s) will receive an equity position in the company and sit on the Board of Directors, unless some other investment structure is preferred.

Statements

Projected Profit and Loss

	2023	2024	2025
Revenue	\$867,571	\$4,179,887	\$9,322,884
Direct Costs	\$286,650	\$1,300,000	\$2,275,000
Gross Margin	\$580,921	\$2,879,887	\$7,047,884
Gross Margin %	67%	69%	76%
Operating Expenses			
Salaries & Wages	\$49,610	\$170,990	\$411,510
Employee Related Expenses		\$2,400	\$4,800
office supplies	\$1,500	\$1,500	\$1,500
trade shows	\$10,200	\$10,500	\$20,000
Rent	\$1,500	\$6,000	\$6,000
phones	\$4,400	\$7,200	\$8,000
internet	\$1,188	\$1,188	\$1,188
travel and meals	\$350	\$5,000	\$6,000
IoT fees and development	\$24,000	\$48,000	\$65,000
royalty (PA developer)	\$52,054	\$250,793	\$559,373
marketing / CRM	\$4,320	\$4,320	\$4,320
Hardware commission	\$88,200	\$400,000	\$700,000
Commission, Software sales		\$75,000	\$150,000
911 Center SaaS Commission		\$1,000	
SCRA repayment	\$14,300	\$15,600	\$15,600
accountant	\$3,800	\$5,700	\$5,700
attorney fees	\$1,400	\$4,200	\$4,200
insurance	\$13,014	\$62,698	\$139,843
DevObal call support (software)	\$15,994	\$79,651	\$210,245

loan repayment	\$6,000	\$24,000	\$24,000
monthly cloud expenses	\$36,000	\$36,000	\$36,000
cloud support	\$17,500	\$30,000	\$30,000
debt payments	\$14,300	\$15,600	\$15,600
patent fees	\$2,100	\$2,000	\$2,000
marketing	\$12,000	\$14,400	\$14,400
travel	\$5,000	\$6,000	\$6,000
Safety Cloud fee	\$41,873	\$75,000	\$225,000
Amortization of Other Current Assets	\$0	\$0	\$0
Total Operating Expenses	\$420,603	\$1,354,740	\$2,666,280
Operating Income	\$160,318	\$1,525,147	\$4,381,605
Interest Incurred		\$0	\$0
Depreciation and Amortization	\$0	\$0	\$0
Gain or Loss from Sale of Assets			
Income Taxes	\$32,064	\$305,029	\$876,321
Total Expenses	\$739,317	\$2,959,769	\$5,817,601
Net Profit	\$128,254	\$1,220,118	\$3,505,284
Net Profit / Sales	15%	29%	38%

Projected Balance Sheet

	Starting Balances	2023	2024	2025
Cash	\$35,000	\$818,730	\$3,211,813	\$8,784,910
Accounts Receivable	\$0	\$208,294	\$525,956	\$1,062,728
Inventory	\$10,750	\$10,750	\$10,750	\$10,750
Other Current Assets	\$5,000	\$5,000	\$5,000	\$5,000
Total Current Assets	\$50,750	\$1,042,774	\$3,753,519	\$9,863,388
Long-Term Assets	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0	\$0
Total Assets	\$50,750	\$1,042,774	\$3,753,519	\$9,863,388
Accounts Payable	\$1,000	\$147,859	\$322,336	\$587,189
Income Taxes Payable	\$0	\$16,639	\$119,788	\$296,753
Sales Taxes Payable	\$260	\$8,794	\$26,864	\$57,274
Short-Term Debt				
Prepaid Revenue	\$68,315	\$510,053	\$1,704,984	\$3,837,342
Total Current Liabilities	\$69,575	\$683,345	\$2,173,972	\$4,778,558
Long-Term Debt			\$0	\$0
Long-Term Liabilities			\$0	\$0
Total Liabilities	\$69,575	\$683,345	\$2,173,972	\$4,778,558
Paid-In Capital	\$550,000	\$800,000	\$800,000	\$800,000
Retained Earnings	(\$568,825)	(\$568,825)	(\$440,571)	\$779,547
Earnings		\$128,254	\$1,220,118	\$3,505,284

Total Owner's Equity	(\$18,825)	\$359,429	\$1,579,547	\$5,084,830
Total Liabilities & Equity	\$50,750	\$1,042,774	\$3,753,519	\$9,863,388

Appendix

Profit and Loss Statement (With monthly detail)

2023	Jan '23	Feb '23	Mar '23	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23
Total Revenue	\$24,743	\$27,457	\$30,775	\$37,840	\$47,932	\$60,576	\$72,766	\$84,033	\$96,341	\$110,857	\$127,685	\$146,565
Total Direct Costs	\$4,550	\$5,850	\$7,540	\$11,310	\$16,640	\$21,710	\$26,520	\$29,900	\$33,670	\$38,090	\$42,770	\$48,100
Gross Margin	\$20,193	\$21,607	\$23,235	\$26,530	\$31,292	\$38,866	\$46,246	\$54,133	\$62,671	\$72,767	\$84,915	\$98,465
Gross Margin %	82%	79%	75%	70%	65%	64%	64%	64%	65%	66%	67%	67%
Operating Expenses												
Salaries and Wages	\$1,505	\$1,913	\$2,540	\$2,658	\$3,470	\$3,643	\$4,010	\$4,770	\$5,055	\$5,383	\$7,658	\$7,008
Employee Related Expenses												
office supplies	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
trade shows	\$0	\$0	\$500	\$800	\$0	\$1,500	\$2,500	\$1,200	\$2,500	\$1,200	\$0	\$0
Rent										\$500	\$500	\$500
phones	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$500	\$500	\$500	\$500
internet	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99	\$99
travel and meals											\$250	\$100
IoT fees and development							\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
royalty (PA developer)	\$1,485	\$1,647	\$1,846	\$2,270	\$2,876	\$3,635	\$4,366	\$5,042	\$5,780	\$6,651	\$7,661	\$8,794
marketing / CRM	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360

PursuitAlert, LLC

Hardware commission	\$1,400	\$1,800	\$2,320	\$3,480	\$5,120	\$6,680	\$8,160	\$9,200	\$10,360	\$11,720	\$13,160	\$14,800
Commission, Software sales												
911 Center SaaS Commission												
SCRA repayment		\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300
accountant					\$475	\$475	\$475	\$475	\$475	\$475	\$475	\$475
attorney fees									\$350	\$350	\$350	\$350
insurance	\$371	\$412	\$462	\$568	\$719	\$909	\$1,091	\$1,261	\$1,445	\$1,663	\$1,915	\$2,198
DevObal call support (software)	\$731	\$765	\$802	\$870	\$970	\$1,101	\$1,260	\$1,440	\$1,642	\$1,870	\$2,127	\$2,417
loan repayment										\$2,000	\$2,000	\$2,000
monthly cloud expenses	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
cloud support						\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
debt payments		\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300
patent fees				\$600			\$500			\$500		\$500
marketing			\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
travel			\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Safety Cloud fee	\$262	\$599	\$1,034	\$1,529	\$2,121	\$2,743	\$3,433	\$4,265	\$5,135	\$6,087	\$6,954	\$7,711
Amortization of Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$9,637	\$13,620	\$17,688	\$20,958	\$23,935	\$31,368	\$40,480	\$42,337	\$47,626	\$53,283	\$57,934	\$61,737
Operating Income	\$10,556	\$7,987	\$5,547	\$5,572	\$7,357	\$7,498	\$5,766	\$11,797	\$15,045	\$19,484	\$26,981	\$36,729

PursuitAlert, LLC

Interest Incurred												
Depreciation and Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gain or Loss from Sale of Assets												
Income Taxes	\$2,111	\$1,598	\$1,109	\$1,114	\$1,472	\$1,499	\$1,154	\$2,359	\$3,009	\$3,897	\$5,396	\$7,346
Total Expenses	\$16,298	\$21,068	\$26,337	\$33,382	\$42,047	\$54,577	\$68,154	\$74,596	\$84,305	\$95,270	\$106,100	\$117,183
Net Profit	\$8,445	\$6,389	\$4,438	\$4,458	\$5,885	\$5,999	\$4,612	\$9,438	\$12,036	\$15,587	\$21,585	\$29,383
Net Profit / Sales	34%	23%	14%	12%	12%	10%	6%	11%	12%	14%	17%	20%

PursuitAlert, LLC

	2023	2024	2025
Total Revenue	\$867,571	\$4,179,887	\$9,322,884
Total Direct Costs	\$286,650	\$1,300,000	\$2,275,000
Gross Margin	\$580,921	\$2,879,887	\$7,047,884
Gross Margin %	67%	69%	76%
Operating Expenses			
Salaries and Wages	\$49,610	\$170,990	\$411,510
Employee Related Expenses		\$2,400	\$4,800
office supplies	\$1,500	\$1,500	\$1,500
trade shows	\$10,200	\$10,500	\$20,000
Rent	\$1,500	\$6,000	\$6,000
phones	\$4,400	\$7,200	\$8,000
internet	\$1,188	\$1,188	\$1,188
travel and meals	\$350	\$5,000	\$6,000
IoT fees and development	\$24,000	\$48,000	\$65,000
royalty (PA developer)	\$52,054	\$250,793	\$559,373
marketing / CRM	\$4,320	\$4,320	\$4,320
Hardware commission	\$88,200	\$400,000	\$700,000
Commission, Software sales		\$75,000	\$150,000
911 Center SaaS Commission		\$1,000	
SCRA repayment	\$14,300	\$15,600	\$15,600
accountant	\$3,800	\$5,700	\$5,700
attorney fees	\$1,400	\$4,200	\$4,200
insurance	\$13,014	\$62,698	\$139,843
DevObal call support (software)	\$15,994	\$79,651	\$210,245

PursuitAlert, LLC

loan repayment	\$6,000	\$24,000	\$24,000
monthly cloud expenses	\$36,000	\$36,000	\$36,000
cloud support	\$17,500	\$30,000	\$30,000
debt payments	\$14,300	\$15,600	\$15,600
patent fees	\$2,100	\$2,000	\$2,000
marketing	\$12,000	\$14,400	\$14,400
travel	\$5,000	\$6,000	\$6,000
Safety Cloud fee	\$41,873	\$75,000	\$225,000
Amortization of Other Current Assets	\$0	\$0	\$0
Total Operating Expenses	\$420,603	\$1,354,740	\$2,666,280
Operating Income	\$160,318	\$1,525,147	\$4,381,605
Interest Incurred		\$0	\$0
Depreciation and Amortization	\$0	\$0	\$0
Gain or Loss from Sale of Assets			
Income Taxes	\$32,064	\$305,029	\$876,321
Total Expenses	\$739,317	\$2,959,769	\$5,817,601
Net Profit	\$128,254	\$1,220,118	\$3,505,284
Net Profit / Sales	15%	29%	38%

Balance Sheet (With Monthly Detail)

	Starting Balances	Jan '23	Feb '23	Mar '23	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23
Cash	\$35,000	\$32,608	\$38,442	\$299,970	\$429,059	\$437,713	\$454,311	\$489,745	\$529,029	\$582,897	\$647,099	\$725,489	\$818,730
Accounts Receivable	\$0	\$16,185	\$30,911	\$158,629	\$40,653	\$56,636	\$90,630	\$104,746	\$129,303	\$153,884	\$173,934	\$197,561	\$208,294
Inventory	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750	\$10,750
Other Current Assets	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total Current Assets	\$50,750	\$64,543	\$85,102	\$474,348	\$485,463	\$510,099	\$560,691	\$610,241	\$674,082	\$752,530	\$836,783	\$938,800	\$1,042,774
Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Assets	\$50,750	\$64,543	\$85,102	\$474,348	\$485,463	\$510,099	\$560,691	\$610,241	\$674,082	\$752,530	\$836,783	\$938,800	\$1,042,774
Accounts Payable	\$1,000	\$13,056	\$23,660	\$31,152	\$40,545	\$51,391	\$67,308	\$86,831	\$97,972	\$108,875	\$122,870	\$134,681	\$147,859
Income Taxes Payable	\$0	\$2,111	\$3,709	\$4,818	\$1,114	\$2,586	\$4,085	\$1,154	\$3,513	\$6,522	\$3,897	\$9,293	\$16,639
Sales Taxes Payable	\$260	\$1,485	\$1,647	\$1,846	\$2,271	\$2,876	\$3,634	\$4,366	\$5,042	\$5,781	\$6,651	\$7,661	\$8,794
Short-Term Debt													
Prepaid Revenue	\$68,315	\$58,271	\$60,078	\$186,086	\$186,628	\$192,456	\$218,876	\$246,490	\$286,717	\$338,478	\$394,903	\$457,118	\$510,053
Total Current Liabilities	\$69,575	\$74,923	\$89,094	\$223,902	\$230,558	\$249,309	\$293,903	\$338,840	\$393,244	\$459,656	\$528,321	\$608,753	\$683,345
Long-Term Debt													

PursuitAlert, LLC

**Long-Term
Liabilities**

Total Liabilities	\$69,575	\$74,923	\$89,094	\$223,902	\$230,558	\$249,309	\$293,903	\$338,840	\$393,244	\$459,656	\$528,321	\$608,753	\$683,345
Paid-In Capital	\$550,000	\$550,000	\$550,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000	\$800,000
Retained Earnings	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)	(\$568,825)
Earnings		\$8,445	\$14,834	\$19,271	\$23,729	\$29,614	\$35,613	\$40,226	\$49,663	\$61,700	\$77,287	\$98,871	\$128,254
Total Owner's Equity	(\$18,825)	(\$10,380)	(\$3,991)	\$250,446	\$254,904	\$260,789	\$266,788	\$271,401	\$280,838	\$292,875	\$308,462	\$330,046	\$359,429
Total Liabilities & Equity	\$50,750	\$64,543	\$85,102	\$474,348	\$485,463	\$510,099	\$560,691	\$610,241	\$674,082	\$752,530	\$836,783	\$938,800	\$1,042,774

PursuitAlert, LLC

	Starting Balances	2023	2024	2025
Cash	\$35,000	\$818,730	\$3,211,813	\$8,784,910
Accounts Receivable	\$0	\$208,294	\$525,956	\$1,062,728
Inventory	\$10,750	\$10,750	\$10,750	\$10,750
Other Current Assets	\$5,000	\$5,000	\$5,000	\$5,000
Total Current Assets	\$50,750	\$1,042,774	\$3,753,519	\$9,863,388
Long-Term Assets	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0	\$0
Total Assets	\$50,750	\$1,042,774	\$3,753,519	\$9,863,388
Accounts Payable	\$1,000	\$147,859	\$322,336	\$587,189
Income Taxes Payable	\$0	\$16,639	\$119,788	\$296,753
Sales Taxes Payable	\$260	\$8,794	\$26,864	\$57,274
Short-Term Debt				
Prepaid Revenue	\$68,315	\$510,053	\$1,704,984	\$3,837,342
Total Current Liabilities	\$69,575	\$683,345	\$2,173,972	\$4,778,558
Long-Term Debt			\$0	\$0
Long-Term Liabilities			\$0	\$0
Total Liabilities	\$69,575	\$683,345	\$2,173,972	\$4,778,558
Paid-In Capital	\$550,000	\$800,000	\$800,000	\$800,000
Retained Earnings	(\$568,825)	(\$568,825)	(\$440,571)	\$779,547
Earnings		\$128,254	\$1,220,118	\$3,505,284
Total Owner's Equity	(\$18,825)	\$359,429	\$1,579,547	\$5,084,830

PursuitAlert, LLC

Total Liabilities & Equity	\$50,750	\$1,042,774	\$3,753,519	\$9,863,388
---------------------------------------	-----------------	--------------------	--------------------	--------------------

Cash Flow Statement (With Monthly Detail)

2023	Jan '23	Feb '23	Mar '23	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23
Net Cash Flow from Operations												
Net Profit	\$8,445	\$6,389	\$4,438	\$4,458	\$5,885	\$5,999	\$4,612	\$9,438	\$12,036	\$15,587	\$21,585	\$29,383
Depreciation & Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Receivable	(\$16,185)	(\$14,726)	(\$127,718)	\$117,975	(\$15,983)	(\$33,994)	(\$14,116)	(\$24,556)	(\$24,581)	(\$20,050)	(\$23,627)	(\$10,734)
Change in Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$12,056	\$10,604	\$7,492	\$9,393	\$10,846	\$15,917	\$19,522	\$11,141	\$10,903	\$13,995	\$11,811	\$13,178
Change in Income Tax Payable	\$2,111	\$1,598	\$1,109	(\$3,704)	\$1,472	\$1,499	(\$2,931)	\$2,359	\$3,009	(\$2,625)	\$5,396	\$7,346
Change in Sales Tax Payable	\$1,225	\$162	\$199	\$425	\$605	\$758	\$732	\$676	\$739	\$870	\$1,010	\$1,133
Change in Prepaid Revenue	(\$10,044)	\$1,806	\$126,008	\$542	\$5,828	\$26,420	\$27,614	\$40,227	\$51,761	\$56,426	\$62,215	\$52,935
Net Cash Flow from Operations	(\$2,392)	\$5,834	\$11,528	\$129,089	\$8,653	\$16,599	\$35,433	\$39,285	\$53,867	\$64,203	\$78,390	\$93,241
Investing & Financing												
Assets Purchased or Sold												
Net Cash from Investing												

PursuitAlert, LLC

Investments Received		\$250,000										
Dividends & Distributions												
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing		\$250,000										
Cash at Beginning of Period	\$35,000	\$32,608	\$38,442	\$299,970	\$429,059	\$437,713	\$454,311	\$489,745	\$529,029	\$582,897	\$647,099	\$725,489
Net Change in Cash	(\$2,392)	\$5,834	\$261,528	\$129,089	\$8,653	\$16,599	\$35,433	\$39,285	\$53,867	\$64,203	\$78,390	\$93,241
Cash at End of Period	\$32,608	\$38,442	\$299,970	\$429,059	\$437,713	\$454,311	\$489,745	\$529,029	\$582,897	\$647,099	\$725,489	\$818,730