GlowGuard

THE FUTURE OF EVERYDAY CLEAN.

October 27, 2025

Presenters



Problem & Solution

What are the needs we must satisfy?

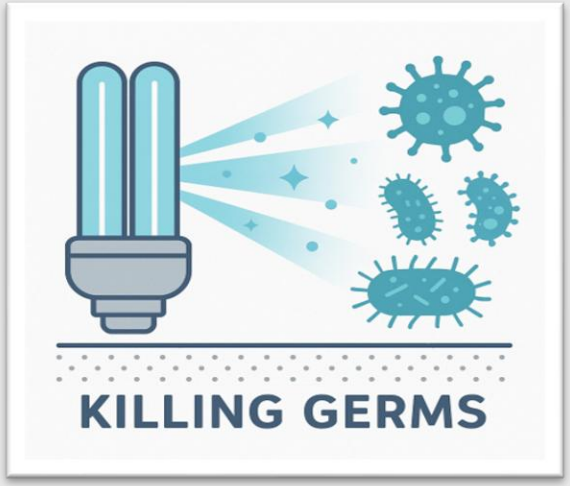
Problem

1 in 5 children
Catch illnesses from contaminated toys in daycare centers.

80% of children's toys
Test positive for bacteria such as E.coli and Strep which can result in death in extreme cases.

$4.6B/year
Spent on pediatric illness treatment and cleaning supplies in U.S. homes/daycares.

Solution



Advantages of GlowGuard

1. **Chemical-free disinfecting, safe for kids and toy materials**
2. **Automatic shut-off, child lock, and safety ensured for children of all ages**
3. **Saves parents time and money on disinfecting and doctor visits**



Value Proposition

What value can we give to the end consumer?

Time Savings

- Overall reduced disinfecting time
- Less input from daycares & parents



Cost Savings

- Annual savings of $6,500
- Daycare workers can focus on children



Convenience

- Quick disinfection process
- Ease of use for parents and daycares



Health Benefits

- Overall reduction in risk of sickness
- UV-C has 99.9% effectiveness rate



Marketing Mix

Price, Product, Promotion, Distribution



Product

- Cabinet solution with built-in UV-C lighting for chemical-free disinfection



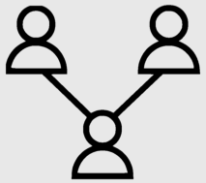
Distribution

- USPS will deliver our product with its incredible reach to customers nationwide



Price

- Retail price of $999 for Years 1-5 giving an effective, attainable purchase price



Promotion

- Use a mix of promotion including E-commerce, tradeshows, email campaigns

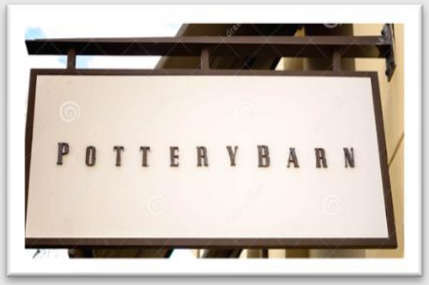
Positioning

Where do we fit in the market?



Cabinet Distributors

- 6,500 distributors in the US
- Compound growth rate of 3.7% in the next 5 years



Retailers and Wholesalers

- 450,000 establishments in the US
- Compound growth rate of 6.5% in the next 5 years



Competitive Edge



UVC light kills 99% of germs without chemicals and is rapidly growing post-pandemic despite higher upfront costs

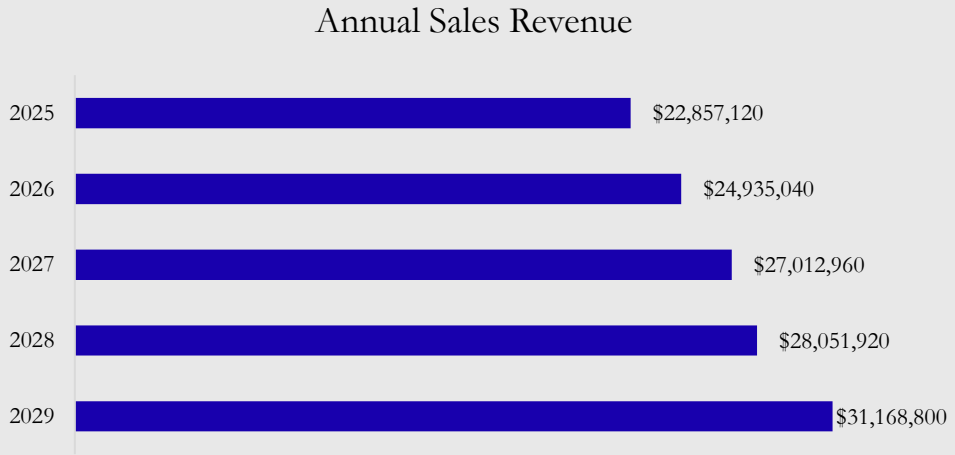
Positioning

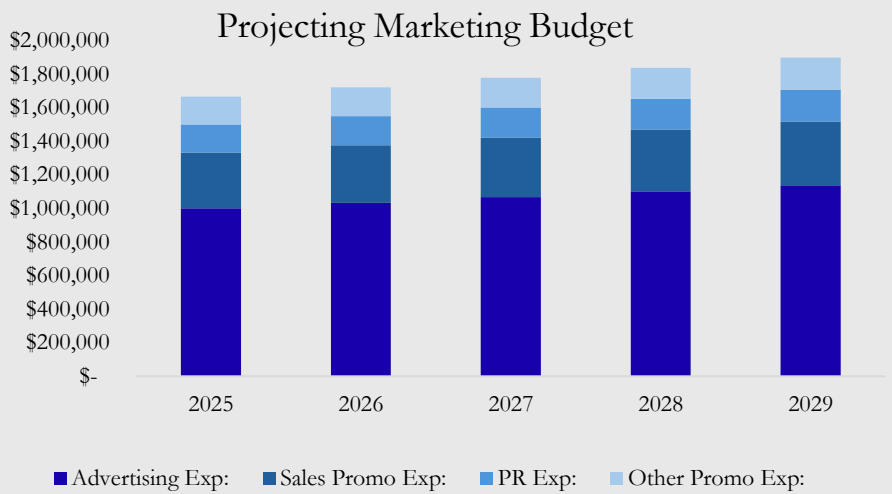


GlowGuard is for busy families and childcare providers who value children's health, a hassle-free disinfecting device with a high-end finish.

Demand Forecast & Marketing Budget

How much can we sell and how to get there?







Tradeshows



Social Media



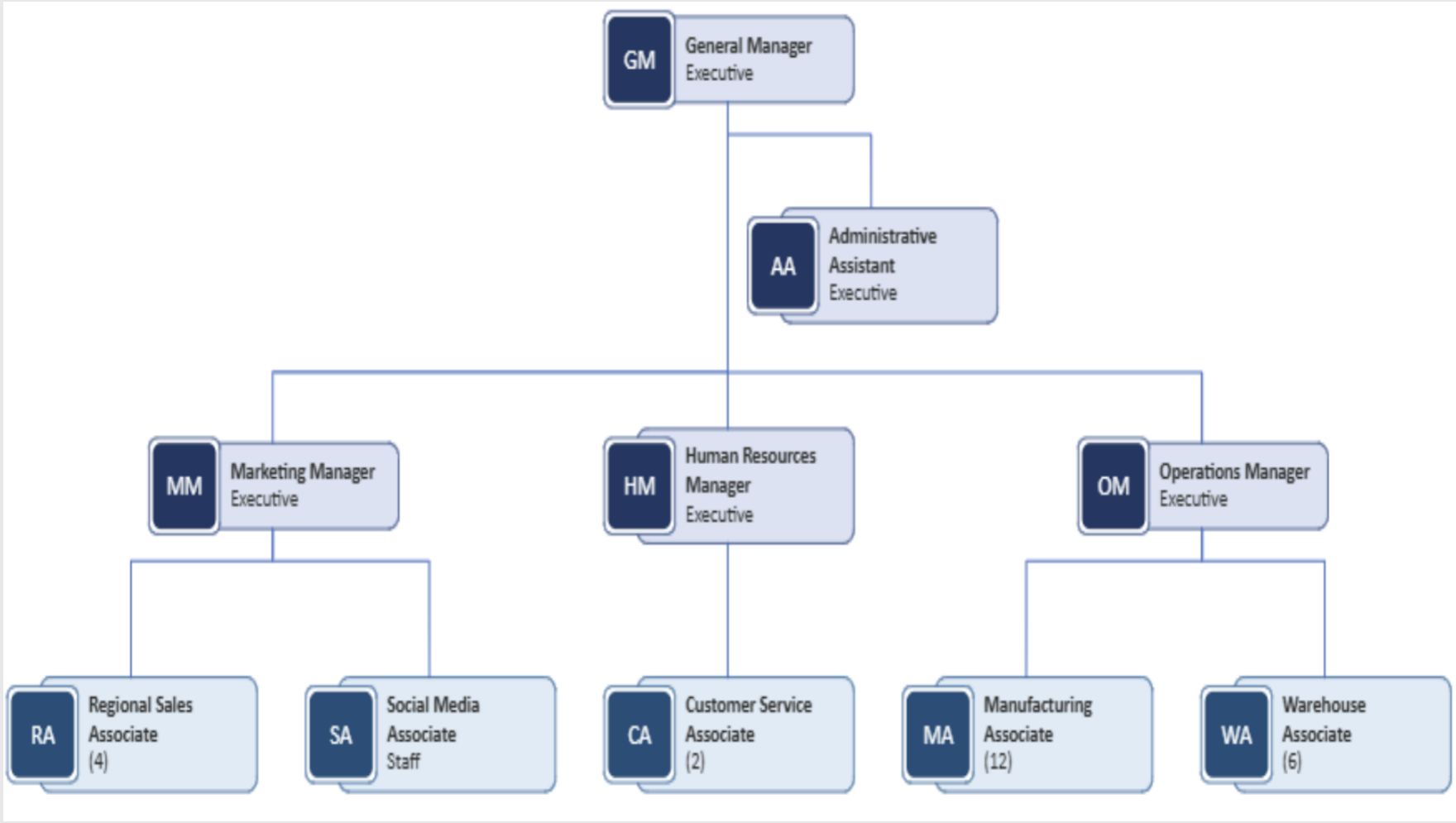
Email Campaigns

Year	Market Potential	Market Growth Projection	Market Share	Annual Unit Sales	Annual Revenue
2025	40,130,000	12%	0.0005%	22,880	$22,857,120
2026	41,730,000	11.8%	0.0005%	24,960	$24,935,040
2027	43,330,000	13%	0.0005%	27,040	$27,012,960
2028	44,930,000	12.4%	0.0005%	28,080	$28,051,920
2029	46,530,000	11.7%	0.0005%	31,200	$31,168,800

Promotional Strategy					
	2025	**2026**	**2027**	**2028**	**2029**
Total IMC Budget:	$1,667,000	$1,722,000	$1,778,000	$1,837,000	$1,898,000
Advertising Expense	$1,000,000	$1,033,000	$1,067,000	$1,102,000	$1,138,000
Sales Promo Expense	$333,000	$343,989	$355,341	$367,067	$379,180
PR Expense	$167,000	$172,511	$178,204	$184,085	$190,159

Organizational Structure

Who reports to whom?



Notes

In year three we add one manufacturing associate. In year four we add 3 manufacturing associates. In year five we add one manufacturing associate, ending with 17 manufacturing associates and 6 warehouse associates.

Outsourced Functions:
Accounting

Training & Retention

How do we create skilled employees who are motivated?

Recruiting & Hiring

- **Managers**
- **Prior experience**
- **Technical skills**
  - Soldering
  - Electrical
  - Other common manufacturing skills



Training

- **Managers**
  - Technical knowledge
- **On-site trainings**
  - Electrical
  - Soldering
  - Assembly
  - Forklift
  - Other manufacturing equipment



Motivation Strategies

- **Positive reinforcement**
  - High but attainable goals
- **Semi-Annual Picnic/Party**
  - Giveaways/Prizes
- **Suite-level tickets to New York Jets**
- **Vacation and Personal Days**
- **Bonuses and Commissions**



Production Process

How is the product made?

Production Process

1 — *Raw Material Preparation*

- Wood is cut, drilled, and painted to form the cabinet frame and exterior panels
- Aluminum plates and wire racks are prepared for integration
- Ensure proper sizing and surface finish

2 — *Assembly & Instillation*

- Cabinet frame is joined and fitted with wire racks, magnetic locks, and handles.
- System wiring and UV-C light components are installed
- Verify wiring, lock alignment, and bulb performance

3 — *Finishings Attachment*

- Painted wood finishings and latches are attached to finalize cabinet aesthetics
- Vital differentiating product process step compared to competitors
- At this step, the assembly production process ends

4 — *Packaging & Distribution*

- Finished cabinets are packaged securely to ensure no defects or harm in distribution
- These are packaged finished goods are then moved onto our on-site inventory
- Our shipping partner, USPS, will then distribute our product

Machinery Vital to Supporting Our Process

- ***Laguna Swift* Wood CNC Machine**
- ***Laguna Smart-Shop* Cabinet Joinery Machine**
- ***DeWalt drills for manual joining***
- ***Soldering tools for connecting electronic wiring***
- ***Electric forklift to improve efficiency***

Suppliers, Inventory, & Demand

How do we source appropriately and produce to meet demand?

Raw material and Suppliers

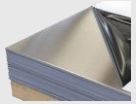

Plywood Sheathing — RIVERHEAD BUILDING SUPPLY Build Smarter. Build Better.


Pressure Treated 4x4x10 — RIVERHEAD BUILDING SUPPLY Build Smarter. Build Better.


UV-C Lights — SINCE 1963 ATLANTIC ULTRAVIOLET CORPORATION


Screws, Nails, Wood Glue — Tanner A GMS COMPANY


Wire Racks — SI


Aluminum Sheets — alanod


Magnetic Locks — JVJ Hardware


Paint (Black, Brown, White) — ABOFF'S PAINTS


Insulated Copper Wiring — AWC ALLIED WIRE & CABLE

Key points:

- we start with a lower utilization and work our way up to match demand; this way we can lower inventory costs as time goes on.
- Most materials are sourced locally
- Aluminum comes pretreated and in sheets, ready for assembly.



Production and Demand For FY25-29

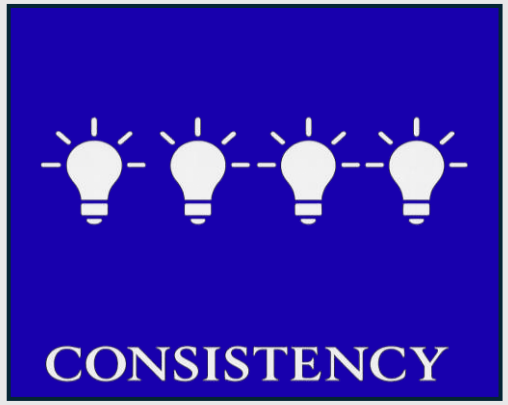
Production and Demand	2025	2026	2027	2028	2029
Total production	**24,787**	**27,040**	**29,293**	**30,420**	**33,800**
Per Hour	12	13	14	15	16
Per Month	2,066	2,254	2,442	2,535	2,817
Avg. finished goods on-site	264	288	312	208	240
Demand	**22,880**	**24,960**	**27,040**	**28,080**	**31,200**
Per Hour	11	11.132	12.446	14.064	15.807
Per Month	1,760	1,782	1,992	2,251	2,530
Utilization	**91.67%**	**85.63%**	**88.90%**	**93.76%**	**98.79%**
Safety stock	**88**	**96**	**104**	**104**	**120**
Per Month	8	8	9	9	10
Avg finished goods on-site/month	22	24	26	18	20

Quality Assurance

How do we ensure a reliable product?

Dimensions of Quality









Quality Assurance

- Proactive
  - Beta Testing
  - External Third-Party Audits
  - Predictive Analytics

- Reactive
  - 1-Year Warranty
    - Defects
  - Dysfunctional Upon Arrival

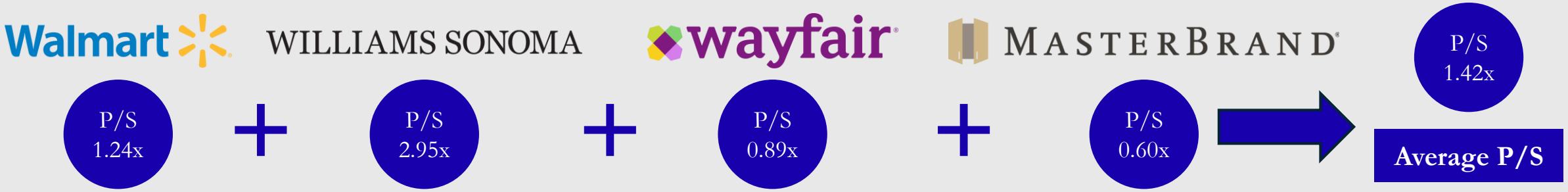
Improvement Methodology

- ISO
  - Inspection of Raw Materials
  - Standardized Processes
  - Continuous Auditing
  - Customer Feedback

Ratios & Valuation

How do we rank against competitors and how much are we worth?

P/S Valuation					
Year	**2025**	**2026**	**2027**	**2028**	**2029**
Revenue	$ 22,857,120	$ 24,935,040	$ 27,012,960	$ 28,051,920	$ 31,168,800
Average P/S					**1.42x**
Valuation					**$ 44,259,696**



Ratios						
Key Ratios	**2025**	**2026**	**2027**	**2028**	**2029**	**Industry Average**
Current Ratio	3.35x	3.12x	3.01x	2.91x	2.88x	2.33x
Quick Ratio	2.58x	2.36x	2.24x	2.15x	2.12x	1.40x
Debt/Equity	1.18x	1.24x	1.03x	0.81x	0.63x	1.33x
Fixed Asset Turnover	132.99x	99.45x	75.25x	72.38x	65.05x	11.71x
Return on Assets	-4.20%	3.29%	6.64%	6.61%	12.06%	7.39%
Return on Equity	-11.04%	10.24%	19.25%	17.41%	28.92%	17.25%

Capital & Income

Fundraising, Revenues, & Profits

Sources of Capital

$200,000 from 8 Founders

+

$400,000 from friends and family

+

Unsecured Loan - $2,500,000 (12.5%)

=

$4,500,000 of capital raised

Deployment of capital

$4,328,133
Towards short term current assets

$171,867
Towards long term fixed assets

Financials

Comprehensive Income Statement

Period	FY25	FY26	FY27	FY28	FY29
Net revenue	22,857,120	24,935,040	27,012,960	28,051,920	31,168,800
COGS	17,690,614	19,247,279	20,803,943	21,815,428	24,103,794
Gross profit	**5,166,506**	**5,687,761**	**6,209,017**	**6,236,492**	**7,065,006**
Salaries and Wages	1,381,619	1,381,619	1,381,619	1,381,619	1,381,619
Depreciation expense	53,874	25,198	29,257	12,262	31,989
Advertising and promotion expense	1,667,000	1,722,011	1,778,837	1,837,539	1,898,178
Other operating expenses	1,952,165	2,008,076	2,213,825	2,202,929	2,494,149
EBIT	**91,678**	**550,857**	**805,479**	**802,143**	**1,259,070**
Interest expense	312,500	295,118	275,564	253,565	228,816
EBT	**(220,822)**	**255,739**	**529,915**	**548,578**	**1,030,254**
Income tax expense	0	70,328	145,727	150,859	283,320
Net income	**(220,822)**	**185,410**	**384,188**	**397,719**	**746,938**

Key pointers

- Revenue expected to grow at an above average industry growth rate of 11.1%
- Operating income (EBIT) grows more than 13x from '25-'29 emphasizing effective scaling
- Note a decrease from the original Net Income 25' due to addition of office equipment

Why GlowGuard & What's Next?

Why our business?

Value Add	Management	Operations	Marketing	Financials
Luxury Look	Motivating Work Environment	In-House Assembly	Premium Positioning	Expanding Margins
Efficient Cleaning	Room to Grow	Strict Quality Standards	B-2-B & B-2-C	Break-even in 24 months

The Future of GlowGuard

Product Expansion
- Larger Models for Businesses
- Introduction of more technology

Market Expansion
- Expand into other industries
- Hotels, Schools, & Gyms

Sustainability
- Using recycled materials
- Lower emission UV-C bulbs

GlowGuard

THE FUTURE OF EVERYDAY CLEAN.

Questions?

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