

Going for the
A-Raise
Round, spec

CentraForce™
the power to grow™



Mobile Electronic Safety Alert Device

Who they are

Profile Point: Safety Concerned and...	% Above Average	Total buyer opportunity	% of Total buyer opportunity
Educated singles or couples with incomes over \$100,000	200%	3,459,302	49%
Early adopters of new technologies and influencers	256%	5,653,232	79%
Active sports lifestyles	394%	2,919,041	41%
Outgoing, friendly and caring personalities	98%	6,321,020	89%
Will pay anything for electronics they want	468%	4,523,111	64%

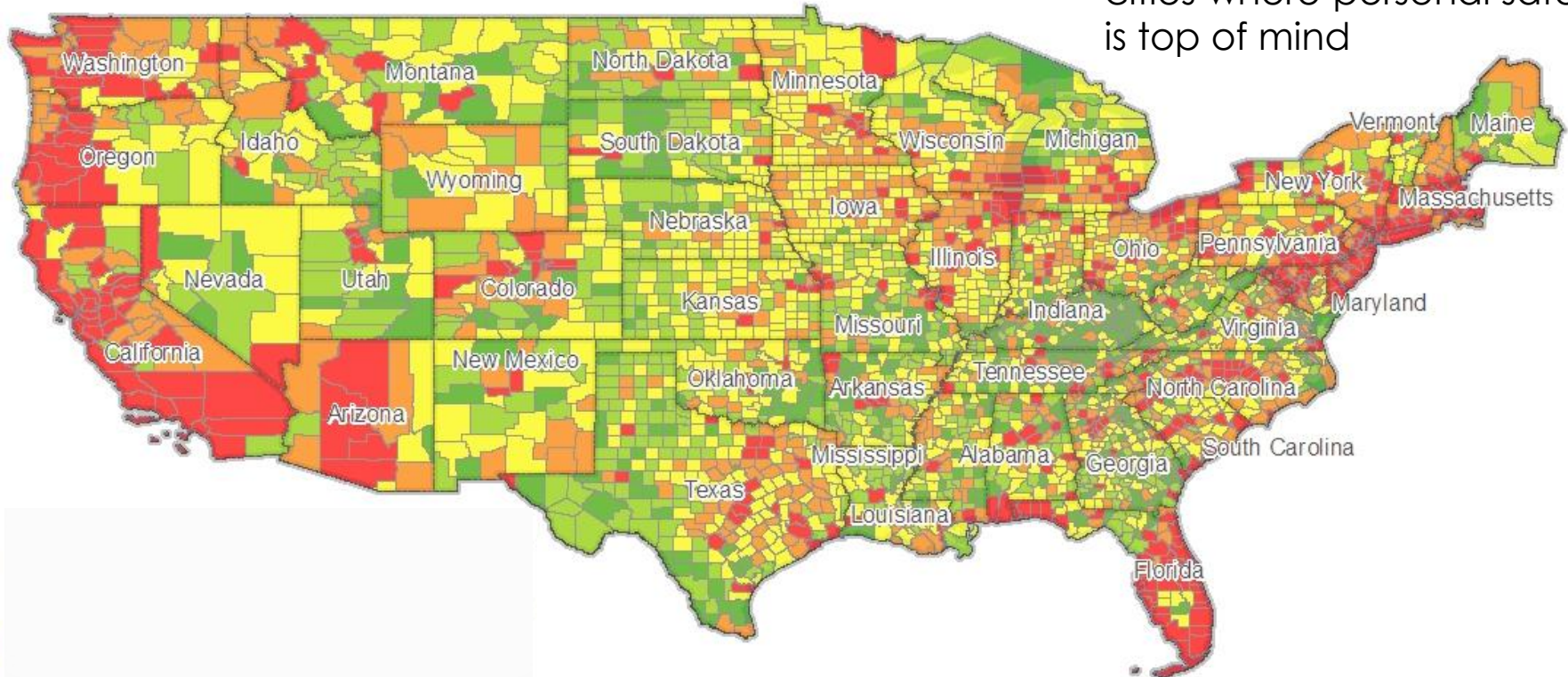


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How many

7,101,000 potential near term buyers




They concentrate in inner cities where personal safety is top of mind





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Where they shop

Profile Point	% Above Average	Total buyer opportunity	% of total buyer opportunity
	254%	5,432,113	76%
	182%	2,452,893	35%
	208%	3,442,127	48%



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How they will be reached

TARGET: PERSONAL SAFETY ALERT DEVICE

Media Mix Analysis	PERCENT OF BUYERS REACHED	TOTAL BUYERS REACHED
Online - Search	25%	1,775,000
Online - Banner	10%	710,000
Online - Link	20%	1,420,000
Facebook	45%	3,195,000
Social Media (All)	50%	3,550,000
Cable	70%	4,970,000
TV	80%	5,680,000
Radio	50%	3,550,000
Outdoor	30%	2,130,000
Digital Out of Home	35%	2,485,000
Wireless	25%	1,775,000
Direct Mail	90%	6,390,000
Email	32%	2,272,000
Events	21%	1,491,000
Grass Roots	18%	1,278,000
Newsprint	67%	4,757,000
Magazines	72%	5,112,000
Wireless	16%	1,136,000
Gross Audience Reach (All Options)		53,676,000
Unique Audience Reach		7,100,000
Unique Audience Frequency		8
Gross Revenues @ 1%		\$ 35,500,000
Gross Revenues @2%		\$ 71,000,000
Gross Revenues @3%		\$ 106,500,000

All marketing expenditures will be designed to generate retail sales, capture re-marketable leads and provide a catch-all, back office net for e-commerce sales