



Safe-Trac Corp

Deliveries Secured. Trust Restored.

Summary

Safe-Trac is a GPS-enabled, tamper-aware package security platform that helps retailers, carriers, and consumers prevent porch piracy and recover stolen parcels in real time.

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2) Executive Summary

Safe-Trac solves a fast-growing, highly visible problem: package theft. We provide an integrated hardware-software system that tracks packages from warehouse to doorstep and enables instant law-enforcement notification if theft occurs.

We are raising \$1.5M for 25% equity (\$4.5M pre-money / \$6.0M post-money) to finalize the MVP, scale pilots with e-commerce partners, and launch commercially in North America.

Our model combines B2B licensing for retailers/logistics with B2C tag activations, creating diversified, recurring revenue.

3) The Problem (*Pain Consumers and Retailers Feel*)

Porch piracy has become a mainstream pain point for merchants and consumers.

Lost packages erode customer trust, inflate refund and reship costs, and strain carrier relationships.

Existing “solutions” like doorbell cameras primarily document theft; they rarely prevent loss or enable recovery.

Retailers suffer chargebacks and negative reviews, while consumers lack a reliable way to retrieve stolen goods.

The market needs a secure, low-friction system that pairs precise tracking with credible recovery.

4) The Opportunity

North American e-commerce exceeds a trillion dollars in annual spend, and package theft is a multi-billion-dollar problem.

As online volume grows, more high-value items are left unattended at doorsteps, widening risk exposure. Enterprises are actively seeking cost-effective last-mile protections that do not slow delivery or introduce customer friction.

A scalable, API-friendly security layer at the package level can become standard across merchants and carriers.

5) The Safe-Trac Solution (Cure For Consumers and Retailers Pain)

Safe-Trac secures the package itself with a GPS-enabled, tamper-aware tag linked to a mobile/web experience.

Customers (and retailers) monitor real-time location, receive delivery confirmation, and trigger a theft-recovery workflow if an incident occurs.

Our system pairs hardware reliability with software intelligence, creating accountability at each handoff.

The result: fewer refunds, higher customer satisfaction, and verifiable recovery options.

6) How It Works (User Journey)

1. **At Fulfillment:** Retailer applies a Safe-Trac tag and activates it in the merchant portal or via API.
2. **In Transit:** GPS data streams to the cloud; ETA and chain-of-custody events are recorded.
3. **At Doorstep:** Recipient gets a delivery alert; the package remains traceable after drop-off.
4. **If Theft Occurs:** The app's one-tap Law Enforcement feature securely shares location and incident details to accelerate recovery and documentation for insurer/merchant.

7) Technology Fundamentals

Our tags combine GPS + low-power IoT radios and tamper sensing. The platform uses encrypted data transport, role-based access, and audit trails for compliance. Retailers integrate through a REST/GraphQL API and a web dashboard for activation, tracking, and reporting. The mobile app (iOS/Android) provides real-time visibility and incident reporting. The architecture is built for scale (multi-tenant design, event streaming, and alert pipelines).

8) Law-Enforcement Integration

When a theft is reported, the Safe-Trac app initiates a guided, compliant incident flow: the user validates the event and authorizes location sharing. T

he platform prepares a concise incident packet (time, coordinates, package ID) that can be relayed to local authorities.

We design this to support, not replace, official procedures, helping victims provide clear, actionable information quickly and encouraging higher recovery rates.

9) Product & Experience

The consumer experience is simple: install the app, receive delivery notifications, see live location, and access a clear “Report Theft” pathway.

The merchant experience is equally focused: bulk activation tools, shipment status at a glance, exception alerts, analytics, and claims support.

Our design principle is **“security without friction,”** keeping both sides confident and informed.

10) Business Model

B2B (Core): Annual platform licensing + per-shipment fees for retailers, 3PLs, and insurers.

B2C (Complementary): One-time tag purchase (e.g., \$5.99) plus optional in-app theft-recovery plan.

Why it works: Merchants reduce refunds/chargebacks; consumers gain peace of mind; insurers see lower loss ratios. Recurring usage at scale generates compounding revenue and defensibility

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11) Market & Segmentation

We prioritize

- (1) mid-to-large e-commerce merchants (Shopify/BigCommerce/marketplaces),
- (2) carriers/3PLs seeking differentiated last-mile offerings,
- (3) insurers exploring loss-prevention benefits, and
- (4) high-theft-risk product categories (electronics, fashion, health & beauty).

Initial geography: U.S. launch, followed by Canada and Mexico. The path to global expansion is clear via platform partnerships.

12) Competitive Landscape

- Cameras/doorbells deter but don't recover.
 - Locker solutions shift customer behavior and can't cover every address.
 - Bluetooth trackers lack range/chain-of-custody integrity.
 - Safe-Trac differentiates at the package layer, with GPS accuracy, tamper awareness, API activation at ship time, and a guided recovery workflow.
 - We're complementary to cameras and lockers; our focus is verified tracking + post-incident actionability.
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13) Go-to-Market Strategy

Phase 1 (0–6 months): Pilot with 2–3 retailers; integrate into their checkout and fulfillment flow; run targeted PR and influencer campaigns; seed early adopter reviews.

Phase 2 (6–12 months): Expand to 10+ merchants; add an insurer pilot; joint-marketing with a regional 3PL; optimize CAC via paid/affiliate channels.

Phase 3 (12–24 months): National rollout, marketplace partnerships, and entry into Canada/Mexico; enterprise sales motion and reseller program.

14) Traction & Milestones

- MVP architecture defined; mobile flows designed; merchant portal scoped.
- Early merchant conversations indicate willingness to pilot for high-risk SKUs.
- Partnerships under discussion with logistics and insurance stakeholders.

Next 12-month milestones: MVP completion, 3 retailer pilots, insurer partnership, GA launch with tiered pricing, and 50k+ protected shipments.

15) Revenue & Unit Economics (Overview)

Merchant value is driven by loss reduction and customer trust. Each avoided loss can save the merchant replacement cost, shipping, and support time—often >\$50 per incident.

At shipment scale, **Safe-Trac's per-package economics are attractive:** a small fee per parcel plus subscription yields strong gross margins.

B2C activation adds incremental margin without additional merchant lift.

16) Financial Highlights (USD)

We target profitable growth with disciplined spend. Illustrative outlook (aligned with your plan):

- **Year 1: Revenue ~\$1.2M**; positive net income supported by pilot contracts.
- **Year 2: Revenue ~\$6M**; expansion with additional merchants/insurer; operating leverage improves.
- **Year 3: Revenue ~\$15M**; national rollout; strong renewal profile and growing recurring revenue.

A detailed 10-year P&L, balance sheet, and use-of-funds schedule are included in the business plan; this deck highlights scale, margins, and path to sustained profitability.

17) Use of Funds (Seed \$1.5M)

Funds prioritize speed-to-market and platform robustness:

- **Product & R&D (~35%)** — finalize hardware, firmware, app, and merchant portal.
 - **Go-to-Market (~25%)** — pilots, integrations, and demand generation.
 - **Operations & Staffing (~20%)** — support, compliance, and analytics.
 - **Legal/IP & Licensing (~10%)** — filings, data/security compliance.
 - **Contingency/Reserve (~10%)** — buffer for supply chain and scale risks.
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18) Team

Founder & CEO — Dr. Napoleon Okey

Entrepreneur and operator with multi-sector experience (technology, mobility, data). Leads product vision, partnerships, and commercialization for Safe-Trac.

Operations Director — Mr. Nathan Nathan Jnr

Chairman/CEO of Bentfort Capital with 30+ years in C-suite and managerial roles across oil & gas, capital, and real estate. Former Chairman/President/CEO & founder at Benchmark Standard Energy; leadership roles at Bayhill Holding and Secured Capital Holding; Managing Partner at Crosspoint Capital; served on the board of North and South Investment Company. Studied Electronics Technology and Physics. Brings deep operational rigor, governance, and scale discipline.

19) Why Now / Why Us

E-commerce has outpaced last-mile security. Merchants need a solution that's easy to adopt, measurable, and consumer-friendly.

Safe-Trac is designed with both sides in mind: a merchant-grade platform and a consumer-simple app. Our package-level approach, recovery workflow, and API-first design create a defensible position with strong network effects as volumes scale.

- We identified the pain that people feel.
- We found the cure for their pain.
- We found the market- retailers and consumers
- We found how, when and where (from big retailers to smaller users) to scale the service to remain needed, relevant and profitable.

What do we need next?

20) The Ask & Next Steps

We are raising \$1.5M for 25% equity (\$4.5M pre / \$6.0M post).

Proceeds complete the MVP, fund pilots, and launch commercially with early partners. We invite you to review the updated business plan and speak with us about a direct investment that aligns incentives and accelerates execution.

Call to action

Let's schedule a diligence session this week to review the pilot plan, integration timeline, and your participation structure.