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## Equity Ownership Stake Sample Proposal

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Ben Gerraty  
Chairman  
Benson & North Investments  
P.O. Box 452  
New Haven, CT 06511

Mr. Gerraty,

As you are no doubt aware, every day around the world, millions of pets, people, and valuable pieces of equipment go missing.

To date, people have generally used RFID tags for tracking purposes. RFID tags have limited range, known privacy issues, and require specialized equipment for reading. A few GPS units have also been developed for specialized tracking uses such as hunting dog collars, but these are awkward and require handheld receivers, which make the overall product very expensive.

At NeverLost Products LLC, we have developed a new small tag that contains a GPS transmitter. We have combined this tag with software that can be downloaded to any smart phone and then used to track the tag. This combination can be manufactured and sold in a package costing less than \$25, and we believe that consumers would gladly pay as much as \$80 for each package.

We are offering you the opportunity to own twenty percent of our company for an initial investment of \$700,000.00, which will allow us to begin marketing, manufacturing, and distributing our products. See the pages within for product descriptions, timelines, and projected expenses.

Sincerely,

Mark Guymon  
Partner  
NeverLost Products LLC  
555-555-5555  
[mg@NeverLostProducts.com](mailto:mg@NeverLostProducts.com)  
[www.NeverLostProducts.com](http://www.NeverLostProducts.com)



# PROPOSAL

## EQUITY INVESTMENT OFFER

Prepared for: Ben Gerraty  
Chairman

Prepared by: Mark Guymon  
Partner





# PRODUCTS

We plan to market and package our GPS tag and software combinations in the following products:

- **PET TAGS**

We envision that this will be the product line that will initially sell the most. Our tags can be easily made small enough to attach to any medium to large dog, as well as to halters worn by various types of livestock.

Recommended Retail Price: \$79.99

- **PEOPLE TAGS**

Similar to pet tags, but these tags can be made into attractive jewelry medallions (pendants) for wear by children or vulnerable adults.

Recommended Retail Price: \$79.99 - \$99.99 (depending on jewelry design)

- **TAGS FOR VALUABLE MERCHANDISE**

Imagine being able to locate your briefcase, purse, suitcase, luggage, or even your car keys with this device! GPS tags can be produced with a variety of attachment links for use with various types of merchandise.

Recommended Retail Price for tag/receiver pack: \$79.99 - \$89.99 (depending on design and type of attachment)

- **SOFTWARE APPLICATION**

Each tag must be tracked via our special software application, which can be downloaded to any of eight smart phones for use with any of four common mapping programs. As time progresses, we will need to continually update and adapt our software for use with new hardware and software.

Download instructions and product key will be included in all packages mentioned above.





## PROTOTYPING

NeverLost Products LLC has already built two basic prototypes.

- A sturdy waterproof tag with embedded GPS chip, intended for use with animals, devices such as luggage, or with people
- Basic packaging for the above with documentation explaining how to download the tracking application to any internet-connected phone and input the unique key code, as well as how the tracking application interacts with common mapping programs

We have tested our tracking software with all cell phone applications supplied by the three major manufacturers of mapping products. The device has performed as expected according to our specifications.

We have also tested our software installation instructions with 150 typical smart cell phone users, and streamlined our instructions to remove any confusion.

With funding, we hope to extend our prototyping in two areas:

- We want to develop a variety of designs that can be pressed onto the tag: identification information primarily for use with pets or devices, and jewelry-type designs that can be pressed onto the medallion for attractive wear by people. We have a preliminary agreement in place to work with the leading manufacturer of equipment for engraving pet tags, and we have several jewelry designers lined up to contribute to our medallion product.
- We want to create packaging information that explains how users can have identification engraved on the ID design at their local pet store, and information about how to securely attach the designs to the GPS transmitter tag.

After working out any glitches in the prototypes, we plan to manufacture and distribute our lines of products as quickly as possible.



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