

**GUARDRIDE COMPANY SNAPSHOT:**

Invented GUARDRIDE: 2013

Incorporated: 2015

Product Launch: August 2016

Product information: GUARDRIDE® is a smartphone APP based DUI monitoring system that allows parents to partner with their high school or college age drivers to help prevent them from drinking and driving.

GUARDRIDE Subscription Pricing:

A subscription to GUARDRIDE is \$9.99 per month or \$99 per year. The BACtrack® Mobile breathalyzer for the system is \$99 and is available at BestBuy and from the GUARDRIDE website.

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DROPBOX LINKS:

APP Screenshots – <http://bit.ly/1QLfK0n>

Team Head Shots – <http://bit.ly/1Z1013l>

GUARDRIDE User Images – <http://bit.ly/1WAUpXG>

Logo Images – <http://bit.ly/1UqyokY>

Press Release link - <http://bit.ly/28SFHYa>

The GUARDRIDE Story

Early one morning in 2013, I was driving to a funeral and started thinking about how fragile life was and how my worst fear was having my teenage daughter or son drive drunk and take their life or a friends.

Although I trust my kid's judgment, I know that even a good kid can make a bad decision, and I can't be there with them at a high school party or while they are away at college to make sure they make the right choices.

Since I didn't want to be worrying every time my kids went out, I looked for a solution that could help...there was none.

So I created GUARDRIDE to give me and other parents a tool to help keep our kids safe from drinking and driving.

Brian Griffin – Founder

What is GUARDRIDE?

Drunken driving kills thousands of young drivers a year and injures tens of thousands more. Thousands more get into trouble with the law when they get arrested and charged with DUI.

GUARDRIDE is a smartphone based DUI monitoring system that parents can use to partner with their high school or college age drivers to help prevent them from drinking and driving.

Using GUARDRIDE is as simple as downloading the Guardian APP on the parent's phone, the Driver APP on the young driver's phone and giving them the systems BACtrack® Mobile breathalyzer connected via Bluetooth. *Nothing has to be installed on the vehicle.* During a GUARDRIDE session, the kid must pass a breathalyzer test before they drive while identifying themselves using facial recognition software. The default BAC (Blood Alcohol Content) setting is a zero tolerance 0.00% BAC.

If they fail their breathalyzer test or start driving without taking one the parent will be notified on their phone and be shown their location on GPS so they can take action. It takes less than 30 seconds for a driver to take the test, and give their parents peace of mind.

But GUARDRIDE isn't just about DUI, it is a young driver safety platform that we will be adding many other driving safety features to in the near future.

GUARDRIDE will also be targeting the commercial and public transportation industries to help with driver safety.

The GUARDRIDE Team

Brian Griffin – Founder/President

Brian is the inventor of the patent pending GUARDRIDE system, and is also the President and Founder of GUARDRIDE, incepted in 2013 and incorporated in 2015. Brian has over twenty-five years of finance and marketing experience within the institutional finance and corporate sales industries. Brian worked as an institutional equity salesman for the majority of his 15 year career in New York City with major investment houses. During that time Brian provided investment and business strategy analysis of publically traded companies to asset management portfolio managers. Brian also has over 10 years of corporate sales experience for large fortune 100 companies. He holds a B.S. degree in Finance and International business from Northeastern University. Brian's strong creative side and analytical style has helped to shape GUARDRIDE's unique approach to helping prevent young drivers from drinking and driving.

Owen Brown – Chief Technology Officer

Owen is a software engineer with a strong background in mechanical and electrical design. He has 16+ years of experience in writing microcontroller code for machine automation. For the last few years, his focus has been on integrating machine control with iOS using Bluetooth. He has several machine-control Bluetooth LE applications on the app store. Owen is also the author of a new book called “Integrating iOS Bluetooth LE with PIC18 Microcontrollers”. Owens B.S. in Math coupled with his engineering expertise were integral in helping us find solutions to all the complexities we ran into while developing the GUARDRIDE system.

James Langdon – VP of Software Development

James brings 15 years of corporate IT experience, primarily focused in data architecture and resource management. In addition, he has independently developed many web and mobile applications for a variety of project applications. James has strong project management and development life-cycle skills coupled with a keen focus on the user experience. These traits coupled with his B.S. in Communications have been invaluable in helping to develop a world class user experience for GUARDRIDE.

Ransom Carroll – VP of Software Development

Ransom's background has been focused on Air Force avionics, electronic circuits, and custom software development. This has helped him amass a large variety of technical knowledge and skills over the past 15 years. Ransom's Bachelors of Science degree in Information Systems and Associate's degree in Applied Science also give him an extremely strong technical background. Ransoms strong technical background coupled with his extensive experience in troubleshooting and finding simple solutions to complex issues has helped tremendously in developing the GUARDRIDE system.

FAQ

1. Does anything need to be installed on the vehicle?

A: No, all you need is 2 smartphones and a BACtrack® Mobile breathalyzer.

2. How much does the GUARDRIDE system cost?

A: For our Charitable Indiegogo Campaign we will have limited quantity reward tiers ranging from \$49 to \$99 for a discounted annual GUARDRIDE subscription. The BACtrack® Mobile breathalyzer for the system is \$99. For every 10 families that join GUARDRIDE, BACtrack® and GUARDRIDE will donate 1 system to help keep kids safe at high schools in need around the country where DUI tragedy has struck.

3. Is GUARDRIDE always on when the young driver is operating the vehicle?

A: No, GUARDRIDE is only on when the parent has either scheduled or just started a GUARDRIDE session. Young drivers will only be required to take their tests when they are in a GUARDRIDE session. Sessions are usually scheduled for when the kid is driving and going out with their friends for the night.

4. How does a parent know if their kid has failed their breathalyzer and facial recognition tests or hasn't taken them?

A: The kids Driver APP will alert the parents Guardian APP of any breathalyzer test failure. The Guardian APP will also be alerted after the driver has failed the facial recognition test for the 3rd time and be directed to view the breathalyzer test video to verify their identity. The kids Driver APP uses motion sensor technology so it knows when the kid starts driving without taking the tests and will alert the parents Guardian APP.

5. How long does it take for a kid to take their breathalyzer with facial recognition test?

A: It takes less than 30 seconds for them to take the GUARDRIDE breathalyzer test with facial recognition.

6. What type of smartphone works with the GUARDRIDE system?

A: Currently we only support the iPhone IOS platform version 9.2 or greater. The Guardian APP requires an iPhone 5 or newer, while the Driver APP requires an iPhone 5s or newer. Our goal is to also support Android in the near future.

7. How many mobile APP's need to be installed to use GUARDRIDE?

A: The system uses 2 mobile APP's, the parents Guardian APP which monitors the kids Driver APP. The parents will download the GUARDRIDE Guardian APP from the Apple APP store and the kid will do the same with their GUARDRIDE Driver APP.

8. What breathalyzer does your system use?

A: GUARDRIDE uses the BACtrack® Mobile breathalyzer. This is one of the most accurate police grade fuel cell consumer breathalyzer's on the market. This is the only breathalyzer that will work with the GUARDRIDE system.

9. What if my kid shuts off the APP or their iPhone, how will I know?

A: The Driver APP has a heartbeat connection with the GUARDRIDE server and the server is looking for a live connection every 20 minutes during a GUARDRIDE session. If the server doesn't see that connection then an alert is sent to the parents Guardian APP so they can take action to have their kid get their iPhone to start communicating with the GUARDRIDE server again.

10. What if my kid has someone else take their breathalyzer test for them before they drive?

A: The facial recognition software will fail if someone else attempts to take the tests besides the enrolled kid. As an extra precaution, each time the young driver

takes their breathalyzer test, as selfie video is taken during the kid's tests to make sure they aren't trying to trick the system. Parents can immediately review the video taken during their kid's breathalyzer test to make sure they aren't trying to trick the system.

11. What happens if the facial recognition fails?

A: The facial recognition we use is one of the most accurate on the market, but if it does fail to recognize the kid driver, then here is what happens. The kid will be allowed to take the breathalyzer with facial recognition test 3 times. After the 3rd time the parents Guardian APP is notified of the facial recognition failures and is directed to view the video selfie taken during the test. After the test the parent is sent the video for review to verify that the video is of their kid taking the breathalyzer test.

UNDERAGE DRINKING AND DUI STATISTICS

- Teens drink and drive approximately 2.4 million times a month
- 22 % of teens say they have recently ridden with driver who'd been drinking
- 25 % of teen car crash fatalities involved alcohol.
- Nearly 10 million young people, ages 12 to 20 (24%), reported that they've consumed alcohol in the past 30 days
- Every 2 hours a young person dies from underage drinking
- Estimated costs associated with underage drinking is \$52 Billion a year
- 1 in 6 teens binge drinks, yet only 1% of parents believe their teen binge drinks
- 189,000 ER visits annually related to underage drinking
- Every day in the United States more than 4,750 kids under the age of 16 have their first full drink of alcohol
- Kids who start drinking young are 7 times more likely to be in an alcohol related crash
- More than 90% of all alcohol consumed by underage drinkers is consumed during binge drinking

- Underage drinking accounts for 11% of all the alcohol consumed in the United States
- About 1,825 college students between the ages of 18 and 24 die each year from alcohol-related injuries, including motor vehicle crashes.