

# SIBGuard

One active safety platform for fragmented risk.

Connecting body, environment and indoor context into one scalable platform.



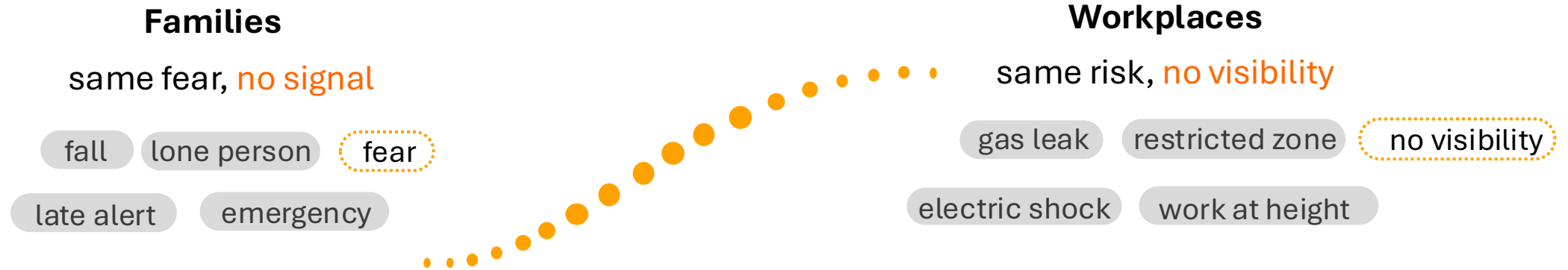
**Safety became personal. Then we realised it is everywhere.**

My father's safety had **no** real solution.

**We saw the same gap at work. Risk moved faster than safety.**

In real situations, safety had **no time** to wait.

## How to detect risk and trigger help in time?



**Not one incident, but a pattern**

“No reliable signal”

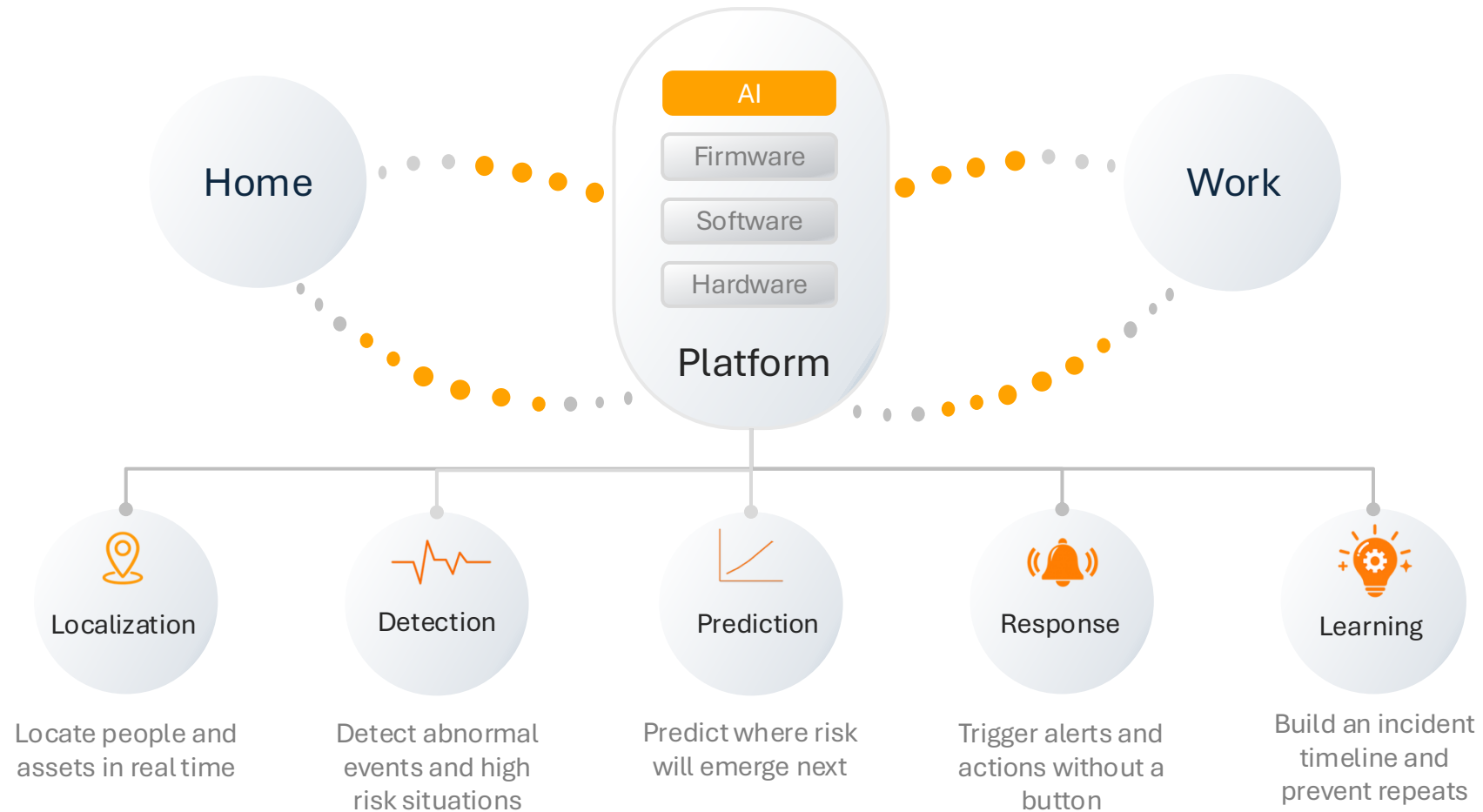
“No shared visibility”

“No consistent response”

*Recurring risks, disconnected tools, no single system.*

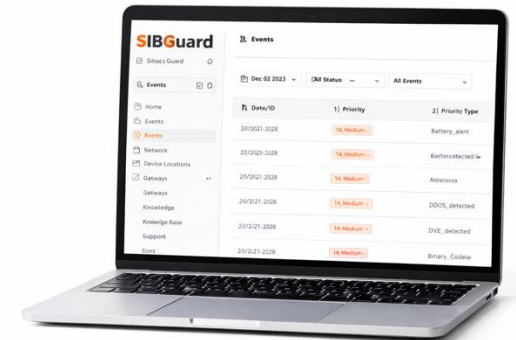
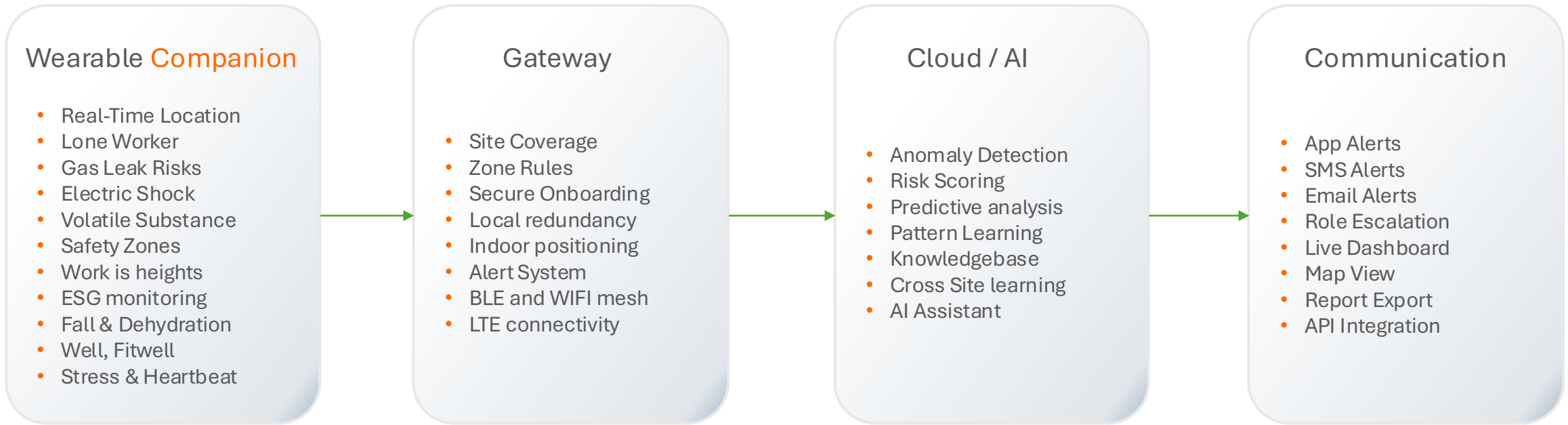
## SOLUTION

One safety platform across  
home and work



**New standard: safety database for learning and prevention**

# PRODUCT



SIBGuard Companion      SIBGuard Gateway      Cloud / AI / Database      Portal

Proprietary firmware incident logic, purpose-built hardware and a cloud plus AI platform integrated end to end.

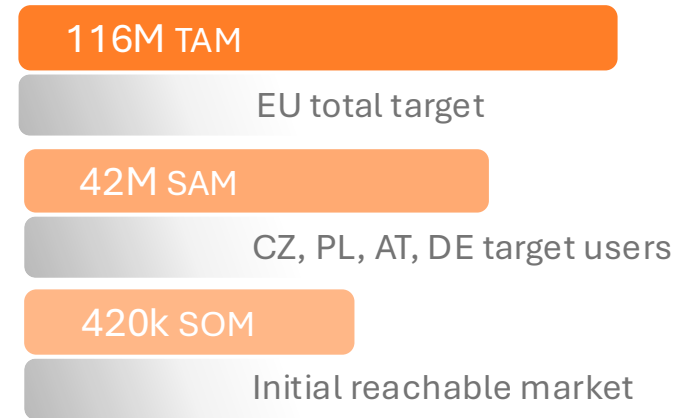
# MARKET

## MARKET SIZE



Safety is shifting from compliance to proactive protection

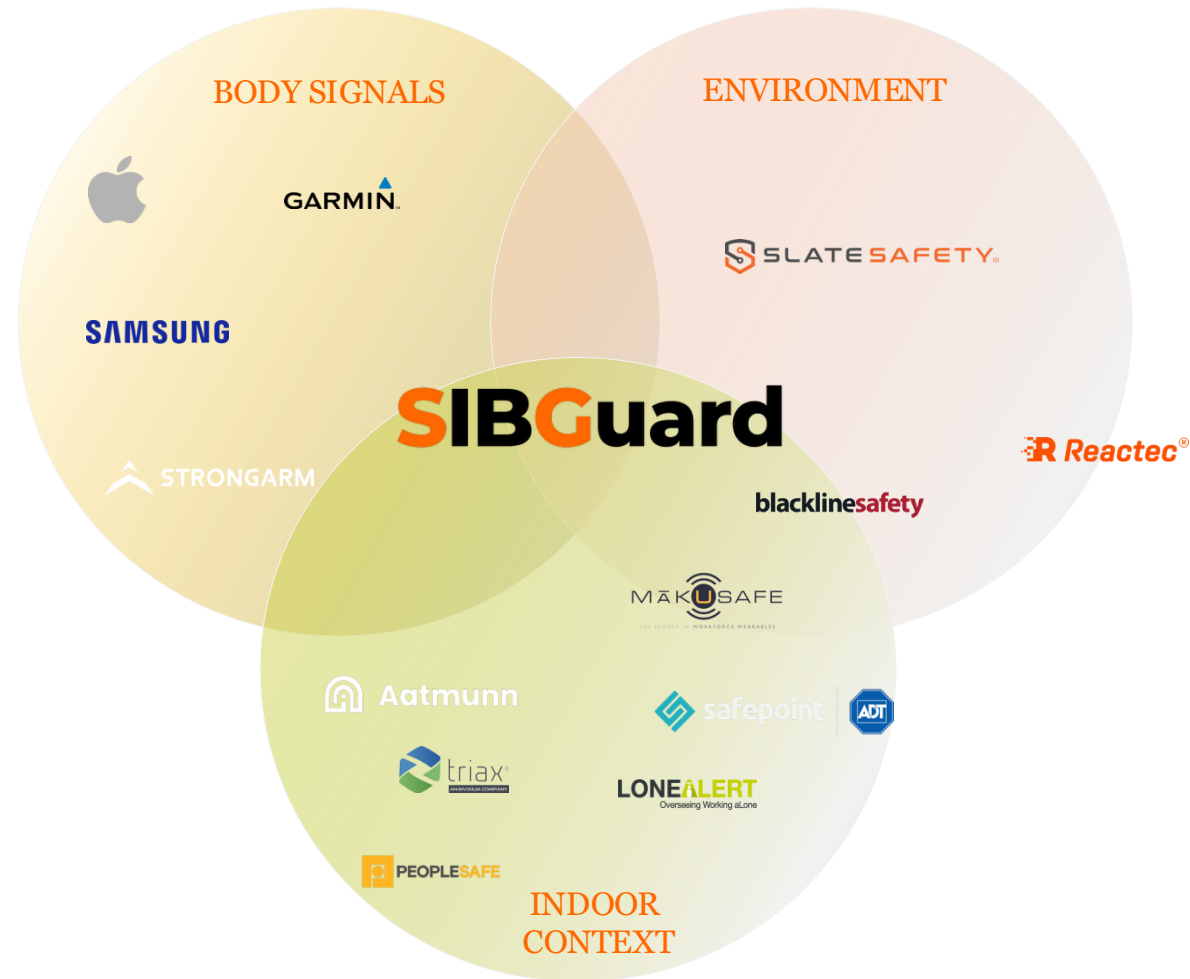
## Target Market



Entry barriers: proprietary incident detection firmware, custom hardware, AI learning, European manufacturing and deployment know how

## COMPETITION

Body + Environment + Indoor context = One Repeatable Safety Platform



Body tells what happened

Environment shows what triggered it

Indoor context shows where and who

Most solutions cover one layer. We connect all three.

- ✓ Three Layer Safety
- ✓ One Incident Timeline
- ✓ Repeatable Platform

To cover all three layers, competitors would need to redesign architecture, build new hardware and redefine incident logic. That takes years.

## WHY SIBGUARD IS UNIQUE

| Capability                    | SIBGuard | Lone workers tools | Environmental safety detectors | Indoor tracking system | Smartwatch based tools |
|-------------------------------|----------|--------------------|--------------------------------|------------------------|------------------------|
| Monitoring of the person      | ✓        | ◐                  | ✗                              | ◐                      | ✓                      |
| Monitoring of the environment | ✓        | ◑                  | ✓                              | ✗                      | ✗                      |
| Precise indoor visibility     | ✓        | ✗                  | ✗                              | ✓                      | ✗                      |
| Special hazard detection      | ✓        | ◐                  | ◐                              | ✗                      | ✗                      |
| Continuous data collection    | ✓        | ◑                  | ◑                              | ◐                      | ◐                      |
| AI evaluation and prediction  | ✓        | ✗                  | ✗                              | ✗                      | ◑                      |
| Fast deployment and scaling   | ✓        | ✓                  | ◐                              | ◑                      | ✓                      |

We win because others solve fragments. We **connect** the **full safety context**.



### One Incident Timeline

Proprietary incident logic across body, environment and indoor context



### Prediction and prevention, not just alerts

Risk scoring and early warning before an incident happens



### Reliable indoor context

Zones, dwell time and restricted areas, not GPS assumptions



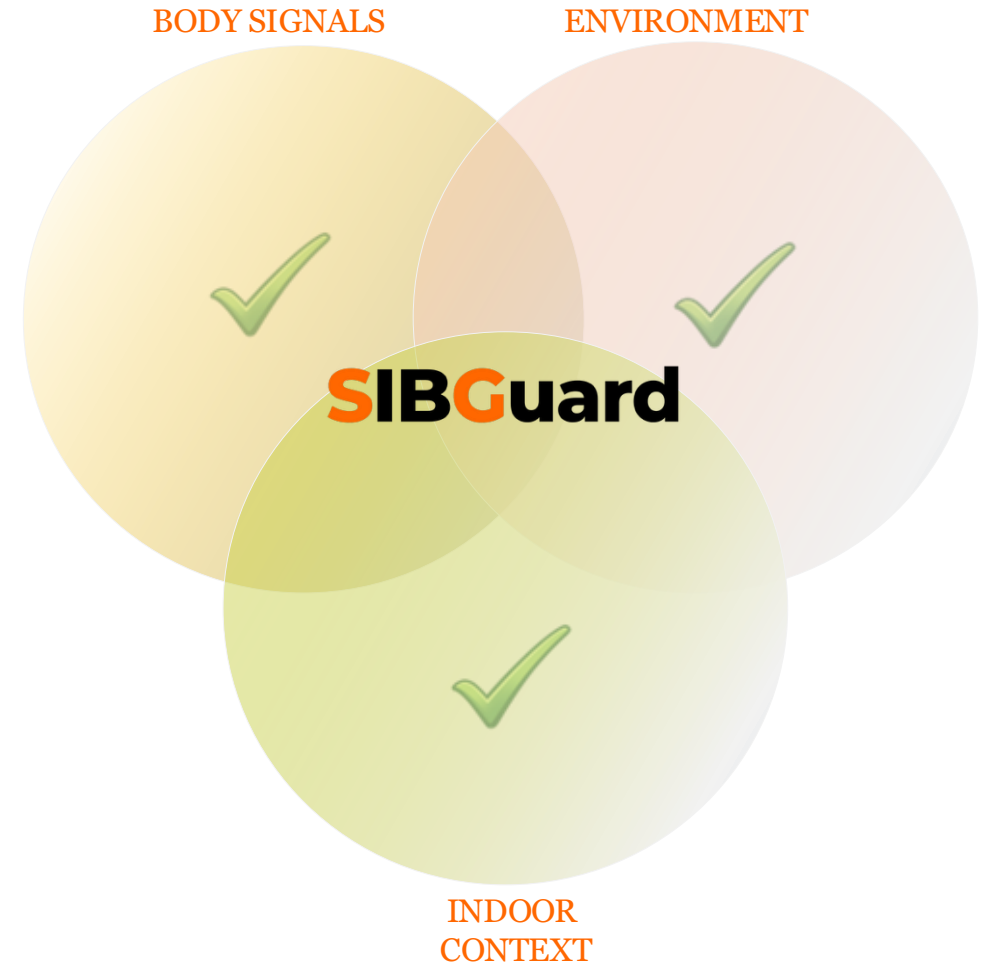
### Independent by design

Wearable plus gateway, not phone dependent consumer apps



### Ready for new needs

*We adapt to changing market needs in weeks, not years.*



This started as a personal problem: I had **no reliable way** to help my parent in time.



... the population **is ageing** ...

... more people are living **alone** ...

Collect signals

Link context

Build timeline



Learning

New Market

Protect people

Improve efficiency

Reduce costs

Budgets are growing, but safety is still bought in fragments.

**We unify it into one system.**



Proof buyer already pay

3,250+ organizations | **350,000+** users protected

Most solutions are single purpose, not a unified safety platform.



Market spend is accelerating

\$19.64B -> **\$38.55 B**

2025 -2030 – Workplace Safety



Connected Worker is scaling fast

\$8.62B -> **\$20.18 B**

2025 -2030 – Connected Worker

We unify fragmented safety into one safety platform.

## BUSINESS MODEL

### SaaS Model (Safety as a Service)

#### ACV range

B2C Y1 (incl. device) 590 – 640 €  
B2C Y2+ (sub.) 190 – 300 €  
B2B 45 000 – 80 000 €

#### Margin range

B2C 40 - 50 %  
B2B 50 - 60 %

#### Target Y/ARR

2026/2027 0.8M €  
2027/2028 2M €

#### Target Churn

B2C 5.6% M, 50% Y  
B2B 20% Y

#### B2C (self serve)

#### B2B (contract)

Solo

Family

PoC

Team

Site

Enterprise

1 device

3 devices

Up to 5  
devices

Up to 25  
devices

Up to 50  
devices

50+  
devices

#### GTM channels

Direct sales

Integrators

Technology platform

External sales

Social media

Senior care

EHS & HSE consultancies

GO TO MARKET

1. PoC + Lol

- Letter of Intent
- Reference care

2a. 50+ warm firms

- Previously meetings
- PoC / Team / Site
- Demo & deal

2b. LinkedIn campaign

- Educate + Use Cases
- Lead management
- Leads – Demo - PoC

3. B2C performance

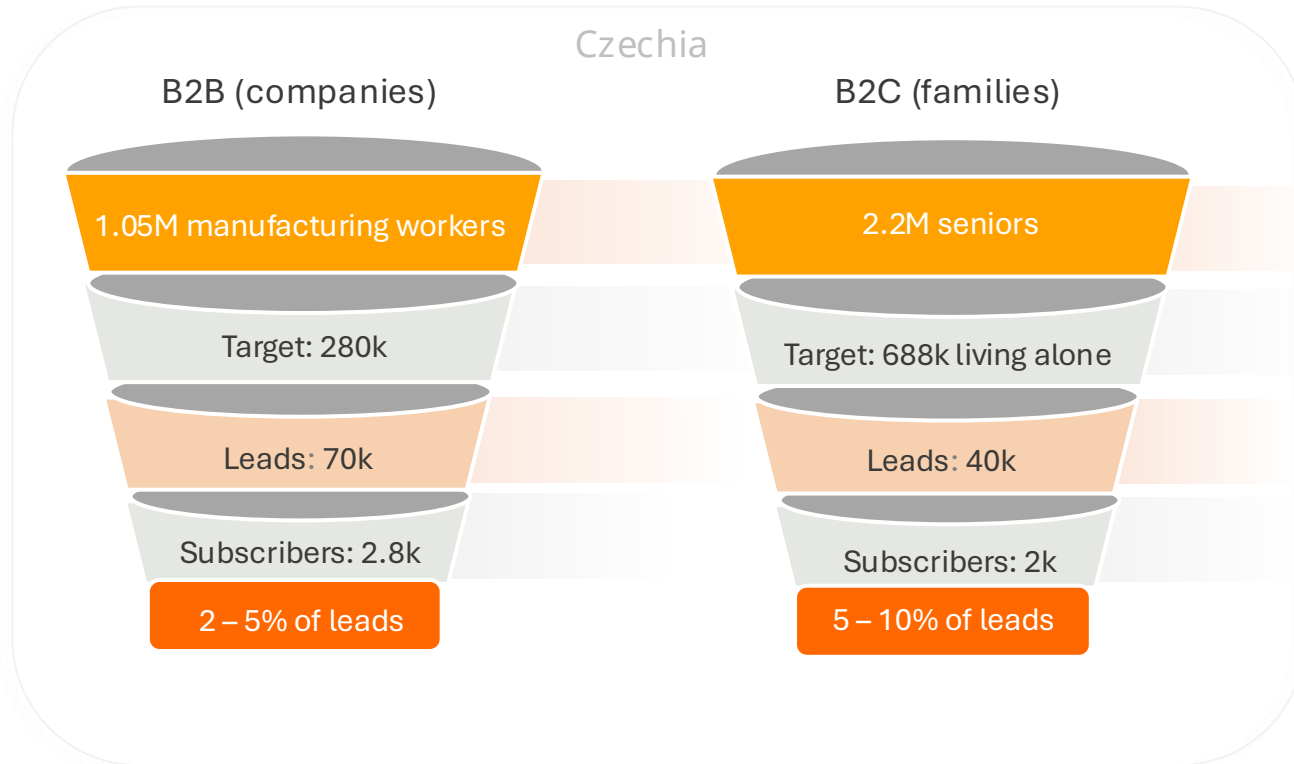
- Instagram, YouTube
- Short videos
- Trial Subscription

4a. Database

- Firm database
- Leads (cold call)
- PoC – Demo

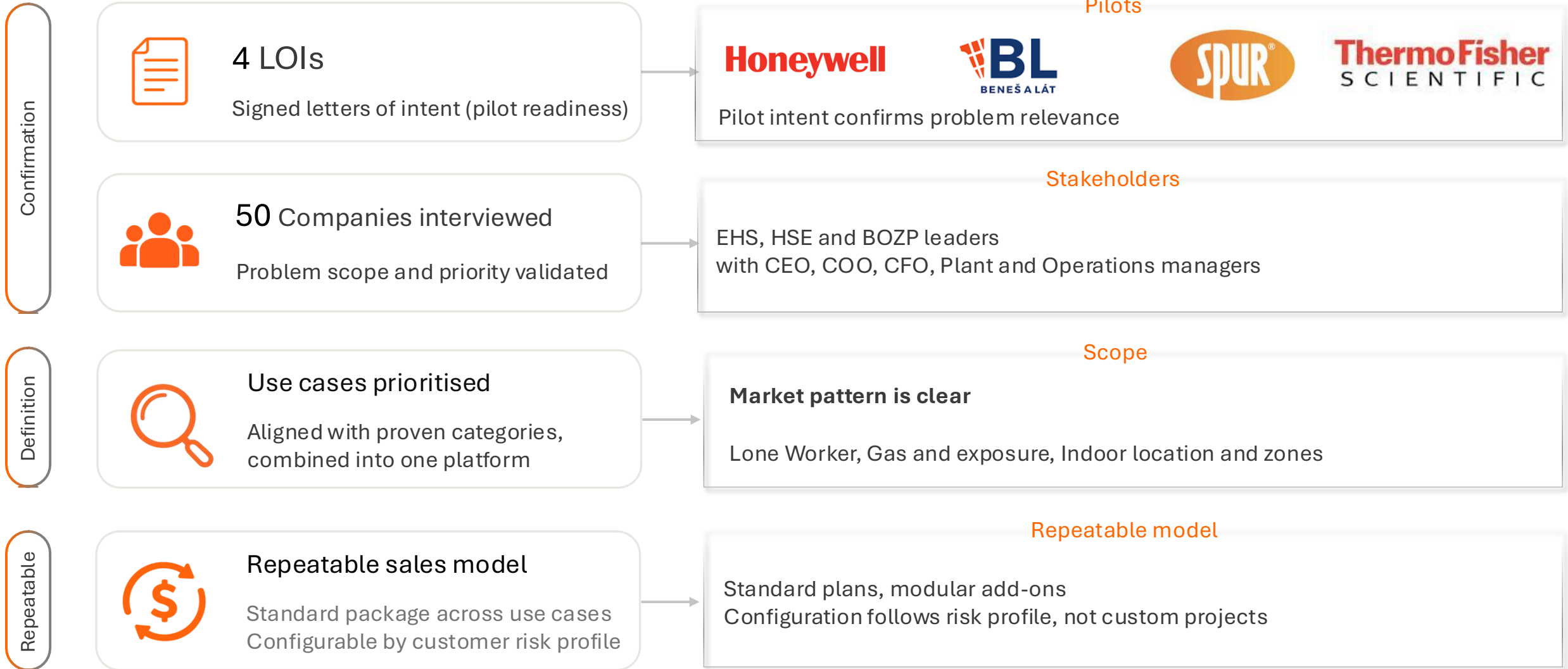
4b. Partners

- Integrators
- Sellers
- Resellers
- Technology



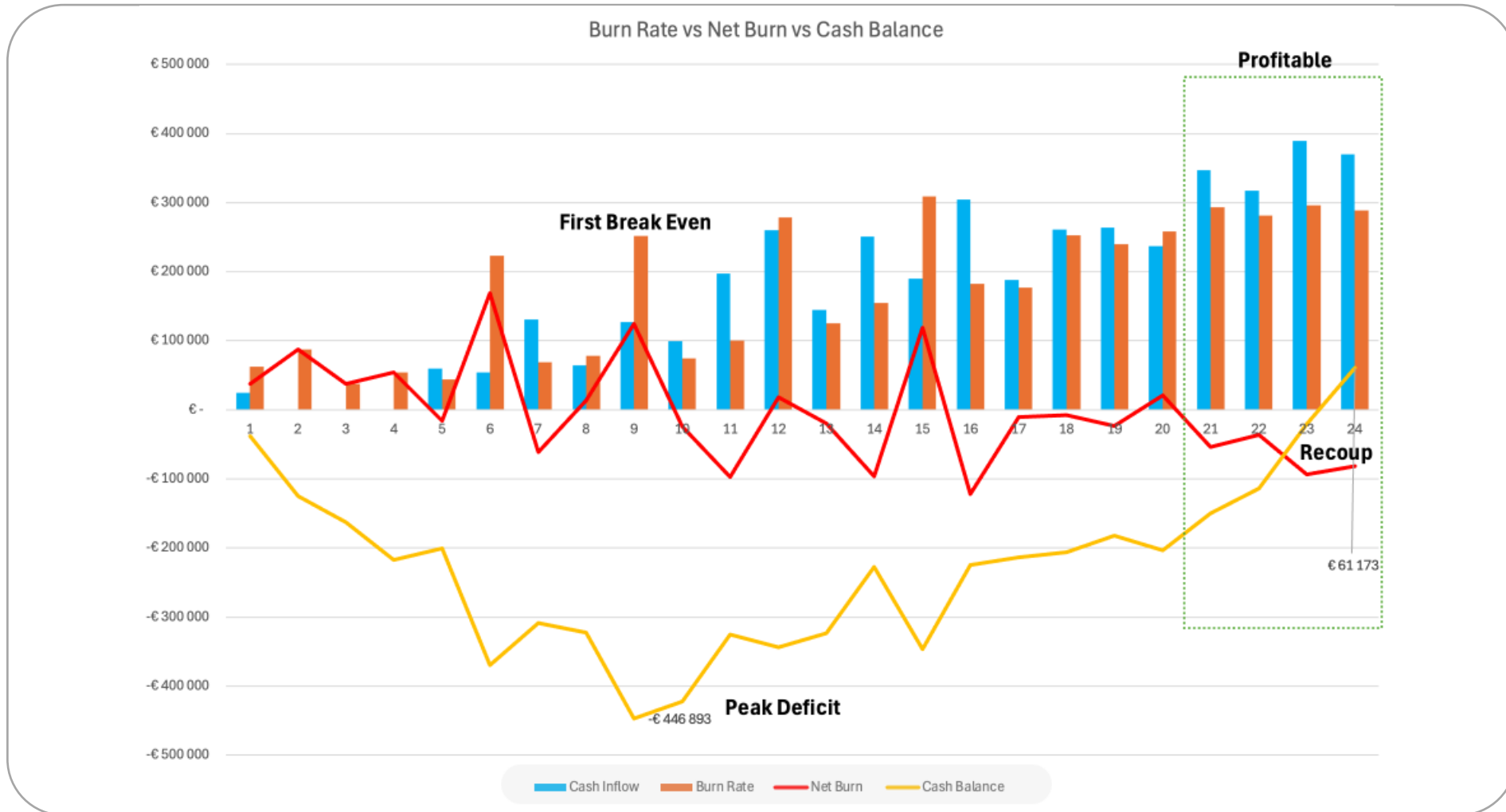
industry manufacturing      automotive      nursing homes      instagram      Hazard workplaces      facebook      aging population      linkedin      families      health care      lone people

# Build **with** customers, not for customers.



Status: firmware ready, portal MVP, wearable v2 final.

# FINANCIAL OVERVIEW



- ### Key Cash Metrics
- Peak cash deficit € 460k (M9)
  - First break even ~ M7
  - Profitable ~ M20
  - Recoup ~ 21M

**🕒 Runway (zero revenue)**  
~ 20 months efficiency

**🕒 HW cash payback**  
< 1 month

**We did not meet for this deck. We have built business together for years.**



**Petr Kořenek**  
CEO

**Delivery**  
Sales

Product and  
execution



**Mikuláš Müller**  
CTO

**Platform**  
Architect

Technology  
IoT and AI  
pipeline



**Kateřina Kořenková**  
Marketing

**Go to**  
Market

Positioning  
and demand



**Radek Matouch**  
Developer

**Full stack**  
Delivery

MVP to  
Production



**Jan Sedlář**  
HW designer

**Wearable**  
Hardware

Sensors and  
manufacturing



**Filip Streit**  
Design

**Product**  
UX

Clarity and  
adoption



co-owners

## ASK: € 1.0M to reach Break even (M12) and Recoup (M20)

Pre-seed | Market interest confirmed | First PoCs underway

- ✓ 5,000+ Subscribers (Y2)
- ✓ 50+ paying companies (Y2)
- ✓ ARR: € 2M (Y2)

### Development

Team, Product, Cloud

### COGS

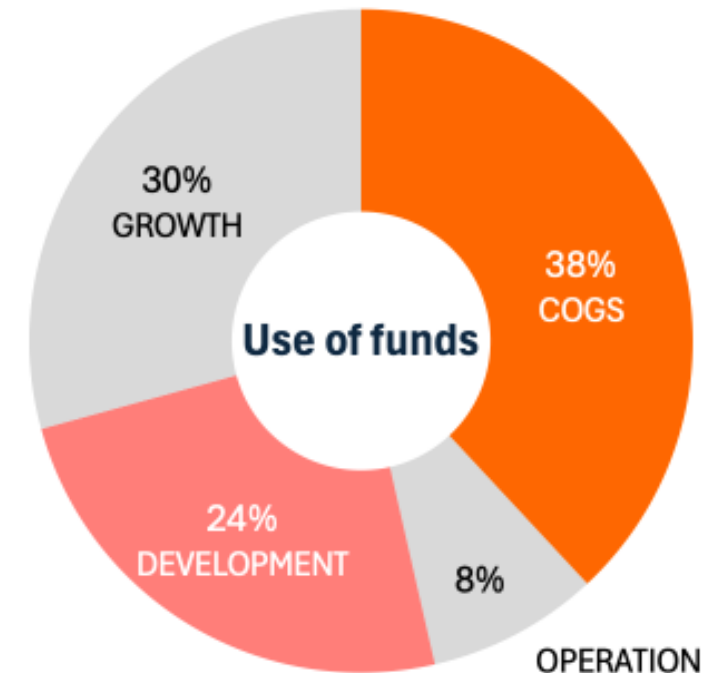
Hardware, Deployment, Certificates

### Growth

Sales, Partners, Marketing

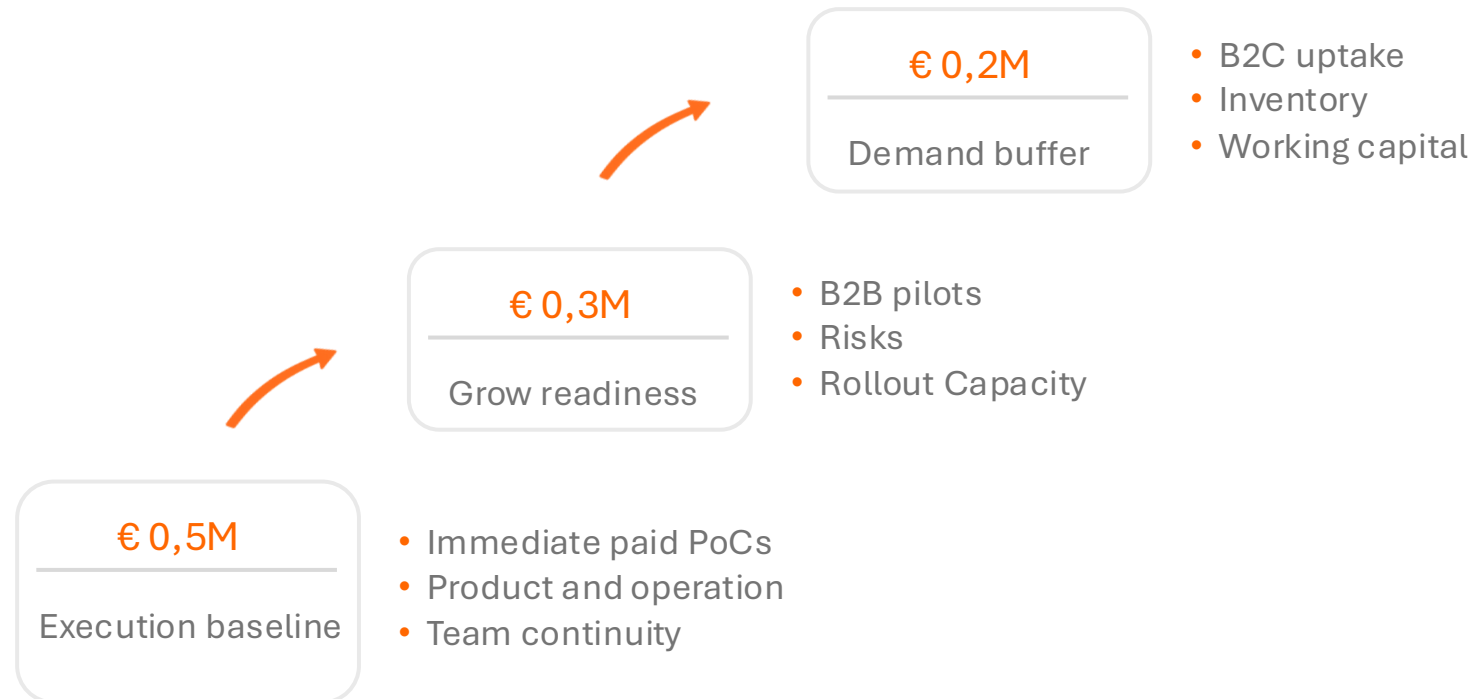
### Operation

Support, Legal, Admin



## Why raise € 1.0M if peak deficit is € 0.5M

We prepare for hardware risk and expected growth driven by paid PoC requests.



**Together we can push safety from rules to real time prevention.**



**Petr Kořenek**  
CEO



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Schedule a call



[www.sibguard.com](http://www.sibguard.com)

If you know someone who might be interested, please forward this deck.

**Thank you!**