



ATHENA

The Smartest Solution for
Child, Pet & Driver Safety

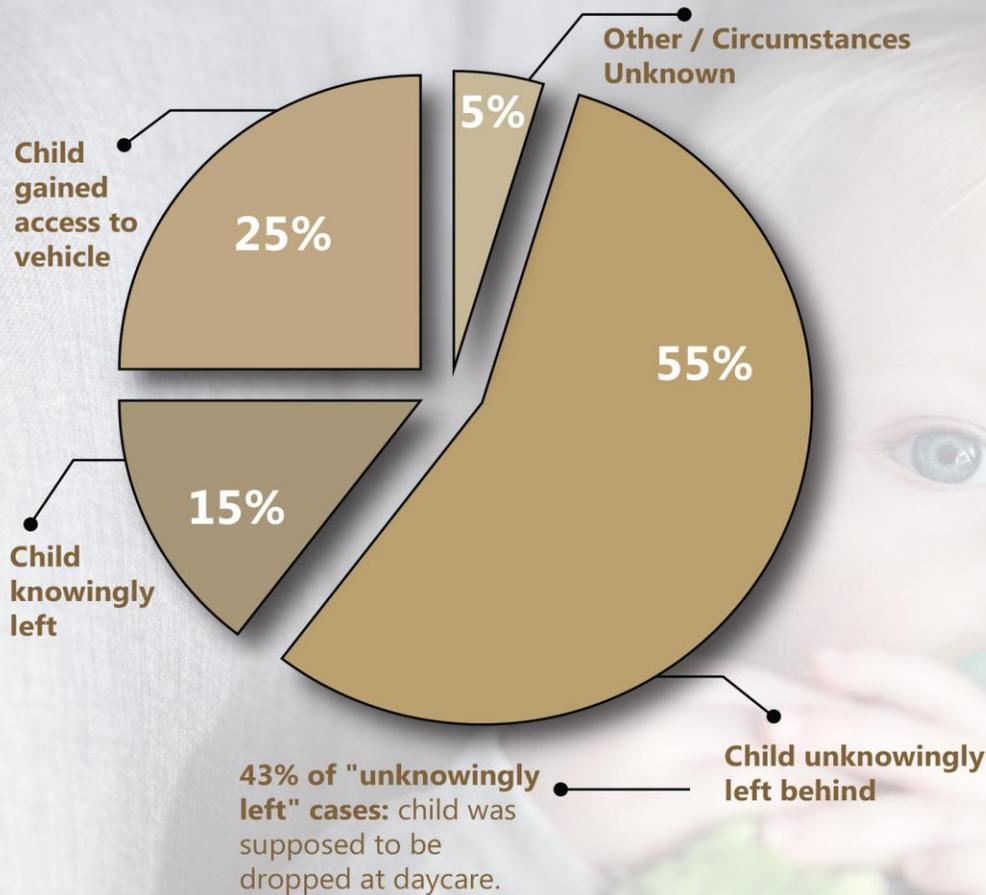
SAVES LIVES



The Crisis Predictable, Preventable, Unforgivable

Key Statistics

(from KidsAndCarSafety.org):



Market Insight:

- 1 in 3 parents admit to having forgotten a child in the car at least once
- 40% of fatalities occur when child is not in car seat —> seat-based solutions are inadequate (Athena 2024)
- A child dies in a hot car every 7 days in the U.S. (Kids and Car Safety Data)
- Since 1990, over 1,080 children have died from pediatric vehicular heatstroke (PVH)
- In 2024 alone, 39 children died due to hot car incidents

"One Minute Too Long..." A Preventable Tragedy

ATHENA – A Simple, Smart, Scalable Solution

Athena is an advanced in-cabin safety system designed to detect life and prevent tragedy.

Key Features (Athena & EuroNCAP)

- No pressure or buckle sensors required
- Direct lifeform detection: breathing + motion (EuroNCAP-compliant)
- Works even when phone is left behind or turned off
- Alerts: lights + horn + app + SMS + GPS
- Escalation logic: first-level local alerts → second-level remote contact → emergency services

Athena meets all Child Presence Detection (CPD) scenarios:

Scenario 1:
unintentionally left

Scenario 2:
intentionally left

Scenario 3:
child enters car alone
(required by 2025)

Meets requirements for:

Direct sensing

Warning escalation

Intervention (turning on AC, calling emergency contacts)

Already aligns with Israel's child safety mandate from 2021



US Market Opportunity

- 90% of vehicles on road lack rear seat reminders
- Parents spend \$500–\$3,000 on child safety gear
- 3.6M new births annually
- Parents Market 1.2M+ children under age 6 ride in cars.

ATHENA Revenue Model



Suggested retail device price
\$100.00

+



App subscription fee x 36 months
\$9.99

=

\$460

Customer Lifetime Value
(over 3 years)

Why Athena Wins

Unmatched Tech, IP & Impact Tech Advantage

Full-cabin sensing (not seat-dependent)

Can detect children, pets, elderly and even air quality violations.

Active intervention system (lights, horn, AC, emergency calls)

Works in any car from 2013–2025, after-market or OEM

IP Protection:

Multiple patents filed in US and IL

Escalated intervention feature is patent-protected

OEMs creating similar tech could be subject to royalties

Competitive Benchmarking

Only Athena has full-spectrum capability (from detection to action)

Most competitors rely on indirect detection or require child seat integration

Our “Unfair” Advantage

- **Athena** leverages patented, advanced sensor technology and AI to detect unattended children & pets **ANYWHERE** and **ANYTIME** (24/7) in the vehicle, offering a superior, life-saving solution unmatched in the market.

- **Athena's** IP-protected system **ACTIVELY** intervenes in critical situations, beyond mere alerts, employing a multi-level response to ensure child safety, setting it apart in the market.



Intellectual Property

Patent 1 (US)

Protects the technology underlying **Athena** in the global market, where the product features aligns closely with the countries whose laws are mandating such devices.

Patent 2 (US)

Protects the unique capabilities of **Athena**, potentially subjecting automobile OEMs that craft their own Athena-like capabilities to infringement and royalties. PCT filed.

Patent 3 (IL)

Covers the escalated response feature of **Athena**, which is considered novel along with the method steps involved in detecting, warning, and acting.

Join the Life-Saving Movement

Be the reason one more child makes it home

We're Seeking

- Retail partners
(auto stores, baby chains)
 - Insurance partnerships
(discount incentives)
 - OEM/car seat
bundling deals
 - Investment to support
scale-up globally
 - CTA: Add a life-saving
device to your shelves.
-
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