

ABOUT SENTRY BABY PRODUCTS, LLC

Sentry Baby products was founded by an experienced industry executive to develop, manufacture and distribute unique children's car seats through mass retail channels. Car seats are required by law in every developed country, so the domestic and international market is extensive. To capture this market, Sentry is focused on seats that are not only safe, but unique (utility patent issued) and fun for the child.

The founder has been a CEO in the industry for over 20 years (previous to founding Sentry he was hired as the CEO of an established car seat company). With this experience he has leveraged relationships in China to produce Sentry's products and to begin development of more products. The CEO knows the buyers at the large retail chains so setup and placement was immediate for Walmart, BabiesRus and Amazon. Target and Buy Buy baby to follow in 2018.

Sentry requires additional funding to promote the new brand and product line and to complete the develop of other gear products. Sentry plans to exit after demonstrating profitability in the next 3 to 5 years. To maximize the exit value, Sentry plans to be acquired by a large China factory that is looking for a brand and distribution channels in the USA to continue developing and manufacturing products that their factory produces. Discussions on the exit are already under way with a couple of large potential partners.

For more detail information about entry please refer to the investment deck and other provided information

WHY YOU SHOULD INVEST

Children's car seats are required by law so the market is very stable and large (4 million born in the USA every year, multiples internationally). With the experience and relationships that the founder has acquired over his career it is likely to result in strategic and cost effective growth in this market and a maximized exit.

Guardimals, we took children's favorite stuffed animals, and translated them into a car seat. The result: a car seat children will actually want to sit in.

Safe on the road
Choose from a selection of friendly animal characters your child will love.

Sentry (n) /'sentrɪ/; "someone who stands guard against danger"

any children's product, safety is always priority number one. For children's car seats, safety holds doubly true. That's why Sentry has designed Guardimals in alignment with the absolute highest safety standard.

Structural design of the seat yields high safety margin
Deep headrest and sides for added side impact protection
5-point harness for maximum security
Energy absorbing foam

Intellectual property
Sentry has secured 1 utility patent and 2 design patents to protect the unique innovations underlying the Guardimals design.

Distribution
Our first four Guardimals models are available now on:

Walmart **BABIESRUS** **amazon**

products manufacturing and distribution space, Sentry Baby Products is well positioned to grow into a new leading voice in the child safety products market in the United States and beyond.

Highlights/Key Traction Points:

- Engineering designs, patents, tooling, and crash testing certification complete
- Available through top retailers, including Walmart.com, BabiesRus.com and Amazon.com
- Manufacturing and design partnerships secure with Chinese partners

Industry: Child safety
Market Size: 12 million customers in the US
Target Customer: Parents/grandparents with children ages 2-10
Currently Seeking: \$10,000-\$107,000
Use of Funds: Sales and marketing - 15%, Product development - 20%, Inventory - 15% Kev hires - 20%

Age-agnostic
Guardimals 3-stage design and removable animal feature means seat grows with the child, so the seat can be used from age 2 all the way to age 10.

Brand potential
Unlike KidsEmbrace, which bases its designs on borrowed intellectual property, Guardimals is a proprietary

you've ever had to wrestle a two-year-old into a car seat, you know what a stressful, frustrating experience can be. But what if there were a car seat that your child would be led to get into every day?

"Couldn't be happier with my purchase...."

As a grandparent I try to buy cute, gender neutral items with the hope I can use them again for future grand kids. These car seats hit the mark for all our needs! My grandsons loved getting to pick their own animals (monkey and tiger)... I love the security of knowing they're in their own properly adjusted seat each time.

- Walmart customer -

Development

Engineering designs, tooling, and crash testing certification for Guardimals are all complete.

Partnership

Sentry has secured a partnership with a leading Chinese company, Honey Baby, to produce Sentry products. The factory has invested \$300K in development to create molds and capability for production

Sentry founder and CEO Jim Holley has been active in the juvenile products industry for more than 20 years. An aerospace engineer by training and a father himself, Jim has 20 utility patents to his name in the juvenile products space.

Jim has also served in leadership positions for several child safety brands, including CEO of Second Nature Infant Feeding Company and Umix Infant Feeding Company. Most recently, Jim served as CEO of KidsEmbrace, a startup car seat company, where he gained in-depth knowledge about the car seat market.

Jim is bringing his decades of experience, expertise, and relationships

in the baby product industry is expected to reach \$121B USD worldwide by 2025, according to [Grandview Research](#).

In the US alone, there are approximately 19 million children between the ages of 1 and 6, all of whom are required by law to ride in car seats.

19 million children ages 1-6
In the United States

Year	Revenue (Billion USD)
2018	\$211,909
2025	\$44,501,000

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Sentry will expand product assortment and distribution channels in the USA and expand with distribution partners in specific international markets. Once consistent profitability has been demonstrated and exit is likely at a minimum of 10 times EBITDA plus brand cache.

TEAM



JIM HOLLEY
CEO
[in](#)

Sentry founder and CEO Jim Holley has been active in the juvenile products industry for more than 20 years. An aerospace engineer by training and a father himself, Jim... [Read More](#)

OVERVIEW AND TERMS

Type of Security	PERC Money Valuation
Common Equity <small>?</small>	\$2,500,000
Minimum Investment	Price per Share
\$100	\$100
Minimum # of Shares	Maximum # of Shares
100	1,070

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