



INVEST IN RED LINE SAFETY

## "Revolutionizing Firefighter Safety with Advanced Wearable Tech"

### Highlights

- 1 Transforming firefighter safety with cutting-edge wearable tech and real-time monitoring
- 2 Our tech reduces firefighter risks by tracking health, location, and environmental threats
- 3 Seamless communication in remote areas with our deployable LoRaWAN mesh networks
- \$150K grant from DHS & UC San Diego in the emerging field of Fire Predictive

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## Modeling

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Positioned to be the leader in a new, first responder wearable technology. TAM = \$7.5B

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Soon to be deployed throughout all of El Dorado County

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Team made up of subject matter experts, military leaders and engineers with deep IoT experience

8

Two patents pending already secured

## Featured Investor



Phillip Sharp

Invested \$9,000 

Follow

"I have worked with over 1000 private companies over the years, and I am impressed with the Red Line Safety team and how they have been able to build the company and their technology with relatively little funding from outside investors. I am excited to be part of the Wefunder capital raise, as this will be enough for them to get their products finished and to market as soon as possible. That will lead to saving lives and property, which is a huge concern in California every fire season. They already have established relationships with dozens of fire stations and government agencies and are well positioned to launch their technology once it is finished. I look forward to seeing the products in the field and for the potential increase in the value of the company."

## Team



**Scott Holman** Founder & CEO

Marine Veteran, 33 years in the Fire/EMS industry, Currently a Fire

Captain/Paramedic at Metro Fire in Sacramento, CA, served in Incident Command positions, B.S. Degree in Fire Administration from Columbia Southern University, 4 provisional patents,

redlinesafety.com [in](#)



### **David McGillicuddy** Co-Founder and Chief Fabricator

General Contractor 46 Years, Mechanical and Electronic prototyping, Fabrication, Proof of Concept, B.S. Degree in Electrical Engineering, 3 provisional patents

[in](#)



### **Matt Baltz** CFO

Retired financial advisor with 22 years experience and current small business consultant and entrepreneur, he brings expertise to numerous areas of our company in finance, management, legal, human resources and planning.

[in](#)



### **Sashi Ono** Chief Technology Officer

Senior Principal Embedded Systems Engineer with 24 years experience who specializes on small low power IoT systems, has extensive experience taking many dozens of successful projects from concept to production. He's also an Eagle Scout!

[in](#)



### **David Lujan** Senior Mechanical Engineer

Mechanical Engineer with 17 years experience specializing in designing & developing consumer products including industrial design, research and development, CAD, engineering, prototyping, prototyping, packaging and manufacturing, CNC Milling & Injection

[in](#)



### **Tyler Hall** Senior Software Engineer

17 years exp in Internet of Things (IoT) architect and engineer developing

connections between hardware and software. Involved in startups, research groups and in virtual reality, hardware Integration, distributed computing and scale-able cloud services



**Stephen J. Rossiter, M.D., FACS, FACC, FCCP** Medical Advisory  
Board Member

Thoracic surgeon and affiliated with multiple hospitals including Mercy San Juan Medical Center and Mercy General Hospital. He received his medical degree from University of Michigan Medical School and has been in practice for more than 30 years



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## **"Saving Firefighters' Lives with Wearable Technology"**





Firefighters put it all on the line every day they go to work. Help us keep them safe!

**FIREFIGHTERS OPERATE IN HIGH-RISK, HOSTILE ENVIRONMENTS WHERE SPLIT-SECOND DECISIONS CAN MEAN THE DIFFERENCE BETWEEN LIFE AND DEATH**

**The Problem: Lack of critical, real-time data:**

- No Precise Location Tracking of Firefighters
- Unknown Firefighter Health Status
- No Environmental or Toxic Gas Monitoring
- A Need for Data-Driven Decision Making
- Lack of Critical Situational Awareness
- Need for NIOSH 5 protections



Few jobs are more dangerous than that of a firefighter. Physical demands, mental stress, sleep deprivation all contribute to a firefighters health & wellness. We have a technology that helps them make it through their entire career safer and healthier. Please continue below

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**REDLINE**  
SAFETY

## IMSAFE TECHNOLOGY



As a solution, Red Line Safety has built a suite of products to deliver critical incident data in real-time.

## Our Solution: Advanced, Wearable Technology

Incident Management Situational Awareness Firefighting Equipment (IMSAFE)

- Realtime Resource Location Tracking
- Realtime Biometric Monitoring
- Realtime Environmental & Toxic Gas Monitoring
- Increased Community Protection From Wildfire
- Improved Communication & Collaboration
- Post-Incident Analysis & Training
- Customizable & Scalable Solutions
- Improved Insurability of Homeowners

Our innovative system helps keep firefighter safe and provides critical, incident data in real-time for emergency managers.

# The IMSAFE Hardware

**The Tracker**



**The Mini**



**The GARMIN Band**



Our IoT wearables are packed with sensors that monitor a firefighters location, environmental conditions, toxic gas exposure and vital signs in real-time!

## Our Deployable Communication Network

**The Gateway**

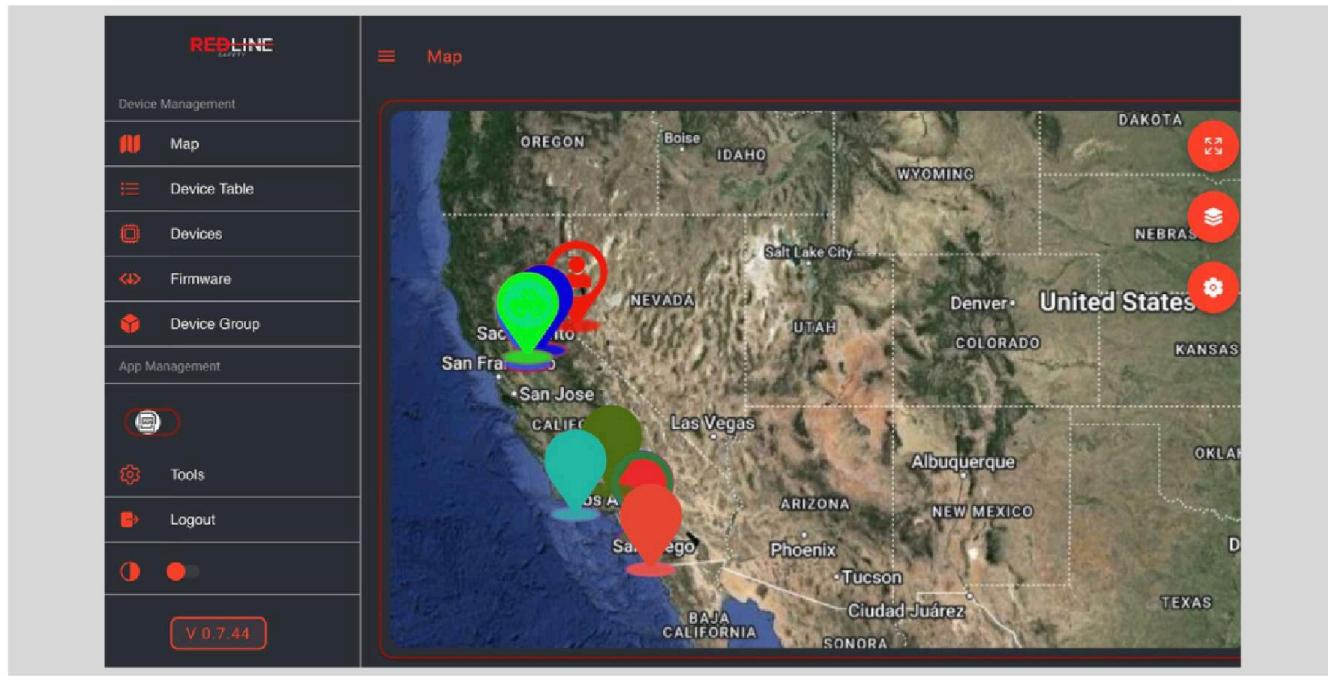


**The Communication Station**



In remote locations, we've developed a mobile communication infrastructure using LoRaWAN technology to collect and transmit this life saving data to the cloud utilizing Starlink

## The Dashboard



Once the incident data is uploaded to the cloud, it becomes accessible in real-time on our dashboard, enabling incident managers to make informed, data-driven decisions for more strategic and efficient resource deployment

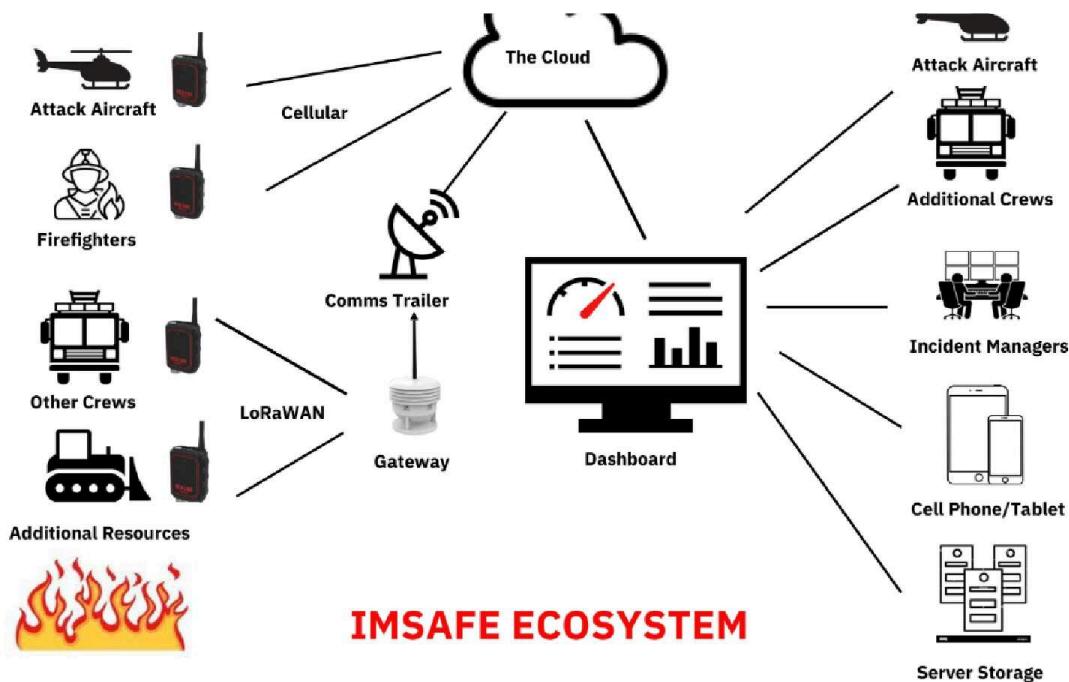
## Command Vehicle Display

Our command vehicle monitor display offers a comprehensive view of the incident, empowering efficient operations and informed decision-making



We've been hard at work, experimenting with different command vehicle mock ups to demonstrate how our technology can be display and utilized in the field.





## IMSAFE ECOSYSTEM

Here's how it works: Every resource on the fire is actively collecting critical data, which is then transmitted to the cloud through either cellular networks or our cutting-edge communication system. Once in the cloud, this data becomes instantly accessible and interactive on our dashboard, giving authorized users a dynamic, real-time view of the entire operation.

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## Traction

BETA TESTED & SAVED A FIREFIGHTERS LIFE

Cal OES & UCSD  
PREDICTIVE MODELING PROGRAM

\$150K GRANT FROM DHS

EDC SEED FUNDING  
PHASE 1 DEPLOYMENT 2024

TWO LOIs FROM LOS RIOS COMMUNITY  
COLLEGE - Fire/Police Academy's

2 Patents Pending



UC San Diego

Along the way, we've gained incredible momentum with enthusiastic early adopters who understand the critical importance of equipping

firefighters with this groundbreaking technology right from the academy.

## Size of the Market

Total Addressable Market (TAM):

**\$7.5 Billion Global**

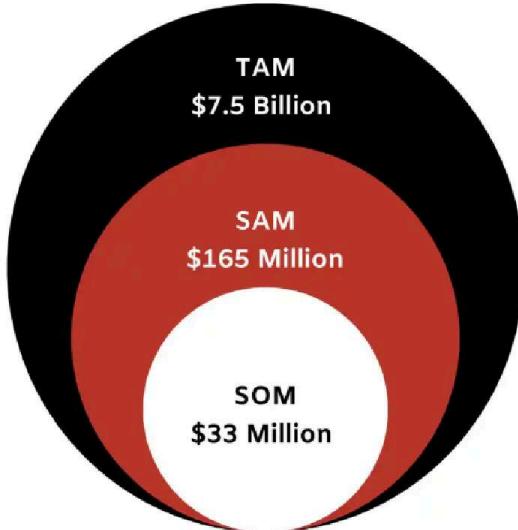
Serviceable Addressable Market (SAM):

**\$165 Million in Western States**

Serviceable Obtainable Market (SOM):

**\$33 Million in California**

**2 International Patents Pending**



Our patent applications strategically position us to make a significant impact in this rapidly expanding global market, where the total addressable market is vast and brimming with opportunities for growth and innovation.

## Go To Market

### DHS & FEMA

U.S. Fire Administration to consider a funding opportunity for all fire departments

### PILOT PROGRAMS

Wear Testing at:  
Bremerton FD  
El Cerrito FD  
Corona FD  
Garden Valley FD  
Soon at EDCFD  
More coming...

### TRADE SHOWS

Attending trade shows and conferences in 2024

### FIRE ACADEMIES

Soon to be included in the most formative time of a firefighters career

Our go-to-market plan is charged with excitement: we're leveraging existing relationships, integrating with wear testing departments, making a powerful presence at key conferences, and embedding our technology into the most pivotal stage of a firefighter's journey—their academy training!

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## Business Model

	Feature	Feature	Feature	Feature
HW Sales	Tracker (\$300-700)	Garmin Band (\$150 - 700)	Gateway (\$2000)	Comms Trailer (\$15,000)
SaaS	Annual Subscription (\$200)	Band (\$100 yr)	Gateway (\$50-100 Yr)	Starlink (\$200 Mo)
Data Analytics & Insights	Customized Reports (\$25-150)	Research	Training	Workers Comp

Our business model is built on three powerful pillars: cutting-edge hardware sales, a robust SaaS platform, and the groundbreaking potential to generate a new era of invaluable data reports.

Our team combines decades of frontline firefighting experience, cutting-edge technology innovation, and go-to market strategies. With a deep understanding of the challenges faced by first responders and proven expertise in wearable tech development, sensor integration, and communication networks, we are uniquely equipped to revolutionize firefighter safety and operational efficiency.

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# PROTECTING THOSE WHO PROTECT US



Firefighters risk their lives every day to keep us safe. They deserve the best protection we can offer. Join us in safeguarding those who protect us—invest today and help ensure every firefighter has the cutting-edge tools they need to stay safe.