

Child safety has always been a priority to Americans, and particularly in areas known for danger, such as automobiles. After all, children's car seats continue to develop in design and capabilities, and entirely due to consumer demand and awareness. But sometimes these same consumers need development in awareness themselves.

Every 11 days in the United States, a child dies due to harm and hazard when left alone and unattended inside of a parked vehicle.

But the *Child Safety Seat Alert* can help make sure that no such tragedies ever occur again.



Child Safety Seat Alert

The *Child Safety Seat Alert* can prevent such dangers and mishaps from occurring by providing a needed reminder, and just at the right moment.

The *Child Safety Seat Alert* is an audio alarm electronically connected by wire to the seatbelt locks inside of an automobile. If a driver's seatbelt becomes unlocked upon shutting off the engine, and if other seatbelts are still connected and engaged, an alarm sounds to remind the driver to remove the other passengers from the parked vehicle.

It's simple, easy to use, and meets a recognized need for the safety of children.

The *Child Safety Seat Alert* can remind parents of the need to remove their children from parked automobiles, even if they only intended to be gone for just a few minutes. After all, these same parents acknowledge need for such improvements. The *Child Safety Seat Alert* can give these parents what they want and what they acknowledge they need, and your company can help everyone meet those wants and needs by making the *Child Safety Seat Alert*.

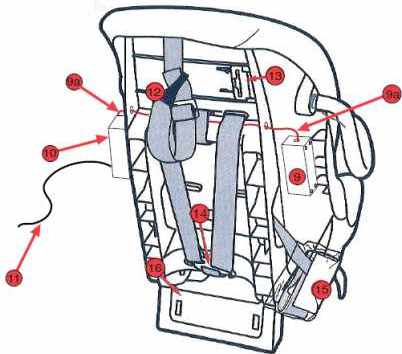
Features & Benefits
Of
<i>The Child Safety Seat Alert</i>

Features

- Radio current, or hard wire carrying receptors
- Placed within male buckle and female receivers of automobile seatbelts
- Base unit within driver’s seat seatbelt
- Secondary unit in passenger seatbelts
- Wiring to seatbelt units, ignition system and audio speaker

Benefits

- Sounds alarm if driver’s seatbelt becomes unbuckled at time of engine disengagement while other seatbelts remain buckled
- Reminds parents of presence of children within their automobiles
- Reminds drivers of dangers that children can face if left within a car unattended
- Assists the conscientiousness of drivers regarding the safety of young passengers
- Variation can alert drivers if passenger seatbelts become unbuckled
- Protects children from the dangers of heat within parked automobiles
- Can help protect the health and safety of young children
- Meets a recognized need due to the regular incidents of death to young children after accumulation of heat when left unattended within parked vehicles

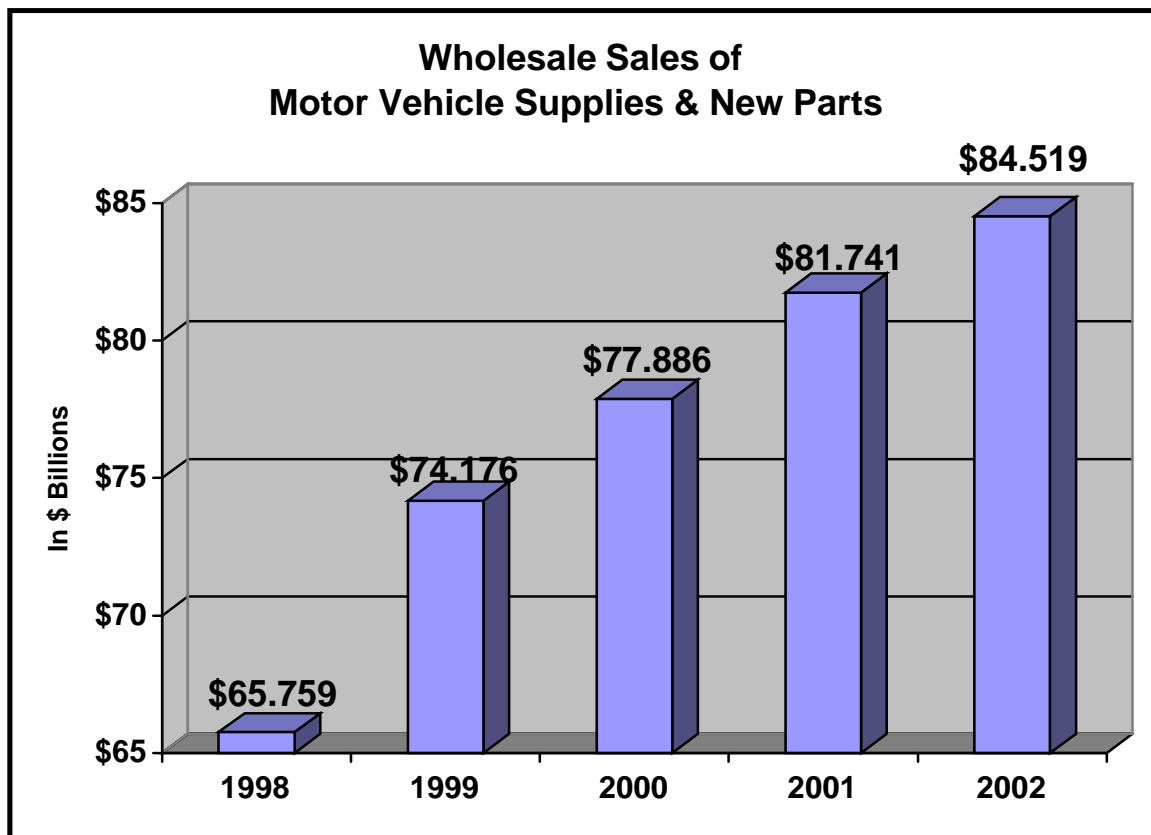


Wholesale Industry
Of
<i>The Child Safety Seat Alert</i>

SIC	Industry	Companies	Annual Sales
5013	Motor Vehicle Supplies & New Parts	32,141	\$84.519 billion

The *Child Safety Seat Alert* can be distributed with other automobile electronics devices and seatbelt equipment by companies in this most relevant industry.

The following chart shows the recent sales history of the Motor Vehicle Supplies & New Parts merchant wholesale industry:



Source: U.S. Bureau of the Census

Annual sales of this Motor Vehicle Supplies & New Parts merchant wholesale industry increased 13.48 percent in the last five years.

Other Potential Distributors of the *Child Safety Seat Alert*

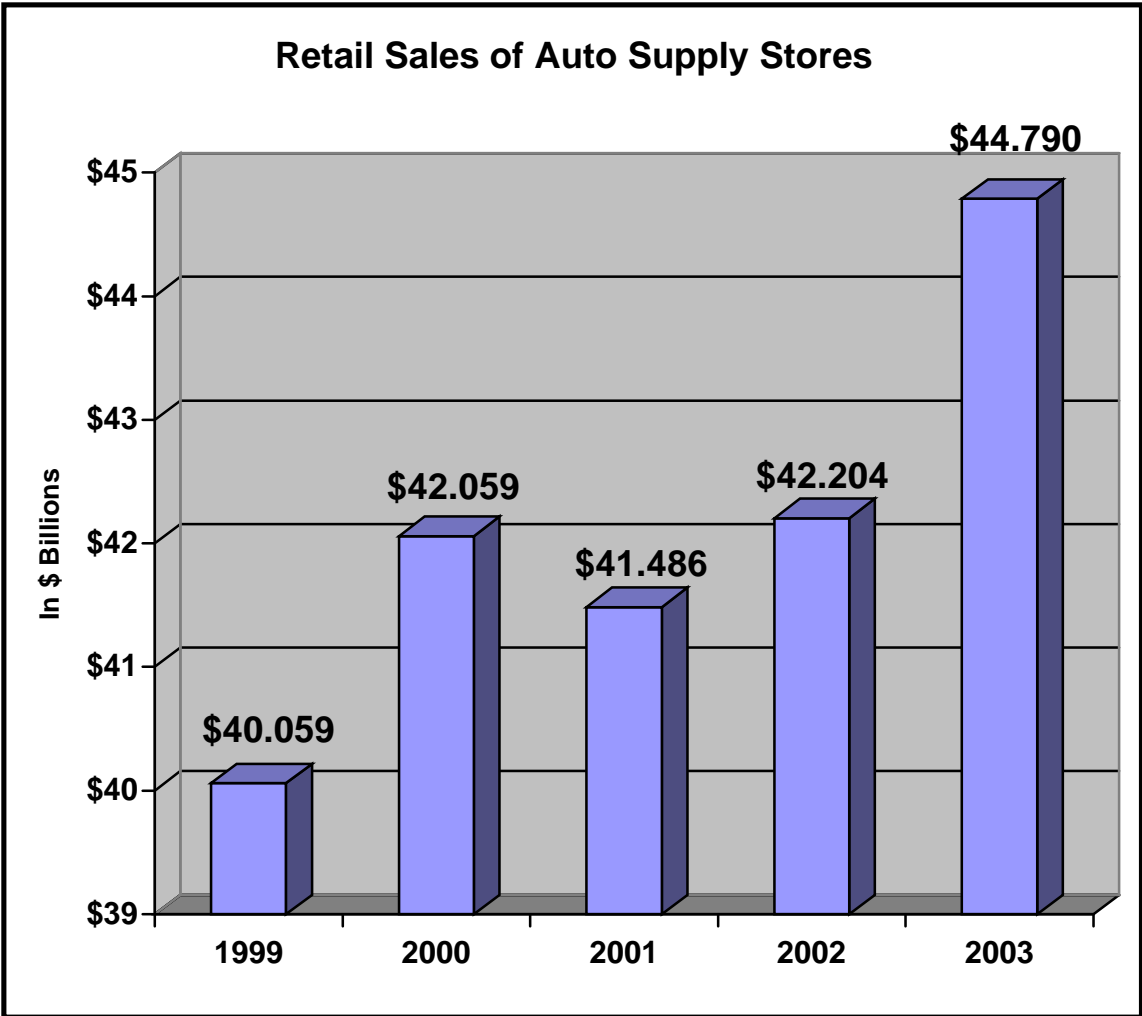
SIC	Industry	Companies	Annual Sales
5099-04	Children's Strollers, Carriages & Car Seats	101	\$85.2 million

Retail Industry
Of
The Child Safety Seat Alert

SIC	Industry	Companies	Annual Sales
5531	Auto Supply Stores	58,849	\$44.79 billion
5999-18	Infant Furnishings & Equipment	847	\$239.2 million

Auto Supply Stores could carry the *Child Safety Seat Alert* along with other vehicle add-ons and secondary items.

The following chart shows the recent sales history of Auto Supply Stores:



Source: U.S. Bureau of the Census

Retail sales for Auto Supply Stores rose 11.81 percent in the past five years of record.

The *Child Safety Seat Alert* can certainly join the product line of stores that specialize in products for the well-being and safety of infants and children.

The following chart shows the recent sales history of Infant Furnishings & Equipment stores:



Source: U.S. Bureau of the Census and ZapData (estimates)

Annual sales of Infant Furnishings & Equipment Stores grew 16.06 percent in the last five years.

Other Potential Retailers of the *Child Safety Seat Alert*

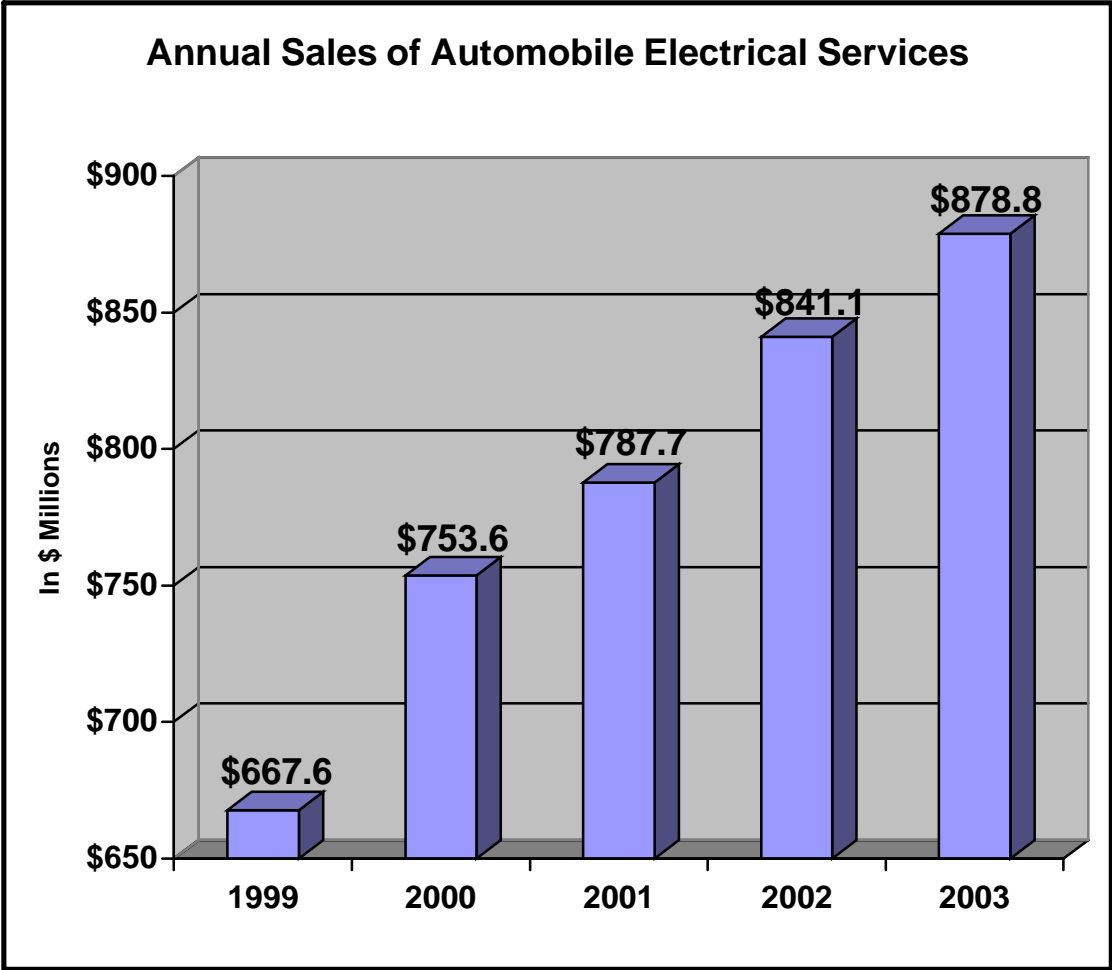
SIC	Industry	Companies	Annual Sales (in \$ Billions)
5311	Department Stores	19,025	\$332.08
5641	Children's & Infants' Wear Stores	9,051	\$4.638
5719	Miscellaneous Home Furnishings	21,503	\$13.868
5961	Catalog & Mail Order Houses	19,019	\$64.312

Service Industry
Of
The Child Safety Seat Alert

SIC	Industry	Companies	Annual Sales
7539-03	Automobile Electrical Services	4,238	\$878.8 million

Companies within this particular field of auto services could both sell the *Child Safety Seat Alert* to their customers as well as professionally install it.

The following chart shows the recent sales history of the Automobile Electrical Services industry:



Source: U.S. Bureau of the Census and ZapData (estimates)

Annual sales of this Auto Services, NEC industry rose 31.64 percent in this most recently recorded five-year period.

Potential Need

For

The Child Safety Seat Alert

The *Child Safety Seat Alert* provides a safety reminder that can even save lives.

- Every year, an average of 32 American children die simply due to being left inside of parked cars, and only for a few minutes. More alarming, this average has only continued to grow higher.
- If outdoor temperature is 90° F, the interior temperature can rise to 125°, and in only 20 minutes. Wait another 20 minutes, and the temperature can rise to 150°. And even if the windows were open, this would only make it 10° cooler, still a dangerous level.
- Sadly enough, just being exposed to temperatures of 100° can be fatal for a small child. Such heat rapidly overwhelms small children's ability to regulate their own temperature. When exposed to such temperatures in the closed environment of an automobile, their bodies can go into shock and circulation to vital organs will begin to fail, resulting in heat stroke in just a few minutes.
- Even worse, this circumstance can happen even when outdoor temperatures are cool. Even if the outdoor temperature is as low as 60°, the interior temperature of a car can reach fatal levels in less than 20 minutes.
- Obviously, this danger is far more fatal than commonly realized, made evident by the increase in annual occurrences of fatality due to this circumstance. Help is needed, and vitally so.
- The *Child Safety Seat Alert* can provide this life-saving help. It provides needed alert at all times, makes sure that parents are always reminded of the dangers of leaving their young ones alone in a parked vehicle, and provides repeated reminder to never let this life-threatening circumstance occur.

The *Child Safety Seat Alert* can inform and remind parents of these particular risks, and can make sure they never actually occur.

- A child's core body temperature increases three-to-five times faster than an adult's, meaning that even a quick stop at the store can be fatal to a young one. Unfortunately, not enough adults know of this risk.
- Ten percent of all parents believe it is perfectly okay to leave a small child alone in a car; for first-time parents of ages 24 and younger, the belief that this potentially fatal incident is perfectly acceptable is twice as high (20 percent).
- The perception of this risk has become more well-known, and today it is illegal in 12 states to leave a child unattended in a parked vehicle. But these strategic efforts within the law still need much more assistance – even with these current laws, every 11 days an American child will die after being left alone inside of a parked vehicle.
- The *Child Safety Seat Alert* is needed to help instruct these millions of parents of these fatal risks, to remind them of these dangers, and to make sure it never, ever happens.

Sources: *The Arizona Daily Star*, U.S. National Weather Service, *Journal of the Louisiana State Medical Society* and the National SAFE KIDS Campaign.

Potential Consumer Base
For
<i>The Child Safety Seat Alert</i>

- **New Parents of Ages 24 and Younger**

As previously noted, this group of parents of ages 24 and younger are twice as likely to believe it is acceptable to leave a small child alone and unattended in a parked vehicle. It is this group, then, that the *Child Safety Seat Alert* should declare as a primary target in order to save their children's lives.

Annual Births to Mothers Under the Age of 20	454,000
Annual Births to Mothers of Ages 20 to 24	1,022,000

- **Demographic Segmentation**

An immediate potential consumer base can be drawn by merging the consumer markets of first-time parents, who are more inclined to purchase items for children's safety, and automobile owners, thus producing a target market of those with need and applicability.

Demographic Analysis of First-Time Parents Who Own Automobiles	
<i>By Income</i>	
Under \$20,000	7.0 %
\$20,000 to \$29,999	8.9 %
\$30,000 to \$39,999	7.4 %
\$40,000 to \$49,999	7.6 %
\$50,000 to \$74,999	27.1 %
\$75,000 and Over	42.0 %
<i>By Race</i>	
White	79.2 %
Black	14.5 %
Other	6.3 %
Hispanic	13.3 %

- **Geographic Segmentation**

Currently, there are twelve U.S. states with laws that prohibit leaving children alone and unattended in automobiles. Having such publicly identified need, the *Child Safety Seat Alert* can definitely find market in these geographic areas.

States Legally Prohibiting Leaving Children Unattended in Automobiles	
California	Missouri
Connecticut	Nebraska
Florida	Pennsylvania
Illinois	Rhode Island
Kentucky	Texas
Maryland	Washington

Sources: *Vital Statistics of the U.S.*, Simmons, Inc. and the National SAFE KIDS Campaign.

Cost and Price Estimates
For
<i>The Child Safety Seat Alert</i>

All estimates for the possible costs and prices of a new, yet-to-be-manufactured item are very difficult to estimate. This difficulty is due to potential variations in the costs of initial materials, the rate of production for the item, and its initial consumer demand. As a result, these estimates are very difficult to comprise.

Moreover, research on estimated costs and prices is very restricted so as to avoid improper disclosure of the *Child Safety Seat Alert* while still in these beginning stages.

In order to provide further detailed information for consideration, however, such estimates should be offered. The “Best Estimate” enclosed within is primarily based upon pricing of similar products (when possible) by this applicable manufacturing category, current cost of necessary materials, and average value added for the applicable manufacturing industry.

These estimates are broad, subject to change, and are enclosed only to offer a preliminary means of evaluation of product value for the *Child Safety Seat Alert*. Of course only you, the manufacturer, could properly determine the costs and prices.

The broad estimates on potential costs and prices for the *Child Safety Seat Alert*, throughout the line of distributors, could be:

	Low Range	Mid Range	High Range
Materials Cost	\$5.72	\$6.86	\$8.23
Manufacturer’s Cost	\$14.01	\$16.81	\$20.17
Wholesale Price	\$25.91	\$31.09	\$37.31
Supplier’s Price	\$34.79	\$41.75	\$50.10
Retail Price (MSRP)	\$49.96	\$59.95	\$71.95

Please note: these broad price estimates do not include any cost of installation of the *Child Safety Seat Alert*.

REMINDER: It is extremely important to remember that the above costs and prices are only broad estimates. Actual costs and prices can only be determined by manufacturing companies with a good understanding of their own production capabilities and by suppliers and outlets, based on the final prices offered to them.