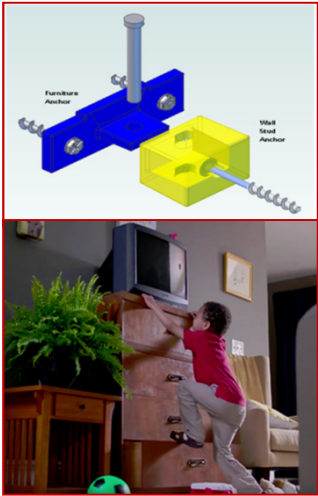




# Executive Summary – December 2020

**Company Description & Value Proposition:** New Box Products LLC, an Orlando FL based enterprise, has developed a simple but unique patented design that facilitates anchoring any piece of furniture to the wall safely, securely and topple-proof to avoid causing 25,000 children’s injuries and 26 children’s deaths per year. New Box Products is launching “Safe-T-Hold”™, a proprietary patented anchor assembly, designed by an aerospace engineer, that will withstand up to 250 pounds of pressure pull, far exceeding the industry’s current guideline requirements. “Safe-T-Hold”™ was designed to provide two strong plastic components – one to adhere to the furniture back, and the other to adhere to the wall, then held together by a strong metal cotter pin that can be removed should one want to move the furniture away from the wall.. Simple to use, secure, and very mobile, the affordable Safe-T-Hold™ is ideal for Consumer, Hotel, children’s Institutions or Government use. New Box Products LLC is in the process of designing other unique safety devices for product line expansion.



**NEW! SAFE T HOLD**

**Saves Children's Lives**

Designed by Aerospace Engineer  
No Straps or Cables Required  
Easy Plus Robson Allows Moving

**Wall Anchor Stops Falling Furniture**

**Easy To Install**

70 Children Become Victims of Falling Furniture Daily According to the Consumer Products Safety Commission

**Management Team:**

**Tom Muskopf** is founder and Chief Engineering Officer of New Box Products. Tom has over 40 years electrical, mechanical, software and manufacturing engineering experience, with 10 of those years as Lead Engineer on a variety of aerospace products and industries.

**Joanne Muskopf** is founder and Chief Administration Officer of New Box Products. Joanne has over 20 years as an Operations Manager within the financial banking industry, with an additional 12 years as Office Manager in the tax preparation business. Her attention to detail analytics has won her acclaim and awards.

**Alan M. Shafer** will act as President and CEO of New Box Products with both corporate and entrepreneurial success in sales, marketing, executive leadership. After 30 years with IBM Corporation culminating as Chief Merchandising Executive, he has gone on to lead the launch of numerous small business ventures.

**Robert J. Begley** will act as Chief Financial Officer. Bob was Chairman and CEO of Begley Drug Co. for 17 years, a NASDAQ public company with gross revenues of \$180 Million before successfully selling the company to Rite Aid. Shortly after, he founded Robert J. Begley Consulting to help early stage companies mitigate their growth risks.

- Why We Are Different:**
- Designed by Aerospace engineers
  - Strongest plastic components available
  - Choice of stud or wallboard installation
  - Built to exceed industry standards and guidelines
  - Will withhold 80 pound child climbing drawers open on furniture
  - Uses cotter-less hitch pin to allow temporary flexibility of movement off wall
  - Manufactured in the USA

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**Financial Projections:** 5 Year Profit \$36M ROI 12.0X

	Total Year 1	Total Year 2	Total Year 3	Total Year 4	Total Year 5	5 Year Total
Units Sold	594,051	992,530	1,751,742	2,709,831	4,360,395	10,408,550
Revenue	\$3,415,807	\$5,772,154	\$10,144,043	\$15,755,019	\$25,777,783	\$60,864,806
Expenses	\$1,920,017	\$2,745,125	\$4,216,598	\$6,245,610	\$9,504,587	\$24,631,936
Net Profit	\$1,495,790	\$3,027,029	\$5,927,445	\$9,509,409	\$16,273,196	\$36,232,869

**Funding Sought :** \$900,000

**Use of Funds:**

- Manufacturing Line -- \$250,000
- Sales & Marketing -- \$250,000
- Employee Resources-- \$225,000
- Operating Expenses -- \$175,000

- Our Business, Financial and Marketing Partners:**
- **Alliant Marketing Solutions**, a Florida based marketing and executive consulting company
  - **Cheetah Marketing Group**, a Florida based brand management and marketing consulting company
  - **Harding Bell International**, a Florida based tax and accounting CPA firm

