

# **L.B.C. Consulting Services**

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## **Investment opportunity in a company marketing and selling Personal Tracking Devices using GPS technology**

Our client is a Montreal-based company created to exploit the convergence of GPS and wireless technology that will open up new GPS applications and services to the mass-market. Targeting the rapidly growing business segment of Personal Tracking & Monitoring, estimated in a Frost & Sullivan report dated December 4, 2006 to be worth \$2 Billion in North America by 2012; our client has the exclusive Canadian rights to market and distribute a GPS personal tracking device which is small, portable and unlike any other product available today.

The initial focus of the company is the eldercare market which is growing exponentially, fuelled by the aging of the baby boom generation. As seniors are living longer and enjoying a far more active lifestyle, eldercare facilities are faced with the challenge of managing ever growing numbers of seniors who are far less likely than in the past to pass their days within the confines of the facility. To address this challenge, our client will provide eldercare facilities with complete, 24/7, on-and-off site monitoring of their seniors using the GPS personal tracking device. The business model deployed will be constructed around the service plans successfully marketed by mobile phone providers today.

The company has a letter of intent from a major eldercare corporation to provide personal tracking devices and is looking for some additional funding, estimated at \$500,000, to finance this commitment and to market and distribute the device in Canada over the coming years.

At a later stage other markets, such as child-monitoring and criminal-tracking, will be developed.

It is envisaged an investor will take a minority position in the company with a proposed exit strategy via a trade sale in a 3-5 year timeframe. Based on some conservative assumptions, an investor in this project could realize an internal rate of return (IRR) of 60% on his investment.

For more details about this opportunity please contact:

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