



ParcelDrop™

The Ring Doorbell for Parcel Deliveries.





Delivery Pain:

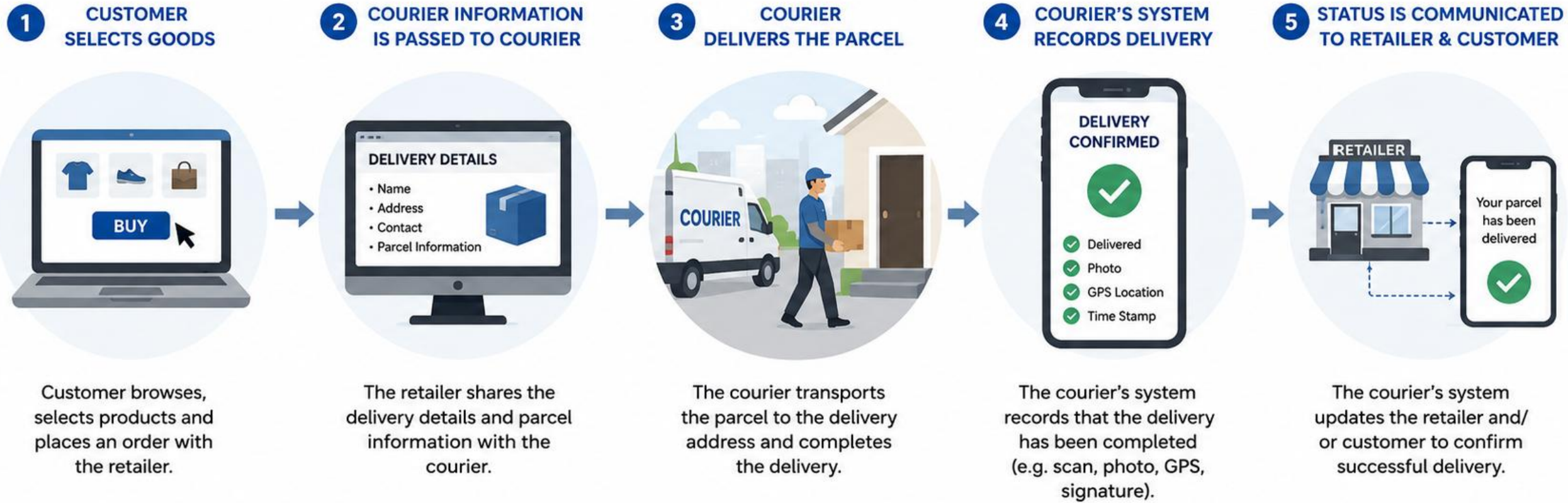
In 2025:

- **15 million people in the UK reported a problem with their parcel delivery**
- **4.83 million homes had a parcel stolen**
- **£666.5m of goods stolen.**

Sources: Citizens Advice, Parcels League Table 2025; Quadient 2025 Parcel Theft Report (police FOI, year to June 2025).

THE CURRENT ONLINE ORDERING & DELIVERY PROCESS

How delivery information flows today



INFORMATION FLOW SUMMARY



ParcelDrop closes the information loop at the final delivery point.

A portable, courier-neutral verification system connecting delivery information with the customer's chosen drop point.



SMARTER DELIVERY

GREATER SECURITY

A CONNECTED FUTURE

Defendable Patent: Main Claims



A portable, receptacle-independent, courier-neutral delivery-verification system that receives expected-delivery information, independently verifies the parcel at the customer's chosen delivery point, continues monitoring it after delivery, and communicates that verification through the connected delivery ecosystem.

Meet ParcelDrop™:

A portable smart monitor that watches your parcel — wherever you choose to have it delivered.

- Detects parcel delivery
- Captures delivery evidence
- Verifies the delivery event
- Alerts the homeowner
- Monitors subsequent collection or removal

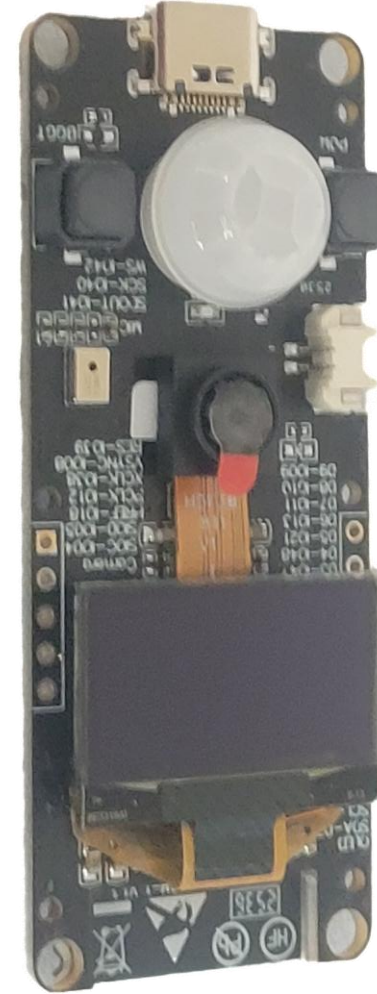


How it works

- **CLIP IT ON** – Attach ParcelDrop™ beside your chosen delivery point.
- **PARCEL ARRIVES** – ParcelDrop™ detects the delivery and captures evidence.
- **YOU'RE ALERTED** – Receive an instant notification of the delivery event.
- **IT KEEPS WATCHING** – ParcelDrop™ monitors subsequent collection or removal.

Future integration:

Courier & retailer systems • Delivery data • API connectivity



Current development platform

Market Opportunity

29m UK households

4.2bn UK parcels per year

100,000 customers = just **0.34%** of
UK households

Long-term opportunity

Consumer sales • Subscriptions

Licensing • Courier integration

2.77bn online shoppers
worldwide



Revenue Opportunity

Hardware

£69 per device

Estimated manufacturing cost: £22

£47 gross profit before fulfilment & sales costs

Year 1 target: 5,000 units = £345k revenue

Subscription

£4.99/month Premium

Free basic tier

Target conversion: 30%

At 5,000 devices: ~£90k ARR

5,000 devices → £345k hardware revenue + ~£90k recurring ARR

Competitive Landscape

Capability	Video doorbells (Ring, Nest, eufy)	Secure parcel box	Parcel lockers (InPost, Evri)	ParcelDrop
Detects and verifies the delivery event	Paid add-on	No	Carrier scan only	Yes, built in
Monitors the parcel at the chosen drop point	Motion alerts only	Locked, not monitored	Not applicable	Yes
Evidence for a disputed delivery	Partial, door view	No	Carrier record	Yes
Works with any carrier, no retailer opt-in	Yes	Yes	No	Yes
Typical cost to the household	£100+ plus £4.99/mo	£100-£300 one-off	Free, but collect in person	£69 plus optional £4.99/mo

Key Message:

ParcelDrop verifies the delivery event itself, then keeps watching the parcel wherever the householder chooses to have it left. Doorbells only watch the door. Lockers only work if the parcel never comes home.

Competitive Landscape

Capability	Video Doorbell	Parcel Box	Parcel Locker	ParcelDrop™
Watches chosen delivery point	△	✓	—	✓
Evidence of delivery & collection	△	✗	△	✓
Works with any courier	✓	✓	✗	✓
Portable / moveable	✗	✗	✗	✓

Doorbells watch the door. ParcelDrop™ watches the parcel.

Portable • Any courier • Any chosen drop point

△ as “partial capability / dependent on circumstances”.

Intellectual Property

Patent Status

Patent application filed

Seeking protection for:

Clip-on delivery monitoring system

Delivery verification workflow

Sensor and image-based detection methods

Commercial Value

Potential barrier to competitors

Strengthens licensing opportunities

Increases strategic / acquisition value

Progress & Next Steps



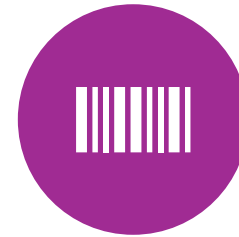
✓ **IP APPLICATION FILED**
PATENT APPLICATION FILED
PARCELDROP™ TRADEMARK



✓ **DEVELOPMENT STARTED**
HARDWARE ACQUIRED
PROGRAMMING UNDERWAY



✓ **DEVELOPMENT
OUTREACH**
TEESSIDE UNIVERSITY
APPROACHED



**NEXT: INDUSTRY
ENGAGEMENT**
COURIER & RETAILER
DHL • EVRI • AMAZON •
OTHERS



**NEXT:
COMMERCIALISATION**
PROTOTYPE VALIDATION
PILOT TESTING
MANUFACTURE
PREPARATION

The next step: the right investment and strategic partner to take ParcelDrop from development to market.

Route to Market

1

PROVE

Develop working prototype
Validate with real deliveries
Consumer testing

2

LAUNCH

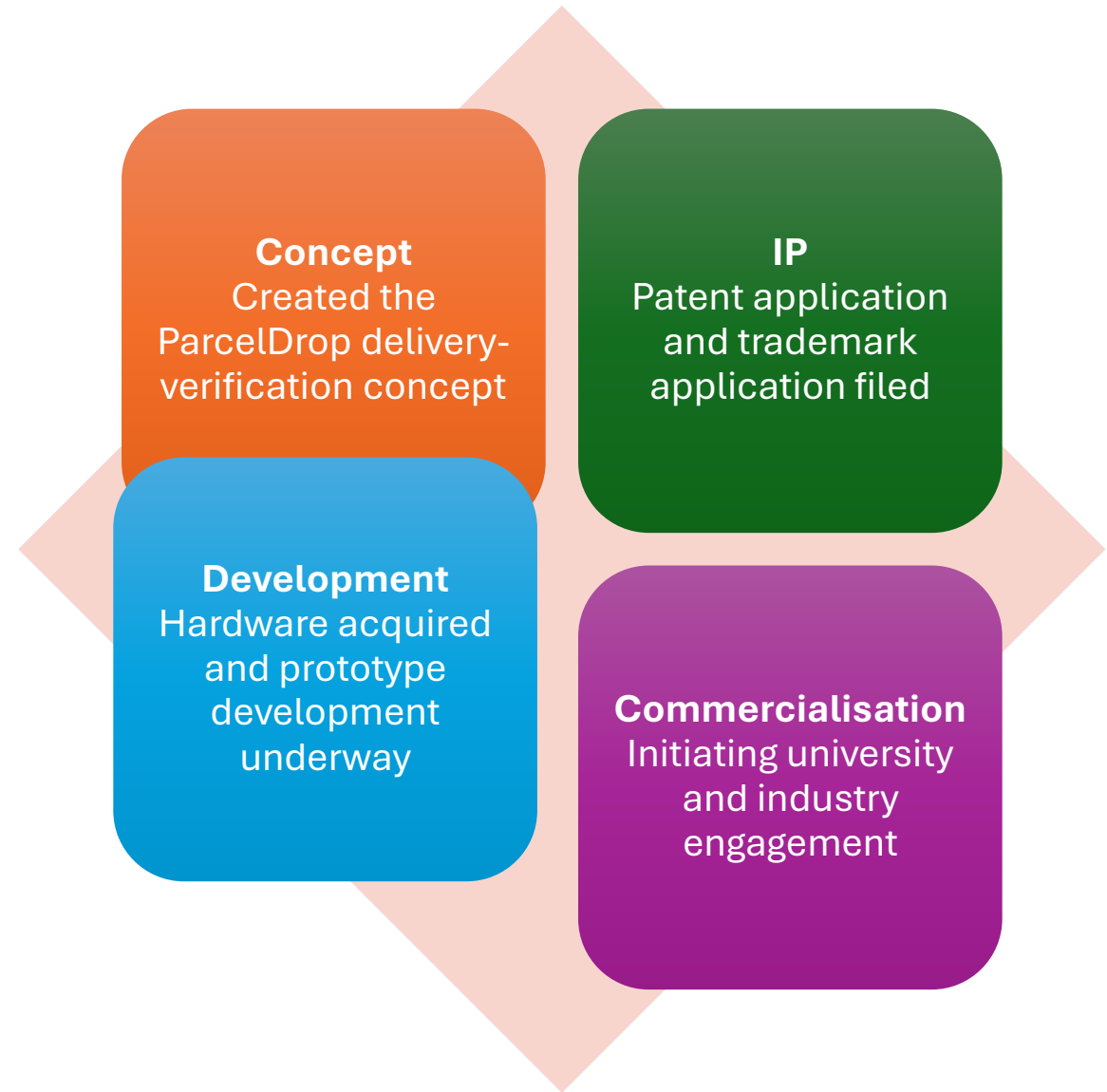
Initial direct-to-consumer sales
Build installed user base
Demonstrate recurring subscription potential

3

SCALE & LICENCE

Courier & retailer partnerships
Technology licensing
Strategic industry integration

**Founder: Dr
Anwar Bashir
Founder &
Inventor of
ParcelDrop™**



Now seeking the right investor and strategic partners to build the team and take ParcelDrop to market.

The Investment Ask



**£100,000 INVESTMENT FOR 20%
EQUITY =**



**POST-MONEY VALUATION: £500,000
PRE-MONEY VALUATION: £400,000**

The Investment Ask

Dragons Investment
£100,000 for 20%
£400k pre-money valuation
£500k post-money valuation

The investment funds:
Prototype & engineering
Product design & tooling
Software/cloud development
Testing & certification
Initial manufacturing preparation
Market validation

**9 MONTH
TARGET
Manufacturing-ready
ParcelDrop**

YEAR 1
Development + initial launch
Expected investment-stage loss

YEAR 2
Commercial validation
Target profitability

YEAR 3
Scale + strategic licensing
Illustrative investor payback during Year 3

The goal is not simply to sell a device — it is to establish ParcelDrop as licensable delivery-verification technology.

ROI

Notice how much more conservative that is than Ring's reported early experience of around 20,000 Doorbell units in a year.

	Year 1	Year 2	Year 3
Development	Months 1–9	—	—
Selling period	3 months	12 months	12 months
Devices sold	2,000	10,000	25,000
Installed base at year-end	2,000	12,000	37,000

Hardware revenue

Retail price: £69

Manufacturing cost: £22

Hardware contribution before fulfilment/sales costs: £47

	Y1	Y2	Y3
Units	2,000	10,000	25,000
Hardware revenue	£138k	£690k	£1.725m
Manufacturing cost	£44k	£220k	£550k
Hardware gross profit*	£94k	£470k	£1.175m

Subscription Revenue



Based on current model is:
**£4.99/month 30% target
premium conversion**



A simple model gives
approximately: **Y1: £4.5k,**
Y2: £126k, Y3: £440k



By the end of Year 3 our
illustrative installed base is
37,000 devices.



At 30% premium
conversion: **11,100
premium subscribers**



At £4.99/month: **~£665,000
subscription ARR** by the
end of Year 3

Working Investment Model

	Year 1	Year 2	Year 3
Hardware revenue	£138k	£690k	£1.725m
Subscription revenue	~£5k	~£126k	~£440k
Total revenue	~£143k	~£816k	~£2.165m
Hardware manufacturing	(£44k)	(£220k)	(£550k)
Development/marketing /operations/cloud etc.*	~(£125k)	~(£225k)	~(£575k)
Indicative operating profit/(loss)	~(£26k)	~£371k	~£1.04m

When do the Dragons get £100k back?

£100,000 investment → product launch within 9 months → profitability targeted in Year 2 → illustrative investor payback during Year 3.