



**AETHES ARMOR**  
PROTECT YOUR PACKAGE

# PITCH DECK



**Aethes Corporation** is revolutionizing last-mile delivery security with **Aethes Armor**, a next-generation **smart package drop box** that **prevents package theft, enhances delivery efficiency, and provides seamless access control**.

Unlike fixed drop boxes, **Aethes Armor is a temporary, portable system that securely attaches to doors, railings, or fences** and grants **unique access codes** to delivery personnel, ensuring **authorized access only**. With built-in **phone app control, GPS tracking, two-way communication, tamper alarms, motion detection video, and night vision**,

Aethes Armor addresses one of the most pressing problems in e-commerce logistics today.

### **Market Opportunity: Explosive Growth in Secure Package Delivery**

The **US parcel delivery market** is experiencing rapid expansion due to increasing e-commerce demand and rising concerns over package theft. **Market Growth Over the Last 3 Years (2022–2025):**

- **The US courier, express, and parcel (CEP) market** grew from **\$120 billion in 2022 to \$147.2 billion in 2025**.
- **Secure package delivery solutions segment** saw **12–15% annual growth**, driven by urban theft rates and online shopping surges.
- **Over \$5.4 billion worth of packages are stolen annually in the US**, emphasizing the need for secure last-mile solutions.

### **Future Market Projections (2025–2028):**

- The **US parcel delivery market** is projected to reach **\$182 billion by 2030**, growing at a **4.33% CAGR**.
- The **secure package drop box market** will continue expanding at **12–15% per year**, driven by smart technology integration and consumer demand.

### **Investment Opportunity**

We are seeking strategic investment to **scale our production, expand market penetration, and integrate platform partnerships** to drive adoption across the logistics industry.

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### **OUR MISSION**

Aethes Armor is dedicated to revolutionizing package delivery security through innovative solutions that safeguard valuable packages from theft and damage. We strive to provide peace of mind for our customers by ensuring secure and reliable package deliveries.

### **OUR VISION**

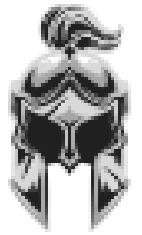
We envision a future where package theft is eradicated, and Aethes Armor products set the standard for secure package delivery worldwide. By continuously innovating and expanding our product line, we aim to become the leading brand in package delivery security.

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# **MISSION & VISION**

# BUSINESS OBJECTIVES



## WELL-STRUCTURED COMPANY

Successfully launch Aethes Armor by Q4 2025, ensuring both products meet customer needs for security, convenience, and reliability.

## FINANCIAL GOAL

Our primary financial goal is to achieve consistent revenue growth year over year. We aim to expand our customer base and increase our market share. This growth will result from both attracting new clients and fostering long-term relationships with existing ones.

## ENHANCE PRODUCT PORTFOLIO

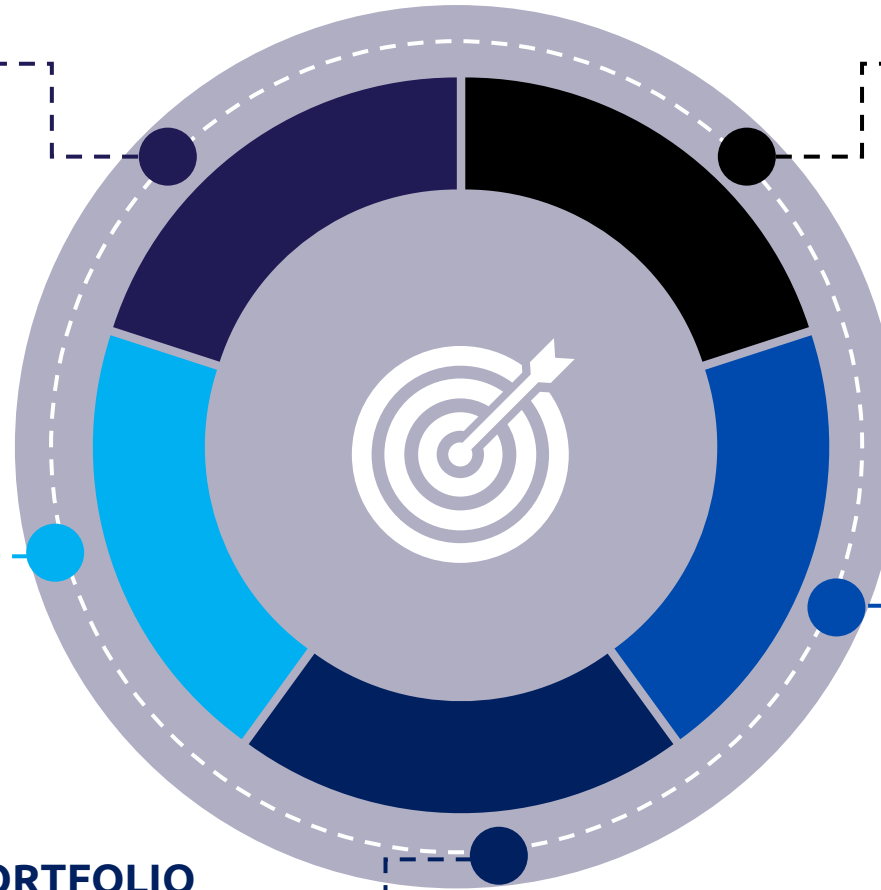
Expand the product portfolio to include additional security solutions, such as AI-powered monitoring systems and automated delivery notifications, addressing evolving customer needs.

## LEADING BRAND

Establish Aethes Armor as a leading brand in package delivery security, expanding to over 500,000 customers by 2028 through targeted marketing and partnerships with delivery service providers.

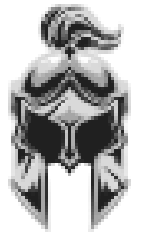
## INCREASE REVENUE

Achieve \$20 million in revenue by the end of 2030 through direct product sales, subscription services for Aethes Armor, and licensing agreements.





# CORE VALUES

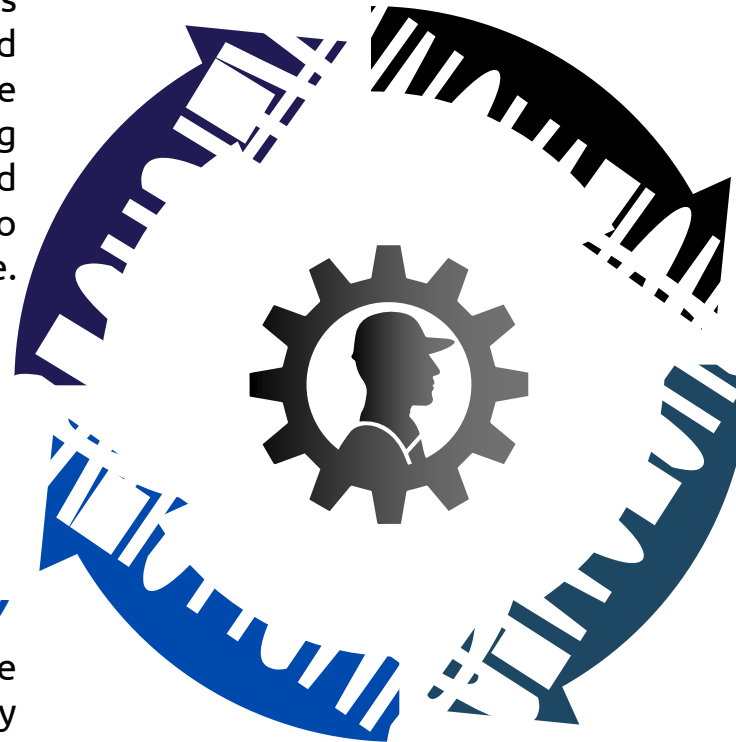


## SECURITY

Protecting our customers' packages is our top priority. We design and manufacture our products with the highest standards of security, using robust, tamper-resistant materials and advanced locking mechanisms to prevent theft and damage.

## SIMPLICITY

We aim to make our products as easy to use as possible, allowing customers to quickly secure their packages without hassle. Our intuitive designs prioritize user-friendly features, making the experience seamless for all.



## INNOVATION

We are committed to pushing the boundaries of technology and design to provide cutting-edge solutions that meet the evolving needs of our customers. By continuously developing new products and incorporating smart features, we aim to revolutionize package delivery security.

## CUSTOMER PEACE OF MIND

We believe that every customer deserves to feel confident in the safety of their packages. Our solutions offer convenience, reliability, and reassurance, ensuring that packages are protected from theft and weather-related damage.

# MEET OUR Family



**Gerald Courtney**  
Founder / Co-CEO



**Sandra Courtney**  
Founder / CEO

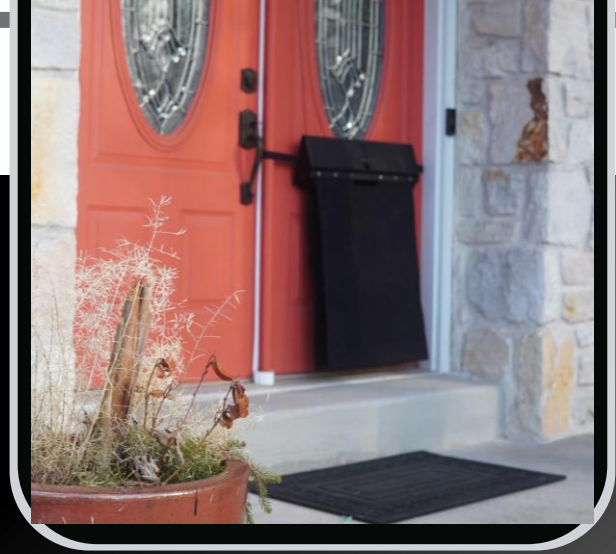


**Austin Courtney**  
Director of Marketing



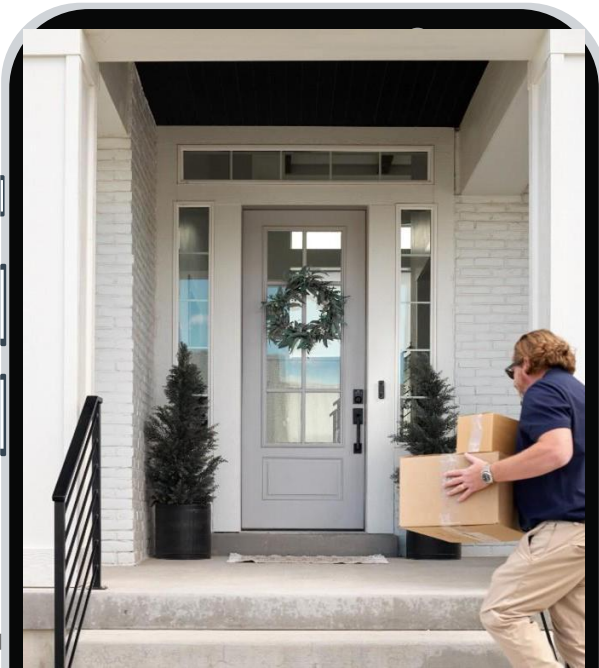
**Ethan Courtney**  
Director of Technology

# PRODUCT & SERVICES



## Aethes Armor Gold

- Smart Access Electronic Lock
- High-Definition Surveillance
- Real-Time Monitoring
- Tamper-Resistant Design
- Loud Alarm System
- Cloud Storage
- Subscription Service





# TARGET CUSTOMERS

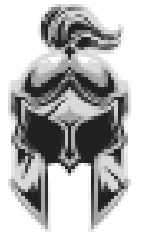


- **Homeowners**
- **Apartment Residents**
- **Small Business Owners**
- **Remote Workers**



- Single-family homeowners, typically middle-class or upper-middle-class individuals, aged 30-55.
- Secure package deliveries, protection from porch piracy, and weather-resistant storage for valuable packages.
- Individuals living in apartments or condominiums, including renters and owners.
- Owners of small businesses that operate from home or receive shipments after hours.
- Professionals working from home, often receiving business-related packages during the day.

# MARKET ANALYSIS



**4.33** % CAGR  
**\$2.9** Billion by 2028

## Package Drop Box Delivery Market Overview

- Over the past three years (2022–2025), demand for advanced, secure drop systems—used to minimize package theft—has reportedly increased at an annual rate of roughly **12% to 15%**.
- The overarching global package delivery market was valued at around **USD \$500 billion in 2025**

## Courier, Express, and Parcel (CEP) Market

The overall US courier, express, and parcel market is projected to grow from approximately **USD 147.2 billion in 2025** to about **USD 182 billion by 2030**, which corresponds to a CAGR of roughly **4.33%**. (Compound Annual Growth Rate)

# MARKET ANALYSIS – Target Areas



## Target US Regions for Maximum Success

Aethes Armor will **thrive in urban centers and high-theft areas**, where demand for secure package solutions is highest. The following locations represent **high-priority launch markets**:

### 1. Major Metropolitan Cities with High Package Theft Rates

- **New York City, NY** – Largest e-commerce hub with **\$125+ billion online sales yearly** but high package theft incidents.
- **Los Angeles, CA** – Frequent porch piracy in high-density residential areas.
- **Chicago, IL** – High multi-unit housing density, making it ideal for smart delivery solutions.

### 2. High-Growth Suburban Areas with Heavy Online Shopping

- **Austin, TX** – Tech-driven e-commerce market with increasing package delivery volume.
- **Seattle, WA** – Home to Amazon, with large residential package volume and consumer preference for advanced security solutions.
- **Miami, FL** – Expanding e-commerce delivery market, prone to package theft near gated communities and apartment complexes.

### 3. Business & Corporate Office Locations

- **San Francisco, CA** – Financial and tech hub with secure drop needs for office deliveries.
- **Washington D.C.** – Government and corporate centers requiring safe package handling.

## Top US Cities with High Porch Pirate Activity

Based on recent data, the following cities experience **the highest rates of package theft**, making them **prime markets for Aethes Armor**:

1. **Denver, CO** – Ranked as the **worst city for package theft**, with **high crime rates in residential areas** 2.
2. **San Francisco, CA** – Porch piracy is **rampant**, especially in **apartment complexes and tech-heavy neighborhoods** 2.
3. **Seattle, WA** – Home to Amazon, but also **one of the worst cities for package theft**, with **frequent porch piracy incidents** 2.
4. **Austin, TX** – Rapid population growth and **high e-commerce activity** make it a **hotspot for package theft** 2.
5. **Chicago, IL** – High-density housing and **frequent deliveries** contribute to **significant package theft rates** 2.
6. **New York City, NY** – One of the **largest e-commerce markets**, but also a **major target for porch pirates** 1.
7. **Los Angeles, CA** – High package theft rates, especially in **suburban neighborhoods** 1.

## Industry Trends & Growth Potential

- **40% of Americans** reported having a package stolen in 2023 1.
- **Over 115 million packages** were stolen in 2023, with an average loss of **\$160 per theft** 1.
- **E-commerce growth** continues to drive demand for **secure package delivery solutions**, making **Aethes Armor a critical solution** in high-risk areas.

# MARKET ANALYSIS – Positioning Strategy



## 1. Market Positioning Strategy

Aethes Armor will be positioned as:

- **A premium security solution** – superior to basic mechanical lockboxes.
- **A smarter alternative** – offering **real-time monitoring, GPS tracking, and tamper alarms**, which competitors lack.
- **Flexible deployment** – Unlike fixed drop boxes, Aethes Armor can be **temporarily attached to doors, railings, or fences**, making it **ideal for urban and high-theft areas**.

**Competitive Advantage:**

- **Priced between \$249–\$399**, Aethes Armor remains competitive while offering **advanced security features that justify its premium cost**.

## 2. Tiered Pricing Model

By offering multiple versions of the product, Aethes Armor can appeal to **different customer segments** and compete effectively:

Model	Price Range	Target Customers	Features
Standard Model	\$249	Budget-conscious homeowners, suburban customers	Basic locking, app control, tamper alarm
Premium Model	\$299	Urban residents, frequent e-commerce shoppers	Motion detection, GPS tracking, smart lock
Enterprise Model	\$399	Corporate offices, secure document delivery, high-value package security	Night vision, two-way communication, full smart features

**Strategic Pricing Justification:**

- **Standard Model (\$249)** – Competitive with **Keter and Step2**, making it an attractive entry-level solution.
- **Premium Model (\$299)** – Directly competing with **Danby Parcel Guard**, but adding **advanced security features** for better protection.
- **Enterprise Model (\$399)** – Targets businesses and high-value deliveries, competing with **Delivery Guard's premium offerings**.

## 3. Subscription-Based Revenue Option

To **increase recurring revenue**, Aethes Armor can introduce an **optional premium subscription model** for additional services:

- **Cloud Storage for Security Footage (\$4.99–\$9.99/month)** – Allows users to store motion-triggered security footage.
- **Advanced Monitoring (\$9.99/month)** – Real-time package tracking and notifications.
- **Priority Support & Replacement Service (\$14.99/month)** – Ensures fast device replacements and priority customer service.

## 4. Competitive Pricing & Discount Strategy

To **incentivize purchases**, Aethes Armor can implement:

- **Limited-time launch discounts (10–15%)** – Creates urgency among early adopters.
- **Referral and loyalty programs** – Rewards customers who refer friends or purchase additional units.
- **Bundled pricing for businesses** – **Bulk discounts** for corporate orders (e.g., 10+ units).

## Conclusion

By implementing **tiered pricing, subscription options, and strategic discounts**, Aethes Armor can **maximize market penetration, maintain premium positioning, and ensure long-term customer engagement**.



# COMPETITORS ANALYSIS



Feature	Aethes Armor (\$249–\$399)	Danby Parcel Guard (\$299–\$499)	Keter Delivery Box (\$150–\$250)	Step2 Express Package Box (\$100–\$200)	Delivery Guard (\$250–\$350)
Smart Access Control	✓	✓	✗	✗	✓
Phone App Control	✓	✓	✗	✗	✓
Unique Access Codes	✓	✓	✗	✗	✓
Tamper Alarm	✓	✓	✗	✗	✓
GPS Tracking	✓	✗	✗	✗	✗
Two-Way Communication	✓	✗	✗	✗	✗
Motion Detection Video	✓	✓	✗	✗	✓
Night Vision Camera	✓	✗	✗	✗	✓
LED Display for Feedback	✓	✗	✗	✗	✗
Lithium Battery Power	✓	✓	✗	✗	✓
Weatherproof Design	✓	✓	✓	✓	✓
Storage Capacity	✓	✓	✓	✓	✓
Lockable System	✓	✓	✓	✓	✓

## Key Features

### 1. Smart Access & Security

- **Phone App Control** – Manage access remotely via a dedicated mobile app.
- **Unique Access Codes** – Generate one-time codes for delivery personnel to ensure secure access.
- **Electronic Lock** – Tamper-proof locking mechanism for added security.
- **Tamper Alarm** – Alerts users if unauthorized access is attempted.

### 2. Surveillance & Monitoring

- **Motion Detection Video** – Automatically records activity near the drop box.
- **Night Vision Camera** – Low-light video capability ensures visibility even in dark conditions.
- **Two-Way Communication** – Allows real-time interaction with delivery personnel.

### 3. Location & Tracking

- **GPS Tracking** – Monitors the drop box's location for added security.
- **LED Display for User Feedback** – Provides real-time status updates and instructions.

### 4. Power & Durability

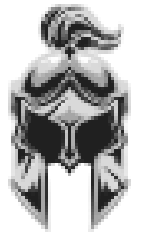
- **Lithium Battery Power** – Long-lasting battery ensures continuous operation.
- **Weatherproof Design** – Built to withstand outdoor conditions.

## Market Positioning & Competitive Advantage

- **Most Advanced Security Features** – Aethes Armor **combines smart access, surveillance, and tracking**, making it **more secure** than competitors.
- **Flexible Deployment** – Unlike fixed drop boxes, Aethes Armor can be **temporarily placed on doors, railings, or fences**, offering **greater versatility**.
- **Ideal for High-Theft Areas** – Designed for **urban environments, apartment complexes, and businesses** where package security is a priority.



# S.W.O.T ANALYSIS



## ➤ Strengths

**Flexible Deployment:** The Aethes Armor system can be deployed temporarily on a door, railing, or fence—offering versatility not found in fixed or permanent drop boxes.

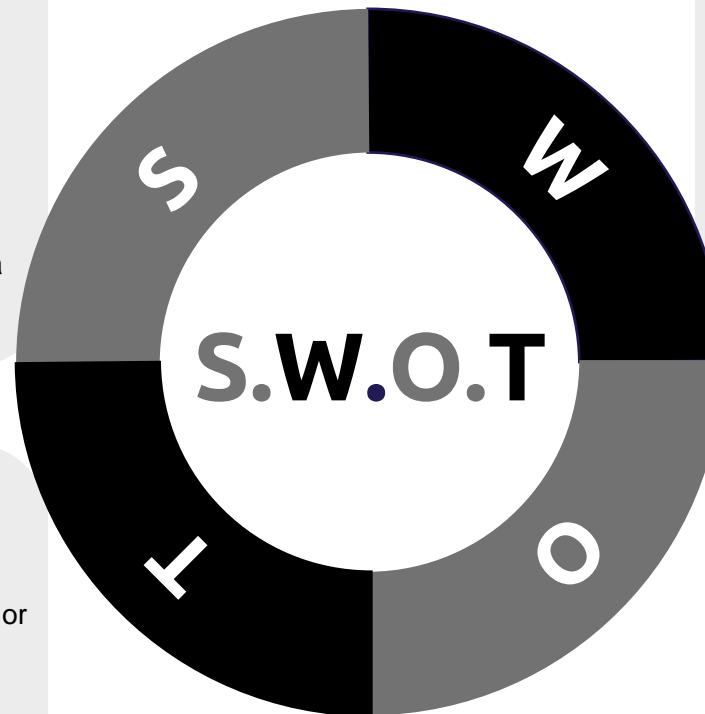
**Enhanced Security:** Unique access codes provided at the time of order help prevent package theft.

**Dual-Format Design:** Available as either a bag or a box, catering to a wide range of delivery scenarios for both residential and commercial users.

## ➤ Threats

**Competitive Innovation:** Established competitors (like BoxLock and Parcel Guard) may improve their products or reduce prices, increasing market pressure.

**Market Fragmentation:** A diversified set of small competitors combined with larger integrated delivery systems might complicate market penetration.



## ➤ Weaknesses

**Integration Requirements:** Delivery services must integrate the system for automatic code generation and communication. Otherwise, the process is user driven.

**Consumer Education:** As a new product in a niche market, initial marketing efforts will need to focus on educating end users and carriers about its benefits.

## ➤ Opportunities

**Urban Centers:** High densities and increased package theft make densely populated US urban areas (e.g., New York City, Los Angeles) ideal markets.

**Apartment Complexes & Condominiums:** These settings often struggle with secure package delivery options, creating a high-potential market.

**E-Commerce Partnerships:** Collaborations with major US retailers and delivery services can drive volume and broaden market adoption.

# PRICING STRUCTURE



Retail & Wholesale Price growth of sales per month		
Year 1 Retail B2C	\$ 399.99	2.5%
Year 2 Retail B2C	\$ 299.99	6.5%
Year 3 Whole B2B	\$ 199.99	8.0%
Year 4 Whole B2B	\$ 149.99	9.0%
Year 5 Whole B2B	\$ 119.99	10.0%

number of sales													
	25-Sep	25-Oct	25-Nov	25-Dec	26-Jan	26-Feb	26-Mar	26-Apr	26-May	26-Jun	26-Jul	26-Aug	Total in a Year
Year 1	6	54	246	200	400	410	420	431	442	453	464	475	4,000
Year 2	506	539	574	612	651	694	739	787	838	893	951	1,012	8,796
Year 3	1,093	1,181	1,275	1,377	1,487	1,606	1,735	1,874	2,024	2,186	2,360	2,549	20,748
Year 4	2,779	3,029	3,301	3,598	3,922	4,275	4,660	5,079	5,537	6,035	6,578	7,170	55,964
Year 5	7,887	8,676	9,543	10,498	11,548	12,702	13,973	15,370	16,907	18,597	20,457	22,503	168,660
													258,169

Initial investment		% from the investment
<b>Fixed Assets</b>		
Real Estate		0.00%
Software Development - AI	\$ 50,000	9.18%
Software Development - API's - Vendor Integration	\$ 5,000	0.92%
Legal Design & Trademark	\$ 20,000	3.67%
Furniture and Fixtures		0.00%
IT Cloud - 1175 Users	\$ 5,000	0.92%
IT & Website & social Media Design Development	\$ 5,000	0.92%
<b>Operational Capital</b>		0.00%
Salaries & Wages - 1st Year	\$ 105,600	19.39%
Prepaid Insurance Premiums	\$ 5,000	0.92%
First Quarter Product Cost - 1175 Pieces	\$ 235,000	43.15%
IT & Equipment		0.00%
Prototype Design & Testing - Final Drawings	\$ 1,500	0.28%
Utility Deposits		0.00%
Office Supplies		0.00%
Advertising & Promotions	\$ 60,000	11.02%
State & Federal Licenses	\$ 2,500	0.46%
Initial investment		0.00%
Working Capital (Cash in hand)	\$ 50,000	9.18%
<b>Total</b>	<b>\$ 544,600</b>	<b>100.00%</b>

Source of funds	In Amounts	In Percentage
Owner's equity	\$ 100,000	18%
Investors	\$ 500,000	92%
Banks		0%
<b>Total</b>	<b>\$ 600,000</b>	<b>110%</b>

Investors Assumptions	
Investment	\$ 500,000
Interest Rate	11%
Years of payment	5
Starting period	1
Ending Periods	60
Monthly Interest Payment	\$ 4,584

## CAPITAL REQUIREMENTS

**Target Initial Investment  
\$500k  
With payback within 2 to 5  
years**

# FINANCIAL OVERVIEW

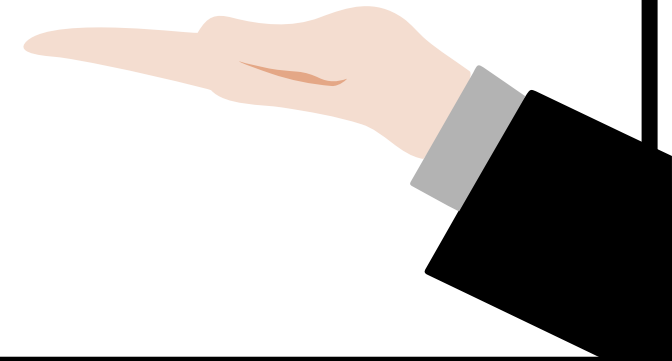
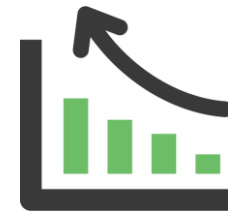


## Aethes Armor Financial Plan 2025 Projection

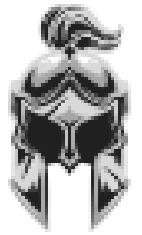
### Financial Plan in (\$)

#### Annual Projections

Date Period	Year 1	Year 2	Year 3	Year 4	Year 5
		5%	18%	44%	51%
<b>Income Statement</b>					
<b>REVENUE</b>	\$ 1,600,139	\$ 2,638,767	\$ 4,149,395	\$ 8,394,043	\$ 20,237,545
Revenue from sales	\$ 1,600,139	\$ 2,638,767	\$ 4,149,395	\$ 8,394,043	\$ 20,237,545
<b>Cost Of Sales (COGS)</b>	\$ -800,089	\$ -1,671,275	\$ -2,800,982	\$ -6,156,042	\$ -16,022,725
Products costs	\$ 800,089	\$ 1,671,275	\$ 2,800,982	\$ 6,156,042	\$ 16,022,725
<b>Direct Labor</b>	\$ -	\$ -105,600	\$ -322,080	\$ -559,944	\$ -937,213
Salaries and wages	\$ -	\$ 105,600	\$ 322,080	\$ 559,944	\$ 937,213
<b>Gross Profit</b>	\$ 800,049	\$ 861,892	\$ 1,026,333	\$ 1,678,057	\$ 3,277,607
Gross Profit Margins	50%	33%	25%	20%	16%
<b>Operating Expenses</b>	\$ -228,412	\$ -268,591	\$ -323,382	\$ -460,666	\$ -826,413
Office Rent - 1500 sqft	\$ -	\$ -	\$ -	\$ -	\$ -
Bookkeeping	\$ 9,000	\$ 9,450	\$ 9,923	\$ 10,419	\$ 10,940
Advertising & Promotions	\$ 48,004	\$ 79,163	\$ 124,482	\$ 251,821	\$ 607,126
Insurance, corp, liability, and property	\$ 12,000	\$ 12,600	\$ 13,230	\$ 13,892	\$ 14,586
Miscellaneous	\$ 55,008	\$ 57,758	\$ 60,646	\$ 63,679	\$ 66,863
Utilities	\$ -	\$ -	\$ -	\$ -	\$ -
Web up gradation	\$ -	\$ -	\$ -	\$ -	\$ -
Office Expenses, PCs, Printers leases & Marketing Supplies	\$ -	\$ -	\$ -	\$ -	\$ -
Telephone, Cell and Internet and Cloud	\$ 18,000	\$ 18,900	\$ 19,845	\$ 20,837	\$ 21,879
Travel, fly and hotel	\$ 86,400	\$ 90,720	\$ 95,256	\$ 100,019	\$ 105,020
<b>EBITDA</b>	\$ 571,637	\$ 593,301	\$ 702,952	\$ 1,217,391	\$ 2,451,193
EBITDA Margins	36%	22%	17%	15%	12%
<b>Depreciation and Amortization</b>	\$ -47,158	\$ -42,696	\$ -32,541	\$ -21,210	\$ -8,569
Depreciation	\$ -	\$ -	\$ -	\$ -	\$ -
Amortization	\$ 47,158	\$ 42,696	\$ 32,541	\$ 21,210	\$ 8,569
<b>EBT</b>	\$ 524,479	\$ 550,605	\$ 670,411	\$ 1,196,181	\$ 2,442,625
Tax	\$ -49,906	\$ -49,499	\$ -60,270	\$ -107,537	\$ -219,592
<b>Profit After Tax</b>	\$ 474,573	\$ 501,105	\$ 610,141	\$ 1,088,644	\$ 2,223,033
Net Profit Margin	30%	19%	15%	13%	11%
<b>Net Income</b>	\$ 474,573	\$ 501,105	\$ 610,141	\$ 1,088,644	\$ 2,223,033



# Future Enhancements



## Future Enhancements & Profit Centers for Aethes Armor

### 1. FedEx-Branded Aethes Armor Bag for Quick Pickups

- **Concept:** A specialized **FedEx-branded Aethes Armor bag** designed for **quick pickup locations** where traditional FedEx drop boxes are unavailable.
- **Use Case:** Small businesses like **auto title offices, mortgage firms, and legal offices** can mount the bag on their front door, allowing FedEx drivers to **securely retrieve packages without entering the building**.
- **Potential Partnership:** FedEx could integrate this solution into their **afternoon pickup routes**, improving efficiency and security.

### 2. Self-Supporting Stand for Aethes Armor

- **Concept:** A **stand-alone mount** that allows users to **securely tether the Aethes Armor device to a garage or mailbox**.
- **Patent Potential:** While similar stands exist, a **customized version for package security** may be patentable.
- **Market Appeal:** Ideal for **homeowners without suitable mounting locations**, expanding usability.

### 3. Vinyl Clear Cover for Weatherproofing

- **Concept:** A **transparent vinyl cover** designed to **protect the Aethes Armor device from harsh weather conditions**.
- **Add-On Revenue Model:** Sold separately as an **optional accessory**, increasing product longevity and customer satisfaction.

### 4. Customizable Windowed Pouch for Personalization

- **Concept:** A **clear pouch on the front of the Aethes Bag and Box**, allowing customers to **personalize their package security device**.
- **Use Case:** Customers can insert **custom images, addresses, or branding**, making the device more **visually appealing and identifiable**.

## 5. AI-Integrated Smart Delivery Management

- **Concept:** An **AI-powered popup window** that activates when users **open a shopping cart or checkout page** on their phone.
- **Features:**
  - Allows users to **generate a unique access code** for their order.
  - **Automatically captures order details**, including tracking numbers and delivery dates.
  - **Provides reminders for pending deliveries** and alerts for missed packages.
  - **Learns delivery patterns** and optimizes security settings.

## 6. Facial Recognition for Porch Pirate Tracking

- **Concept:** AI-powered **facial recognition** to **identify repeat package thieves** and alert users.
- **Legal Considerations:**
  - **Facial recognition laws vary by state**—some states **restrict or ban its use for surveillance** 1.
  - **Privacy concerns** may require **opt-in consent** or **compliance with local regulations**.
  - States like **Illinois, Massachusetts, and California** have **strict facial recognition laws** 1.

## Conclusion

These **future enhancements** can expand Aethes Armor's **market reach, revenue streams, and security capabilities**. Strategic **partnerships, patent filings, and AI integration** will position Aethes Armor as a **leading innovator in package security**.

Would you like a **detailed patent feasibility analysis** for any of these ideas? 🚀



# Thank you

for viewing our presentation!

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