

Sentinel Executive Summary



Corporate Data

Company Name:

Sentinel Occupational Safety, Inc.
DBA Sentinel

Industries:

- Health & Wellness
- Human Performance
- Worker Safety

Employees: 8 full-time, 7 part-time, 5 board members

Founded: 2020

URL: SentinelofSafety.com

Funding

Company Stage: Post Seed

Investments to Date:

- \$2.125M

R&D Funding 2015-2020: \$10M

Grants Won 2021-2023: \$3M

Next Round: Series A, mid-2023

Use: Product, Operations,
Growth: pilots, new hires,
marketing to enterprise and
consumers.

The Team

The co-founders have experience delivering intelligent systems requiring military-grade quality and performance. Sentinel has a team of experienced industry advisors who are helping with business development through investor and customer referrals.

Contact

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Sentinel provides the power of risk prediction

Sentinel is a Safety-as-a-Service® company providing solutions for mobile personal health & safety risk monitoring. Built on a foundation of five years of R&D in the U.S. Department of Defense, Sentinel features propriety software designed to distill actionable and personalized insights from commercially available wearables. This gives guardians access to human health, safety, and performance trends to make better decisions about personnel health & safety.

The Problem

Every day around the world, thousands of illnesses, injuries, and fatalities occur due to unsafe or unhealthy living and working conditions. Organizations and individuals cannot effectively quantify and mitigate health & safety risks at the operational edge, forcing them to take a reactive approach. This inability to proactively intervene in a timely and effective manner has an estimated cost of more than \$250B per year in the US alone.

Solution

Sentinel's product, SafeGuard®, is a real-time intelligent guardian platform for companies and personnel seeking to optimize human performance risk. SafeGuard harnesses the power of consumer IoT sensors (like smartwatches, glucometers, and toxicant sensors) for multi-modal monitoring through the intelligent fusion of health, environmental, location, and behavioral data. Personalized and predictive alerts provide acute and chronic health & safety oversight of at-risk individuals with an intuitive, secure, and privacy-preserving approach.

Competitive Advantage

Personal health & safety monitoring solutions are either "single point", provide partial coverage, or cumbersome and expensive platforms that struggle to interface with the latest sensing innovations. Forged in partnership with the DoD and DHS, SafeGuard provides a holistic health & safety assessment and protection solution that is modern, secure, and scalable.

The Market

The global market size for health, wellness, and safety SaaS offerings is \$15B and growing rapidly (CAGR of 20%+). Our attainable portion of this is \$1B, and we have a T2D3 growth trajectory with more than \$1M in revenue for 2022. Other trends stoking demand include: the ubiquity of wearable sensors and smartphones, increasing tech literacy, and AI and machine learning. Also, recently funded grants have been launched for human performance and resilience use cases across the DHS, DoD, CBRNE, and public safety groups.

Growth Strategy

Our early adopter program is nearing 1000 users over multiple aerospace, defense, and commercial entities as of December 2022. We offer a per-user per-month pricing model with add-on pricing for insights & analytics, enhanced security & compliance, and training & education. Sales to clients in the human performance, industrial safety, and healthcare segments are set to achieve \$5M ARR by 2024. Total Revenue of \$1.3M in 2022 (70% services and 30% product).

Financials

Early adopter revenue, non-dilutive grants, and seed round financing enable us to improve the technology, build our team, fund marketing efforts, and maximize long-term growth. We have a 20-month runway and are a year away from cashflow breakeven.

Next Steps

- Close contracts with enterprise clients who value our tech and applications.
- Hire a team to support product development, customer onboarding, and account management efforts for early-stage customers in multiple market segments.
- SafeGuard launch and promotion for 200M+ smartwatch users (Apple Watch beachhead)
- Enter the healthcare market through a pilot with a \$15B payer where Sentinel will support an evidence-based program to successfully manage chronic conditions.