



Emergency Shelter

Bunadh Ltd

Millgrange, Greenore, Co. Louth

www.bunadh.com

CRO 741592

Company Introduction

Bunadh is an Irish registered company which means “**Inception** or **Original**”.
Company incorporated in May 2023 and Directors are Michael Ferguson, Peter Larkin and Niall Stringer.

Key milestones to date:

Raised **€100,000 private** Investment,

Developed various prototypes and completed ongoing product upgrades

Accomplished and experienced CEO and team

Founder's with live industry experience in relevant emergency and rescues agencies



Successfully submitted initial Global Patent pending application

Experienced Management Team and Design Engineer ,

Researching circular company sustainability

Closed initial contract for 60 plus Units

Meet our Team



Peter Larkin

- 140+ Years in Irish Coast Guard Service
- 1500+ Collaborative Multi-Agency Rescues
- Visionary Founder, Health and Sports Technologies
- Expertise in Sports Psychology
- 15+ Years in Sports Industry

[Hero's LinkedIn BIO](#)

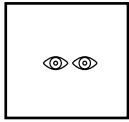
Meet our Team



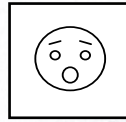
Niall Stringer

Chief Executive Officer with a Proven Track Record, Finalist in Ernst & Young Awards, Success in Entrepreneurial Exit, Instrumental in Building the Tiger Retail Brand Ire, Extensive Global Management Expertise.

[Flying Tiger](#)
[Entrepreneur of the Year](#)
[LinkedIn BIO](#)



Individuals subject to public scrutiny through both conventional means and various social media platforms.



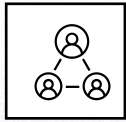
Causalities can have emotional distress and embarrassment, caused by no privacy



Preserving in individuals privacy, dignity, and well-being is a central focal point in the process of recovery.



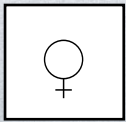
During the recovery phase, hypothermia presents a significant life-threatening risk.



Challenges arise in providing individuals with proper and discreet care outdoors,.



Adverse weather conditions deteriorate the recovery process for the individual



Female resuscitation in public raises specific concerns for the individual



Current equipment is inadequate for extended distances and rapid deployment.

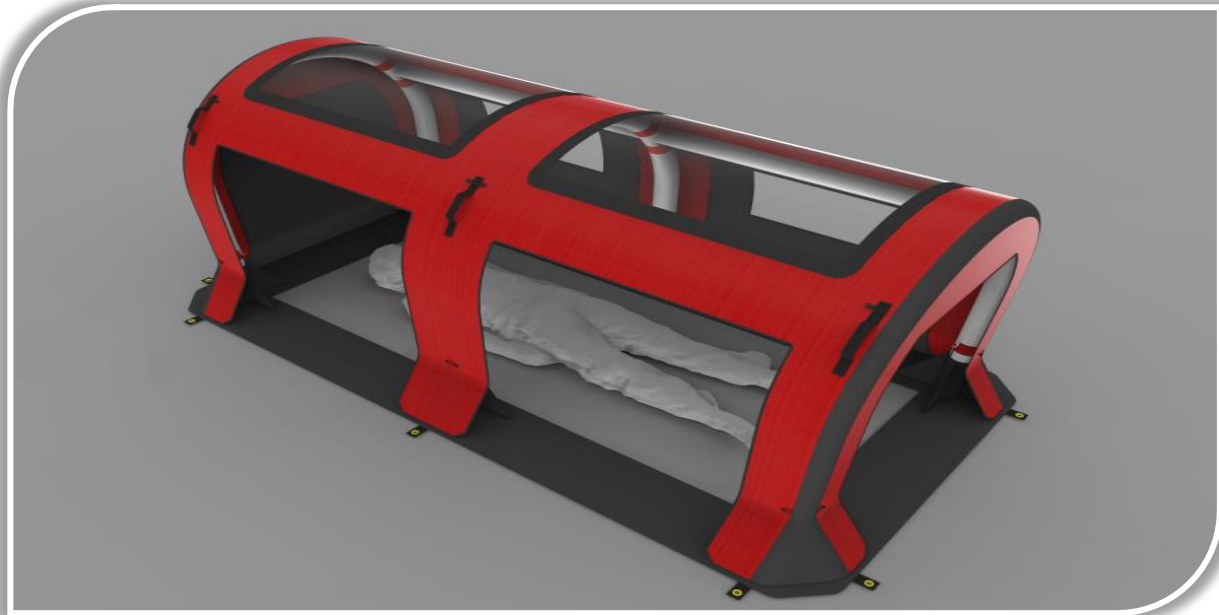


The Problem

No existing product combines lightweight, instant assembly, and comprehensive protection for personal dignity, privacy, and weather conditions.

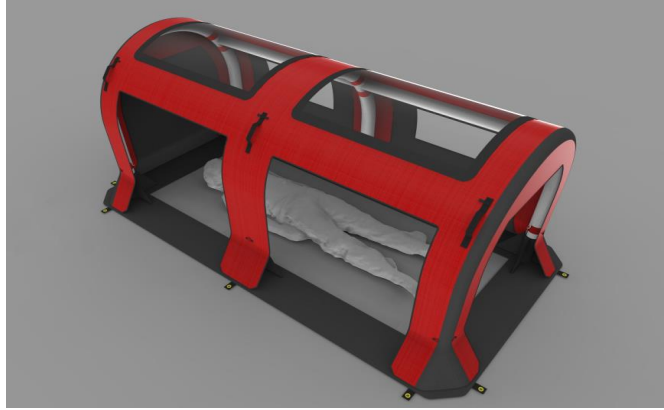
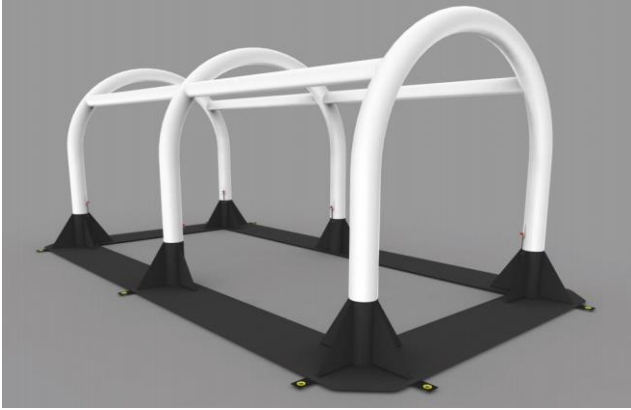
The Solution

Bunadh has pioneered an innovative design for the emergency rescue shelter, marking a notable advancement in the emergency shelter sector. This cutting-edge shelter stands as a vital product for any situation for first responders and rescue teams, offering a secure space for individuals requiring medical support. It guarantees a safe environment for treatment, preserving individual privacy and shielding against adverse weather conditions



-  Specifically designed from real life situations
-  Instant inflation and deflation and lightweight
-  Safeguards the individual's privacy from public viewing
-  Protects an individual's dignity and privacy
-  Improves life prospects during emergency situations
-  Shields from extreme or adverse weather conditions
-  Gives dignity to family in fatality situations

Product Development



Our **initial prototypes**, rigorously tested by a prominent **emergency volunteers and relevant individuals** with ongoing positive feedback, highlighting its versatile and **globally applicable nature**. A number of prototypes have undergone continuous refinement for market readiness, guided by the **KISS** principle emphasizing simplicity in development and design



Product Uniqueness : Unique design makes this an invaluable product for any emergency /rescue situation and other potential sectors.



- Weight **below** 4 kilograms



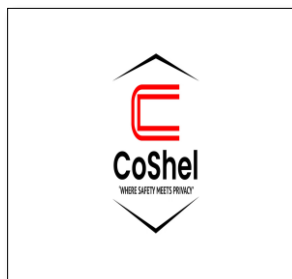
- Incorporates an anxiety and claustrophobia-**reducing design**.



- Possesses portability for **seamless** transportation



- Enables effortless manoeuvring over **causality** or **fatality**

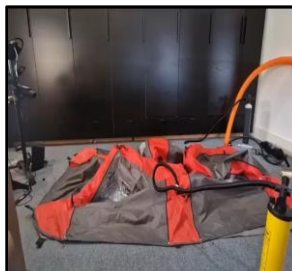


- Facilitates **effortless** deflation and repacking.

← VIDEO

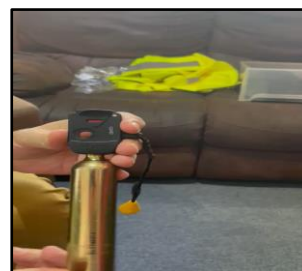


- Demonstrates suitability a cross diverse terrains **weather** elements.



- Inflation within 15 seconds by **various** inflation methods.

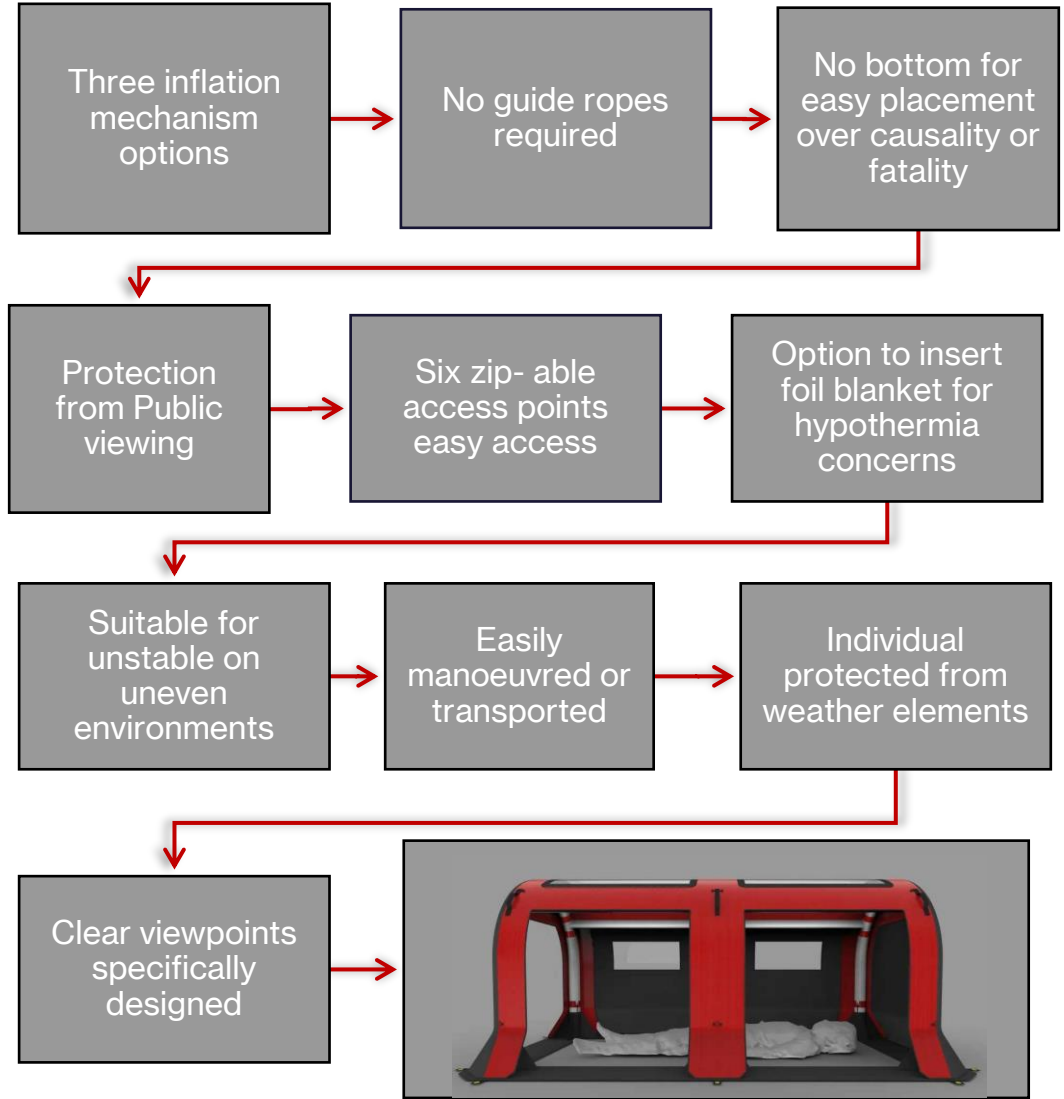
← VIDEO



- Developed **gas** inflation mechanism.

← VIDEO

Product – Design Benefits



Understanding the process in every emergency situation was critical in our product design.

Patent Application

INITIAL PATENT APPLICATION REFERENCE

- BUNA01/P/EP New Priority Patent Application No. 23174523
 - **Global Priority Patent application submitted** – Weldon O Brien, Cork *Patent Attorneys*.
 - Approx 16 claims in the Patent application due to the Unique Design
 - **Gas** – CO2 inflation design with support from “Sioen Ireland”, Donegal.
 - Shelter design including flexibility, adaptability, stabilization and weight.
 - **Product Engineer** – Cian O Sullivan Brightside Design, Cork.
- *Claims on patent priority specification available on Request*



BUSINESS MODEL STRATEGY

Integrated B2B and B2C Approach



Integrates a twin approach with tailored offerings, serving businesses and consumers identified via comprehensive industry knowledge and ongoing research.

Distribution Process



Implementing a distribution model which encompasses key channels and entities ensuring our product is available to customers globally.

Sales Channels



The company will utilize a distribution parallel with an online strategy, which specifically supports both B2B and B2C sales to allow us to optimise profits.

Marketing and Branding



TM The company will create a unified brand image and message that resonates with both B2B and B2C audiences. This ensures consistent communication and brand presence across the specific customer segments.

Customer Experience



The customer experience is optimized to meet the expectations of both B2B and B2C customers. This will involve providing personalized services to B2B clients while ensuring a user-friendly and convenient buying process for individual consumers, backed by a comprehensive one-year guarantee.

Data and Analytics



Data collection and analysis and KPI's will play a crucial role in understanding the preferences and behaviours of both customer segments. The company will use data collected ongoing from users to make informed decisions and tailor our offerings and strategies using software tools

Volunteer Organisations



Your software solution empowers B2C purchasers to choose a volunteer rescue agency from a predefined list. These chosen agencies will then receive a portion of the sales profit generated from each purchase. This innovative feature creates a meaningful connection between consumer choices and supporting vital volunteer rescue efforts.

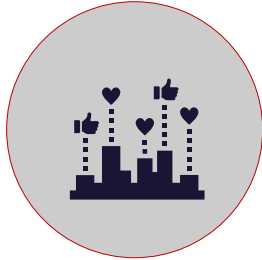
Sustainability



The company is committed to manufacturing products that are both environmentally friendly and sustainable for this sector.



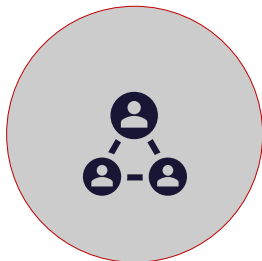
B2B-BUSINESS TO BUSINESS MODEL



Client Testimonials: Central to our approach is enabling users to openly share positive feedback and success stories originating from pilot clients and early adopters. This practice serves to highlight the tangible real-world impact and the substantial value that our B2B strategy is poised to deliver.



Competitive Advantage: The distinctiveness of our product, coupled with continuous input from industry experts, underscores the necessity of our groundbreaking innovation. This product has undergone demonstration and testing with prominent rescue agencies using the initial prototype, guided by industry experts led by a proven CEO.



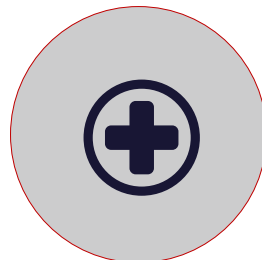
Target Audience: The emergency equipment sector is rapidly growing to meet critical medical and rescue demands, with insurance claim potential from heightened social media visibility. Our target market includes Emergency/Rescue services, Military, Sport, and Police. Initial focus spans Germany, Ireland, England, and the USA.



Market Opportunities: The escalating occurrence of natural disasters, including earthquakes and floods, is accompanied by a heightened focus on augmenting medical equipment and safety measures for both responders and casualties. This trend corresponds to a notable surge in individual and government investment in these critical areas.



Market Demand: From our extensive market research which indicates a strong and growing demand for our product towards our B2B strategy and has initial validation with relevant individuals from this sector and trends.



Initial Primary Focus: Our B2B strategy centres on forging strategic partnerships with esteemed international distributors specializing in emergency rescue equipment.

B2C-BUSINESS TO CONSUMER MODEL



Personalized Marketing:

Executing a **customized B2C** marketing strategy empowers us to deliver personalized experiences and recommendations to **each individual customer**, thereby amplifying engagement, satisfaction, and **expediting** the resolution of sales objections. This **strategic** approach underscores our commitment to achieving optimal **investment outcomes**.



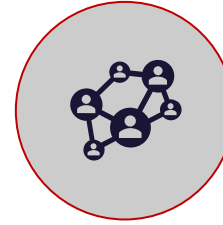
Customer Loyalty Programs:

Through global distinct **loyalty** initiatives, **rewards**, and **referral** programs, every purchase made by B2C sector will have the ability to contribute to their chosen emergency rescue agency, from an **agreed percentage** of the unit sales profit which is dedicated to support their **invaluable** efforts.



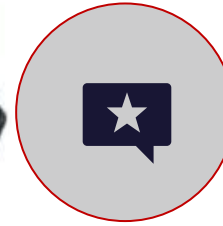
Product Differentiation:

Slight adaptations to our **unique product** within the market, sets us apart with its exceptional **functionality** and attributes, including **lightweight design**, **robust durability**, rapid **inflation** and **deflation** capabilities, all aimed at providing unparalleled safety in the face of challenging weather conditions.



Multi-Channel Engagement:

Our comprehensive **multi-channel** engagement strategy establishes **robust** connections with B2C customers across diverse **digital platforms**, **social media** channels, and physical **touchpoints**. This dynamic approach fosters a comprehensive and dynamic interaction, which is a cornerstone of our strategy.



Reviews and Testimonials:

In Phase Two, our internal **software / app** will facilitate the sharing of positive customer **feedback**, **reviews** and **usage**, enabling a global platform for credible like-minded individuals to engage in mutual **support** and interaction allowing us expand our data base.



Customer Segmentation:

This **tailored** approach caters to specific consumer segments, concentrating on demographics within the **Hiker industry**, including **Peak Baggers**, **Adventure Seekers**, and **Thru-Hikers**, known for their commitment and we will explore additional opportunities as they arise.

Market Size



Shelter Benefits

There are other sectors where our product is required to protect an individual's privacy and dignity while they are receiving medical assistance which we are investigating.



In an age where new businesses are adding to the world's over-consumption, **Bunadh** is thinking differently



- **Bunadh** identified a problem & solved it **responsibly**
- **Resourcefulness** is core to what we are about
- **Bunadh** is ahead of the curve on complying with the EU's Corporate Sustainability Reporting Directive (CSRD) as a Pioneer of Circular Products globally:
- *... 'a macroeconomic opportunity worth billions...'*
(Towards the Circular Economy Vol.1 - Ellen MacArthur Trust)





Competitors



Bunadh stands unrivalled globally, strengthened by our distinctive design, and patent application innovative approachh



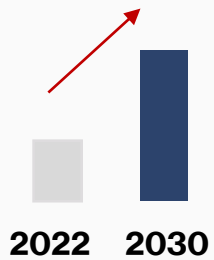
Market Growth

Market growth will ACCELERATE at a CAGR of

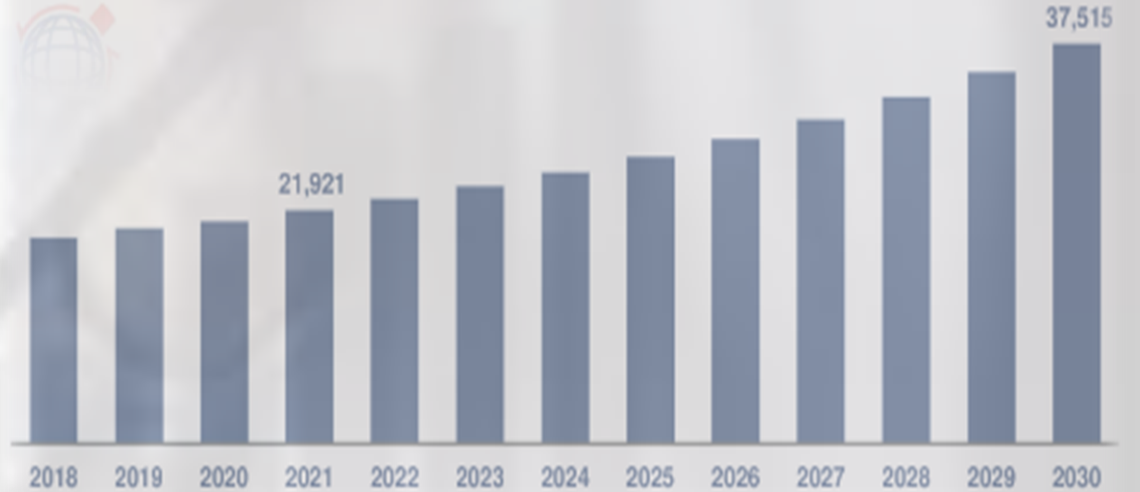
6.3%

Incremental Growth (\$)

37,515



Emergency Medical Equipment Market, 2018-2030 (USD Million)
CAGR Around 6.3% from 2022-2030



Growth Strategy Scalability

Leveraging Network Effects for Exponential Growth

Central to our growth strategy is leveraging global ambassadors for exponential expansion. As our customer base grows, the value proposition deepens for all stakeholders. This strategic positive feedback loop enhances product appeal, driving increased adoption and engagement. By cultivating a self-reinforcing ecosystem, we erect barriers to competition, creating avenues for new revenue streams. This approach accelerates growth while establishing a durable advantage that compounds over time.

Untapped Market Opportunity

Our Growth Strategy leverages an untapped and rapidly growing global market. Extensive research and industry insights confirm robust demand for our innovative solution, and our unique positioning enables us to bridge this gap. By grasping this untapped realm, we are primed to capture the market and yield outstanding returns for investors.

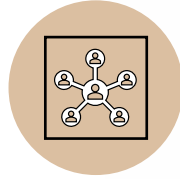




Investment Opportunity



Exceptional investment opportunity that offers substantial tax advantages



Backed by a highly capable management team



Global market demand opportunity



Life-saving product and individual protection



Multiple applications



Recyclability as an environmentally conscious investment.

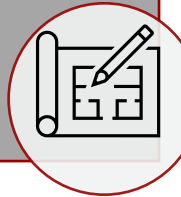
Investment Allocation



Strategic allocation of investment funds to ensure product market readiness and effective resource **distribution.**

- **Engage** further in engineering to refine and optimize product design.
- **Conduct** feasibility studies, simulations, and testing for performance enhancements
- **Ensure** product meets industry standards and regulations.

Engineering Expertise



- **Engage** with our sustainability expert to assess and improve the product's eco-friendliness.
- **Implement** and refine sustainable materials, energy-efficient processes, and waste reduction strategies.
- **Obtain** certifications and eco-labels to appeal to environmentally conscious consumers.

Sustainability Consultancy



- **Further** develop prototypes for functionality and design validation.
- **Iteratively** refine prototypes based on user feedback and performance testing.
- **Create** high-fidelity prototypes for pre-production

Prototyping and Iteration



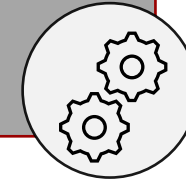


Investment Allocation

This **groundwork** will facilitate the identification of crucial distributors and the formulation of potential exit strategies, all while enabling the execution of a thorough and effective approach. This approach positions our product for market readiness, cultivates consumer engagement, and establishes a commanding solid presence within **the market**.

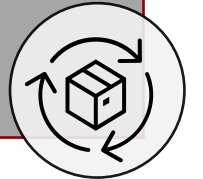
- **Identify** and secure production timelines and establish supply chain.
- **Identify** manufacturing processes, quality control, and production line optimization.

Manufacturing Setup



- **Organize** a strategic launch event to generate interest and attract industry attention.
- **Develop** a comprehensive launch strategy, including media coverage and influencer partnerships.

Company and Product Launch



- **Produce** high-quality marketing materials and product packaging.
- **Create** captivating product videos and presentations for online and offline marketing.
- **Execute** initial targeted online marketing campaigns through social media, search engines, and email.
- **Optimize** website for search engines (SEO) and set up pay-per-click (PPC) advertising and key influencers and resources for ongoing market research to identify trends and consumer preferences.

Marketing Collateral, Digital Marketing and Research





Investment and Legal Partners



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Any Questions?

