People Will Pay for Peace of Mind

Peace of mind is a $100 billion market. Independent research shows that parents are actively seeking ways to manage their family's safety, but lack an effective solution that addresses life's "what ifs" – from minor scares to major disasters. Life360 addresses these "what ifs" with a number of related applications all managed within a single Web portal, without the need for specialized hardware (see Product Overview on next page).

Current Status and Fundraising

Life360 has an eight person team that has proven its implementation ability by out-executing 1,778 teams to win a first place prize in Google's Android Developer Challenge. The team has forgone a market salary and is working for $3,000 a month until the company has traction. The core developers have extensive background building scalable enterprise-level software with experience coming from T-Mobile, KANA, and Goldman Sachs and academic ties to Berkeley, Harvard, and Stanford. The company is launching in spring 2009, and has proven the basic viability of its model through primary research, channel partnerships and revenue generating pilot tests. Life360 has raised $500,000, including a $300,000 grant from Google.

> From minor scares to major emergencies, Life360 enables families to manage their safety and security with a single service
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> • Google Android Developer Challenge first prize winner
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> • Raising $300K angel round
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> • Targeting $2mm in venture following Spring 2009 launch

Product Roadmap

Life360 launch applications include an emergency messaging and tracking platform, a mobile-based panic button that automatically calls a user's emergency contacts, and an ID system that allows first responders to access a user's emergency profile to be directly connected with their family. Long-term plans include applications with broader scope (curfew monitoring, pet tracking, disaster readiness, et al), and a developer API that allows third parties to build and directly monetize apps through the Life360 portal.

Spring 09	Second Release	Long-Term
•Messaging	•Curfew Monitor	•White-label Portal
•Tracking	•Alert!	•Developer API
•Life360 Mobile	•Pet Tracker	•Hardware Partnerships
•Panic	•School Portal	
•LiveID	•Additional Apps	

The Market and Bottom Line

Life360 is targeting the 23 million middle and upper class U.S. families with children. Recent developments have increased the attractiveness of the market:

1. Natural disasters, economic uncertainty, and changes in public attitude regarding preparedness have greatly increased demand for family safety products.
2. Consumers have become comfortable using the Web to manage significant aspects of their lives.
3. Smartphones can take the place of what previously required dedicated hardware.

The market has the potential to support a four to five year $300mm buyout based on 2013 revenue of $112mm and EBITDA of $33mm, with positive cash flow in 2011. Total external capital needs are $10.5mm (with $2mm needed in year one), which will primarily be used to establish partnerships and fund marketing efforts.

Product Overview

From minor scares to major disasters, Life360 uses web and mobile technology to take care of your family's "what-ifs"

Major emergency? Locate your family and communicate with them even if most infrastructure is down. Teenager missing curfew? You'll get a call if he isn't back on time. Need help in a hurry? Push the panic button to alert your family.   Worried about your kids getting lost or needing medical attention?   Our telephony-enabled ID service makes sure that you get contacted and they get the right care.

Core Service - $4.95 per family member/month

Sign up for a single web portal and get access to a range of family safety-oriented web and mobile widgets. Users only need to fill out one profile. Core applications include:

Emergency Messenger and Tracker: Communicate with your family even if most infrastructure has failed. Track your family online or using your mobile phone without the need for custom hardware.

LiveID: Allow first responders and good Samaritans to access your emergency information and send a message to a predetermined list of contacts (think MedicAlert paired with a messaging system). Available as an ID card, tag, or bracelet.

Life360 Mobile: Track your family, send and receive messages, access emergency plans, and get added features from mobile widgets.   Mobile-enabled widgets include a panic button, collision detector, and emergency profile display (ICE).

Preparedness Tools: Get prepared for natural disasters in minutes. Sign up for automated emergency alerts, build an emergency plan, and order a disaster kit tailored to your family's Life360 profile.

Additional features and Developer API

Life360 will offer other more specialized widgets designed to suit any family's unique needs. These widgets, included as a part of the subscription, range from a curfew monitor that notifies parents if their teen misses curfew to a GPS pet tracker that lets you find your dog using your iPhone. Ultimately, the company plans to launch a developer API that will allow the community to lead the evolution of the product.   The company will also offer free trials and guest accounts with limited functionality.