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## Founders

**Andrew Grubbs**, CEO & Founder  
23+ years tech leadership; 3X Founder

**Allison Mook**, Chief Experience  
Officer 25+ years sales management

## Advisors

**Steven Horwitz**, Former CEO of Astadia;  
Former Operating Partner at Kodiak Ventures

**David Schlaifer**, Founder/CEO of  
DAS Health; Former CEO of LegalWise

## Company

**Industry:** Computer Software

**Vertical:** HR Tech, Ed-Tech

**Competition:** Bark, uKnowKids, TeenSafe

**Market size:** \$8.1B+

**Differentiators:** Ease-of-use, pricing,  
intervention advice

**Go to Market** B2B, Channel & Direct

**Avg. Deal Size:** \$10K SaaS ACV

**Number of Employees:** 4

**Current Raise:** \$500K Convertible Note

**IP Investment:** Approximately \$1.3M

**Use of Funds:** Sales, marketing and  
product development to scale the business

## Why BulliPatrol?

### Industry Problem:

Businesses, schools and parents are struggling with the effects of cyber bullying. Parents are spending over 37 hours per week worrying about the wellbeing of their children. This has a direct impact of the productivity and engagement of the employees at employers across the country, costing billions.

BulliPatrol offers a solution that allows employers to equip their employees with an intelligent AI-based cyberbullying detection software so that parents can make sure their children are safe and secure.

### BulliPatrol Solution:

An employer's ability and intention to holistically care for their employees has never been more important. With BulliPatrol, employers can offer a unique benefit that promotes brand loyalty, increased productivity and decreases attrition:

- 80% of employees say that benefits are the deciding factor in taking a new job or staying with their current company
- 81% of employers agree that when work and life blend together and enrich one another, everybody wins
- 89% of employees want to work for an employer who respects their out-of-work lives
- 56% of employees would like to work for a company that offers non-traditional benefits

### Recent highlights include:

- We are successfully launched with our first client, Bay Care, in January of this year. With this launch, BulliPatrol is available to all 26,000 Bay Care employees.
- Our second client, Metropolitan Ministries, just finished the implementation process.
- In the past 90 days, we have added YouTube to our monitoring algorithm, with additional Google apps targeted next.
- Our self-service insurance broker portal is in active development with a Q2 target release. This portal will be used to attract insurance brokers who want to offer BulliPatrol to their existing clients to improve overall satisfaction. With no outside help, brokers can sign the CSA, learn about BulliPatrol and start making commissions.
- In February, we hired our 1st sales professional, an industry veteran with a successful history building high performance sales teams in the HCM space. We have extended an offer to a seasoned VP of Strategy with deep expertise in our sector and expect to onboard him in late June.
- We have recently begun to partner with schools and the school systems to align BulliPatrol with institutions that are already taking measures to help reduce the occurrence of cyber bullying.

## Financial Projections

	2019	2020	2021	2022
<b>SaaS Revenue \$:</b>	63,530	698,625	3,067,238	10,515,240
<b>Gross Profit \$:</b>	19,925	395,737	2,134,095	7,716,239
<b>Net Income \$:</b>	-224,413	-489,180	960,801	5,685,500

## Current Clients

