Pitch Deck

COMPANY LOGO

Ultra-Luxury Armored SuperCars

XXXXXXX

Building the Future of Armored Luxury Mobility

Objective

To design, engineer, and manufacture OEM-integrated armored SUVs that deliver uncompromised protection, luxury performance, and aesthetic excellence bridging the gap between personal security and premium automotive design.

Mission

To make advanced ballistic and blast protection accessible, transparent, and beautifully integrated into everyday **luxury vehicles** ensuring safety is not a privilege, but a standard of modern mobility.

Vision

To redefine global perceptions of safety and luxury by leading the **world's first generation** of factory-built armored vehicles where security, performance, and prestige coexist seamlessly.

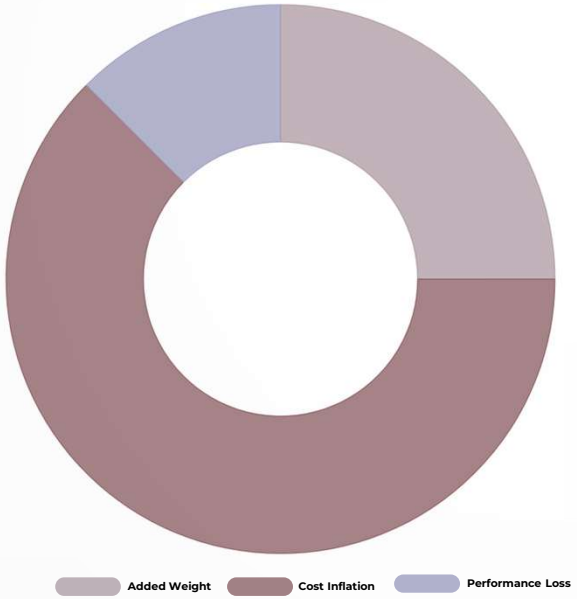
cpa
Outsourcing services

FACING THE FACTS

A World of Rising Threats
Protected by Outdated Solutions.

Reality Check	Current Challenge
Escalating Global Risk: Personal security incidents have surged worldwide — carjackings in the U.S. alone up **48 % (YoY, FBI 2023).**	The world has changed. Protection hasn't.
Retrofit Dependence: Today's "armored" vehicles are mostly aftermarket conversions that add over **60 %** weight, inflate costs by **150 %**, and cut vehicle performance by nearly **30%**.	Performance traded for protection.
Lengthy, Opaque Process: Buyers wait **6–12** months for delivery, with inconsistent testing and no universal certification transparency.	Long lead times, zero trust.
OEM Void: Major automakers don't mass-produce armored luxury SUVs — forcing consumers to rely on boutique shops with limited scalability and service networks.	After they've signed up, make new subscribers wait to hear from you.

The Aftermarket Armoring Penalty



+ 60%
Added Weight

+150%
Cost Inflation

-30%
Performance Loss

GAP

Market Gap

No OEM-backed, warrantied armored vehicle solution exists at scale.

THE PROBLEMS AND SOLUTIONS

"Company Name" — Security, Performance, and Prestige, Engineered as One.

The Problems

🚫 Aftermarket Retrofits
Aftermarket retrofits overload and destabilize vehicles, compromising handling and performance.

⚖️ Added Mass Issues
Added armor increases mass → slower, less efficient, higher fuel use.

⏳ Unpredictable Timelines
Buyers face unpredictable timelines and uncertified quality.

💰 High Cost Barrier
High cost restricts protection to the ultra-wealthy.

The Solutions

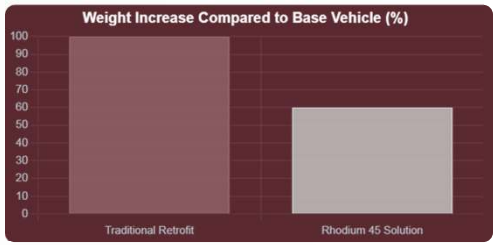
✅ OEM-Integrated Armor Design
Ballistic protection engineered into the chassis from day one, not bolted on later. Maintains perfect balance, handling, and performance.

🪶 Lightweight Composite Armor
Proprietary blends of advanced ceramics and aramid fibers deliver full VPAM VR6 protection while remaining up to **40% lighter** than steel retrofits.

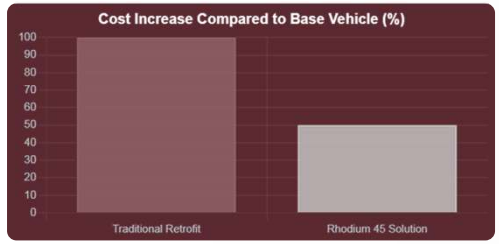
📋 Certified Manufacturing & Transparency
Every unit independently tested to VPAM VR6 / BRV 2009 for ballistic resistance and CEN 1063 BR6 for glazing.

🏭 Scalable Production → Affordable Security
OEM assembly-line efficiency reduces costs by up to 50%, making life-saving armor accessible to a wider market.

Weight Comparison



Cost Comparison



40% Lighter Than Steel Retrofits

50% Cost Reduction

VPAM VR6 Ballistic Certification

CEN 1063 BR6 Glazing Certification

OEM Integration
Armor engineered into the vehicle chassis from the beginning, not added later.

Optimal Weight Distribution
Maintains perfect vehicle balance and handling characteristics.

Certified Quality
Independent testing to the highest ballistic protection standards.

Cost Efficiency
Scalable production makes armored vehicles more accessible.

WHY NOW

A Perfect Convergence of **Demand & Technology.**

Civilian Armored Vehicle Market

US$ 3.4B
2023 Market Size

US$ 6.0B
2031 Projection

6.5%
CAGR
(2023-2031)

Armored Luxury Segment

US$ 23.7B
2024 Market Size

US$ 44.7B
2033 Projection

7.3%
CAGR
(2024-2033)

4×
Strength Increase

40%
Weight Reduction

60%
Better Performance

50%
Cost Efficiency

01

Market Growth Drivers

- Rising global security concerns and personal safety awareness
- Increasing wealth concentration creating demand for luxury security solutions
- Technological advancements making armored vehicles more accessible
- Urbanization in developing markets with security challenges

02

Technology Impact

- Lightweight composites revolutionize vehicle performance and efficiency
- Advanced materials enable discreet protection without bulky appearance
- Integrated systems provide comprehensive security solutions
- Manufacturing innovations reduce costs and lead times

OEMs seek diversification → open to partnerships

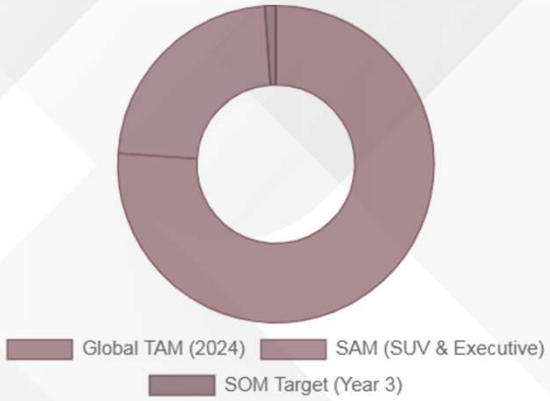
MARKET OPPORTUNITY

$45 Billion Global Luxury Armor Market

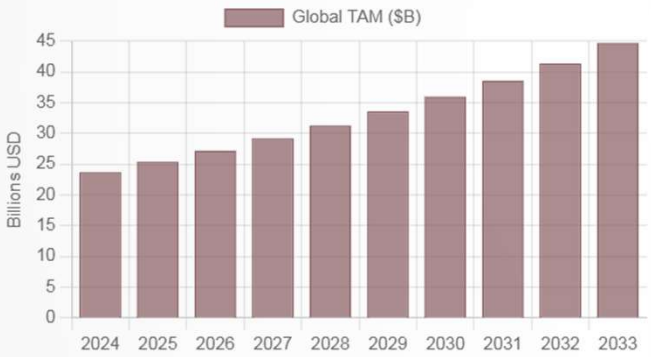
A Market With No True Leader Yet

The global luxury armored vehicle market presents a significant growth opportunity, projected to grow from $23.7B in 2024 to $44.7B in 2033, representing a 7.3% CAGR.

Global TAM Growth (2024-2033)



Market Breakdown



Global TAM (2024)	Global TAM (2033)	SAM (SUV & Executive)	SOM Target (Year 3)
$23.7B	**$44.7B**	**$7.1B**	**$350M**

Key Drivers

- Escalating personal security concerns worldwide
- Rapid HNW growth in GCC and U.S. markets
- OEM interest in premium security offerings
- Demand shifting from custom retrofits → factory-built solutions

BUSINESS MODEL

Direct Sales + OEM Partnerships + After-Sales Revenue.

Revenue Streams:

- Vehicle sales (Silver/Gold/Platinum tiers)
- Fleet contracts (governments, corporates)
- After-sales service & maintenance
- Upgrade & refurbishment programs

Cost Drivers

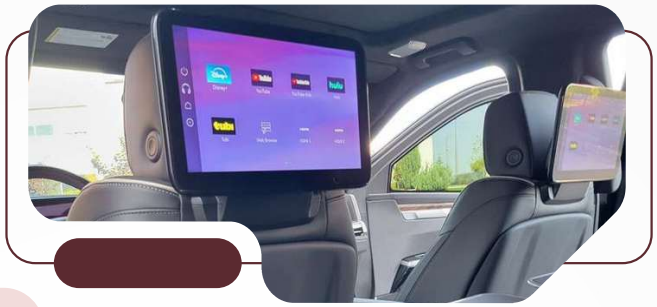
Materials (ballistic glass, armor plates) **35 %**	Manufacturing & assembly **40 %**
Certification & testing **10 %**	Sales & SG&A **15 %**

The "Company Name" Series

Tier	Model	Protection	Starting Price (USD)	Key Features
Silver	Executive SUV	VR6 Ballistic	**$69,900**	Core armor, standard luxury interior
Gold	Elite SUV	VR6 + ERV Blast	**$89,000**	Enhanced comfort, run-flat system
Platinum	Presidential Edition	VR7 / ERV Level 2	**$125,000**	Extended range, bespoke finish

TECHNOLOGY & CERTIFICATION

Engineered for Resilience — Certified for Confidence.



01 Ballistic Protection

VPAM VR6 / BRV 2009 certified. Withstands multiple hits from 7.62×51 mm NATO rounds at various angles and distances.

02 Glazing Protection

CEN 1063 BR6 certified glazing resists multiple impacts from high-velocity rifle fire without penetration.

03 Blast Protection

VPAM ERV certified. Tested with 2 × DM51 grenades under chassis and roof with no critical damage.

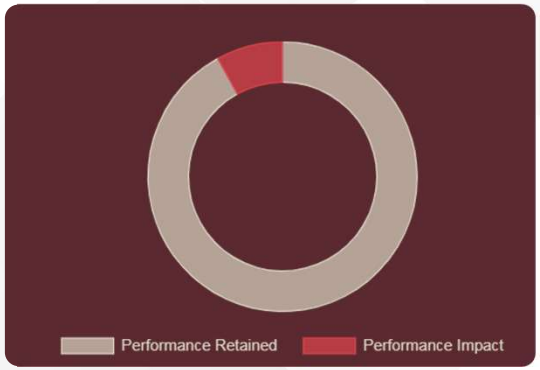
04 Hybrid Armor System

Multi-layer composite of ceramic, aramid, and ballistic steel. Provides superior protection while being ≈40% lighter than traditional steel armor.

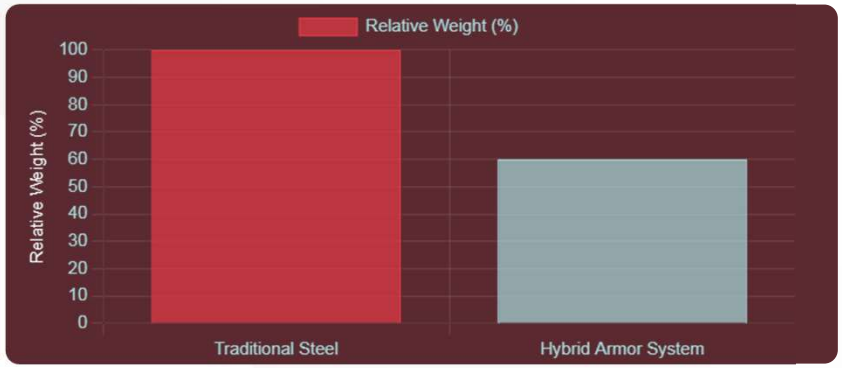
05 Performance Retention

Maintains >90% of OEM handling and performance characteristics. Run-flat tires enable ≈80 km post-damage drive capability.

Weight Comparison: Hybrid Armor vs Traditional Steel



Performance Retention Metrics



40%
Lighter than steel armor

>90%
OEM performance retained

80 km
Post-damage mobility

BR6
Glazing certification

- VPAM VR6 Certified
- CEN 1063 BR6 Certified
- VPAM ERV Certified

GO-TO-MARKET STRATEGY

From **Security Elites** to **Mainstream Luxury** Buyers

PHASE 1

North America & Middle East
pilot fleets & VIP orders

PHASE 2

Europe
diplomatic & corporate clients

PHASE 3

Asia & emerging markets
distributor networks

Channels

Direct sales via authorized luxury dealers

Partnerships with executive protection firms & insurers

Digital campaigns + exclusive auto shows (Dubai, Geneva)

MARKETING & BRAND POSITIONING

Luxury Meets Peace of Mind.

Tagline

Luxury that Protects

PR & Content

Thought leadership on executive security

Brand Pillars

- Security
- Performance
- Prestige
- Trust

Marketing & Communications Strategy

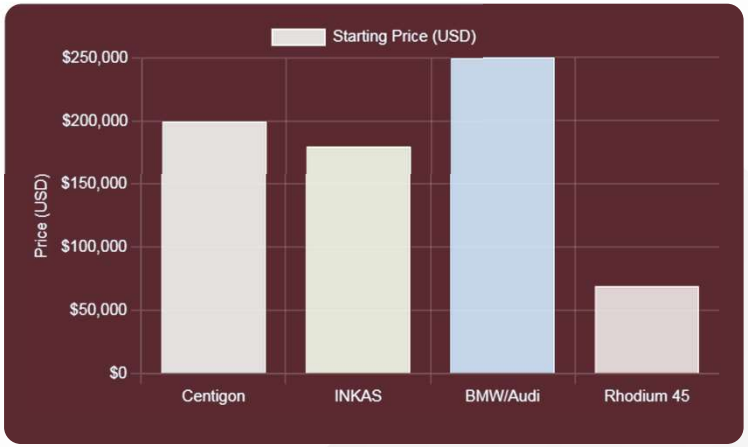
- **PR & Content**
  Establishing thought leadership through executive security white papers, industry reports, and expert commentary in premium business publications.
- **VIP Collaborations**
  Exclusive partnerships with luxury concierge services, private charter companies, and executive protection firms.
- **Influencer Partnerships**
  Strategic collaborations with luxury automotive journalists, security experts, and high-net-worth lifestyle influencers.

COMPETITIVE LANDSCAPE

Filling the Gap Between **Retrofit and OEM**.

Company	Model	Type	Price (USD)	Drawback
Centigon	Retrofit SUV	After-market	$200,000 +	Heavy, slow lead times
INKAS	Luxury SUV	Custom build	$180,000 +	Expensive, limited scale
BMW / Audi Security	OEM Variant	VR6	$250,000 +	Ultra-premium only
Rhodium 45	OEM-Built SUV	Integrated	$69,000 – $125,000	✅ Light, affordable, scalable

Price Comparison: Armored SUV Market



The Sweet Spot in Armored Vehicle Market

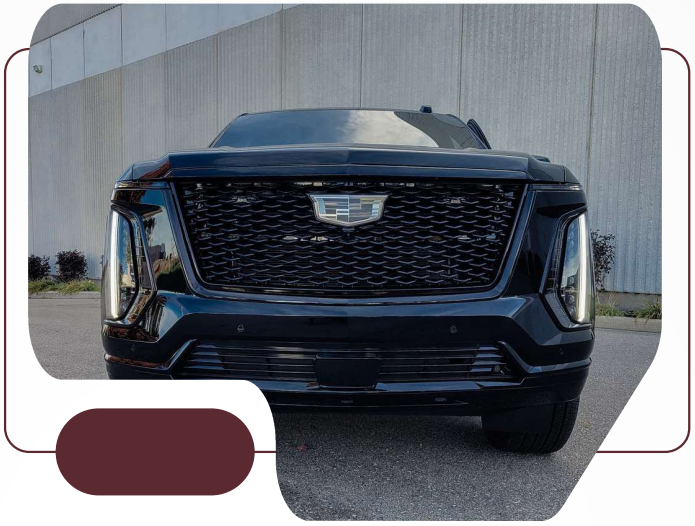
"Company Name" occupies the optimal position between expensive OEM variants and compromised after-market solutions, delivering integrated protection at **40-60% lower cost** without sacrificing performance or luxury.

- Lightweight
- Design
- Affordable Pricing
- Scalable
- Production
- OEM Integration

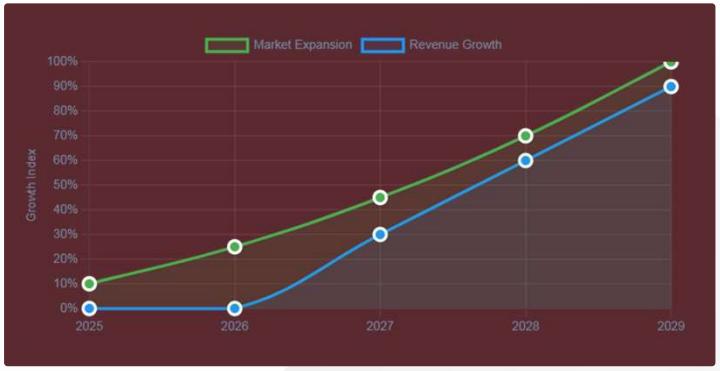
FROM INNOVATION TO GLOBAL LEADERSHIP.

Year	Key Milestones	Strategic Outcome
2025	Finalize vehicle design architecture Secure material suppliers & OEM manufacturing partner	✅ Design freeze & supply chain readiness
2026	Build & test engineering prototypes Complete VPAM VR6 / BRV 2009 & CEN BR6 certifications	✅ Validated product certified for production
2027	Launch pilot production line· Begin commercial sales in Europe. & UAE markets	✅ First revenue generation & brand traction
2028	·Expand into Europe (EU homologation) Sign corporate fleet & government contracts	✅ Regional scale & strategic partnerships
2029	Establish global service & distribution network· Launch next-gen models with EV / hybrid integration	✅ Full global presence & product diversification

5 Year Roadmap | **3** Continents | **1** Product Lines | **100%** Certified Protection



Strategic Growth Projection



MEET THE TEAM

Owner Name

President & Founder

Paul Obanua is the Founder and CEO of Texas Armored Direct and "Company Name" R&D Corp. He is a visionary entrepreneur dedicated to making armored luxury vehicles a mainstream option. By pioneering advancements in materials science that meet BR6-level standards, he is establishing the world's first mass-production company for pre-built luxury armored vehicles. His ambition is to deliver 100,000 armored vehicles annually within the next five years. Obanua aims to normalize the use of pre-built bulletproof vehicles, manufacturing them as standard safety features akin to seatbelts, airbags, and anti-lock braking systems (ABS). He envisions positioning his company alongside industry leaders such as Tesla, Uber, and OpenAI.

Owner Name

Chief Operating Officer

Anthony E. Edeoghon, Chief Operating Officer of Texas Armored Direct and "Company Name" R&D Corp, drives scalable operations, ensuring world-class manufacturing practice, and supply chain excellence—turning bold strategy into disciplined execution, resilient growth, and investor-grade results.

SUPPLIERS & PARTNERS

Graphene Composites Ltd (GC)
Nanomaterials and Novel Hybrid Systems Graphene and Carbon Nanotubes (graphene's immense strength) are now being applied in real armor solutions. Graphene Composites Ltd (GC) has developed a patented ballistic technology called GC Shield® that incorporates a graphene-aerogel composite. The result is a ballistic shield that is "unparalleled, lightweight" with unique force dispersion and minimal backface deformation, outperforming conventional designs. These GC Shields are among the strongest and lightest ballistic shields on the market. Notably, GC (in partnership with Canadian graphene supplier Black Swan Graphene) is now extending this technology to vehicle armor, having achieved certified ballistic tests (STANAG Level 1) on graphene-enhanced armor panels.

Surmet Corporation, MA:
is the primary producer of ALON® in the US. They have scaled up ALON and also work on spinel and other advanced ceramics for armor. Surmet is the go-to supplier or collaborator for lighter bulletproof windows. They can provide ALON windows and have expertise in shaping and polishing this ceramic. They also have R&D on cost reduction and newer transparent materials. Working with Surmet (possibly through the DOD programs) would secure advanced lightweight windshields and window glass for the "Company Name" brand.

Advanced Materials Manufacturing (AMM), NC:

Dr. Rabiei's startup commercializing Composite Metal Foam. They have a manufacturing facility and are ready to produce foam armor in quantities. For a project aiming at near-term production, AMM is a prime candidate to supply lightweight metal foam panels or structures. They can also customize the foam (material type, cell size) for specific vehicle parts. Engaging AMM will yield immediate weight savings for opaque armor components (doors, firewall, etc.) with a proven technology.

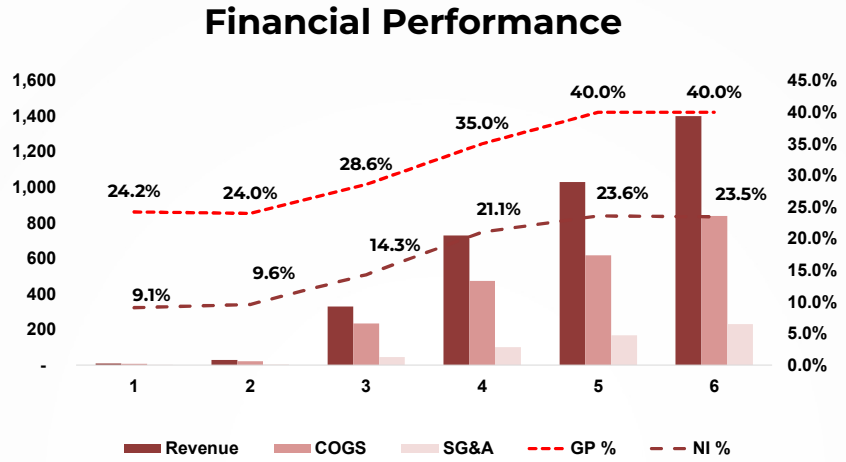
Air Force Research Laboratory (AFRL) – Materials and Manufacturing Directorate:
AFRL leads research on transparent armor (they funded the ALON scaling project) and also works on advanced composites for aircraft protection. Their materials science division explores ceramics, metamaterials, and processing techniques (like the DMS&T program for ceramic manufacturing). They also have an interest in nano-reinforced polymers (for applications such as helmets and cockpit armor). AFRL's Manufacturing Technology programs could be valuable for scaling production methods of new armor materials.

U.S. Army Combat Capabilities Development Command (DEVCOM) Army Research Laboratory (ARL):
ARL (previously ARL, now part of DEVCOM) has a long history of armor research – from testing new materials to developing improved composites for both body armor and vehicles. They collaborate with universities (e.g., the MIT and Caltech lattice study was Army-funded). ARL also looks at novel armor concepts like electromagnetic armor, but importantly, they conduct ballistic testing and can certify new materials against standards.

MIT – Institute for Soldier Nanotechnologies (ISN):
A U.S. Army-funded research center at MIT has produced breakthroughs in nano-architectured materials for armor (like the micro-truss lattice that outperforms Kevlar) and investigated shear-thickening fluids, CNT fibers, and energy-absorbing textiles. ISN brings together MIT, Army researchers, and industry partners, making it a hub of cutting-edge armor R & D..

FINANCIAL PERFORMANCE

Year	Revenue (M USD)	Silver ($69.9 K)	Gold ($89 K)	Platinum ($125 K)	Total Units
2025	11	90	40	10	140
2026	30	230	90	20	340
2027	330	2,400	1,000	240	3,640
2028	730	4,800	2,200	500	7,500
2029	1,030	6,200	3,000	700	9,900
2030	1,400	7,800	3,600	900	12,300



Profitability Pathway

2025–2026: Pilot sales generate positive net income and validate the model.

2027–2028: Certification completion and first mass production runs accelerate top-line growth.

2029–2030: OEM-scale integration and geographic expansion stabilize margins at ~23%, supporting sustained profitability.

"This is a fast-scaling, capital-efficient business — not an R&D prototype, but a high-margin luxury OEM opportunity."

- **Revenue expands from $11M (2025) → $1.4B (2030)** — representing a **CAGR exceeding 190%**, showcasing rapid yet structured scale-up from pilot commercialization to global OEM production.
- The sharp increase from **2027–2029** coincides with product certification, regional launches (US & UAE), and entry into European markets.
- **COGS** remains below **60% of revenue** throughout, highlighting robust production management and OEM integration.
- **SG&A** grows in absolute terms to support expansion but declines proportionally from **15%+ to nearly 12%** of revenue by 2030.
- **Gross Profit Margin (GP%)** improves from **24% in 2025–26 → 40% by 2029–30**, reflecting cost efficiency, better supplier contracts, and optimized material usage.
- **Net Income Margin (NI%)** strengthens from **9% to 23%**, supported by economies of scale and disciplined overhead control.

TOTAL CAPITAL & USE OF FUNDS

Total Capital Required: USD $15 Million

This represents the **initial funding round** needed to move from certified prototype to full-scale market entry.

Round	Type	Amount (USD M)	Purpose / Stage
Round 1	Convertible Notes	**$7.5 M**	Product certification, pilot production, R&D enhancement
Round 2	Equity Round	**$7.5 M**	Manufacturing scale-up, marketing launch, and operational expansion
		Total: $15 M	

Category	% Allocation	Value (USD M)	Key Deliverables
Prototype & Certification (VPAM, CEN)	25%	3.75 M	Final ballistic testing, compliance, and design validation
Manufacturing Setup & Supply Chain	25%	3.75 M	Establishment of production line in US + UAE, tooling, quality control
Technology & Product Innovation	15%	2.25 M	Integration of graphene composites, composite metal foams, and lightweight armor
Sales & Marketing Launch	20%	3.0 M	Global brand launch, dealer network setup, and lead generation campaigns
Team Expansion & Operations	10%	1.5 M	Recruitment of engineering, compliance, and management teams
Legal, IP & Working Capital	5%	0.75 M	Patent filings, export licenses, and liquidity reserve
Total	**100%**	**$15 M**	

INVESTOR VALUE PROPOSITION

Metric	Assumption / Outcome	Explanation
ROI (Return on Investment)	5 × – 7 ×	Based on valuation growth from $60 M → $350 – $450 M by 2030 (Series B / Strategic Exit).
IRR (Internal Rate of Return)	35 – 40 % per annum	Driven by revenue CAGR > 100 % (2025 – 2030) and early profitability.
Payback Period	4 – 5 Years	Positive cash flow from Year 1; investor capital recouped by 2029 through equity value.
Annual Dividend / Profit Share	Optional from 2028 onward	Management may initiate annual distribution once retained earnings exceed $150 M.
Exit Strategy	Strategic OEM Buy-out or IPO	Potential acquirers: BMW Security Division, INKAS Armoring, Mercedes Maybach Guard.

Scenario Illustration

Investor Return Example

Scenario	Valuation (USD M)	Equity Held	Exit Value (Investor)	Multiple on Investment
Base Case (5×)	300	15 %	45 M	3.0×
Target Case (7×)	420	18 %	75.6 M	5.0×
Upside Case (10×)	600	20 %	120 M	8.0×