



# Pride Security, LLC

## Securing the Future

### Pitch Deck

September 2022

# Introduction

In a nutshell, the idea is to run a full-service on-demand security services establishment, which offers a range of security services including security guard services, gate/boom guarding, patrolling guards, and live surveillance services. Security services will be provided by subcontracted security guards working under the supervision of company's top management.

# Problem & Solution

## The Problem

Nearly every day, businesses are faced with the problem of where to find the cost-effective security services provider that is structured to meet all their security-related service needs. While there are many security services providers in the local market, mostly offering stationary security guards, costing more and exposing the guards to certain elements.

## The Solution

Pride Security solves this problem by delivering excellence in security services. Pride Security operates as a full-service on-demand security services provider offering revolving patrol under the competitive cost, covering an area faster than a stationary guard can secure in the presence of an advanced warning and alert system.

# Background

- From a very young age, Mr. WL Laney was fascinated by entrepreneurship and always have been learning about launching his own business establishment.
- Over the years, Mr. WL Laney launched several successful business endeavors, ranging from real-estate brokerage and business brokerage, coupled with his own invention with worldwide sales potential.
- The idea clicked into Mr. WL Laney's mind that acquiring a security services firm would be a very good business idea in the Phoenix metro area where there was a great need for security services while there were very few local security services providers.
- Now Mr. WL Laney is further expanding his business empire and plans to acquire Pride Security, LLC, and expand its footprints by offering more services to a wider geographic target market.

# Company Overview

Pride Security, LLC is an established company that was formed in 2009. The Company has established infrastructure to operate full-service security services. Pride Security engages in security guard services, gate/boom guarding, patrolling guards, and live surveillance services. Pride Security, LLC operates as an on-demand service provider targeting local business, commercial establishments and government organizations.

## Vision

**to become the best security services firm, always committed to providing our clients with the best quality security services.**

## Mission

**At Pride Security, our mission is to deliver excellence in security services.**

## Core Values

**From security guard services to security consulting, Pride Security, LLC invests its focus only in achieving the highest quality.**



# Business Model

## Full-Service On-Demand Security Services

Pride Security, LLC primarily operates as an on-demand security services provider where clients can enter into contract for desired security service as per their specific needs and at their desired location and Pride Security, LLC sends their security guards to secure the location.

## Sources of Revenue

Pride Security, LLC has three main sources of revenue:

1. On-Demand Security Services
2. Monthly Billing Contracts
3. Long-term Commercial Contracts

# Service Offerings

Service offerings at Pride Security, LLC are designed to meet and address the contemporary business client's security services needs. In line with the Company's high-quality service at affordable prices philosophy, a wide range of security services are be offered. Pride Security, LLC's offerings cover a wide price range, largely influenced by demand and client preferences determined during market validation.

## Full-Service On-Demand Security Services

Security Guard Service

Roving Vehicle Patrol

Executive & VIP Protection

Commercial Property  
Physical Security

Security Consulting

Off-Duty Law Enforcement  
Personnel Staffing

# Market Opportunity

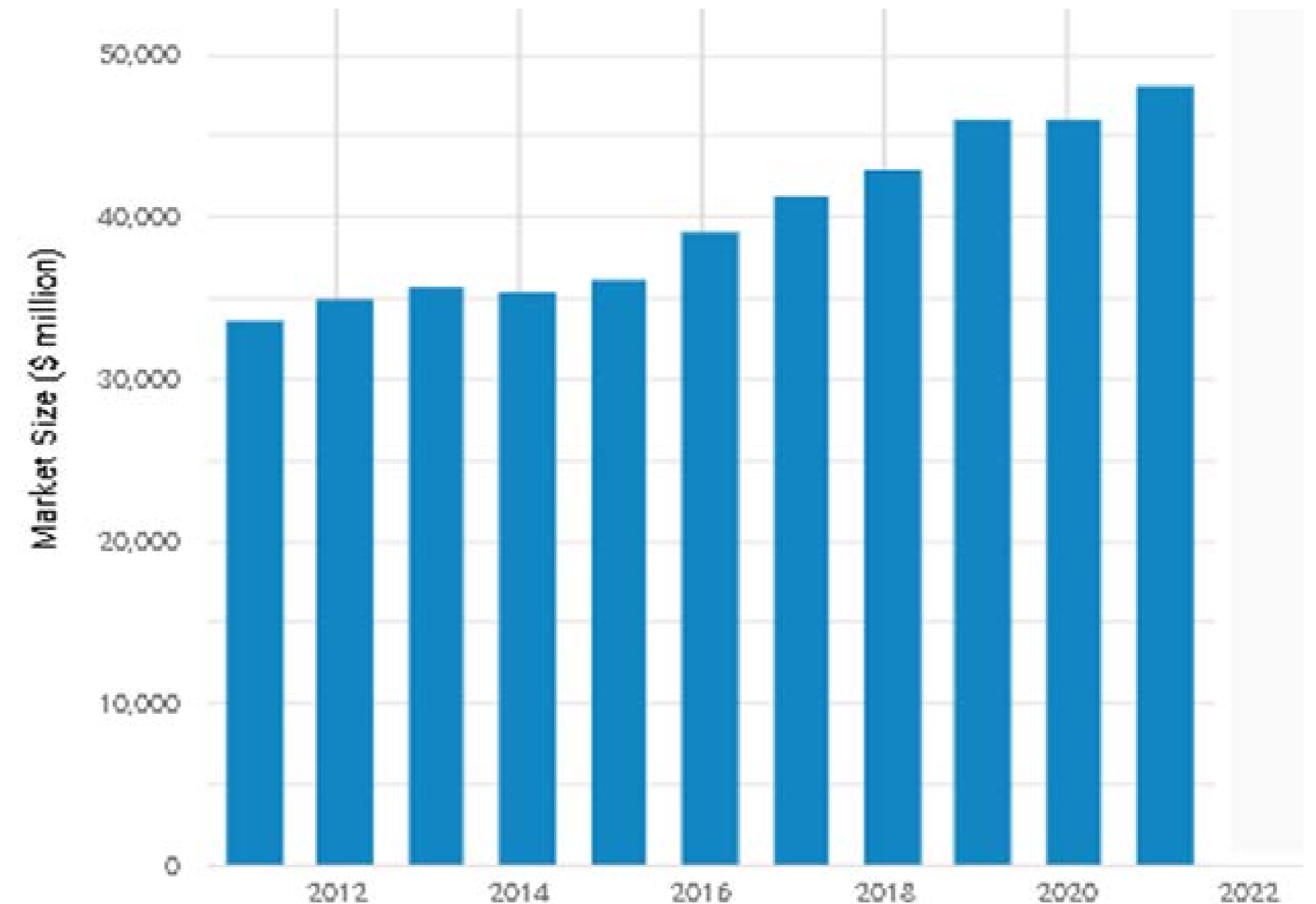
Gains in US security service demand will be supported by the real and perceived risk of crime and by accelerating economic activity, particularly as new businesses form and create new users of security services. US demand for private contracted security services is projected to expand 4.2 percent per year through 2019 to \$66.9 billion. Gains will be supported by the real and perceived risk of crime and by accelerating economic activity, particularly as new businesses form and create new users of security services. Revenues will benefit from a strong rebound in new nonresidential construction and an acceleration in residential construction activity, as well as major improvement and renovation projects. The use of contracted security will be further supported by the regulatory burden of fielding an in-house security force. Security is not a core competency for most businesses and as a result, outsourcing is generally more efficient.



# Market Size

The current market size, measured by revenue, of the Security services industry is estimated at \$48.1 Billion.

The market size of the Security Services industry is expected to increase 4.3% in 2021. The market size of the Security Services industry in the US increased faster than the economy overall.



# Major Competitors



# Competitive Edge

## Service Innovation

Pride Security, LLC focuses on service innovation and adopt innovative technologies, latest trends in security services industry that make it standout from competition.

## Customer Experience

Pride Security, LLC's security service offerings enable unique experience for the customers with their experienced security services experts coupled with the Company's service innovation philosophy. Customer experience is a critical component of Pride Security, LLC's success and customer experience is the focal point of attention of all Pride Security, LLC's service offerings in order to ensure that customers are given the best service possible.

## Progressive Management

Highest quality management team, having experience in security service offerings enables Pride Security, LLC to stay abreast of the competition.

# Positioning & Strategy

## Positioning

Pride Security is the go-to security services provider for the clients who are looking for quality security services. Relying on the common adage "a good service sells itself; Pride Security, LLC positions itself as a high quality, low-cost provider of quality security services to meet the needs of local businesses, commercial establishments and HOA's.

## Strategy

- Acquire clients in a highly efficient manner.
- Strategically position our services to address large target audiences.
- Utilize acute targeting tactics across multiple channels.
- Focus on target marketing to increase market penetration and domination.

# Target Audience

Although, the Pride Security, LLC target commercial establishments, government agencies and HOA's who are looking for high quality yet affordable security service. More specifically, the Pride Security, LLC's main target are commercial establishments with immediate need so security services.



# Marketing Objectives

- Establish Pride Security as premier security services provider in the Phoenix metro area and state of Arizona.
- Ensure that the Pride Security LLC's services are amazingly intuitive and meet average customer's security services needs.
- Achieve more than 2 million dollars in average revenue by the end of 2023.
- Implement a system of continuous improvement, where client feedback is constantly monitored and adjustments are constantly made to the business model to better the delivery of security of services.
- Continue to offer a wide array of security services, since some of the most profitable offerings can come from niche offerings.
- Realize at least 10 new contracts every year.

# Marketing Plan

Pride Security, LLC anticipates a multi-channel and multi-pronged marketing plan, including:

- Direct outreach to target audience.
- Social media campaign (Twitter, Facebook, Instagram & YouTube)
- Search Engine Optimization & Placement
- Franchise Partners
- Affiliate Network
- Independent Reps
- Strategic Partnerships
- Tie-ups with other Security Service Providers

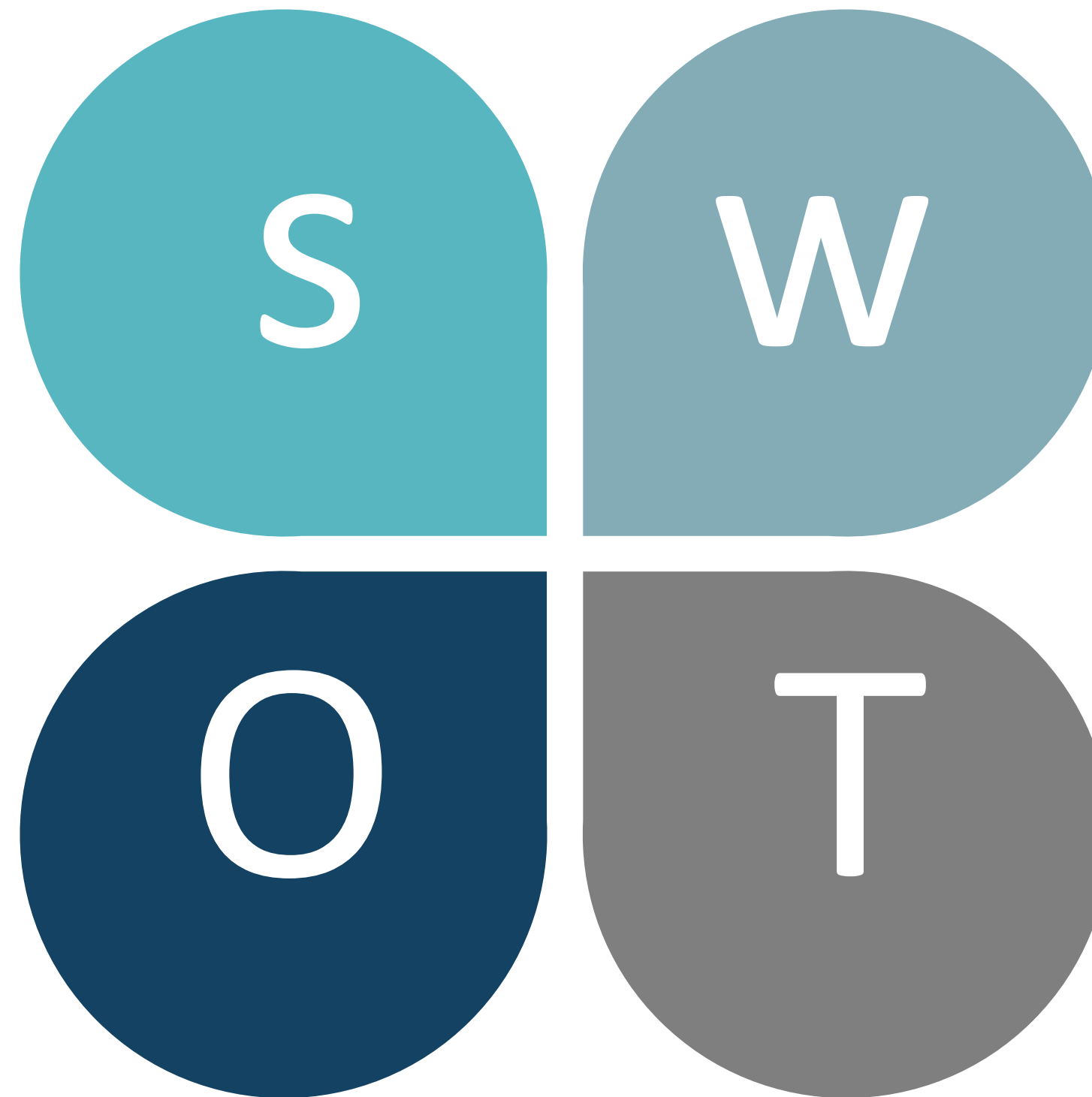
# SWOT Analysis

## Strengths

- Differentiated service offerings with unique features.
- Management/knowledge of security services industry and ability to target the addressable market.
- Advertising strategy.
- Competitive pricing according to industry standards.
- Ability to scale rapidly as client base increase.
- Service innovation and latest technology implementation.

## Opportunities

- Ability to service the nationwide markets.
- Differentiation through convenience and service attributes.
- Grow to other segments of the related security services market segments.
- Developing “Pride Security” as a security services brand.



## Weaknesses

- Lack of brand awareness beyond Fairfax County area.
- Dependent on single geographical area.
- Possible inability to meet demand due to limited resources.
- Greater focus on on-demand security service offerings.

## Threats

- Few barriers of entry, so potential new competitors.
- Aggressive competition from industry players and other markets.
- Low adoption rate beyond Fairfax County area.

# Multi-Talented Management Team

## WL Laney

- Successful real-estate broker (built a 24 person team)
- Managed ten people team dealing with business brokerage in the \$100k to \$1 million range.
- Progressed to Mergers and Acquisitions landing multiple successful deals.
- Author of a dozen business management books.
- Invented and patented Diamond Rose Superior Sharpening System.



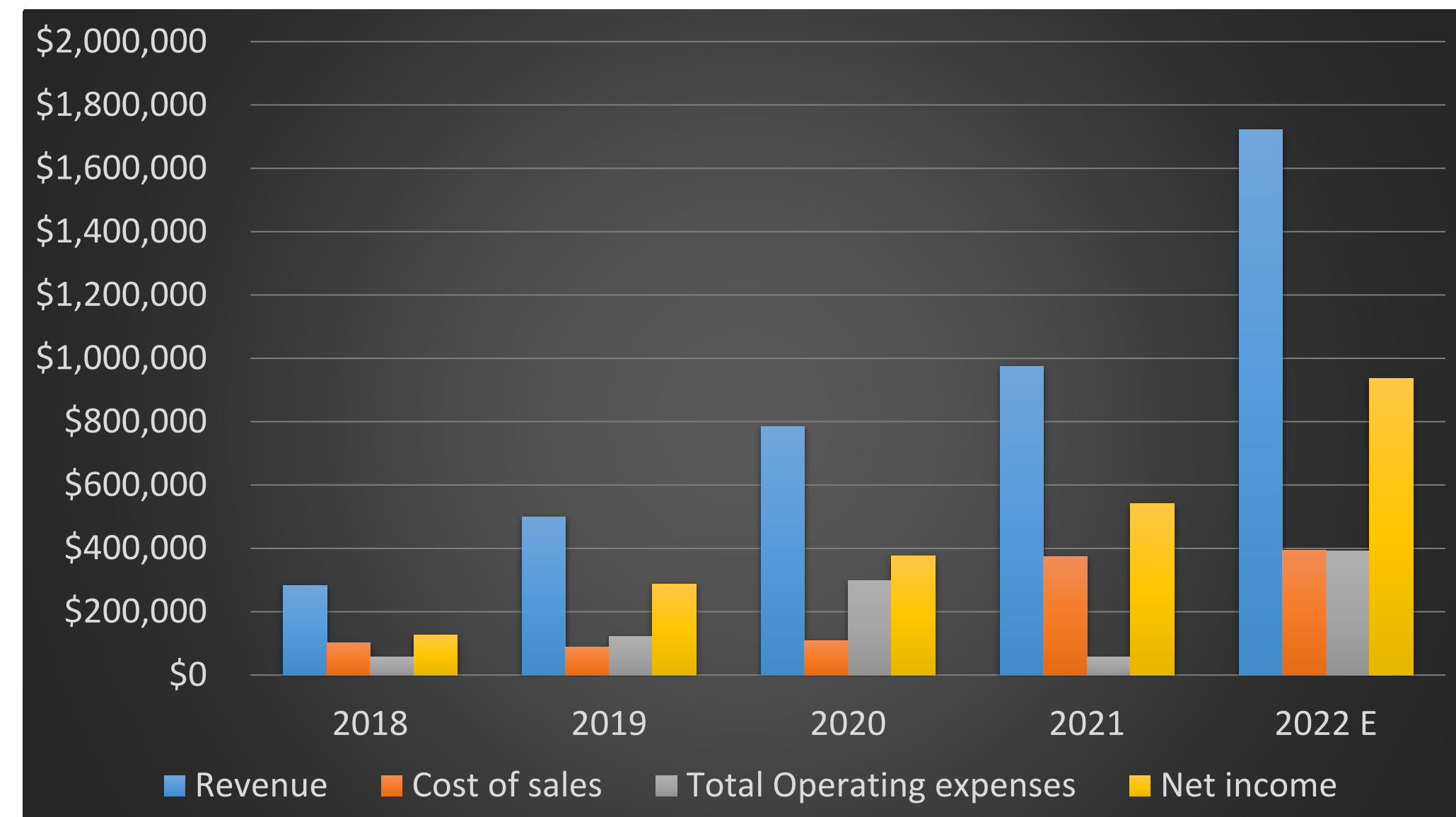
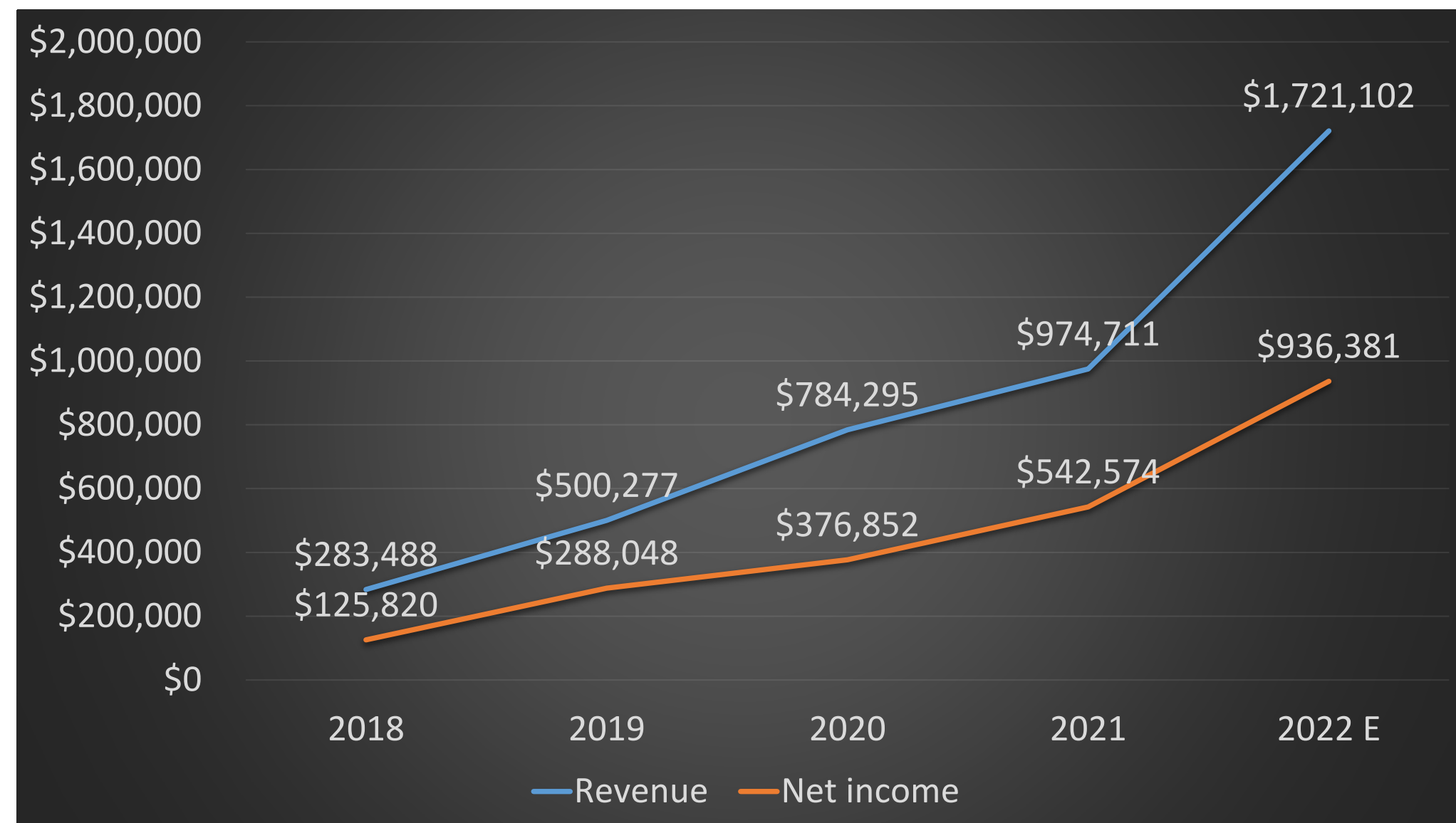


# Financial Performance



# Past P & L

	2018	2019	2020	2021	2022E
Revenue	\$283,488	\$500,277	\$784,295	\$974,711	\$1,721,102
Gross Profit	\$100,703	\$89,113	\$109,454	\$373,972	\$393,343
Operating Exp.	\$56,965	\$123,116	\$297,989	\$58,165	\$391,378
Net Profit	\$125,820	\$288,048	\$376,852	\$542,574	\$936,381



# Past Performance

Over the past five years, Pride Security, LLC demonstrated great prospects for growth.

Highlights of the past performance as under:

## Revenue

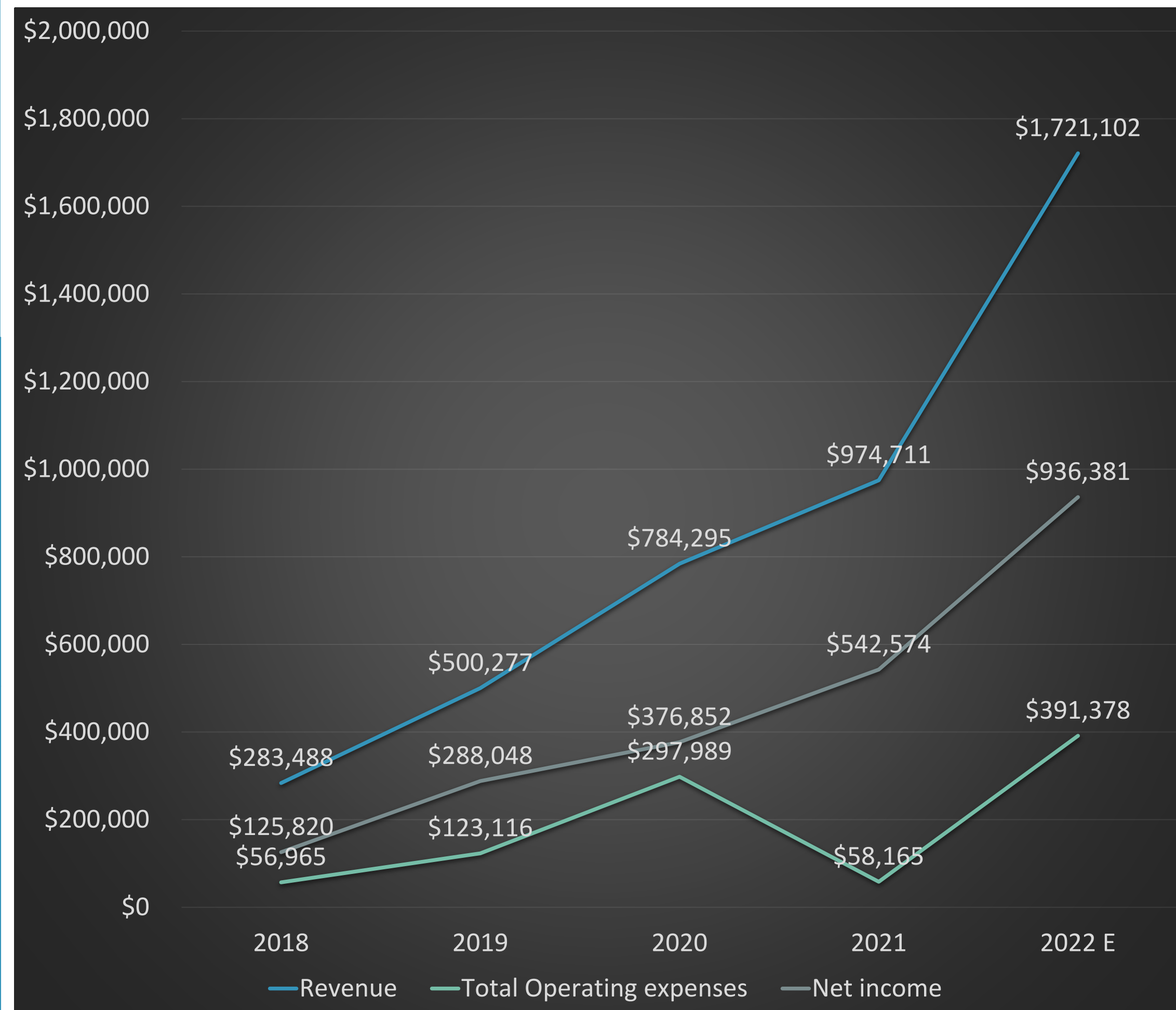
In years 2018, Revenue was \$283k which Grew to \$974k in 2021, and further projected to grow to \$1.72 million, based on the first five month of 2022.

## Operating Expenses

In years 2018, Operating Expenses were \$56k which Grew at steady pace and are projected to be \$391k in 2022.

## Net Income

In years 2018, Net Income was \$125k, which grew at a healthy rate and is projected to reach \$936k by the end of 2022.

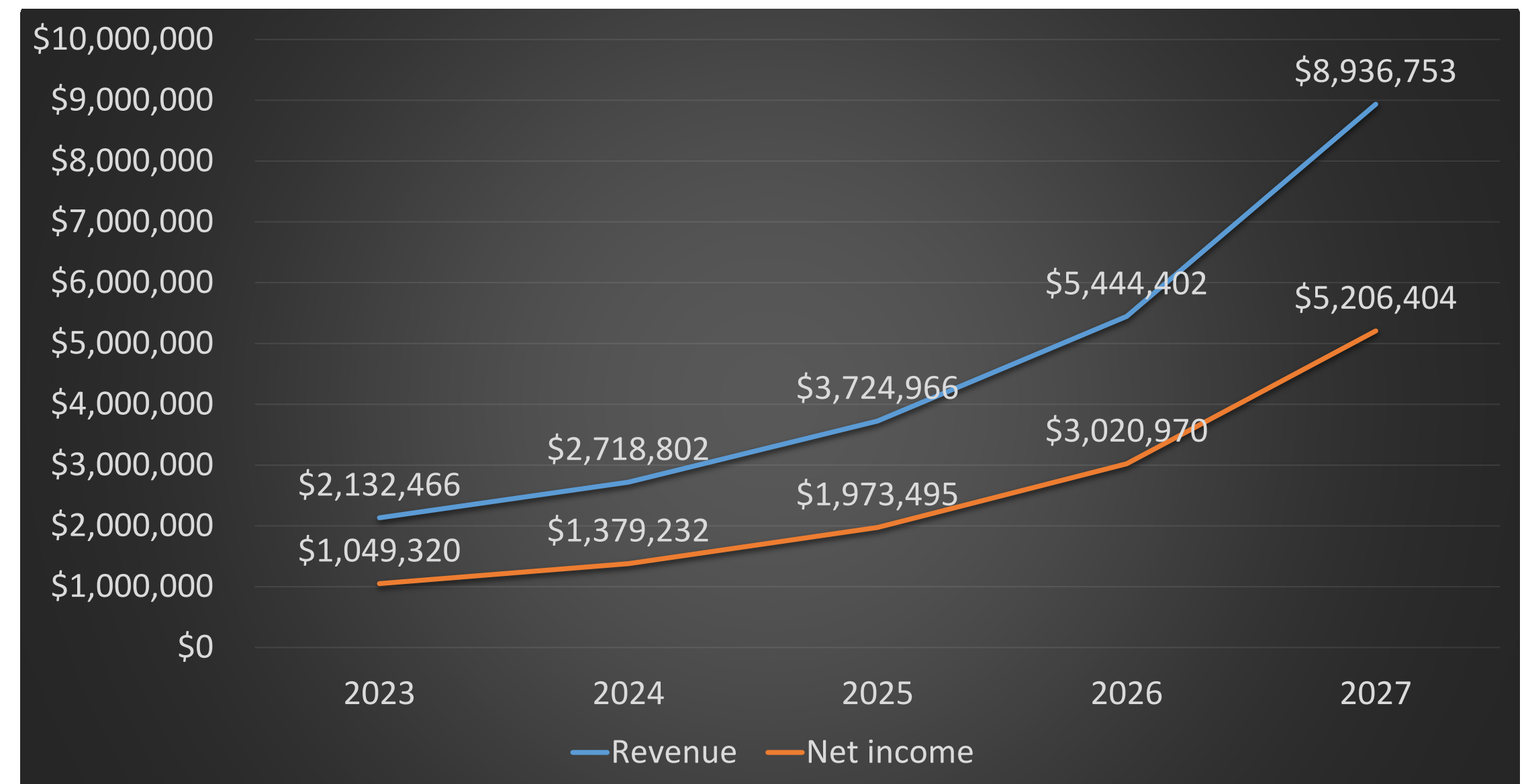
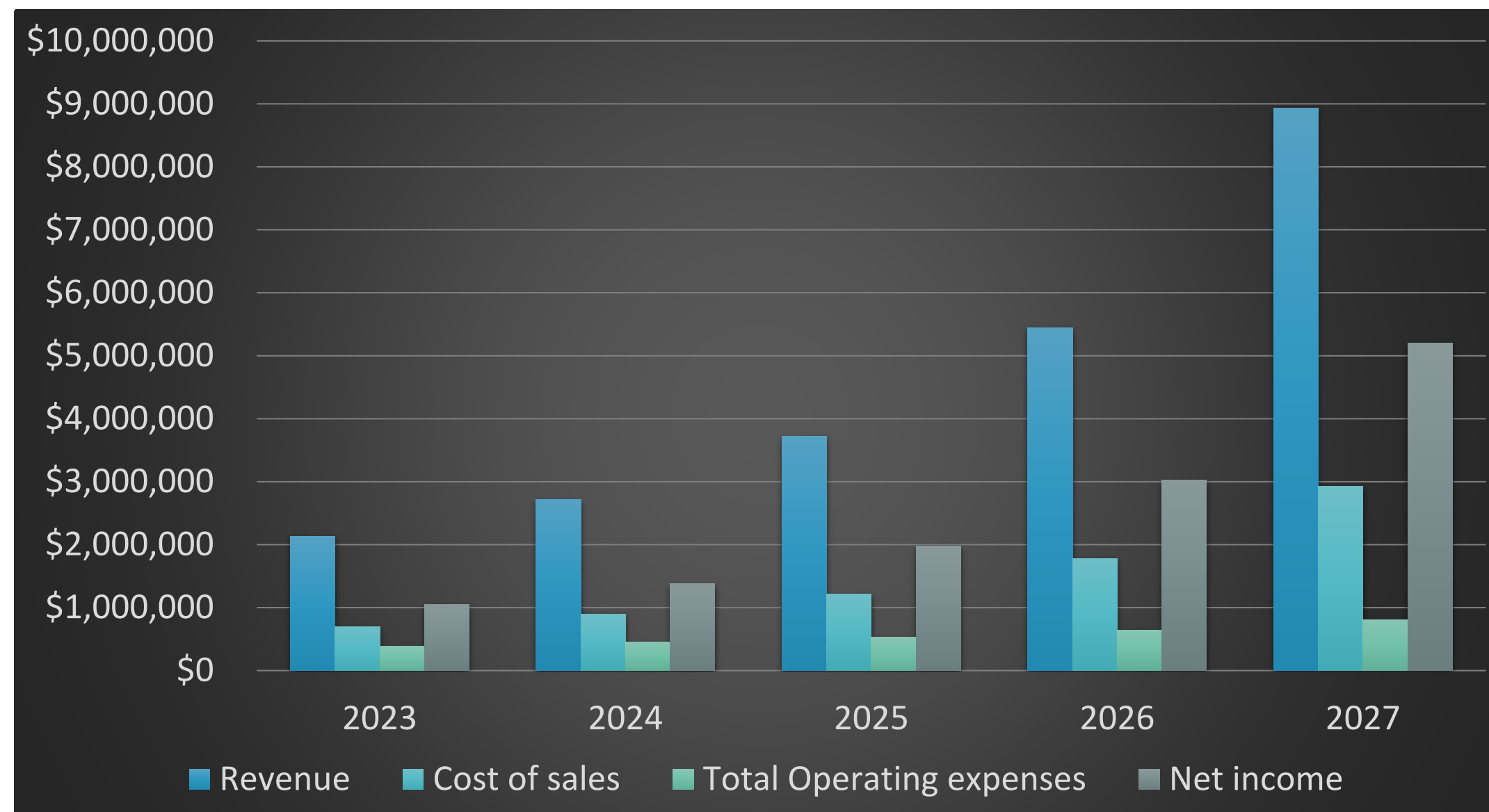




# Financial Projections

# P & L Highlights

	2023	2024	2025	2026	2027
Revenue	\$2,132,466	\$2,718,802	\$3,724,966	\$5,444,402	\$8,936,753
Gross Profit	\$698,560	\$890,633	\$1,220,236	\$1,783,493	\$2,927,528
Operating Exp.	\$384,587	\$448,936	\$531,235	\$639,938	\$802,821
Net Profit	\$1,049,320	\$1,379,232	\$1,973,495	\$3,020,970	\$5,206,404



# Valuation (Year 5 Estimated)

Pride Security, LLC is expected to be valued more than \$2.5 Million , which is based on the past five year's performance and future projections.

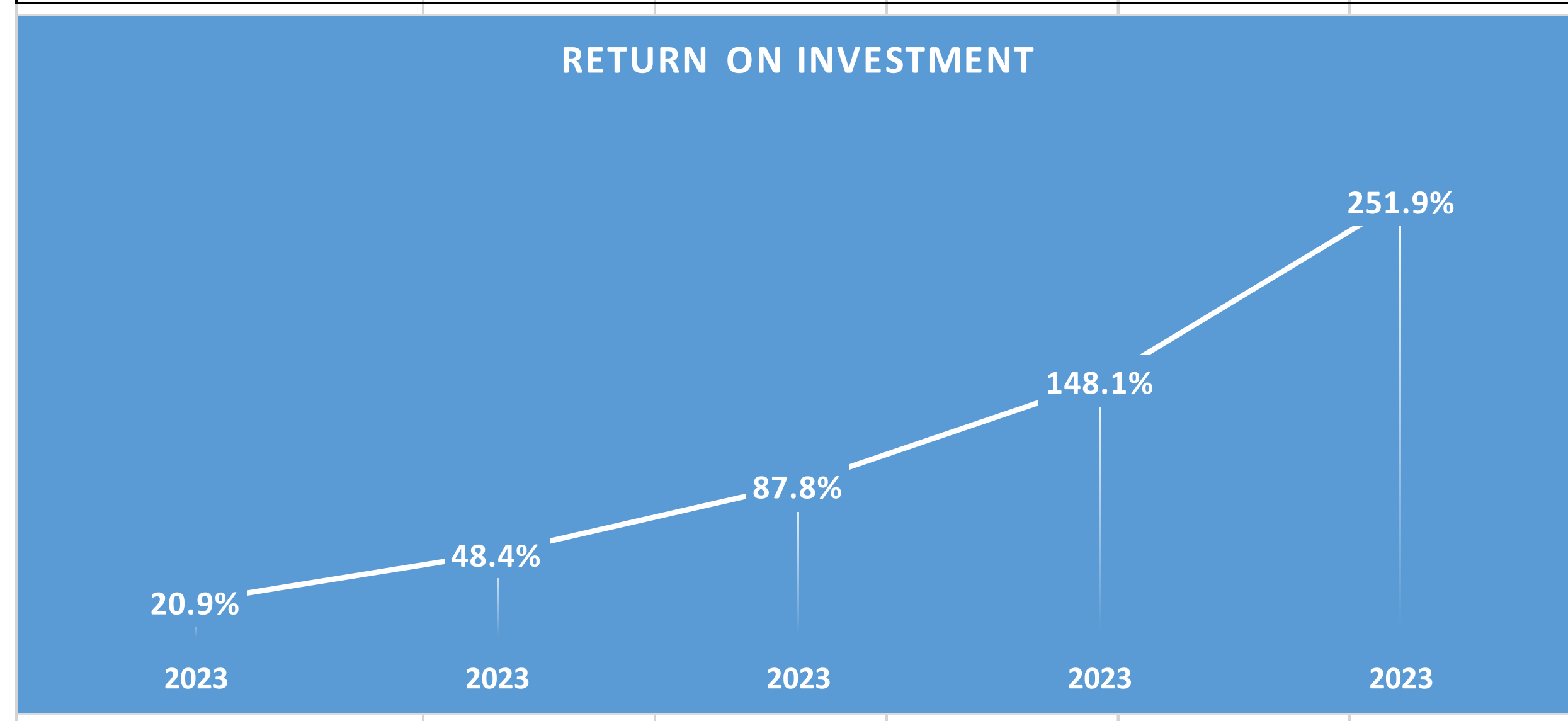
Approach	Valuation	Weight	Weighted Value
Percentage of Gross Sales Approach	\$2,451,727	20%	\$490,345
Monthly Sales Multiplier Approach	\$2,581,653	20%	\$516,331
Net Income Multiplier Approach	\$2,496,642	20%	\$499,328
FMV of Assets Plus % of Gross Sales	\$2,485,232	20%	\$497,046
FMV of Assets Plus Goodwill	\$2,516,451	20%	\$503,290
<b>Weighted Average Business Value</b>			<b>\$2,506,341</b>



# Return on Investment

Investors in the Pride Security, LLC are projected to achieve 2.51x return on their initial investment of \$2.5 Million, which is based on the future financial projections.

Return on investment	2023	2023	2023	2023	2023
Net income	\$1,049,320	\$1,379,232	\$1,973,495	\$3,020,970	\$5,206,404
Profit Share	50%	50%	50%	50%	50%
Investor's Share of Profit	\$524,660	\$689,616	\$986,747	\$1,510,485	\$2,603,202
Cumulative Gain	\$524,660	\$1,214,276	\$2,201,024	\$3,711,509	\$6,314,711
Return on investment	20.9%	48.4%	87.8%	148.1%	251.9%



# Investment Offering

Investment Offerings	Private Placement
Stock Type	Preferred Stock
Percentage of Company Offered	50%
Management Rights	None
Profit Payment	Annual
Investment Amount	\$2,506,341
Price per Share	\$1.00 per Share
Total Shares Offered	\$2,506,341 Shares

# Disclaimer

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