



Rescue Tent

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

Successfully developed first prototype and completed first product testing

Accomplished and experienced CEO and team

Founder with over 40 years ongoing service in Irish Coast Guard



Successfully submitted a Global Patent Pending application

Experienced Team of key advisors

Researching circular company sustainability

Identifying key customers for first field test

Meet our Team



Peter Larkin

Innovative Product Developer;
40+ Years of Dedication to Irish Coast Guard Service;
Led Over 1500 Collaborative Multi-Agency Rescues;
Visionary Founder of Health and Sports Technologies;
Expert in Sports Psychology;
Over 15 Years of Profound Sports Industry Experience.

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 Ireland;
Extensive Global Management Expertise.

➤ [Entrepreneur of the Year](#)

➤ [Bunadh BIO](#)



Meet our Team /Advisors



Anita Komorowska

Administration, Marketing & Design

Degree in **E**vents **M**anagement
& **M**arketing, **D**uty Manager in
Crowne **P**laza **H**otel

[Bunadh BIO](#)



Joe Cotter

Development Strategist

Product **D**evelopment **E**xecutive
Agent and **D**istributor **S**trategist

[Bunadh BIO](#)



Anne-Marie Murphy

Sustainability Advisor

Senior **P**roduct **S**cientist for
Healthcare **M**ultinationals across
EU, **U**S & **C**hina

[Bunadh BIO](#)

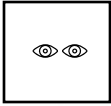


Cian O'Sullivan

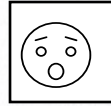
Engineer

Brightside **D**esign/**I**ndustrial **D**esign
Ireland

[Bunadh BIO](#)



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



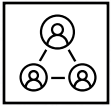
Privacy-related issues can lead to emotional distress and embarrassment, causing individuals to experience psychological trauma.



Preserving their privacy, dignity, and well-being stands as a central focal point in the process of recovery.



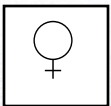
During the recovery phase, hypothermia presents a significant life-threatening risk.



Challenges arise in providing individuals with proper and discreet care, particularly in circumstances that are not conducive to privacy.



Adverse weather conditions hinder the recovery process.



Female resuscitation in public raises specific concerns if required.



Current equipment is inadequate for extended distances and rapid deployment.



Current equipment can induce feelings of claustrophobia among individuals.

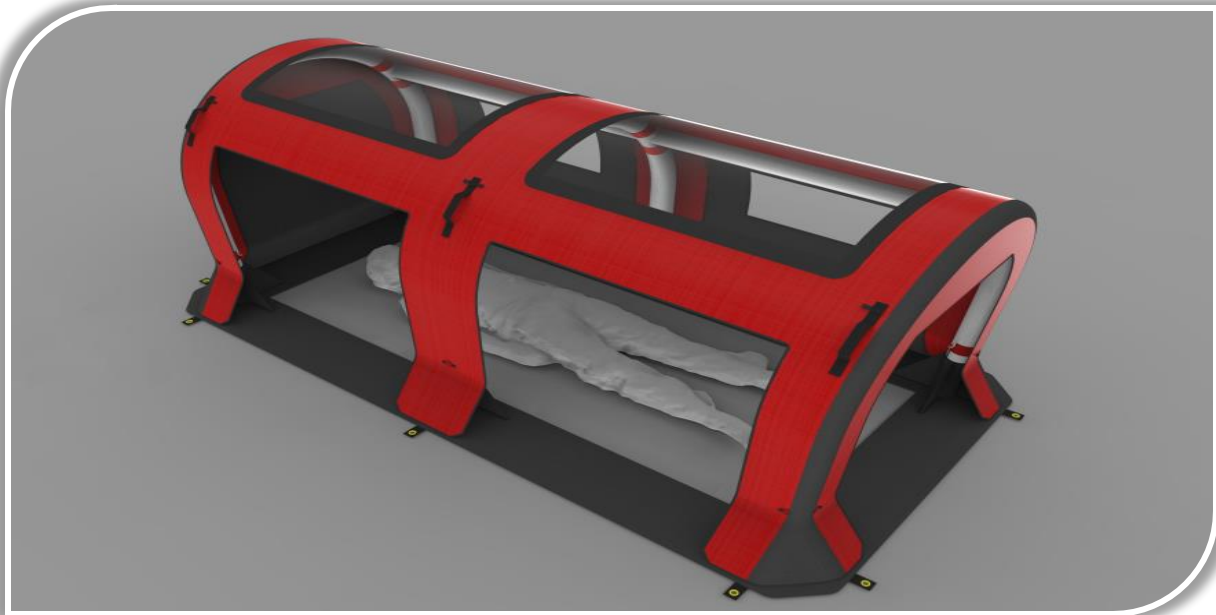


The Problem

This product incorporates individuals requiring **medical** assistance, casualties, rescuee or a fatality situation.

The Solution

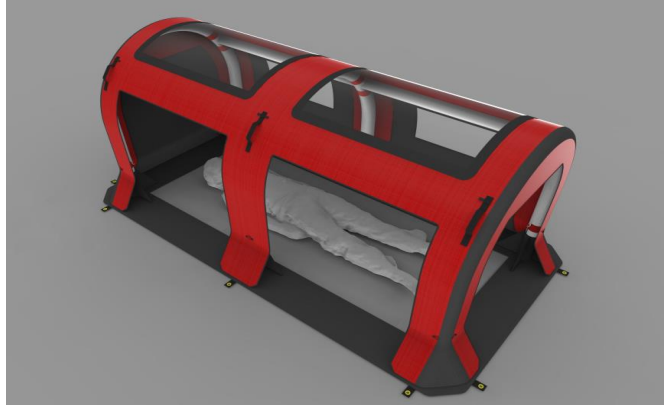
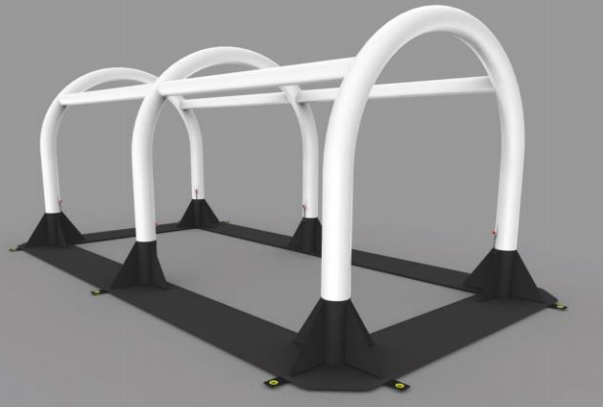
Bunadh has spearheaded the development of an innovative emergency rescue tent design that represents a significant advancement in the field. This cutting-edge rescue tent design takes a leading position among innovative solutions. The tent serves as a crucial tool for first responders and rescue teams, providing a secure and sheltered space for individuals requiring medical assistance. It ensures a safe environment where patients can receive treatment and await medical transport while maintaining privacy and protection from adverse weather conditions.



-  Specifically tailored product from real life experience
-  Instant inflation, deflation and transport
-  Protects the individual from public viewing
-  Protects the individual's dignity
-  Enhances life opportunities in emergency situations
-  Protects from extreme or adverse weather be it hot or cold
-  Gives dignity to family in fatality situations



First Prototype Information



Our inaugural prototype underwent rigorous testing under the supervision of a prominent rescue volunteer, yielding exceptionally **positive feedback**. This underscores the product's remarkable versatility and potential for **global** application across diverse terrains and scenarios. Multiple prototypes are in the pipeline, subject to ongoing refinements to achieve market readiness. **Our design** approach is guided by the **KISS** principle, prioritizing simplicity in product development.



Product uniqueness : This product combination through design collectively makes it a truly distinctive and invaluable tool for all emergency medical assistance and rescue operations.



- Weight **below** 4 kilograms



- Possesses portability for **seamless** transportation



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



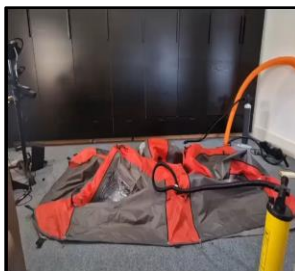
- Enables effortless manoeuvring over **causality** or **fatality**



- Facilitates **effortless** deflation and repacking.



- Demonstrates suitability across diverse terrains **weather** elements.



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

← [View Product Video Here](#)



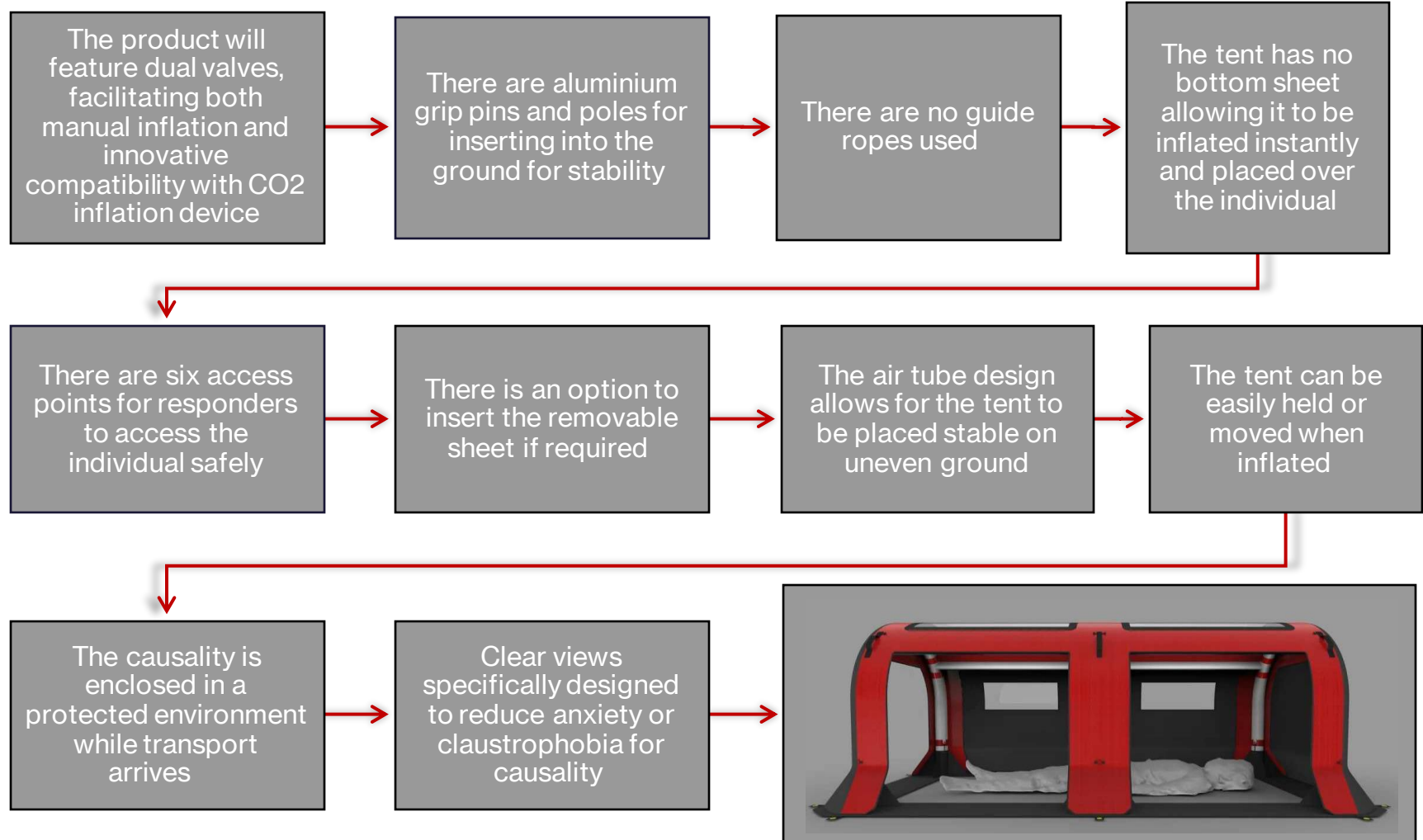
- Developing **gas** inflation mechanism.

← [View Product Video Here](#)

Product Invention – How does it work?



When the rescue team or paramedics arrive on scene to attend to a **causality** or **medical situation** it is important to understand the requirements, so the **design** was a key...

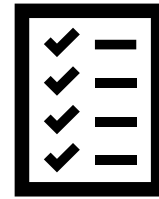


European Patent Attorneys

Wedlon O'Brien
Patent Attorneys
Shannon Lodge Casement Road
Bandon, Co. Cork.
P72 TN24



Our global patent application process is submitted, with our application now in the Patent Pending stage under EP23174523.3. This sets a priority date of May 22, 2023, as per the International Convention.



This initial application grants us a twelve-month window to refine our detail which will be identified through continuous rigorous testing and feedback. This also includes the development of our design of the inflation mechanism. All technical features will be incorporated into an International (PCT, Patent Cooperation Treaty) patent application, well in advance of the May 22, 2024 deadline.



The PCT application offers global protection until November 22, 2025. Following this, we enter the National Phase in chosen regions, where rigorous examinations, lasting up to three years or more per office (e.g., EPO and USPTO), lead to patent grants. This safeguards our intellectual property and empowers us to execute our market strategy and exit plan effectively.

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

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.

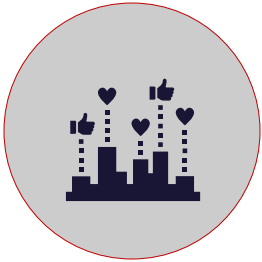


Sustainability

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**.



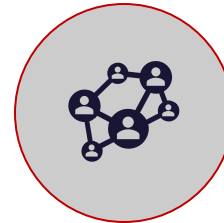
Customer Loyalty Programs:

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.



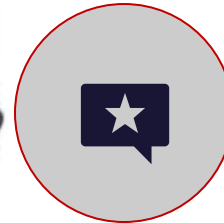
Product Differentiation:

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.



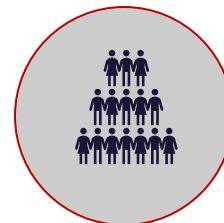
Multi-Channel Engagement:

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



Market Opportunities

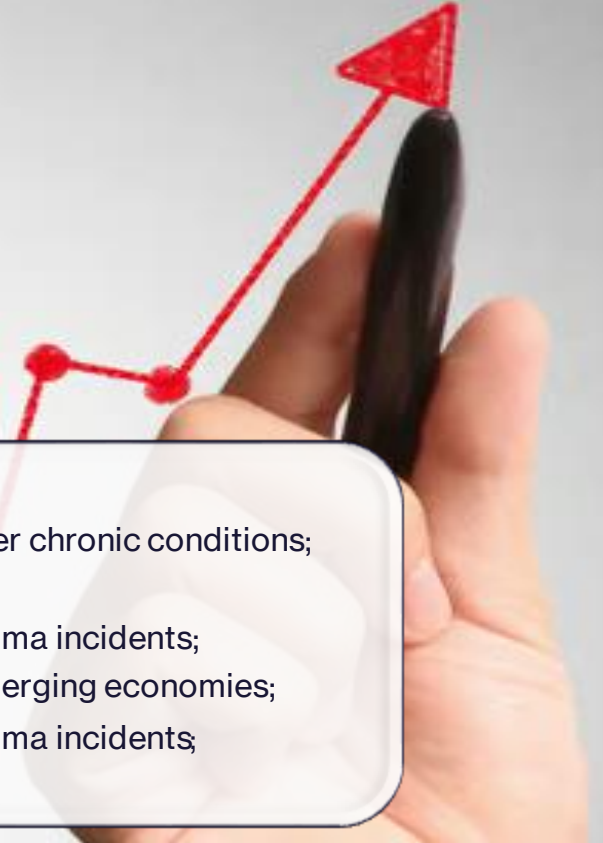
- Increase of natural disasters such as earthquakes, floods and fires and humanitarian crises;
- Increase in government spending on advanced medical equipment;

Market Drivers

- Growing incidence of COVID-19 situations and other chronic conditions;
- High demand for emergency treatment services;
- Increasing occurrence of traffic accidents and trauma incidents;
- Rising healthcare spending in both wealthy and emerging economies;
- Increasing occurrence of traffic accidents and trauma incidents;

Market Penetration

- The emergency and rescue market stands as one of the most rapidly expanding sectors on a global scale. The demand for equipment within this market is a perpetual need, ensuring casualty management, safety, and elevating survival rates;
- At the forefront of this arena is our Patent Pending product, whose unique attributes hold immense significance for both casualties and first responders. Its design not only shields them from adverse weather conditions and challenging terrains but also safeguards their privacy during treatment, constituting an indispensable asset.





Market Growth

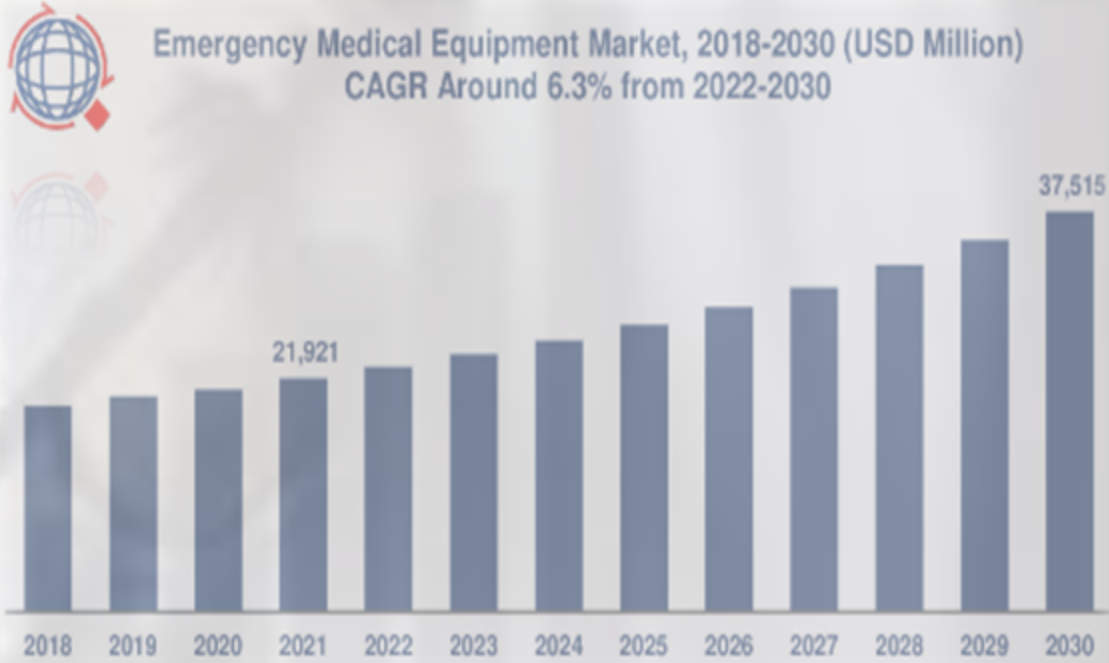
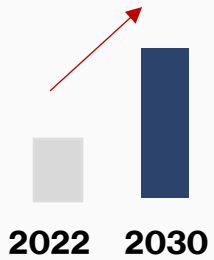
Market growth will ACCELERATE at a CAGR of

6.3%



Incremental Growth (\$)

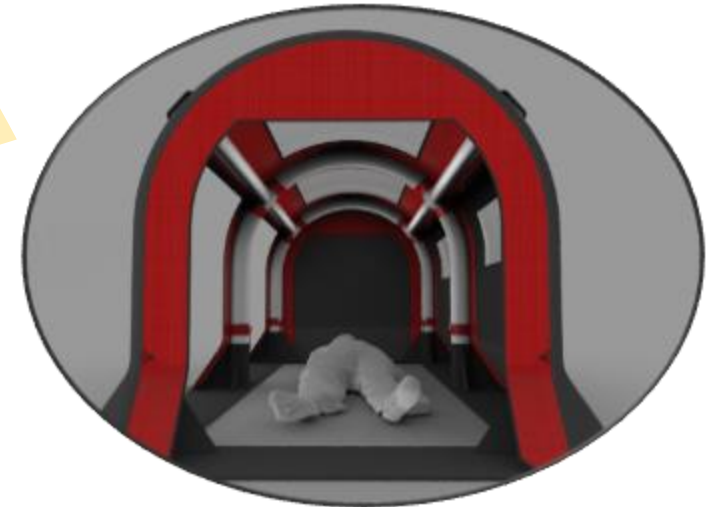
37.515



Bunadh is breaking the unsustainable linear 'take-make-dispose' model.



- **B**unadh is leading the charge to meet Ireland's sustainable development goals (SDGS) by being responsible creators. **Rescue shell's** wraparound skin is sourced from preexisting materials local to the market of choice thereby diverting from landfill & avoiding additional production.
- By utilizing **locally derived raw materials** each end user can have a **bespoke shelter solution** specific to their needs.



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



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

Bunadh Ltd is seeking to raise €600,000 **EIS funds** to allow it to continue its R&D and growth over the next several years

The investment will be completed in the form of a Subscription for B Ordinary Shares (nonvoting) in the Company with the investment being a qualifying investment for **EIS Scheme** and qualifying for Income **Tax Relief** of up to 40% on the Investment.

The projected investor return will be €1.25 per €1 invested. The projected return to the investor will be the initial investment together with the exit bonus. This is expected **to be paid** at the end of fourth year of operations (December 2027).

Together with tax relief, Investors can expect the investment to generate a net cashflow of €32,500 for a €50,000 Investment **inclusive** of tax relief.

At the end of Year 4 of trading, the Company will complete a **share buy-back** from Investors together with a redemption **bonus** expected to be twenty five percent (25%) of the Initial Investment.

It should be **noted** that there is no pre-clearance for EIS with Revenue so tax relief cannot be guaranteed, however, it is **fully expected** to be available.



Financials

PROFIT & LOSS	Dec-23	Dec-24	Dec-25	Dec-26	Dec-27
Turnover	€0	€560,000	€2,410,000	€4,804,000	€8,414,000
Gross Profit	€0	€330,400	€1,424,900	€2,835,560	€4,334,260
EBITDA	-€59,823	-€308,311	€403,216	€1,412,465	€2,878,121

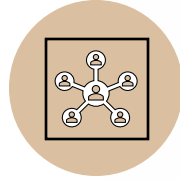
CASH FLOW	Dec-23	Dec-24	Dec-25	Dec-26	Dec-27
Opening Bank	€0	€496,285	€57,922	€501,843	€1,614,687
Cash Movement	€496,285	-€438,363	€443,921	€1,112,844	€3,636,132
Closing Bank	€496,285	€57,922	€501,843	€1,614,687	€5,250,820



Investment Opportunity



Exceptional investment opportunity that offers substantial tax advantages;



Backed by a highly capable management team;



Catering to a global market demand;



Life-saving solution;



Multiple applications;



Recyclability as an environmentally conscious investment.

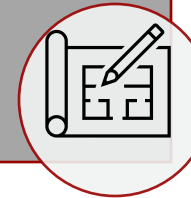
Investment Allocation



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

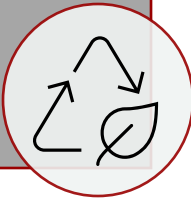
- **Engage** further in engineering to refine and optimize product design.
- **Conduct** feasibility studies, simulations, and testing for performance enhancements
- **Ensure** product meets industry standards and regulations.

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 and investor demonstrations.

Prototyping and Iteration



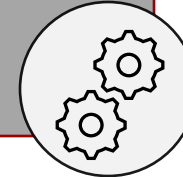


Investment Allocation

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**.

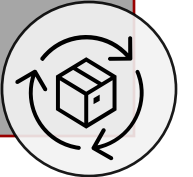
- **Identify** and secure production timelines and establish supply chain.
- **Identify** manufacturing processes, quality control, and production line optimization.

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



Sean Cavanagh

Chartered Accounts

Tel: +44 (0) 28 877 55880 |

Email: info@scc-ca.com



Martin Cany: Barrister Tel: +353 (01) 817 58 05 | Email: martincanny@lawlibrary.ie



Next Step

***For further information
please contact us***

Sean Cavanagh

E-mail: sean.cavanagh@scc-ca.com