

Executive Summary

The *Parked Car Rodent Control Mat* is a smart, eco-friendly solution to a costly, overlooked issue: rodents nesting in car engines. Using ultrasonic sound, AI detection, and layered deterrents, our humane and sustainable product protects vehicles without harm to animals or the environment. It's the future of pest control—intelligent, effective, and responsible.

Mission Statement

Our mission is to eliminate rodent-related vehicle damage through non-lethal, intelligent, and eco-conscious innovation. We protect investments, promote sustainability, and offer a safer alternative to poison, traps, and outdated pest control.

The Problem

Rodents cause billions in vehicle damage annually by chewing wires, destroying insulation, and even starting fires. Current methods are toxic, cruel, or ineffective—posing risks to pets, people, and the planet. We're here to change that.

Our Solution

The *Parked Car Rodent Control Mat* offers a plug-and-protect defense system that's unique in both design and impact:

- **Ultrasonic Emitters:** Rodent-repelling sound waves inaudible to humans.
- **AI Sensors:** Smart detection for targeted deterrent activation.
- **Multi-Layered System:** Alternates ultrasonic pulses, LED strobes, air puffs, and vibrations to prevent adaptation.
- **Sustainable Build:** Solar-powered and made from recycled materials.
- **Effortless Use:** No installation or maintenance—just unroll and protect.

What Sets Us Apart

We're the first to combine AI, ultrasonic defense, and sustainability in a mobile mat format. Unlike in-engine gadgets or chemical repellents, our product is safe, tech-forward, and accessible to everyday car owners—redefining what pest prevention looks like.

Leadership & Operations

Founded by Fedel Tewolde in Washington State, we prioritize U.S. manufacturing and ethical sourcing. Our roadmap:

- **Year 1:** R&D and pilot sales
- **Years 2–3:** Retail growth, fleet sales, and national expansion

Financial Plan

- **Year 1:** 2,500 units | \$250K revenue
- **Year 2:** 10,000 units | \$1M revenue
- **Year 3:** 25,000 units | \$2.5M revenue
Initial funding comes from personal investment, loans, and angel investors, with profits reinvested and venture capital targeted by Year 3.

Conclusion

The *Parked Car Rodent Control Mat* isn't just a product—it's a movement. We're replacing poison with protection, cruelty with compassion, and inconvenience with innovation. By blending sustainability and smart tech, we're driving toward a cleaner, safer future for vehicles and the people who rely on them.