

Executive Summary

Rodent SafeGuard

Business Overview

The **Parked Car Rodent Control Mat** is an innovative, **solar-powered** solution designed to protect vehicles from rodent damage. Users simply park on the mat, which employs **ultrasonic waves**, **vibrations**, and non-lethal **spike deterrents** to prevent rodents and other small animals from nesting in engine compartments—reducing costly repairs while promoting humane animal protection.

Market Need & Solution

Rodent-related vehicle damage is a growing issue, costing consumers and businesses **millions** in repairs annually. Existing solutions, such as engine-mounted ultrasonic devices, poisons and traps, are either **unreliable**, **harmful** to wildlife, or **dangerous** to pets and children. Our **weather-resistant**, **recycled-material-built** product offers an **effective, long-term solution** to this problem.

Mission Statement

To provide vehicle owners with a safe, humane, and effective solution for preventing rodent-caused engine damage, while promoting sustainable use for recycled plastics.

Target Market

- **Primary Customers:** Car owners in suburban/rural areas, vehicle fleet operators, and auto repair shops.
- **Business-to-Business (B2B):** Auto dealerships, Rental Vehicle Businesses, Delivery Services, really any business with a large fleet – even potentially dry storage facilities for boats.

Competitive Advantage

Unlike traditional rodent control methods, our **mat provides multi-layered protection**, requires **no installation**, is **solar-powered**, and is built with **sustainable materials**, making it **cost-effective and environmentally friendly**. It allows for a safer and effective alternative when compared to other

Conclusion

The Parked Car Rodent Control Mat is a **scalable, sustainable** solution to a real and growing consumer problem. **Affordably priced**, it provides **peace of mind** to users in rodent-prone areas—protecting their vehicles from **costly damage** without the risks that poisons or traps pose to children and pets.