

IDEAL CONCEAL, INC.



Ideal Conceal's unique and patented Pistol is the biggest game-changer in the concealed carry market in a great many years.

Our Opportunity

Problem worth solving

Despite having over 18 million conceal carry permits issued in the United States, many people do not carry due to inconvenience or difficulty to conceal. Many more would begin carrying if it was simple and safe to do so,

Target market

1. Gun owners who have difficulty carrying
2. People who want a safe and simple pistol
3. Security, police and bodyguards
4. Professionals who need discretion
5. College students

Our solution

The ability to protect yourself and your family can bring peace of mind. Having the deterrent power of a pistol that is easy to use and easy to conceal. Most incidents end at the sight of a gun. Be ready and able to take care of you and yours.

Competitors

*Pistol
Manufacturers*

Pocket pistols

How our solution is better

Patented cellphone like appearance

Trigger is covered, ease of use

Funding needed

\$ **2M**

Drive costs down with quantity buying, hire people and ramp up our assembly to meet large and growing demand. Launch new models!

Sales and Marketing

Sales channels

Currently adding to the already established 700+ dealer network. Creating exporting channels to fill the current and growing demand outside of the USA. Recently turned on online ordering from the website.

Marketing activities

1. Expand the number of reviews
2. Making targeted videos
3. Social media marketing
4. Purchase dealer specific ads
5. Actively target foreign sales

Forecast

Revenue streams

Current revenue streams consist of our ever increasing dealer network and our recently initiated online sales at idealconceal.com. Future potential revenue streams could come from licensing.

Major costs

We outsource our manufacturing of all parts to keep costs down. Parts for the pistols is our largest cost. Buying bulk parts by the thousands will add a lot to the bottom line.

Milestones



Successful Capital Raise

Mar 20, 2020



Finish R&D of laser and holster.

Jul 16, 2020



Clear Backlog

Aug 21, 2020



Start selling internationally

Oct 1, 2020



Start Selling 9mm Pistol

Nov 3, 2020

Team and Key Roles



Kirk Kjellberg

CEO

I grew up in a family business that is customer focused. I bring over 35 years of business experience to Ideal Conceal.



Brian Kinn

President

Brian's 25 years of Business and Property Management experience gives him the skills to run the business efficiently.