Our Mission:
We are Focused on Vacation Rental Guest Satisfaction Through Professional Third-Party Certification. We offer clear, impartial Data for a more informed Experience.

Opportunity Overview

Winter 2025

The GuestGuard Opportunity

The guest guard Opportunity

Residential Services Startup Poised for Growth

1. Large, growing short-term vacation rental market with attractive dynamics and strong tailwinds
2. Compelling value proposition to foster synergy between hosts and guests
3. Strong, entrepreneurial leadership team with investment, start-up, and technology experience
4. Recession resistant, safety-driven service offering
5. Clear path to growth through first-mover advantage and partnership opportunities
6. Opportunity to become market leader in short-term vacation rental regulation

GuestGuard is seeking partners to take advantage of the growing need for safety & security in the short-term vacation rental market

Strictly Private & Confidential

GuestGuard is a user-friendly platform dedicated to providing residential safety and security inspection and support services to hosts of short-term vacation rentals.

Opportunity to provide recurring safety inspections and support services to enhance the guest experience.

Currently **unregulated industry** from a safety & security perspective

Large addressable market (+20 million rental properties in the U.S.)

Attractive price point to attract both hosts and guests

The vacation rental industry is becoming increasingly competitive…

Many homeowners and commercial property owners are **entering the short-term rental market**, attracted to its income potential and **low barriers to entry**

Guests now have **too many** rental options with **fewer areas of differentiation** for competing hosts

Easier to enter the market as properties do not require commercial ratings (i.e., hotels that must being inspected by the U.S. Fire Administration and other bodies)

Unsafe vacation rental experiences are proliferating the vacation ecosystem, adding a new level of complexity & caution to guests looking for safe travel destinations

Vacation rental managers (e.g., AirBnB, VRBO, Booking.com) **do not have stringent security & safety requirements** for new & existing hosts (currently self-regulated)

Increasing focus on **safety** and **compliance** creates an opportunity for hosts to differentiate their offerings to guests

…where safety is the cornerstone of the best guest experience

To better navigate these challenges, **hosts and guests** increasingly need reliable & accurate **safety solutions**…
GuestGuard

What We Provide

Wide Service Offering Expanding Across the Entire Rental Universe

GuestGuard's Complete Guest Experience Solution

1

Creation of a Standard Assessment Framework

- *GuestGuard team introduces hosts to a standardized inspection rubric, tailored to optimizing the short-term vacation rental guest experience*
- *GuestGuard establishes a user-friendly roadmap to bridge initial onboarding for a host to becoming fully certified*
- *Hosts remain in the GuestGuard ecosystem with access to ongoing support and educational resources as they go through the annual inspection process*

2

Introduction of the Host to the Inspector Network

- *Once a host is onboarded, introduction is made to local inspectors who assesses the property on the GuestGuard rubric*
- *Detailed inspections are carried out, encompassing safety & security (e.g., fire safety, building security, child safety, neighborhood safety), rental property condition, and actual facilities available to a guest*
- *Host publishes rating on listing and works with inspector on any remediation actions*

4

Partnerships with Government & Insurance

- *GuestGuard to collaborate with local safety resources to establish best practices for hosts & guests*
- *Input from state representatives and industry experts to best prepare for any future rental property regulation*
- *Establish synergies with property insurers to recognize features & benefits of carrying the GuestGuard certification*

3

Guest Access to the GuestGuard Universe

- *Guests subscribe to a web-based showcase of rental properties which have been empirically assessed for quality & safety*
- *Prospective users can browse the web portal for content and news items pertaining to the industry*
- *Upon subscription, users would have access to the full continuum of certified properties, their assessments, and results; if paying a one-time fee, guest would have access for a single transaction*

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Exceptional Value Proposition for Homeowners and Guests

GuestGuard's services are a critical link between property owners and travelers in the vacation rental market, providing local service and relationships that are supported by tech-enabled infrastructure platform

RENTAL HOSTS

- Recognition For Improvements And Certification
- Potential For Higher Income Based On Differentiation Over Peers
- Mitigates Potential Safety Incidents (Fire, Flooding, Mold)
- Protects Host Brand Identity From Broader Industry Safety Concerns
- Support From a Professional Inspection Industry

Why Do Hosts Need GuestGuard?

- ✓ *GuestGuard offers hosts key differentiators over un-certified properties; this is valuable in an ever-competitive market*
- ✓ *Improves guest experience and creates to create recurring customer relationships*
- ✓ *Mitigates potential safety & security-rated incidents*

Recurring Supply of Properties

Continuous Demand from Vacation Travelers

RENTAL GUESTS

- Online, Seamless, User-friendly Platform
- Higher Quality, More Predictable Vacation Experiences
- Ability To Provide Feedback Through the Portal To Hosts
- Saving Time & Money by Avoiding Negative Experiences
- Access to Support Staff and National Inspector Network

Why Do Guests Need GuestGuard?

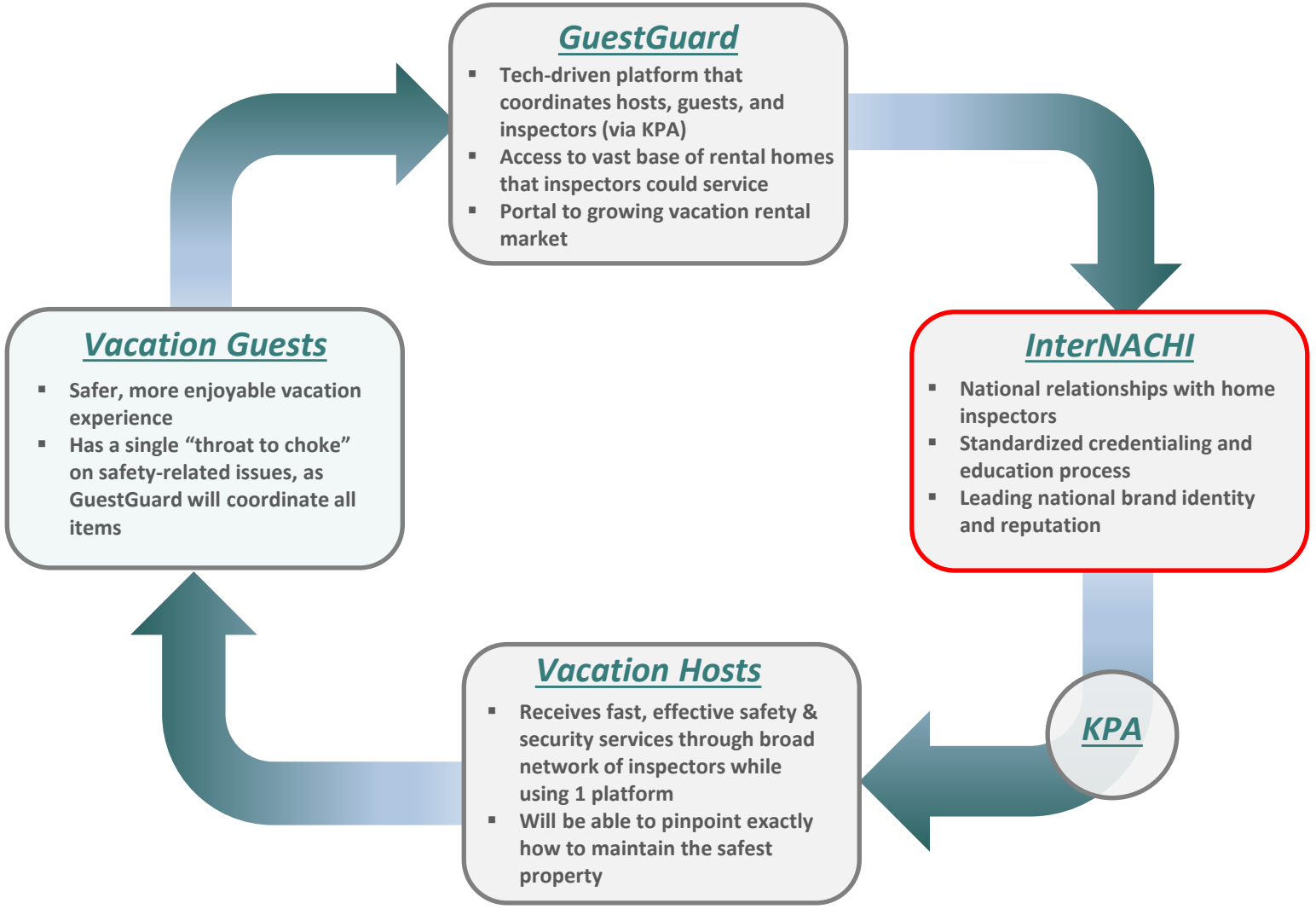
- ✓ *Creates a safer, more predicative vacationing experience*
- ✓ *Encourages lasting relationships between guests and vacation hosts*
- ✓ *More information to make informed vacationing decisions, many of which are cheaper than hotels*

Labor Management: Proposed Partnerships

GuestGuard is seeking partnerships with national inspector groups to build a market-leading service network

Partnership Overview

- GuestGuard is seeking to partner with regional and national home inspector groups to link qualified professionals with millions of short-term vacation property hosts
- Partnerships (such as one with the InterNACHI[1]) would allow for streamlined credentialing, supplemental education, and insight into the inspection market (and any potential changes in regulations)
- GuestGuard would seek to onboard and coordinate qualified inspectors through KPA (see following page), which would track and allocate jobs to the network
- Partnerships represent a massive revenue opportunity for qualified inspectors, while ensuring GuestGuard hosts & guests feel safe in every stay on their premises



(1) International Association of Certified Home Inspectors

Inspector Management Software

GuestGuard is partnering with **KPA**, a robust compliance solution that enables us to every property is inspected and maintained according to GuestGuard standards

Key User

Safety Inspector Network

KPA Overview

- **Full end-to-end inspector management platform providing real-time tracking and inspecting of host properties**
- **Actively monitors compliance of inspectors and their ability / eligibility to conduct property audits to specific homes**
- **Automatically sends digital notifications of non-compliance to property hosts, allowing them to plan their next inspection / remediation visit to stay up-to-date safety & security compliance**
- **Provides daily assurance that hosts are eligible and compliant, and that homes are fully functioning and safe, giving peace of mind to vacationing guests and local regulators**

Key Features & Functionality

Asset Management
Hosts' properties, including all amenities and current equipment are mapped in the KPA system

Compliance Monitoring
KPA notifies property hosts of inspection failures / expiration and plans remediation visits with inspectors

Inspection Preparation
Readily available information regarding audit checklists are provided to both hosts and inspectors

Tailored Requirements
Works with hosts to make sure inspections are easy, simple, and abide by the GuestGuard rubric

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GuestGuard Management

Platform is led by four individuals with experience across manufacturing, investments, data analytics, and AI

Rob Bentley
Co-Founder, COO

- Has held several senior executive roles within advanced manufacturing, engineering, and process development
- Rob has started and sold numerous enterprises to strategics buyers
- **Holds seven U.S. patents** across automotive, fluid transfer, and biopharmaceutical products

DOOSAN Swagelok Teleflex

Hadrian Bentley
Co-Founder, CEO

- Former investment analyst with Deerpath Capital and State Street
- Significant experience across financial analysis, investment & portfolio management, and data analysis
- **Holds two U.S. patents** across software and data analytics technology

Deerpath Capital STATE STREET

Henry SooHoo
Co-Founder

- Four years of relevant experience as a senior consultant within Deloitte's AI strategy and operations division
- Henry has deep experience within product management, enterprise AI strategy, and implementation

Deloitte.

Brian Piotrowski
CTO

- Five years of relevant experience within data analytics consulting before creating his own consultancy, Eggbasket Technologies
- Brian has deep experience across data analytics, web and database design and building, AI, and process automation

eggbasket TECHNOLOGIES

accenture BCG