

A young child with long brown hair is sitting at a wooden desk, looking directly at the camera with a serious expression. The room is filled with thick, dark smoke. In the foreground on the left, bright orange and yellow flames are visible, suggesting a fire source. The background is dark and indistinct due to the smoke.

**„A child suffocates in
a smoke-filled classroom.
But the fire protection plan
was filed correctly.“**



**Around 300,000 fires in
Germany and Austria
per year**

The Outcome

**A fire breaks out every 17 minutes.
Most are unprepared.**

All companies in Germany and Austria are legally required (AnSchG, ArbStättV, OIB, TRVB, etc.) to train their employees in fire protection. Yet 9 out of 10 companies fail to comply because:

- Training offerings are outdated, incomplete, or just for the records — "Yes, we're doing something."
- Major competitors (e.g., TÜV Austria/Germany, Dekra) rely on outdated, boring in-person or hybrid training formats.
- Lack of clarity in responsibilities and expertise prevails.



**Deaths, injuries, operational downtimes,
legal costs, liabilities, and more.**

The Fire Safety Gold Rush Has Begun. But the Window is Closing.

The fire protection market in Germany and Austria is not just mandatory.
It is urgently underserved.

Why now?

- Every employee needs training – every year – by law.
- Increasing risk due to EVs, batteries, densification, and staffing shortages.
- EU ESG regulations and insurance audits increase pressure.
- No scalable or intelligent solution exists yet.

Our Advantage?

- We are operational.
- Data is already flowing.
- The franchise system is ready.
- SafeIQ is the key to dominating the market before others catch up.

The Solution = **SENTIQOR** the intelligent fire prevention alliance.

Online training. Fire analysis. Franchise system. AI integration



eBrandschutz.com is the first fully digital, legally compliant e-learning platform for mandatory fire safety training in the DACH region — scalable, operational, and ready to deploy. As part of the SENTIQOR ecosystem, it sets a new benchmark in preventive fire protection. The platform enables companies, property managers, municipalities, hotels, and educational institutions to fulfill their legal fire safety obligations efficiently — while reducing liability, simplifying administration, and improving safety outcomes.

The business model is built for **rapid expansion through a franchise-based distribution system**. The core franchise framework has already been developed, with rollout scheduled after the first seed round in close alignment with our strategic partner. This model enables local scaling with minimal overhead and high margins, supported by standardized content, centralized certification, and digital infrastructure.

eBrandschutz.com is reinforced by two key innovation drivers:

- **Brandreport.at**, a live data platform that continuously analyzes real-world fire incidents to identify root causes, risk patterns, and prevention potential.
- **SafeIQ**, our upcoming AI-powered solution for dynamic risk assessment, regulatory intelligence, and immersive VR-based fire safety training.

Together, these components create a holistic and future-proof ecosystem for fire prevention, education, and compliance — built for scale, driven by data. Fire safety is mandatory. With SENTIQOR, it becomes intelligent, digital, and economically valuable.



Our Vision

**We make fire protection
as natural as buckling your seatbelt.**

- Official Launch in Austria: After 1. seed-round
- Germany: Q1 2026, then expansion across Europe.
- SafelQ + Franchise = Deep and wide-scale scalability.

The Details

Online training.



Already 100% operational!

We are currently operating eBrandschutz.com in Austria in a deliberately controlled, public test environment only.

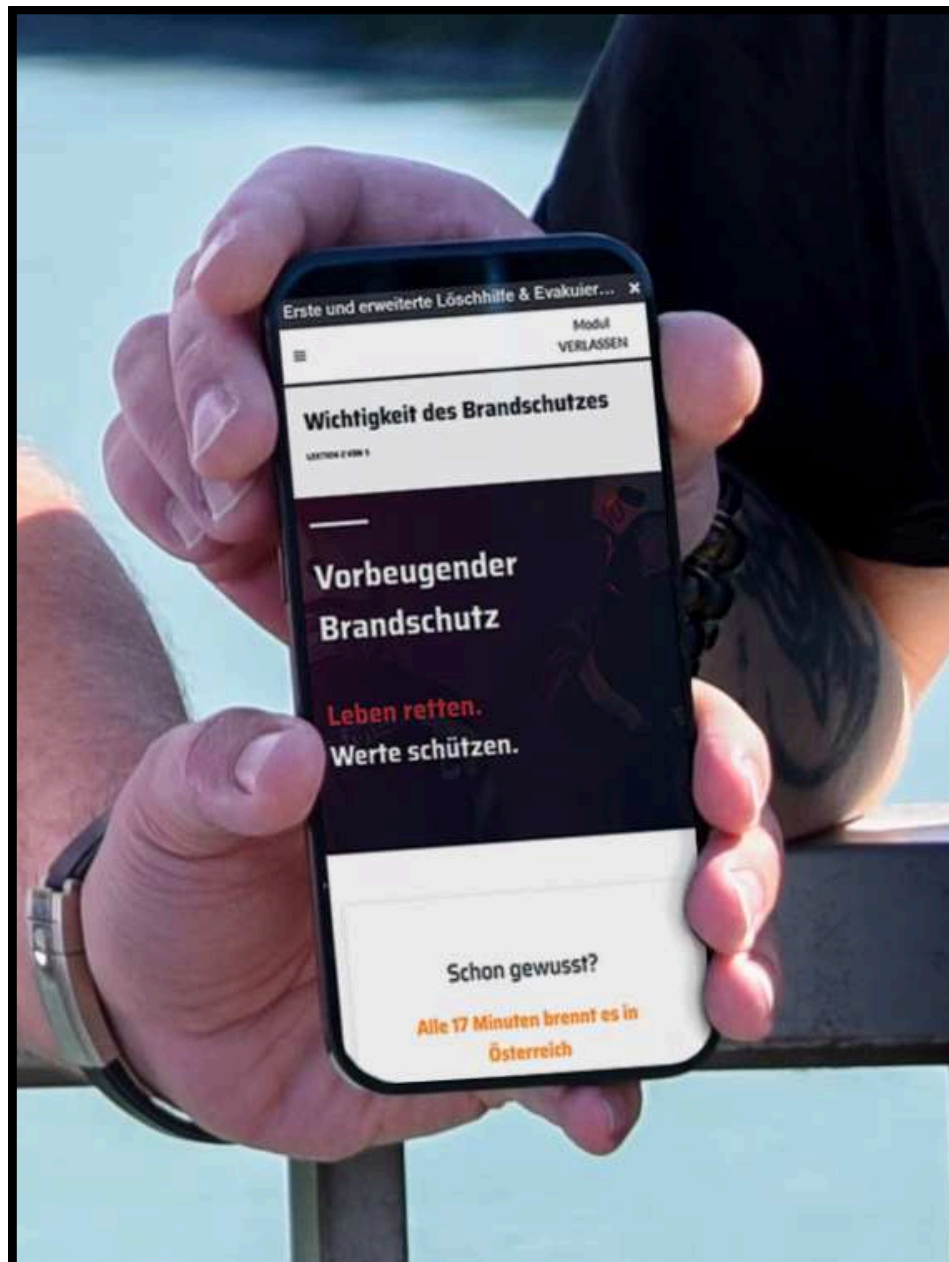
This strategic approach allows us to **preserve our first-mover advantage** by avoiding premature exposure to potential competitors.

The resulting cashflow secures the development of our AI-driven platform SafeIQ and the Franchise system.

Full market visibility and scale-up are precisely scheduled after the first seed-round, ensuring a high-impact rollout with minimized risk. Therefore, all figures in the current business plan currently only show sales made on eBrandschutz.com. This ensures that there are no misunderstandings regarding sales.

eBrandschutz.com

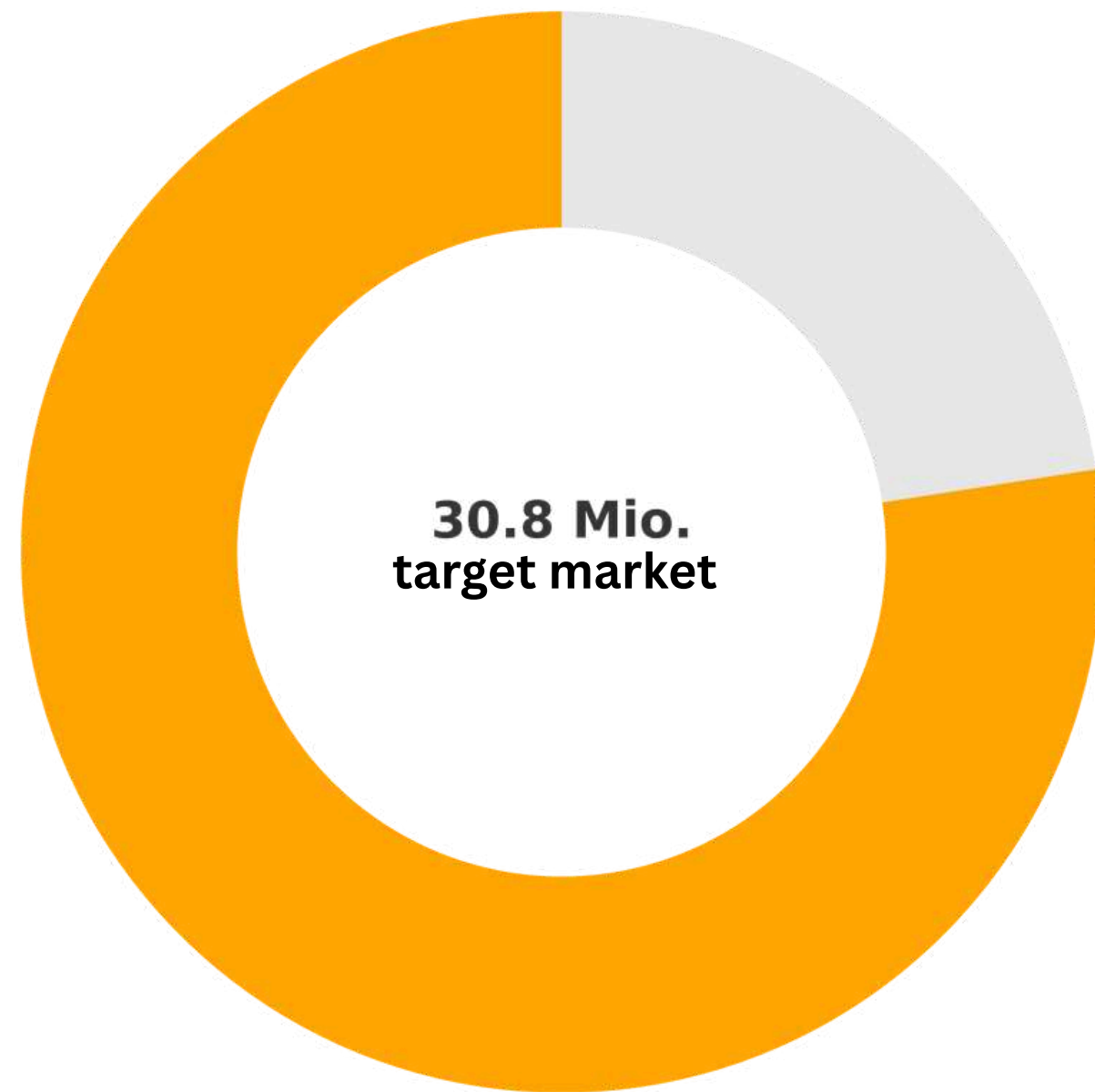
Online Training.



- **Legally compliant.**
 - **Approved by authorities.**
 - **Certified.**
 - **Cash-Cow.**
-
- The most important course is ready for take off and all of the clients need this one by law!
 - After the official launch (after 1st seed-round) we can produce courses within 2-3 weeks for upsells and new clients.
 - The platform is already compliant with the law in Germany and Austria.
 - Permanently generates cash flow for AI development.

The Market

A “must” market. No ifs, ands, or buts are accepted.



- Target market (adjusted): 30.8 million employees.
- Revenue projection: > €90 million/year starting 2030.
- Annual mandatory training for every employee — by law.



Every training can save a life.

**We therefore raise awareness of fire safety
even among the youngest children.**

- All fire protection courses are FREE for nursery and primary schools across Europe.
- Social impact = ESG benefits + strong PR effect.



Competitors

**Competitors are still asleep.
We scale.**

Our USP:

- 100% digital
- Focused entirely on online training.
- Franchise-ready.
- Certified.
- "Sicherheits-Fritz" from Tyrol as a recognizable, sympathetic brand ambassador.

Competitors Overview

Provider	100% Digital	Franchise-Ready	AI Vision	ESG Integration	Scalable
TÜV	✗	✗	✗	✗	Low
DEKRA	✗	✗	✗	✗	Medium
Regional Players	✗	✗	✗	✗	Very Low
SENTIQOR	✓	✓	✓	✓	📈 Very High

Monetization Strategy

**€29.95 per training per participant.
Scalable. Recurring. Lucrative.**

Strategie:

- Fees per training per participant.
- Franchise fees from partners.
- SaaS fees from SafeIQ.
- Add-ons & upsells from SafeIQ.



Monetization Strategy

Revenue Forecast (Trainings Only)

durchschnittler Umsatz pro Teilnehmer			15,00€			15,00€	
Jahr	Teiln. AT	MA in %	Umsatz AT*	Teiln. DE	MA in %	Umsatz DE*	Gesamtumsatz
2025	35.000,00	1,2	525.000,00€	0	0	0,00€	525.000,00€
2026	150.000,00	5,13	2.250.000,00€	650.000,00	2,33	9.750.000,00€	12.000.000,00€
2027	250.000,00	8,55	3.750.000,00€	1.500.000,00	5,38	22.500.000,00€	26.250.000,00€
2028	350.000,00	11,97	5.250.000,00€	3.000.000,00	10,75	45.000.000,00€	50.250.000,00€
2029	450.000,00	15,38	6.750.000,00€	4.500.000,00	16,13	67.500.000,00€	74.250.000,00€
2030	550.000,00	18,8	8.250.000,00€	5.500.000,00	19,71	82.500.000,00€	90.750.000,00€
	1.785.000,00		26.775.000,00	15.150.000,00		227.250.000,00	254.025.000,00

Note on the sales and earnings forecast: The figures presented are based on a deliberately conservative calculation and only show the revenue from training sales via eBrandschutz.com. Instead of the regular retail price of €29.95 per course per participant, an average revenue of only €15 per course participant was assumed to enable rapid market penetration and high scalability.

This forecast also does not include potential revenues and costs from the planned franchise model or the development and monetization of the AI-supported analytics system SafeIQ, which are being developed as separate business areas.

Monetization Strategy

Projected Profit (Trainings Only)

Jahre	2025		2026		2027		2028		2029		2030	
Gesamtumsatz	525.000,00€	% vom Umsatz	12.000.000,00€	% vom Umsatz	26.250.000,00€	% vom Umsatz	50.250.000,00€	% vom Umsatz	74.250.000,00€	% vom Umsatz	90.750.000,00€	% vom Umsatz
Marketing und Ads	183.750,00€	35,00%	4.200.000,00€	35,00%	7.875.000,00€	30,00%	15.075.000,00€	30,00%	18.562.500,00€	25,00%	18.150.000,00€	20,00%
Vertrieb & CRM	131.250,00€	25,00%	3.000.000,00€	25,00%	5.250.000,00€	20,00%	10.050.000,00€	20,00%	11.137.500,00€	15,00%	13.612.500,00€	15,00%
Forschung/Entwicklung	105.000,00€	20,00%	1.200.000,00€	10,00%	525.000,00€	2,00%	753.750,00€	1,50%	900.000,00€	1,21%	1.100.000,00€	1,21%
Content Produktion	52.500,00€	10,00%	600.000,00€	5,00%	660.000,00€	2,51%	720.000,00€	1,43%	800.000,00€	1,08%	880.000,00€	0,97%
Recht/Steuerber/Zertif.	52.500,00€	10,00%	300.000,00€	2,50%	320.000,00€	1,22%	350.000,00€	0,70%	370.000,00€	0,50%	390.000,00€	0,43%
Allgemeine Verwaltung	52.500,00€	10,00%	600.000,00€	5,00%	660.000,00€	2,51%	720.000,00€	1,43%	800.000,00€	1,08%	880.000,00€	0,97%
Rücklagen/Ungeplant	78.750,00€	15,00%	120.000,00€	1,00%	140.000,00€	0,53%	160.000,00€	0,32%	180.000,00€	0,24%	200.000,00€	0,22%
Summe Kosten	656.250,00€	125,00%	10.020.000,00€	83,50%	15.430.000,00€	58,78%	27.828.750,00€	55,38%	32.750.000,00€	44,11%	35.212.500,00€	38,80%
Ergebnis	-131.250,00€	-25,00%	1.980.000,00€	16,50%	10.820.000,00€	41,22%	22.421.250,00€	44,62%	41.500.000,00€	55,89%	55.537.500,00€	61,20%

Note on the sales and earnings forecast: The figures presented are based on a deliberately conservative calculation and only show the revenue from training sales via eBrandschutz.com. Instead of the regular retail price of €29.95 per course per participant, an average revenue of only €15 per course participant was assumed to enable rapid market penetration and high scalability.

This forecast also does not include potential revenues and costs from the planned franchise model or the development and monetization of the AI-supported analytics system SafeIQ, which are being developed as separate business areas.

The Details

Fire analysis.



Already 100% operational!

In parallel, our platform Brandreport.at is **already live in the background**, with over 300 real-world fire incidents documented – and new cases added daily. This growing, structured dataset forms the foundation for training our future AI engine, enabling SafeIQ to provide intelligent risk assessments based on actual incident patterns.

The platform also includes a professionally curated blog, designed to build trust and brand authority by transparently communicating fire causes, preventive measures, and expert analysis. Although the blog could be made public immediately, we are strategically holding it back to avoid drawing early attention from competitors – timing is part of our competitive edge.

Brandreport.at

Analysis platform for real fire incidents



- Analysis platform for real fire incidents.
- Conducted by fire safety experts.
- Data-driven prevention and awareness.
- AI training input for SafeIQ.

The fire protection mastermind



“Nobody really gives a damn about fire safety.

**It's like a will:
Nobody thinks about it until it's too late.**

**Only when people die,
children burn,
companies are destroyed,
does everyone say: 'Why didn't anyone tell us?'**

And that has to stop. Now!”

The Safety-Fritz Steinkellner

The Details

Franchise.



Core concept is ready

The core concept for our franchise model has already been developed. The operational rollout is scheduled to begin immediately after the first seed round, pending final alignment with our strategic partner.

We are specifically looking for an investor who brings experience in building and scaling franchise systems – ideally someone who can complement the strong technical and operational expertise of our co-founder Karl with strategic know-how in growth, structures, and expansion.

eBrandschutz Franchise

The McDonald's of fire protection.
Regionally strong, digitally managed, and scalable across Europe.



eBrandschutz.com Franchise will be the answer to a multi-billion dollar, fragmented market with a huge backlog: fire protection.

Our franchise system digitizes sales and enables upsells through maintenance contracts and the necessary in-person training, such as practical firefighting assistance.

With scalable technology, standardized processes, and a unique training portal.

Franchise

“Win a partner, double your scale.”

Strategy:

Standardized. Digital. Launch: Q1 2026.

Franchise partners access platform, tools, marketing & billing systems.

Revenue share + monthly franchise fee.

Partners sell training courses in their region, retain the practical portion, and receive a proportional commission on online sales. In return, the head office receives a monthly franchise fee and/or a percentage of sales.

Ideal partners: fire extinguisher dealers, security firms, tradespeople with B2B clients.

Scalability: 5,000+ partners in DACH. Immediate rollout possible.

The Details

AI integration.



Initial idea – currently under strategic development.

SafeIQ currently exists as a strategic concept and core vision within the SENTIQOR ecosystem. While the foundational architecture and use case definition have been developed, the actual technical implementation has not yet started.

To bring SafeIQ to life — as an AI-driven engine for fire risk prediction, regulatory intelligence, and immersive training — we are actively looking for an investor who not only brings capital, but also expertise and a strong network in the field of applied AI development.

We believe that the right partner at this stage can help transform SafeIQ from a high-potential idea into a market-shaping innovation.



The first digital AI powered fire safety-manager in the world



SafeIQ will be the **first** AI-powered platform for digital fire safety, combining risk assessment, standards intelligence, VR training, and early warning systems – fully automated, modular, and scalable across the world.

It will also be the world's first self-learning fire safety AI platform, combining practical data, legal knowledge, and predictive safety.

SafeIQ is extremely scalable – not only for building security, but also potentially for industrial facilities, EV infrastructure, nursing homes, etc. While today's **fire protection is mostly analog, confusing, and error-prone**, SafeIQ delivers real-time, customized recommendations for businesses, municipalities, property managers, etc., based on building data, laws, standards, and current fire incidents.

safeIQ detects risks before they occur.



The world's First Fire Safety AI

- Automated fire risk assessment.
- Norm & regulation intelligence.
- VR training & predictive analytics.
- Real-time, tailored recommendations.
- And so much more...



safeIQ

Rethinking fire protection. For millions of buildings. From Europe over the world.

Key Features Overview

- Hazard Analysis & Risk Scoring based on real fire incident comparisons (powered by Brandreport.at)
- Regulatory Intelligence: Automated compliance checks against legal regulations of the respective country
- Self-Learning AI (Predictive Safety): Forecasts, checklists, and actionable safety plans
- One-Click Compliance Reports & Audits for authorities and insurers
- VR Modules: Object-specific fire and suppression simulations (Meta Quest compatible)
- Voice Control for Site Inspections (via smartphone or smart glasses)



safelQ.
**Our scalable
billion-dollar model.**

„Today we train.
Tomorrow we prevent fires
before they start.

SafelQ will become
the World's 1st
digital fire safety manager”

Der Sicherheits-Fritz Steinkellner

SafelQ: A Clear Mission. Now Looking for the Right Tech Partner

**SafelQ is our mission. And we're ready to build it with the right partner.
The groundwork is done. Now it's time to bring it to life.**

We have already defined the core scope:

- Real-time risk assessment
- Legal compliance engine
- Dynamic checklists and alerts
- VR-integrated training modules
- API/Reports for authorities and insurers

What we need:

A strategic co-creator who helps us build the tech roadmap and architecture to realize this vision.
We're not looking for someone to follow instructions – we're looking for someone to shape this product with us.

Ideal profile:

- Proven experience in applied AI, preferably in risk, health, or compliance tech
- Hands-on capabilities or CTO-level team in place
- Interest in co-developing a category-defining product from the ground up

**We're not looking for an investor.
We're looking for a strategic partner.**

SENTIQOR doesn't need capital to function. We need speed to dominate.

The fire training market to start in Austria and Germany is wide open – but certainly not for long.

Our systems work. Demand is mandatory. Datas are already flowing. The franchise concept is ready.

But: SafeIQ – our core innovation and heart of SENTIQOR – is right now only a strategic concept.

**If we don't secure the market now, we may lose the cash engine that funds SafeIQ.
And with it, our lead.**

Overview **SENTIQOR** the intelligent fire prevention alliance.



Already 100% operational!



Already 100% operational!



Core concept is ready



Initial idea – currently under strategic development.



Your Investment Opportunity

€15M for 30% equity.

- Pre-Money: €36 Mio (based solely on training revenue).
- Franchise and SafelQ potentials offer significant upside for each investor.

We don't ask for €15 million upfront. We grow in steps – funding follows traction, and each round is tied to concrete milestones. Please learn more on the following page.

Anyone can invest. We are looking for a strategic co-creator with:

- Expertise in building scalable platforms
- Expertise in creating safelQ AI
- Access to networks and sales partners
- Willingness to participate in internationalization and exit strategy (2030/2031)

Staged Funding Plan: Leveraging Revenue, Minimizing Investor Risk

Our funding strategy is designed to maximize capital efficiency. With revenue from Austria and Germany starting hopefully in 2025, we cover parts of our expansion through operational cash flow – reducing external capital needs and risk.

Seed Round I – Go-to-Market Austria

- Timing: Q3 2025
- Funding Need: €1.5–2 million
- Own Contribution: \approx €500,000 (projected AT revenue 2025)
- Use of Funds:
 - Final market entry AT (tech, content, distribution)
 - Coordinate the franchise system and start sales
 - Brandreport.at scaling to 500+ real cases
 - SafeIQ groundwork: data architecture, backend logic

Staged Funding Plan: Leveraging Revenue, Minimizing Investor Risk

Seed Round II – DACH Expansion & AI MVP

- Timing: Q2–Q3 2026
- Funding Need: €5–7 million
- Own Contribution: \approx €2–3 million (projected DACH revenue)
- Use of Funds:
 - Launch in Germany (tech, legal, sales)
 - SafelQ MVP: AI-based risk engine (real-case model)
 - Platform scaling (multilingual, integrations, B2B ops)
 - Brand and partner growth across DACH

Series A – European Scale & SafelQ Launch

- Timing: 2027–2028
- Funding Need: €10–15 million
- Own Contribution: €10M+ projected revenue
- Use of Funds:
 - European rollout (FR, IT, Nordics, CEE)
 - SafelQ v1.0 full release
 - SaaS productization, strategic integrations
 - Licensing partnerships (gov, insurers, education)

Exit Strategy 2030+

Who might acquire SENTIQOR?

- Large certifiers (TÜV, DEKRA, etc.) to digitize outdated portfolios
- Insurance companies looking for integrated risk prevention (e.g. Allianz, AXA)
- SaaS or GovTech platforms expanding into regulatory services
- Fire protection hardware companies integrating into a training/data ecosystem

Exit Options:

- Strategic acquisition (trade sale)
- IPO on GovTech/SaaS vertical in 2030/2031

By then, we aim for >€100M annual revenue and full SafeIQ rollout.

Investor Benefit:

- Franchise system = recurring license + margin
- SafeIQ = high-margin SaaS play with predictive edge
- ESG & Compliance = future-proof positioning

The Team

Safety-Fritz Steinkellner

Founder of Safety First | SENTIQOR Mastermind |
Fire Safety Pioneer

Kurzbiographie:

- 25+ years of experience in sales, marketing, and controlling
- Twice-awarded best car salesman in Austria
- Strategic expertise through mentoring from a former chief controller
- Certified fire safety officer & assessor (ÖNORM B 1300/B 1301)
- Founder of Safety First, managing 20+ properties
- Known in the industry as "Safety-Fritz"
- Developer and thought leader of SENTIQOR
- Focus: Digitization & scaling of fire safety practices
- Awarded the HIPE Award as best service provider in fire safety

"I don't want to protect buildings – I want to save lives. SENTIQOR is my answer to a system that too often only manages fire protection."



The Team

Ing. Karl Oberreiter

Owner of ALMENO Immobilien | Strategic Co-Founder of SENTIQOR |
Franchise Architect

Kurzbiographie:

- 37+ years of entrepreneurial experience in real estate, construction, and property management
- Foundation of Protop Immobilien&Hausverwaltung, including exit
- Founder of ALMENO Immobilien, Kufstein
- Specialist in discreet, sustainable customer service
- KNX-certified smart home partner
- Innovative bridge builder between traditional business and digital progress
- Responsible for the development of the SENTIQOR franchise network in the DACH region

**"Think economically, act humanely – that's my principle.
With SENTIQOR, we bring fire protection where it's needed: across the
country."**



The Team



Our roles at SENTIQOR

Bereich	Verantwortlich
Strategic direction	Fritz Steinkellner
fire protection-Know-how	Fritz Steinkellner
Digitization & content	Fritz Steinkellner
Franchise expansion	Karl Oberreiter
Location development	Karl Oberreiter
Partners & investors network	Fritz & Karl together

The founding team

We're ready, and we're the right people for it.
Are you?

SENTIQOR

Founding Team

Safety-Fritz Steinkellner

40% equity

Ing. Karl Oberreiter

30% equity

Co-Creator

30% equity



Now it is your turn!

**Do you want to help us save lives?
Then contact us now.**

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