

CONFIDENTIAL · INVESTOR TEASER · 2026

Emergency preparedness *without the paranoia.*

StokdUp is managed emergency storage for people who have everything — and want to keep it that way. No lifestyle changes. No visible gear. Nothing to explain. The brand sits where Arc'teryx meets Tesla — luxury through restraint, not spectacle.

"Being prepared for the worst shouldn't mean living like you expect it."

7.5M

US
HOUSEHOLDS
\$1M+ NET
WORTH

\$15B

PREPAREDNESS
MARKET

0

LUXURY
COMPETITORS

\$1M

SAFE · \$5M
CAP · NO
DISCOUNT

SCROLL TO EXPLORE



01 — PROBLEM

The prepared life isn't *aspirational*.

Most people who should be prepared aren't. Not because they don't care — but because every option available to them is embarrassing, visible, or requires changing who they are.



Retail is chaos theater

Survival stores, Amazon listings, "prepper" YouTube. The aesthetic screams bunkers and MREs. Not a fit for people who fly private.



Visibility is a dealbreaker

A garage full of supplies is a signal. For high-net-worth families, what's in your home is what's seen by staff, guests, and children. Discreet off-site storage doesn't exist.



Maintenance requires obsession

Food rotation, expiration tracking,
StokdUp it checks. Even the wealthy
who try eventually let it lapse. The
market has no managed option.

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02 — SOLUTION

Everything handled. *Nothing to explain.*

StokdUp is a fully managed emergency supply account — pre-stocked, climate-controlled, stored off-site. The customer never sees it, never thinks about it, and is never embarrassed by it.



Day 1: Bug Out Bag

A premium go-bag ships to the customer's home the moment they sign. Immediate tangible value. The rest builds from there.



Off-site account

Climate-controlled storage at an existing facility. Pre-stocked across four pillars: Food (25-year shelf life), Water (Watergen Mobile Box — 6.6 gal/day from air), Power (Goal Zero Yeti 1800), and Communications (Iridium Go! Exec + Garmin inReach). Members hold their lease directly with



Managed forever

Ongoing \$1,200/yr annual maintenance fee keeps inventory current after full ownership. Set it and never think about it again.

03 — MARKET

\$190B market. ***Zero competitors at this price point.***

The global emergency preparedness market exceeds **\$190B**. The US high-net-worth segment — households with \$1M+ liquid assets — is worth **\$1.5–2B** at premium pricing. Not a niche. A structural gap.

Every existing competitor targets the tactical-enthusiast segment (Mountain House, 4Patriots, ReadyWise) or the ultra-luxury bunker builder (\$1M+). No one serves the HNW customer who wants discretion, premium service, and

institutional-grade emergency preparedness — without the lifestyle change.

StokdUp StokdUp.

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Why Indianapolis, Phase 1?

3.1% GDP growth (2025), Eli Lilly's \$13B investment, affluent suburbs with the right demographic profile. No competitor footprint. Proof of concept market — replicable across 5 cities in Phase 1 expansion.



Pricing validated by DIY economics

DIY family-of-4 food supply for 1 year: \$8K–\$50K+ (food alone). StokdUp at \$9,500–\$22,500 sits within luxury concierge medicine range (\$4,800–\$50,000/yr). The price makes sense when you compare it to what it replaces.

Sources: Precedence Research, Capgemini, Henley & Partners, FEMA, IBRC Indiana University. Full market analysis [Report #846907](#).

Three tiers. StokdUp One standard.

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All tiers include a premium bug-out bag on Day 1, off-site climate-controlled account storage, and a \$1,200/yr annual maintenance fee.

PRIVATE

\$9,500

Food-First Account · 6-month supply

- 6-month food supply (25-year shelf life)
- Medical kit & first aid supplies
- Premium bug-out bag — ships Day 1
- Climate-controlled off-site storage unit
- \$1,200/yr annual maintenance fee

RESERVE ★

\$14,500

Full Account · 12-month supply

- Everything in Private (6-month food, medical, bug-out bag)
- Water: Watergen Mobile Box (6.6 gal/day from air)
- Power: Goal Zero Yeti 1800 portable station
- Communications: Iridium Go! Exec + Garmin inReach

— Dedicated storage unit — not shared

StokdUp

— Priority Emergency Access Protocol

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— \$1,200/yr annual maintenance fee

OBSIDIAN

\$22,500

Full Account · 1–3 year supply

— Everything in Reserve (food, water, power, comms)

— 1–3 year food supply for household

— Extended shelter & sanitation

— Annual review & refresh cycle

— \$1,200/yr annual maintenance fee

05 — BUSINESS MODEL —————

**Asset-light today.
Infrastructure tomorrow.**

Gross margins of 45–65% from day one — without owning a single facility. Phase 2 captures the full stack.

StokdUp

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PHASE 1

Partner & Place

StokdUp identifies and vets climate-controlled self-storage partners, then negotiates preferred rates on members' behalf — a recession-resistant industry with persistent occupancy gaps. Each member leases their unit directly from the partner facility and pays them directly for ongoing storage. StokdUp earns on the account sale and the \$1,200/yr maintenance service. Facility footprint is intentionally distributed and not publicly mapped — network obscurity is a security feature. **45–65% gross margins.**

PHASE 2

Own Facilities

With 100+ clients, acquire or build dedicated facilities. Purpose-built climate-controlled accounts. Higher margin, better experience, proprietary footprint.

PHASE 3

Safe Passage

Premium emergency escort add-on via certified security firm partnerships. High-margin, subscription-adjacent service for Full Prep clients who need active extraction support.

15

CUSTOMERS TO SELF-FUND

45–65%

GROSS MARGIN TARGET

\$1,200/yr

06 — FINANCIAL ANALYSIS

Numbers that *earn conviction.*

Unit economics built from item-level sourcing data, real Indianapolis CC storage rates, and a conservative customer acquisition model. No wishful math.

51%PRIVATE TIER
GROSS
MARGIN**10.4x**BEST LTV /
CAC RATIO**8**BREAK-EVEN
CUSTOMERS**4**

TIER OPTIONS

Unit economics — wholesale gear at 40% of retail, supplemental food for

Private: \$9,500 price / \$4,670 COGS / 51% margin. Reserve: \$14,500 / \$7,010 COGS / 52% margin. Obsidian: \$22,500 / \$10,000 COGS / 56% margin. Food is a good investment (~1,000 cal/person/day for family of 4). Annual maintenance (\$1,200/yr) is pure-margin recurring revenue with near-zero incremental cost.

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TIER	PRICE	EST. COGS	GROSS
PRIVATE	\$9,500	\$4,670	\$4,830
RESERVE ★	\$14,500	\$7,010	\$7,490
OBSIDIAN	\$22,500	\$10,000	\$12,500

3-YEAR REVENUE PROJECTION

YEAR	CUSTOMERS	MIX (FOOD / FULL)	REVENUE	OPERATING INCOME
Year 1	15	8 Private / 7 Reserve	\$241,500	~\$85K
Year 2	30	18 Private / 12 Reserve	\$429K	~\$150K
Year 3	50	30 Private / 20 Reserve	\$715K	~\$250K

UNIT ECONOMICS

TIER	EST. CAL
PRIVATE (\$9,500)	\$100K
RESERVE ★ (\$14,500)	\$150K
OBSIDIAN (\$22,500)	\$250K

Milestone: 15 members = self-funded

15 members at blended \$14,500 ASP = \$217,500 revenue — covers full Year 1 operating expenses before raise capital is exhausted. \$1M SAFE funds Phase 1 unit inventory (\$166,750), facility setup & partner agreements (\$60,000), legal & compliance (\$36,000), insurance (\$15,000), and marketing (\$120,000), with ~\$351K working capital buffer remaining.

Full financial model with sensitivity analysis: [Report #846908](#). COGS sourced from item sheet + Indianapolis CC facility pricing.

07 — GO-TO-MARKET

Zero CAC to start.
Paid acquisition on proof.

Validation before spend. Five advisory closes in six months before a dollar goes to paid channels.

PHASE 1

**Advisory Network
(0–6 months)**

First 5 members through direct founder relationships. Zero CAC. No paid channels until advisory gate is cleared. Founder network + Ken's

PHASE 2

Paid + Referral (6–18 months)

Meta (high-income zip code targeting — \$250K+ household income radius). LinkedIn (finance, O&G, healthcare professionals). Referral

PHASE 3

Scale (18+ months)

Expand to 5 cities. Facility footprint compounds. Affiliate and wealth-manager channel partnerships.

business supports
\$1,200 CAC. CAC
recovered at close — no
payback period risk.

Validation gate: 5 advisory closes

No paid acquisition spend begins until 5 members are closed through the advisory network. Proof before scale — protects raise capital.

09 — TEAM

Operators. *Not pitch deck founders.*

Small team by design. We move faster and spend less. Every dollar raised goes into accounts, not headcount.

Dalene Stuteville

FOUNDER & CEO

Ken

ADVISORY PARTNER

A multi-sector operator with deep
StokdUp the Greater Indianapolis
business community. A former

healthcare data executive and
insurance consultant, she brings
hard-won operational discipline to
StokdUp's build phase. She has built
and financed independent film
projects with a global network of
6,600+ investors — a track record
that translates directly to early-stage
capital relationships. She owns
product, client experience, and
growth execution.

50 years in oil & gas finance.

Understands capital
horizon asset plays, and how to talk

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to the kind of investors who should
own StokdUp. Credibility in the room.

10 — THE ASK

Simple terms.
Clear milestones.

\$1,000,000

SAFE · \$5M cap · no discount

StokdUp

\$168,750

Unit inventory — Year

1

\$60,000

Facility setup &
partner agreements —
5 sites

\$30,000

Legal & compliance

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\$15,000

Insurance

\$120,000

Marketing &
acquisition

\$80,000

Operations hire (unit
50)

\$175,000

Year 2 inventory pre-
stage

~\$351,250

Working capital buffer

Post-Event Policy

Pre-event pricing is guaranteed for all members at time of purchase. In the event of a declared catastrophe, unit access transitions to first-come-first-served. Members who joined before any event retain full priority access to their account.

15 members at \$217,500 = self-funded. The \$1M SAFE bridges us to the point where recurring revenue covers ongoing ops. Advisory closes (zero CAC) reach that milestone before paid acquisition begins — raise capital is protection, not survival.

Let's talk. *No decks. No demos.*

If the numbers make sense and the market thesis resonates, a 30-minute conversation is all it takes to decide if this fits your portfolio.

EMAIL

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