

LifeLinkIQ™

PHYSICAL PRODUCTS. MORE POSSIBILITIES.

A more connected world starts with what you make.

LifeLinkIQ provides the digital identity infrastructure for physical products, helping brands create lasting connections with their customers.



Brands want post-sale engagement, **but it's hard.**

Creating a digital experience for a physical product requires significant time, resources and ongoing management — and most brands don't want to build and maintain it themselves.



Software development



Internal resources



Data infrastructure



Security & compliance



Ongoing maintenance



Customer support



Time to market is slow



Expensive to build and scale

“We want the benefits, without the headache.”

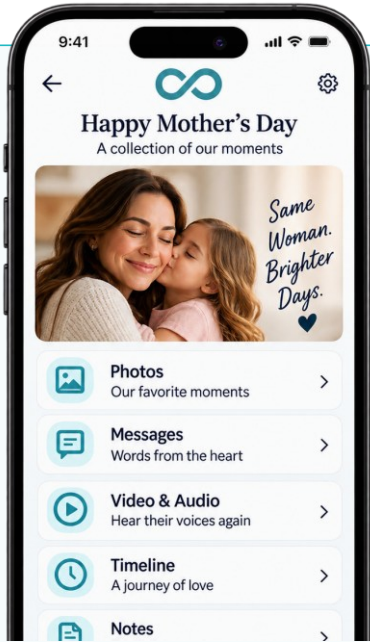
— Feedback from brand conversations

Give every product a digital life.

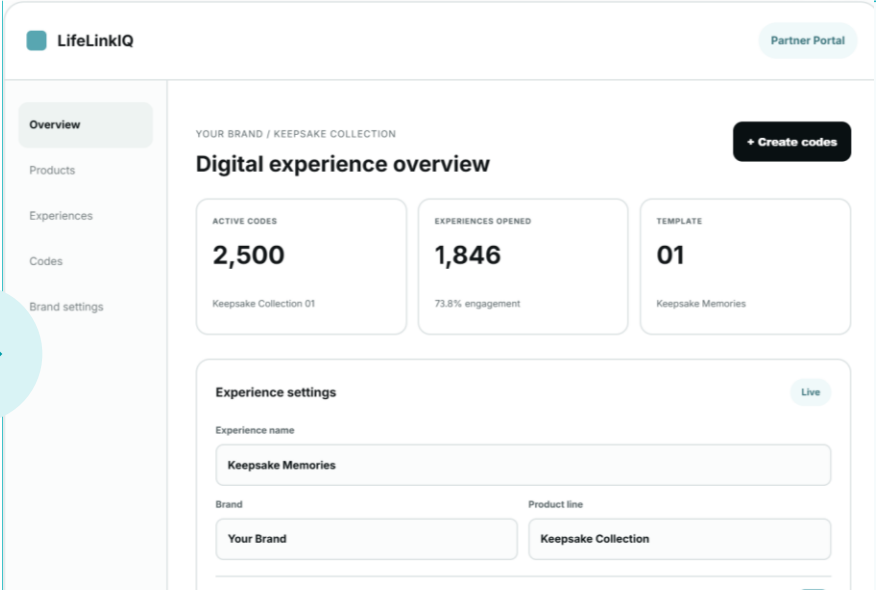
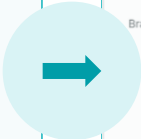
LifeLinkIQ turns meaningful gifts, like a Mother's Day bracelet, into branded digital experiences that keep memories accessible, meaningful, and easy to revisit.



Physical Product



LifeLinkIQ Digital Experience



Brand Portal



Tap

A simple NFC-enabled bracelet connects the gift to a digital experience.



Connect

Loved ones instantly access a personalized, easy-to-use memory hub.



Engage

Share photos, videos, messages and milestones that celebrate her story.

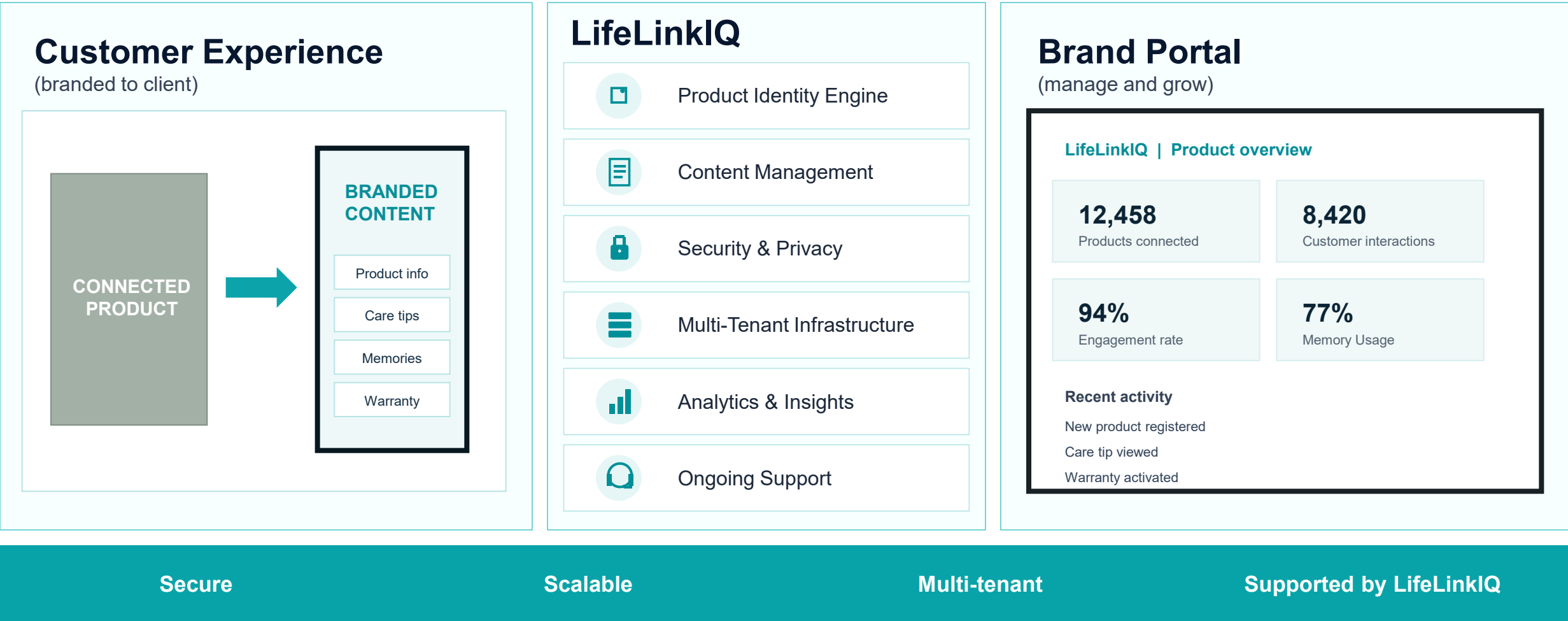


Grow

Brands deepen customer relationships and unlock long-term value.

A secure, scalable platform built for brands.

LifeLinkIQ manages the technology so brands can focus on making exceptional products and customer experiences.



One platform. Endless possibilities.

LifeLinkIQ has the potential to support a wide range of use cases across industries, helping brands extend the value of their products.



Memories & Storytelling



Care & Safety Info



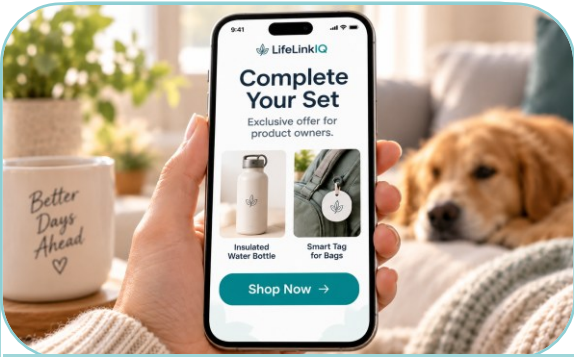
Product Information



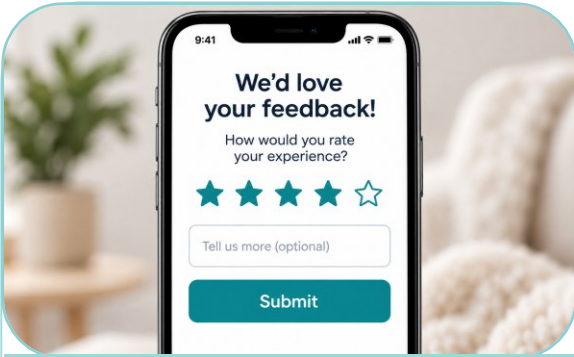
Warranty & Registration



Lost-Item Return



Customer Engagement



Feedback & Surveys



Authentication & Anti-Counterfeit





The Littlest Link



Setup Your Littlest Link

This code hasn't been set up yet. Let's get your nap mat ready for your little one's next adventure.

-  Share safety & allergy info
-  Provide comfort tips
-  Share daily routines

[Begin Setup](#)

 littlest-link.berkshirelittles.com 

The founding use case.

Berkshire Littles is the first real-world example of LifeLinkIQ in action — connecting physical products to the information that matters most, across daycare, travel, and everyday life.



Built for real life

Parents can securely share care information for daycare, travel, and caregivers.



Creates immediate value

Helps children feel safe, supported, and understood, wherever they go.



Working proof point

A tangible, in-market example that validates the broader platform opportunity.



Scales beyond one product

The same technology can scale across industries and product categories. Customer profiles can connect across products, creating one simple, unified experience.

Multiple trends are **converging**.

The physical and digital worlds are coming together, creating a unique opportunity for brands to build deeper, longer-lasting customer relationships.



**QR/NFC adoption
is accelerating**



**Digital product
passports and
regulatory momentum**



**Brands want direct
relationships with
their customers**

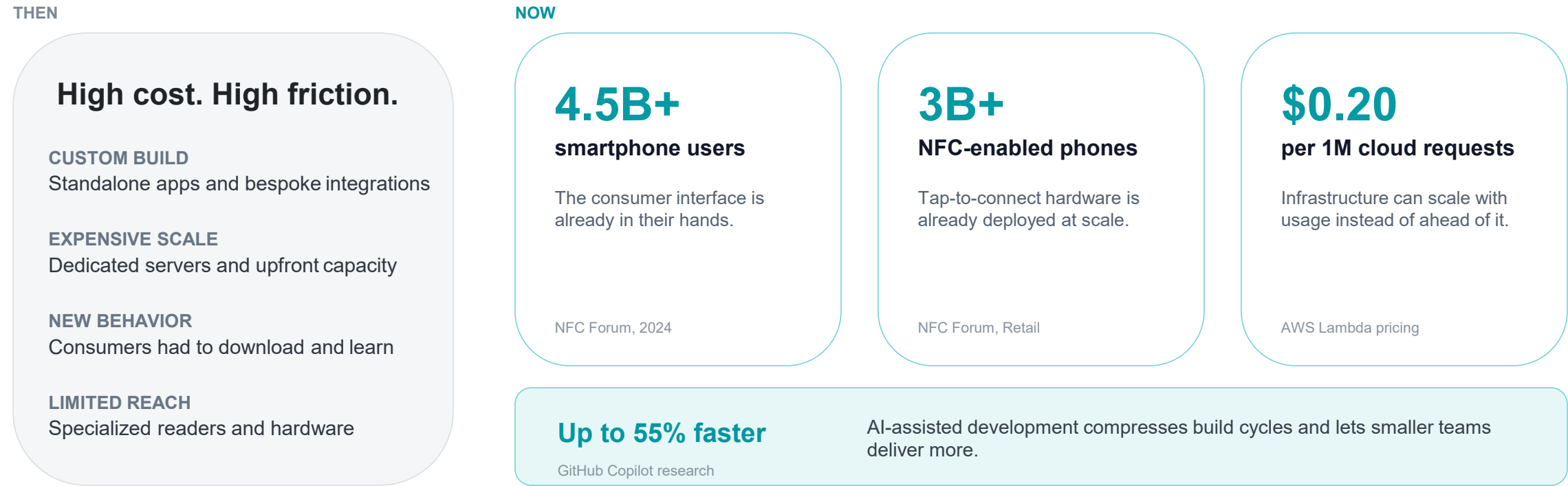


**Consumers expect
more from the
products they buy**

Physical products are becoming smarter. LifeLinkIQ makes it possible.

The infrastructure finally caught up to the idea.

What once required custom hardware, dedicated infrastructure and heavy consumer education can now be launched on technology people already use.



WHY LIFELINKIQ WORKS NOW

A capital-efficient platform can launch quickly, reach billions of compatible devices and scale as adoption grows.

You could build it. But why would you?

The opportunity is in owning the customer relationship — not building the plumbing and hosting to make connected products work.

BUILD INTERNALLY

- ✗ Product strategy & roadmap
- ✗ UX/UI design
- ✗ Engineering & development
- ✗ QR/NFC infrastructure
- ✗ Hosting & cloud infrastructure
- ✗ Security & compliance
- ✗ Content management system
- ✗ QA & testing
- ✗ Customer support
- ✗ Ongoing maintenance
- ✗ Ongoing cost and resourcing

LIFELINKIQ

- ✓ Implement once
- ✓ Managed infrastructure
- ✓ Branded customer experience
- ✓ Security & privacy built-in
- ✓ Ongoing support
- ✓ Scales with your product volume
- ✓ Focus on your core business



Brands shouldn't have to become software companies to make their products digital.

LifeLinkIQ wins where existing solutions fall short.

A repeatable lifecycle platform gives brands more capability than simple tools — without the complexity of a custom build.

Product Platforms

Complex



Built for product data, traceability, compliance, and complex enterprise programs.

>

QR / NFC Tools

Limited



Great for links and campaigns, but not built around ongoing product lifecycle experiences.

>

Custom / Point Solutions

Fragmented



Either solve one use case or require a bespoke build that is slower and harder to scale.

>

LIFELINKIQ

BUILT FOR BRANDS

Ready-to-launch lifecycle experiences.

✓

Choose a template, brand it, launch

✓

Persistent product identities

✓

Experiences that evolve over time

✓

One platform, many use cases

✓

Reusable profiles across products

✓

Managed infrastructure, no app required

The flexibility brands want.

The simplicity they need.

Patent-pending architecture extends beyond today's MVP.

The MVP commercializes the core lifecycle engine now — while the filing describes a broader orchestration layer for how product-linked experiences evolve over time.

CORE PATENT CONCEPT

Lifecycle-driven digital stewardship

PHYSICAL
PRODUCT



UNIQUE
IDENTITY



LIFECYCLE +
PERMISSIONS



EVOLVING DIGITAL
EXPERIENCE

Not a static
QR destination.

IN THE COMMERCIAL MVP

NOW

- Unique product-level identities + activation records
- Verified claim / reclaim and ownership binding
- Lifecycle states, expiry, reset and physical hand-off
- Versioned digital experiences with evolving customer content
- Multi-brand portals + governed, reusable templates
- Safety publishing, reporting, audit + analytics foundation

PATENT-DESCRIBED EXPANSION

- Scheduled / timed content release
- Event- or scan-triggered release + notifications
- Role-specific views and entitlement-controlled content
- Continuing narratives + character content that changes over time
- Lost-state / recovery behavior + content-preserving transfer
- Subscription content, memory vaults, archival + enterprise updates

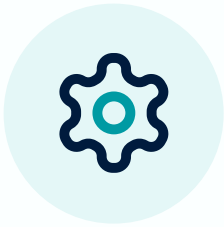
INVESTOR TAKEAWAY

The defensibility is the lifecycle system behind the identifier — not the QR/NFC technology itself.

Patent pending. Application description shown; scope of any issued claims may differ.

Built to scale **with our customers.**

A flexible revenue model designed to grow as partner adoption expands.



Implementation & Launch

One-time onboarding, configuration, deployment, and launch support.



Per-Identity Revenue

Usage-based pricing that scales with the number of connected product identities.



Expansion Revenue

Additional product lines, integrations, premium features, and enterprise services.



Investor takeaway

Revenue begins with implementation, scales with connected-product volume, and expands as partners add products and capabilities.

A large market is forming around connected products.

Infrastructure, regulation, and consumer behavior are already moving toward smarter physical products. LifeLinkIQ provides the experience and data layer brands can use on top of this shift.



A GROWING MARKET

Global connected packaging includes QR, NFC and RFID-enabled packaging.

\$28.7B → \$57.4B

Connected packaging market, 2025–2034



SOFTWARE IS ACCELERATING

Digital product identity/passport software is projected to scale rapidly.

35.5% CAGR

\$275M → ~\$3B digital product passport market



CONSUMERS ARE READY

Consumers respond to scannable product information and richer product context.

79% / 62%

purchase intent / willingness to spend more



**Connected products are not a future concept.
They're already happening now.**

LifeLinkIQ enters where the digital layer creates obvious incremental value.

Sources: Fortune Business Insights – Connected Packaging Market; Grand View Research – Digital Product Passport Market; GS1 Consumer Research, 2025. Categories overlap and should not be added together as LifeLinkIQ TAM.

Start where the value is obvious. Expand from there.

We start with high-value categories where a digital experience creates clear incremental value. Once embedded, LifeLinkIQ expands across more products, use cases, and enterprise programs.



INITIAL PARTNERS

Where emotional connection, authenticity, or lifecycle information matter most.

- Pet memorials
- Gifting
- Keepsakes
- Care



MORE PRODUCTS

Additional SKUs and product lines inside existing partners.

- Seasonal collections
- New categories
- Broader distribution



MORE VALUE

Ongoing engagement, lifecycle services, and data packages.

- Personalized content
- Re-engagement
- Service & support



INFRASTRUCTURE

Embedded across the partner portfolio and industries.

- Enterprise rollouts
- Multi-brand programs
- Data & analytics

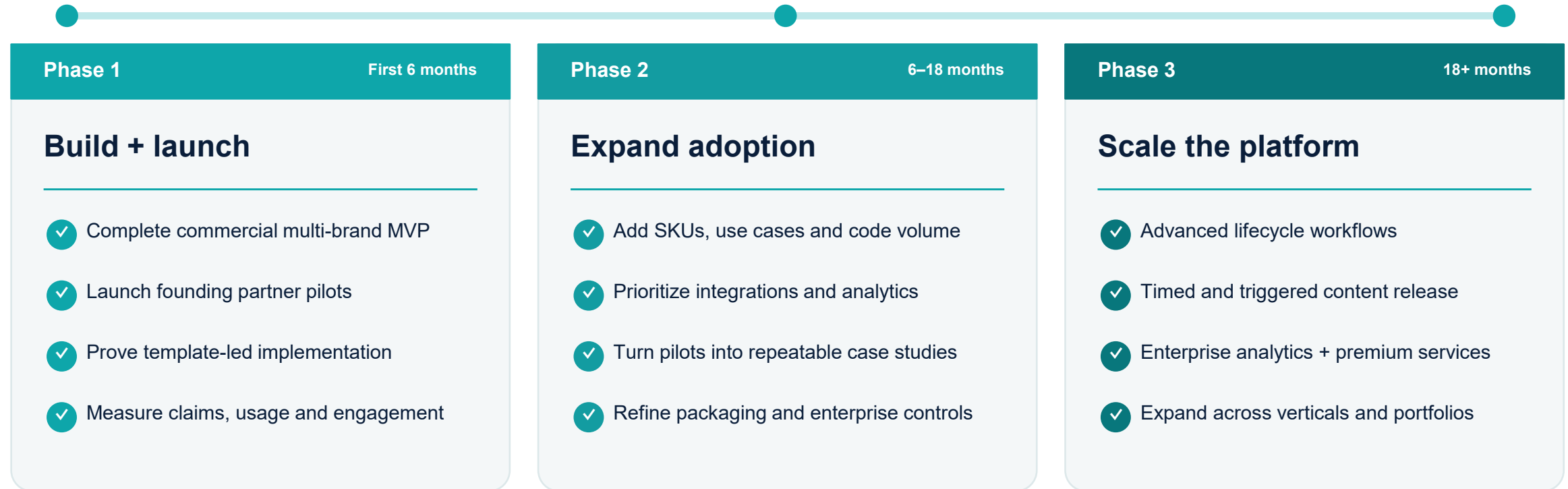


A scalable path to long-term growth.

Start narrow. Build deep. Expand by product line, capability, and data.

Build it. Prove it. Expand it.

We proved the connected-product experience; now we are building the scalable, template-led infrastructure that commercializes it across brands, SKUs and lifecycle use cases.



MVP is commercially useful now. Platform value compounds as partners add products, templates, integrations and lifecycle capabilities.

The Opportunity Ahead

LifeLinkIQ is now in market, with patented technology, a working proof point, and a clear path to brand and manufacturer partnerships. We're looking to connect with investors and strategic partners who see the opportunity to scale how physical products create value long after the sale.



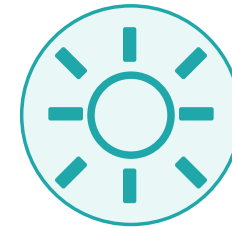
PATENT PENDING

Protected platform architecture



IN MARKET

Live proof point and commercial outreach underway.



BUILT TO SCALE

Designed for brands and manufacturers across categories.

Interested in what we're building?

LET'S TALK.

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