



Our Company

Tyga Technologies Inc is a vertically integrated, full service solutions provider of a proprietary item tracking system that provides distinct competitive advantages and fulfills unmet needs across a large array of industries and market sectors.

To date, we have invented, developed, manufactured, marketed and successfully deployed our system with paying customers. We make tracking turnkey, providing hardware, software, training and support.

The Problem We Address

Have you ever asked yourself – “where’s my stuff”?!
If so, you’re not alone.

Individuals and corporations have tremendous problems in tracking, managing and securing assets and other items. Research studies show that the losing track of items is a universal problem, and the resulting time, monetary and “aggravation” costs are enormous. And yet, there is not a single solution in the market today that is suitable for broadly addressing most tracking needs. The available technologies are designed for a few specific applications, and are too costly, complex and cumbersome for the rest of us.

Our Solution

We have 4 proprietary hardware components consisting of 2 sets of RFID tags and readers, (i) one of which does long-range tracking of thousands of items (50,000 S.F.) and (ii) the other of which does short-range interrogation of a single item (one inch).



Our Competitive Advantages

As a revolutionary advance, all of our components – long and short range -- are seamlessly integrated on the same wireless standard and cloud software platform. Such integration addresses a major gap in current tracking technology and is critical to fulfilling a broad range of market needs for a comprehensive tracking solution.

Our system is virtually infrastructure-free, simple to use, and can track, monitor and secure any item at anytime from anywhere. All components communicate with any smartphone, making on-demand long and short range tracking a reality for the first time.

Owing to our patented and patent pending inventions, our system is alone in its class. Our short-range reader is so small it fits on keychain, has a multi-year battery life and is a small fraction of the cost of other readers. Such features make it uniquely suitable for both individual and enterprise applications. Our long-range tag combines (i) long battery life with (ii) long range and (iii) fast read speed – making it uniquely suitable for a large number of applications where tracking has never before been feasible.

Market Analysis

Item tracking manufacturers are focused on a limited number of market sectors, primarily supply chain and military. Our target markets have been largely ignored by the item tracking industry and are wide open to us. They include offices, consumers, moving, storage, museums, schools, hospitals and humanitarian aid – all of whom have strong needs for item tracking, management and security.

Furthermore, each manufacturer produces either long or short range hardware (typically active RFID or barcoding). No manufacturer supplies both. As a result data is siloed – the technologies neither communicate nor integrate with each other -- and data cannot be conveniently presented or analyzed. Moreover, the hardware components are large, expensive and have short battery lives. No one (but us) is providing a comprehensive, affordable solution that integrates long and short range, communicates with any smartphone and comes complete with cloud software, training and support. We are turnkey, simple and right for both B2B and B2C.

Go-To-Market Strategy

We are well positioned to penetrate our target markets through the national marketing and distribution channels of Tyga-Box Systems, which has been in business since 1991 and is owned by our founders. Such marketing advantage cannot be overstated. Tyga-Box has existing relationships with a large number of corporations and moving companies -- many of whom have expressed serious interest in utilizing our item tracking system. Such companies provide us with an installed base of about 1 million plastic boxes and a large number of other assets to be outfitted with our tags. We plan to penetrate that base first, and then build upon it to branch out to other larger market sectors. Based upon early enthusiastic market response, we expect rapid market penetration and high growth.

Customers & Pipeline

We have completed large, highly successful tracking moves for Merrill Lynch and JP Morgan Chase. Our pipeline of interested customers includes Google, Moody's, HSBC, Disney, Proctor & Gamble and Sprint.

Revenue Model

Subscription based Tracking as a Service model generating recurring revenue, high EBITDA and strong ROI.

Barriers to Competition

Patented and patent pending inventions.

Opportunity to take market share before competition can respond.

Our marketing, distribution and revenue models position us to create long term relationships with customers and create enduring loyalties that will be hard for competitors to break.

We have full control over outsourced manufacturing of our proprietary products, positioning us to rapidly respond to changes in technology and market conditions.

Testimonial

“TygaTrax helped us win the Merrill Lynch move job against stiff competition. It delivered perfect move tracking and security – not a single crate was left behind!”

Don Hindman, Executive Vice President, Johnson-United