CHW WORKFORCE DEVELOPMENT, INC. · CHW EPT — EMERGENCY PREPAREDNESS TEAM

Proposal: EPT Private Family Mesh

“Elite communications when systems fail.”

Prepared by Rev. Dr. Ali ABY Muhammed, CCHW, Founder & Executive Director · Boston, Massachusetts · November 3, 2026 · Draft for decision — cost figures finalize when the supplier price research lands

1 · THE BUSINESS IN ONE PAGE

CHW EPT sells private family emergency communication: small mesh radios that let a family send text messages and share locations with each other when cell service, internet, and power fail. The radios form their own network — every device relays for the others — so there is no carrier, no signal plan, and no monthly fee to use them. Each family gets its own private, encrypted channel.

We do not sell gadgets off a shelf. We sell a **configured, taught, and serviced family system**: the devices, our own assembly on EPT-built nodes, the private-channel connection, and ongoing tech service — priced as four honest lines on one invoice. Enrollment is private and by appointment, which matches the customer: families who take preparedness seriously and will pay for it to be done right.

$59–$99	$119–$349	$19	$9–$29/mo	$0
DEVICE CATALOG	FAMILY PACKAGES	WHITE-GLOVE SETUP	MEMBERSHIP SERVICE	CARRIER FEES, EVER

2 · WHY THIS BUSINESS, WHY NOW

- **The need is real and local.** Boston families learned through storms, outages, and the Mass and Cass crisis that the phone in the pocket is a single point of failure. Preparedness is no longer a hobbyist word — it is a household one.
- **We already hold the trust.** CHW Workforce Development trains community health workers and runs Boston CERT preparedness work. The founder is a Massachusetts Certified Community Health Worker (CHW10757), a Red Cross CPR/AED instructor, an FCC-licensed operator, and a Boston CERT team leader. No competing seller in this city carries that stack.
- **We already hold the hardware.** Two finished handheld nodes are on hand, and the team node “Boston Cert Team (DOR)” has been live on the public mesh since October 10, 2026. This business starts from working equipment and a working network — not from a purchase order.
- **The technology is open.** The mesh runs on open-source firmware over license-free 915 MHz radio. There is no platform owner who can raise our prices, shut us off, or take a cut.

3 · WHAT WE SELL

LINE	PRICE	DETAIL

Devices — 5 styles	$59–$99	EPT Node One (our own build, 3D-printed EPT case with emblem) · Tracker Card · Handheld · Rooftop Relay · Premium e-ink. Variety is the marketing: a style for every member of the family.
Packages — 4	$119–$349	The Pair · The Family Circle · The Family Estate · The Young Guardian (youth & teens, $79 / $59 as an add-on). Tiered by family size, range, and antenna.
Connection	$19	The white-glove setup: private encrypted channel configured by hand, devices paired and labeled, family emergency plan written, private training session.
Assembly	per node	Charged as its own line on EPT-built nodes — our labor is visible and valued, never buried.
Tech service	$9–$29/mo	Membership: The Watch · The Circle · The Guardian — support, updates done for the customer, family drills, relay care, home visits. This is the recurring revenue floor of the business.

Private label: the EPT emblem is embossed into our own printed cases from unit one. As volume grows, factory OEM logo runs (silkscreen / laser etch) extend the brand onto bought-in finished units, with branded packaging and quick-start cards bridging the gap at any quantity.

4 · HOW THE MONEY WORKS

Two engines. **Package sales** bring in larger one-time revenue per family. **Memberships** stack small monthly revenue that does not depend on selling anything new. Pure arithmetic on our own published prices shows the shape (targets, before device costs — the supplier cost and profit sheet is being built now and will be attached to this proposal):

MILESTONE	PACKAGE REVENUE	MEMBERSHIP / MO	WHAT IT PROVES
First 10 families	≈ $2,300–$3,500	≈ $90–$290	The offer converts; drills and word of mouth begin
25 families	≈ $5,700–$8,700	≈ $225–$725	A neighborhood mesh exists; relays become sellable infrastructure
50 families	≈ $11,500–$17,500	≈ $450–$1,450	Recurring service covers operating costs; institutional sales open

Costs are controlled three ways: wholesale and manufacturer-direct sourcing (research in progress — Alibaba bulk, Heltec / LILYGO / Seeed programs, US distributors), our own printed-case builds that cut finished-unit cost, and a strict rule that **no inventory order is placed until its margin is proven on the cost sheet**.

5 · THE GROWTH PATH

Phase 0 — Prove it at home (now). Run our own household as “Family Zero” on the demo pair. Field-test range across Dorchester and Roxbury and publish honest numbers. Finalize the cost sheet, then set final retail prices.

Phase 1 — First ten families (this season). Enrollment by appointment through the CHW network, CERT circles, and the flyer with its scan-to-order code. Every family gets the training session and a first drill. Sell the CHW WFD website store and order form as the front door.

Phase 2 — The neighborhood mesh (25–50 families). Place rooftop relays with Estate families and members — each relay widens coverage for every customer and makes the next sale easier. Move sourcing to wholesale tiers and start factory logo labeling. The Young Guardian package plugs into schools and youth programs alongside our CERT Youth work.

Phase 3 — Institutions. The same system, sold to the buildings and programs that house families: housing developments, elder residences, churches, schools, and community organizations — plus preparedness contracts and grant-funded resilience deployments, where CHW’s existing funder relationships already stand. A private mesh across a housing development is not a product sale; it is infrastructure, and it prices like it.

Phase 4 — The brand compounds. A labeled installed base, a drill calendar, a service book of members, and a coverage map of Boston neighborhoods. At that point the business is no longer selling radios; it is operating the city’s private family safety network — and that position, once held, is very hard to buy away from us.

6 · WHAT MAKES IT DEFENSIBLE

- **Network effect:** every family added makes every other family’s system work better. Competitors start at zero; our customers’ devices are the infrastructure.
- **Trust and credentials:** the founder’s licenses and CERT standing are the brand. A family hands us their emergency plan because of who is teaching it.
- **Service, not stock:** configuration, training, drills, and membership care are ours alone. A cheaper box online does not include us.
- **Our own hardware line:** the printed-case Node One and the EPT emblem make the product visibly ours.

7 · HONEST LIMITS

- Text and location only — no voice. We say so on every document; the product is a backup layer, never a 911 substitute.
- Range is typically 1–3 miles per hop in the city and grows through relays. We publish tested numbers, not brochure numbers.
- We sell finished FCC-certified units and certified boards with their certified antennas, under our own EPT brand — the underlying firmware’s name is used descriptively, never as our trademark.
- Prices in this proposal are introductory drafts. They lock when the supplier cost sheet is approved.

Decisions requested: (1) approve the price architecture above, subject to the cost sheet; (2) choose the starter inventory size — a 10-unit proof buy or a 50-unit wholesale buy — once margins are shown; (3) approve publishing the EPT page and store on the CHW WFD website and connecting payments; (4) approve the Phase 1 enrollment opening through CHW and CERT channels.

CHW EPT · Emergency Preparedness Team · CHW Workforce Development, Inc. · 139 Charles Street, Suite 171, Boston, MA 02114 · 857-800-6078 · chwworkforce@gmail.com

Companion documents: EPT flyer · EPT inventory register · EPT price sheet · customer order form · supplier cost & profit sheet (in preparation).