CONSUMER PRODUCT

DepositGuard

A renter loses a deposit because nobody wrote down what the place looked like on the way in. DepositGuard is the company and the product we built to fix that, from the product definition to the logo family.

$4.99	$49.99	2025
Premium, per month	Premium, per year	Company formed and brand finished



THE PROBLEM

A security deposit is the largest sum most renters hand to a stranger, and the argument over getting it back happens months later, from memory, against a landlord who keeps better records than the tenant does.

The move-in walkthrough is where that argument is won or lost, and it is usually a checklist on paper that nobody photographs, signs or keeps. By the time the deduction arrives, the renter has no evidence and no idea what a reasonable deduction would even be.

WHAT THE PRODUCT DOES

- **Documents condition at move-in and move-out** with timestamped photos, video and notes.
- **Estimates what should come back,** so the renter knows what they are owed before the landlord tells them.
- **Logs maintenance requests and landlord communications** as they happen, which is the half of the record that is always missing later.
- **Produces a shareable report** a renter can put in front of a landlord or an attorney.

THE COMPANY, AND WHAT EXISTS TODAY

DepositGuard is a formed company with a defined business model: freemium, with premium at $4.99 a month or $49.99 a year, a per-property add-on, and an attorney directory line for the disputes that go further.

It carries a finished brand system: style guide, quick reference, logo family, shield mark and photography, from the same group that built the brand systems for GateTracker, CarArt and Jellybean.

Said plainly, because the alternative is letting a reader assume: what exists today is the company, the product definition, the pricing and the brand. It is on this sheet as part of the founder record rather than as shipped software.



FROM THE DEPOSITGUARD BRAND SYSTEM: THE MOVE-IN WALKTHROUGH THE PRODUCT TURNS INTO A RECORD

WHY THIS SITS IN A CAPABILITY FILE AT ALL

When we tell a client that the business model or the brand needs work before the product does, it is not consulting theater. We have taken our own products from an idea to pricing, positioning and a finished brand, and paid for it ourselves.

WHAT WE CAN START ON

A consumer product taken from an idea to a defined product, a pricing model and a brand that is ready to launch behind. Or a hard look at the business model of a venture before anyone writes code for it.

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