



MAGICK ROBOTICS · SEED ROUND

Magick Guardian

The reward-only training and health system for big dogs.

Your dog learns in half a second. We built the system that never misses it.

Seed round · 2026 · info@magickrobotics.ai

THE PROBLEM

Training fails on timing — and big dogs pay for it.

THE HALF-SECOND WINDOW

Humans miss the moment that teaches

Dogs link an action to its reward inside a window of about half a second. People almost always mark it late, so the lesson never lands.

~20M BIG DOGS

A large, underserved segment

Roughly 20 million large-breed dogs in the US alone — the animals that most need reliable training and early health warning.

EXPENSIVE HEALTH

Problems caught too late

Big breeds face costly joint, gait and cardiac issues that owners typically notice long after the earliest signs appear.

AVERSIVES ON THE WAY OUT

No humane, reliable alternative

Shock and other aversive methods are being banned and abandoned — leaving owners without a dependable, welfare-first option.

THE INSIGHT

A machine hits the marker window every rep — reward-only.

What a human can't do by hand, a device does every single time: mark the exact half-second your dog gets it right, and make sure the reward lands inside that window. One system, three jobs.



Train the dog

The perfectly-timed marker-and-reward loop, run flawlessly on every rep.



Coach the owner

Guardian Whisperer tells you the instant to mark and scores your timing.



Guard health

Activity, rest and gait tracked against your dog's own baseline for early warning.

THE PRODUCT

One system, a family of devices.

Core **Guardian**

The wearable brain — vision, motion and audio sensors and the perfectly-timed marker. Clips to a collar or harness.

App **Guardian Whisperer**

The app that coaches you rep by rep and keeps tabs on your dog's health.

\$30 **Guardian Dispenser**

A stationary auto-dispenser that drops a treat on cue, at exactly the right moment. Q2 2026.

\$300 **Guardian Assist**

A dog-sized robot that moves to your dog and rewards it where it's earned. Q3 2026.

\$999 **Guardian Alpha**

A pack-leader dog-robot that trains a whole pack on its own. Q1 2027.

HOW IT WORKS

A closed loop the device runs flawlessly.

01 · CUE

Cue

A spoken cue in your own voice — or nothing at all in capturing mode.

`t = 0.00s`

02 · MARK

Mark $\leq 0.5s$

A crisp tone fires inside the window, tagging the exact instant your dog got it right.

`$\leq 0.5s$  · in window`

03 · REWARD

Reward in-window

A measured treat follows; the marker has already bridged the gap.

`+1-3s · logged`

04 · ADAPT

Adapt

Every rep is scored, and the plan raises or eases difficulty to match.

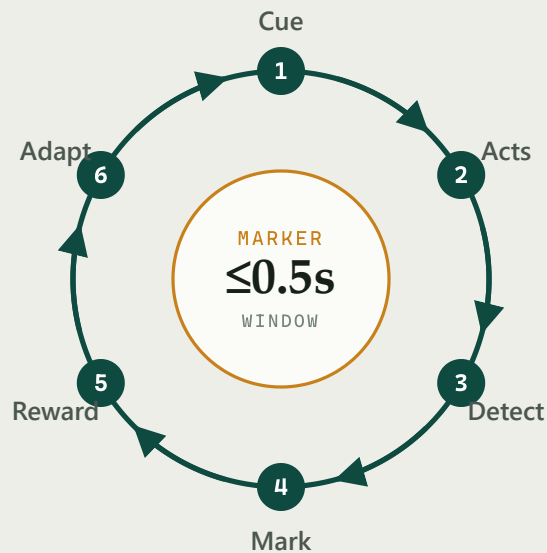
`just-right band`



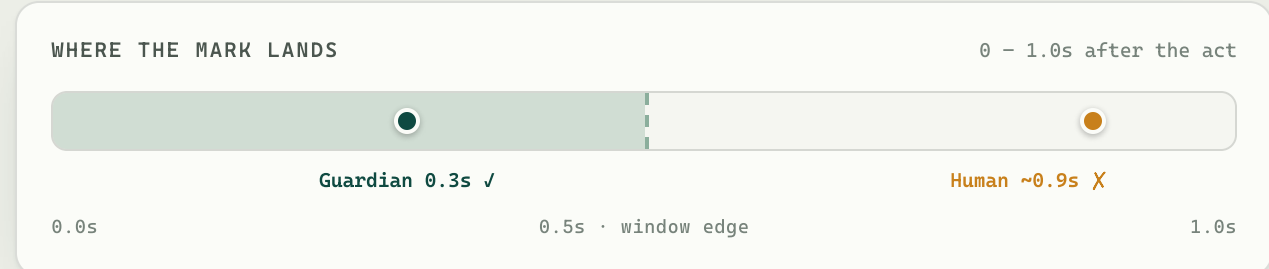
The moat: it coaches the human (Whisperer + Handler Score), transfers cues off-device so the dog obeys *you*, enforces welfare in software, and generates rep-level training data no one else has.

The moment that teaches.

Every rep is one closed loop, and the whole thing turns on a window about **half a second** wide. A device closes that loop the same way every single time.



- 1 Cue — in your own voice, or nothing at all in capturing mode.
- 2 Dog acts — the behaviour happens.
- 3 Guardian detects — vision + motion, inside 0.5s.
- 4 Mark — a crisp tone tags the exact instant.
- 5 Reward — a measured treat lands in-window.
- 6 Adapt — the rep is scored; difficulty adjusts.

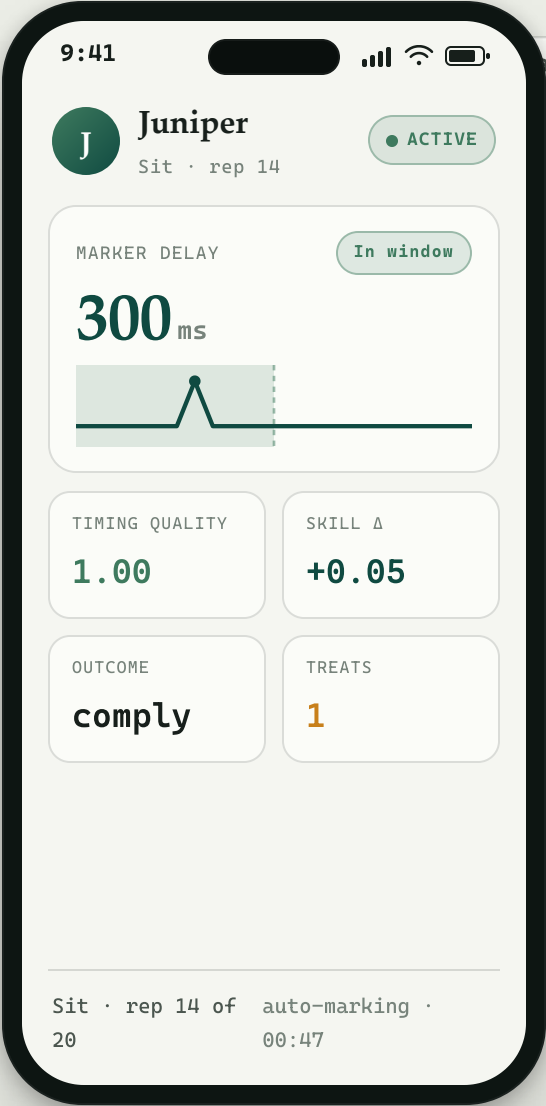


⌚ A device hits that half-second window on **every rep**. A human — reaching for a clicker or a treat — almost always lands late, after the moment has already passed.

Everyone's connected.

One quiet network runs the whole session: the app coaches **you** in-ear, the Guardian marks and cues **the dog** in your voice, and the dispenser drops the reward — all on time, every rep.

Live session — on your phone.

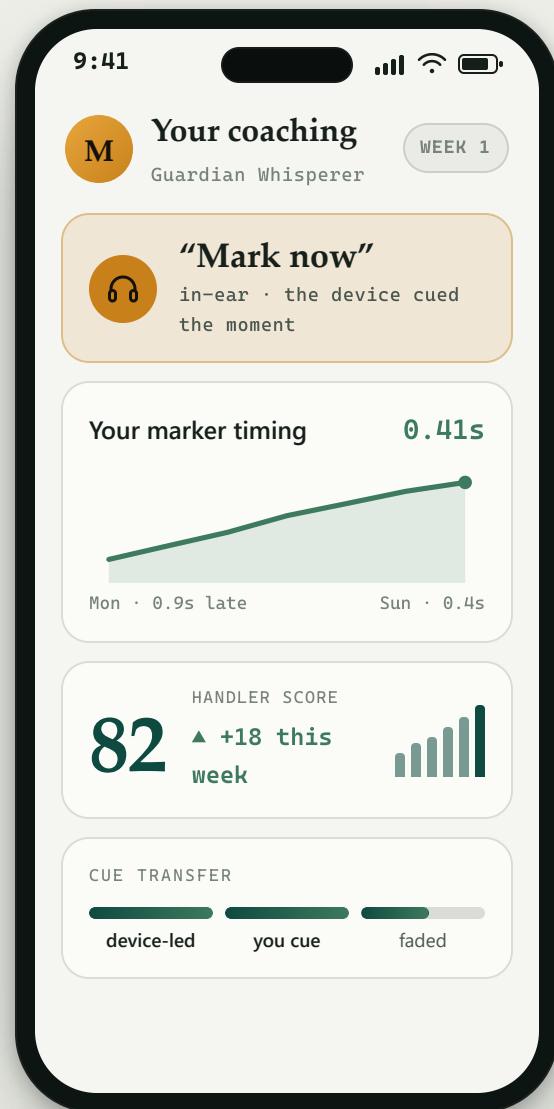


The live training screen shows exactly what the Guardian saw and did — every reading the built app already reports, rep by rep.

- Marker delay, in milliseconds**
300 ms — inside the window — with timing quality 1.00.
- Skill moving, live**
Skill Δ +0.05, outcome **comply**, one measured treat logged.
- Nothing to catch by hand**
The device marks automatically; you just watch the rep count climb.

— Physical — treat delivered

You're getting better too.



Guardian Whisperer coaches the human in the loop — the moat no clicker has. Your timing tightens, your Handler Score climbs, and the cue transfers to you.



"Mark now" in your ear

The device knows the instant; it tells you, so you learn the feel of it.



Timing that visibly tightens

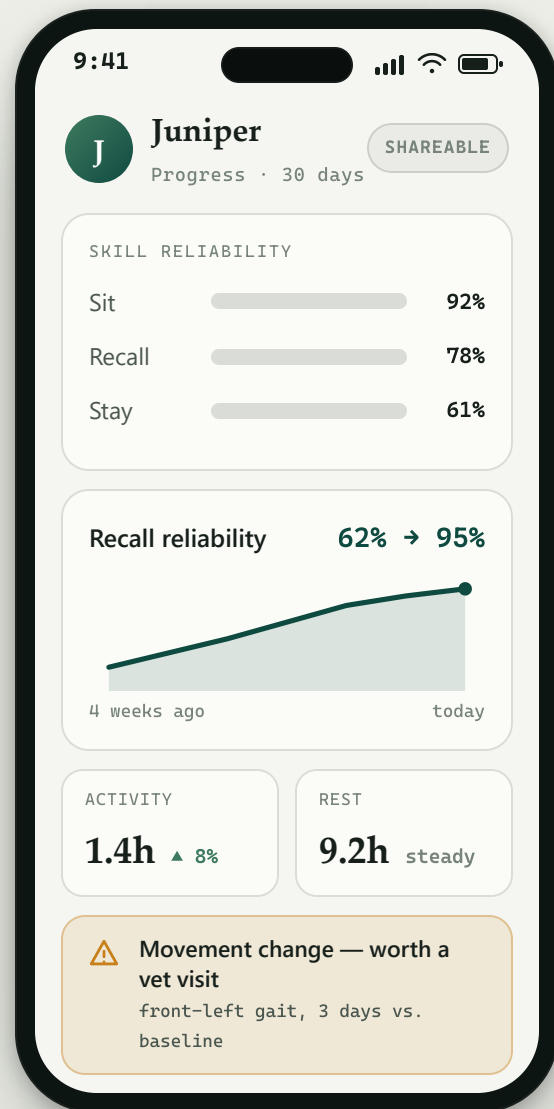
From ~0.9s late to ~0.4s across one week.



The cue transfers to you

Device-led → you cue → faded, so the dog obeys *you*.

Progress you can see.



Because every rep is scored, progress is a picture, not a hunch — and the same sensors quietly watch health against your dog's own baseline.



Per-skill reliability

Sit **92%**, Recall **78%**, Stay **61%** — and recall climbed **62% → 95%**.



Early health warning

Activity and rest tracked to baseline; a gentle flag when gait drifts.



A vet-shareable timeline

One tap turns a month of reps and readings into a record your vet can read.

THE MARKET

A large market, compounding fast.

US DOGS

~89.7M

Dogs in the United States — the top of the funnel.

OUR SEGMENT

~20M

Large-breed dogs in the US — our beachhead.

PET WEARABLES

\$3.2B → \$14.9B

Global pet wearables, 2024 to 2034 (projected).

TAM

\$14.9B

Total addressable — the 2034 global pet-wearables market.

SAM

~\$7B

Serviceable — US large-breed training and health.

3-YEAR SOM

~\$20M ARR

Roughly 61k subscribers — under 0.5% penetration.

Market sizes are company estimates drawn from third-party industry data; segment and penetration figures are company projections, not guarantees.

BUSINESS MODEL

Hardware plus subscription — recurring by design.

💰 A **\$100 refundable device deposit** gets the Guardian on the collar — credited straight back as your first \$100 of subscription.

GUARDIAN WHISPERER

\$9.99/mo · free 3 mo

STANDARD

\$19/mo

PLUS

\$29/mo

PRO

\$39/mo

BLENDED ARPU

~\$26.50/mo

Across the Standard, Plus and Pro plans.

LTV : CAC

~8.5x

Target lifetime-value to acquisition-cost ratio.

CHURN

~3%/mo

A subscriber life of roughly 33 months.

Each stage earns the next.

Now Guardian Whisperer app

The coaching app, live today in early access.

2026 Guardian device + plans

The wearable brain plus the Standard, Plus and Pro subscriptions.

Q2 '26 Guardian Dispenser

The automatic half of the training loop.

Q3 '26 Guardian Assist

A dog-sized robot that trains alongside you.

Post-launch Pro: GPS + vitals

Live location and cardiac/vitals on the health timeline.

Q1 '27 Guardian Alpha

A pack-leader dog-robot for multi-dog settings.

WHERE WE ARE

Built and validated to spec — pre-launch.

CROSS-PLATFORM APP

Guardian Whisperer, built

A cross-platform app — iPhone, Android and web — built and validated to spec.

TRAINING SIMULATOR

The loop, proven end-to-end

A high-fidelity training simulator validates the marker-and-reward loop to spec.

BUILDS PASSING

iOS · Android · web

The iOS build, Android and web are all passing.

WELFARE IN SOFTWARE

Reward-only, enforced

There isn't even a command for an aversive — welfare is enforced in software.

Honest status: pre-launch. Hardware and the first pilot are next — no revenue or users are claimed.

TARGETS / PROJECTIONS

A credible path to ~\$20M ARR in three years.

3-YEAR ARR

~\$20M

Roughly 61k subscribers — under 0.5% penetration of the large-breed segment.

OPERATING PROFITABILITY

~mo. 12

Targeted operating profitability around month twelve.

YEAR-3 REVENUE

~\$30^M

Total revenue by year three on the plan — hardware plus subscription.

Targets and forward-looking projections based on current plans and assumptions; actual results will vary.

THE ASK

Raising a \$5M seed.

To launch the MVP, prove training and health early-warning in real homes, and build Guardian Whisperer and the first hardware.

info@magickrobotics.ai

[Back to the investors page](#)

Forward-looking projections – not an offer of securities.