

ALPHA TOTALCARE

Ten products. One subscription. Total digital peace of mind.

Built for the realities of modern cybercrime, **Alpha TotalCare** delivers intelligent protection that goes beyond traditional antivirus. Combining AI-powered threat detection, scam prevention, identity security, browser protection, and device optimization, it provides households and small businesses across North America with a smarter, more complete approach to digital safety.

What's Inside Alpha TotalCare

01. The Modern Cybersecurity Problem

02. Market Opportunity Across North America

03. The Alpha TotalCare Platform

04. Product Solutions & User Experience

05. Pricing & Subscription Options

06. Why Alpha IT Services

07. Our Technology Foundation

08. Security, Privacy & Compliance Standards

09. Future Growth & Product Roadmap

10. Getting Started with Alpha TotalCare

Cyber threats evolved. Traditional security didn't.

\$10 Billion +

Lost to Scams Annually — A Growing Threat to Consumers and Businesses

7+

Connected Devices. Multiple Security Tools. One Unified Protection Platform.

63%

Of Consumers Say Modern Phishing Attacks Are Too Convincing to Easily Detect

No

Traditional Antivirus Helps Users Verify Suspicious Links

USA & Canada • 200M+ Households • One Growing Need for Unified Protection

Total addressable

Approx. 140M households + 40M small businesses across USA and Canada

Pain shift

From 'protect my PC' (legacy AV) → 'protect my identity, my elders, my money' (multi-surface)

Security Tool Sprawl

Replace Multiple Security Subscriptions with One Unified Protection Platform.

Channel

Direct-to-consumer at alphait247.com · annual contracts + per-module add-ons

Ten interlocking products under one Alpha subscription

01 Alpha TotalCare

06 Alpha TotalCare Mobile

02 Alpha Anti-Scam

07 Alpha Remote Access

03 Alpha IntelliGuard

08 Alpha IT 24/7 Website

04 Alpha Security

09 Master Admin Panel

05 Alpha Browser Extension

10 Website Admin (CMS)

Alpha TotalCare

Product 1 · Alpha TotalCare Dashboard

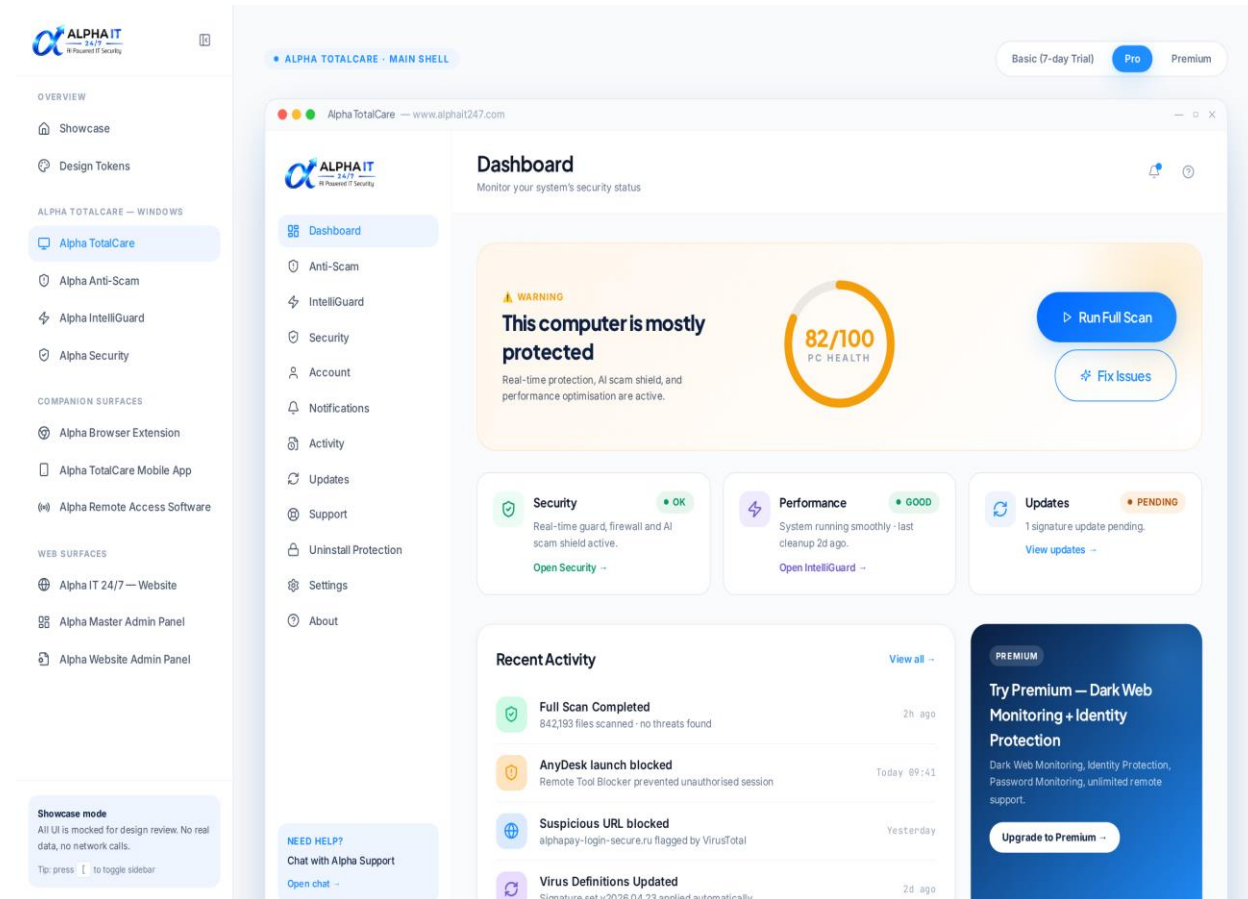
Complete Device Visibility. One Intelligent Control Center.

The Alpha TotalCare Dashboard brings security, performance, and device health together in one unified interface. Powered by a real-time PC Health Score, users can instantly assess their device status and take action with a single click.

With quick access to scans, optimization tools, updates, and account management, the dashboard simplifies cybersecurity by connecting all Alpha protection modules into one seamless experience.

Key Features :

- Real-Time PC Health Score
- One-Click Scan & Issue Resolution
- Security, Performance & Update Monitoring
- Subscription & Device Management
- Access to All Alpha Modules
- Secure Uninstall Protection



Alpha Anti-Scam

Product 2 · AI-Powered Protection against Scams, Phishing & Frauds

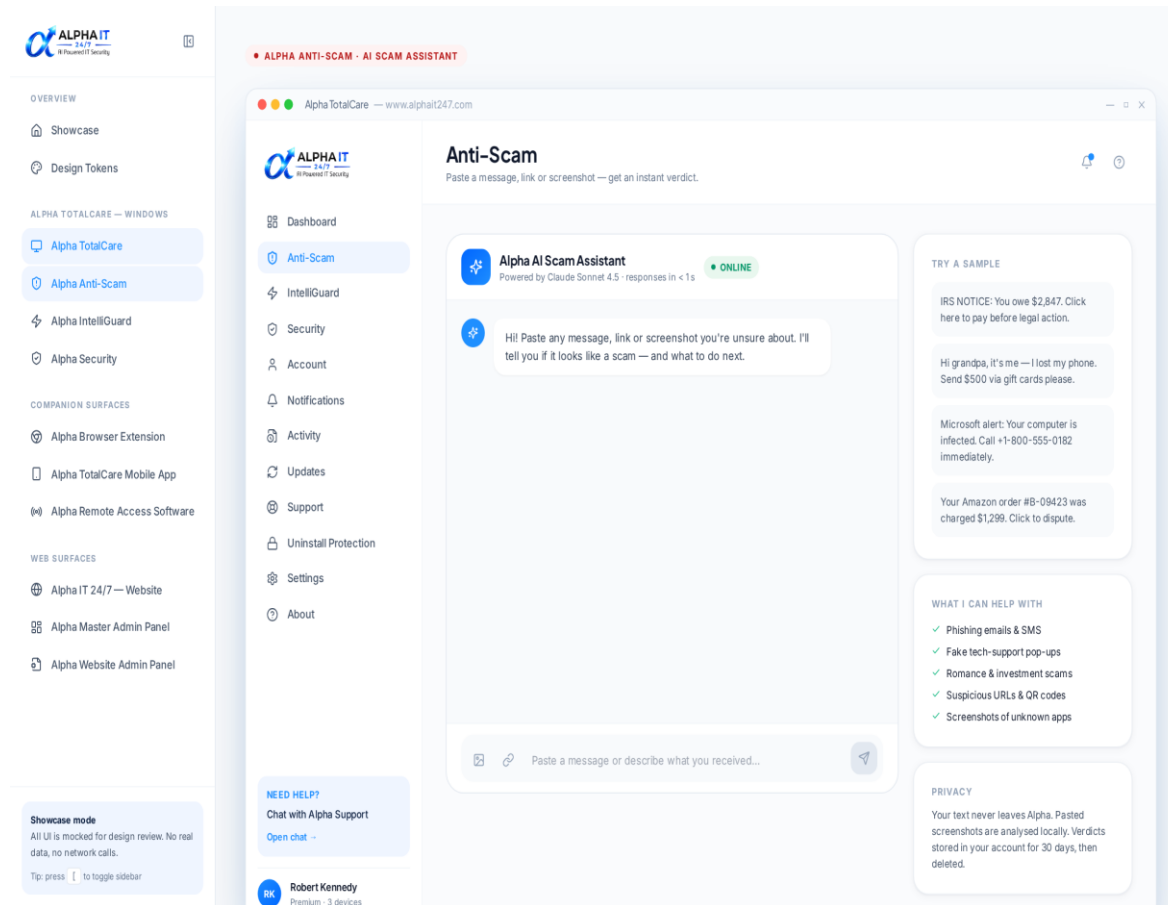
Stop scam URLs, emails, and messages before they cost real money

Alpha Anti-Scam helps users identify and block malicious links, phishing attempts, fraudulent messages, and online scams before they lead to financial loss or identity compromise.

Powered by advanced AI and multiple threat intelligence sources, the platform analyses URLs, emails, messages, and attachments in real time, providing clear risk assessments and actionable guidance for users.

Key Features :

- AI Scam Assistant with Instant Threat Analysis
- Real-Time Malicious Link Detection & Blocking
- Email, Message & Attachment Scanning
- Threat History & Safe List Management
- Multi-Layered AI & Threat Intelligence Engine



Alpha IntelliGuard

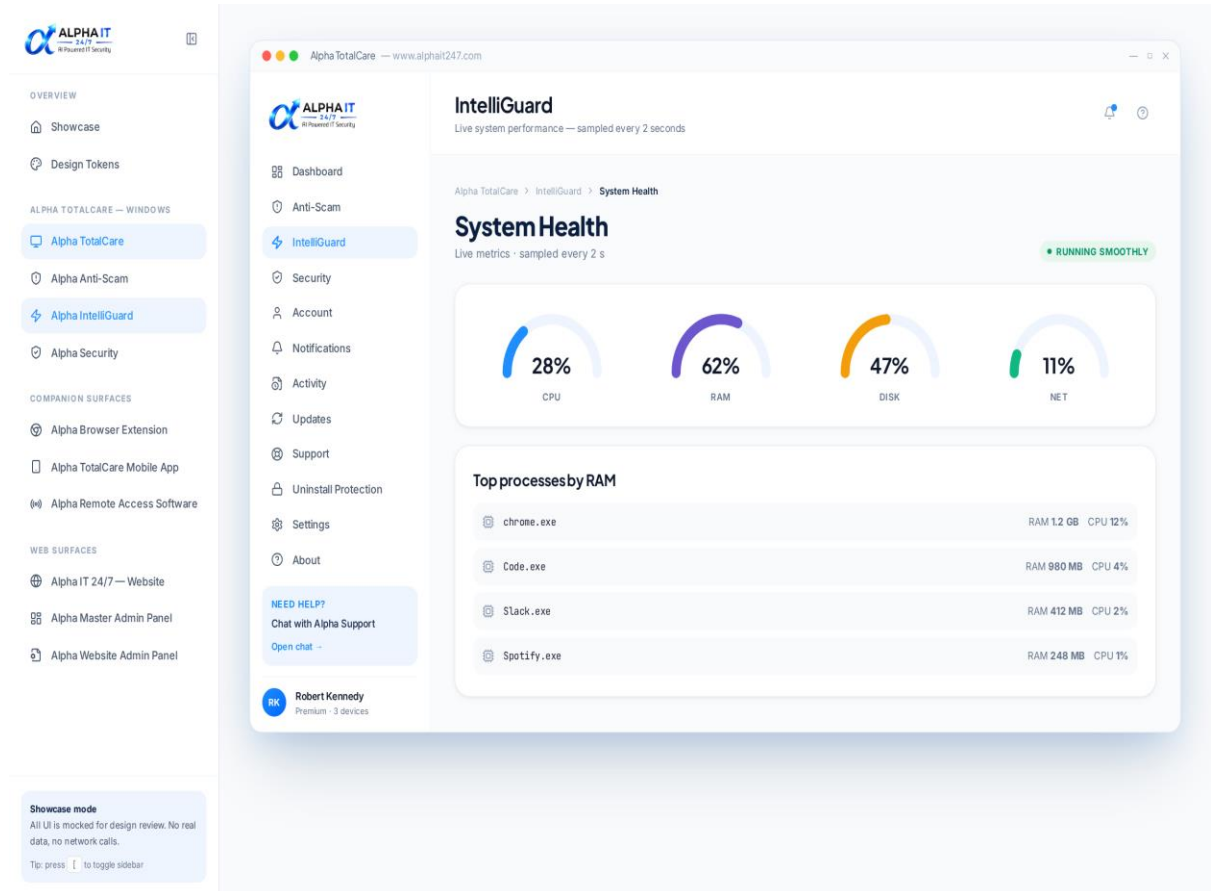
Product 3 · AI – Powered PC Performance & Optimisation Smarter PC Optimization for Faster, Healthier Devices.

Alpha IntelliGuard helps users improve device speed, stability, and overall system health through intelligent diagnostics and automated optimization.

By analyzing system performance, startup activity, storage usage, and device behavior, it identifies issues that impact performance and provides clear recommendations to keep systems running efficiently.

Key Features :

- Comprehensive System Health Analysis
- Junk File Cleanup & Registry Optimization
- Startup Program Management
- AI-Powered Performance Recommendations
- Automated Maintenance Scheduling
- Detailed Performance & Health Reporting



Alpha Security

Product 4 · Advanced Cybersecurity, Identity & Privacy Protection

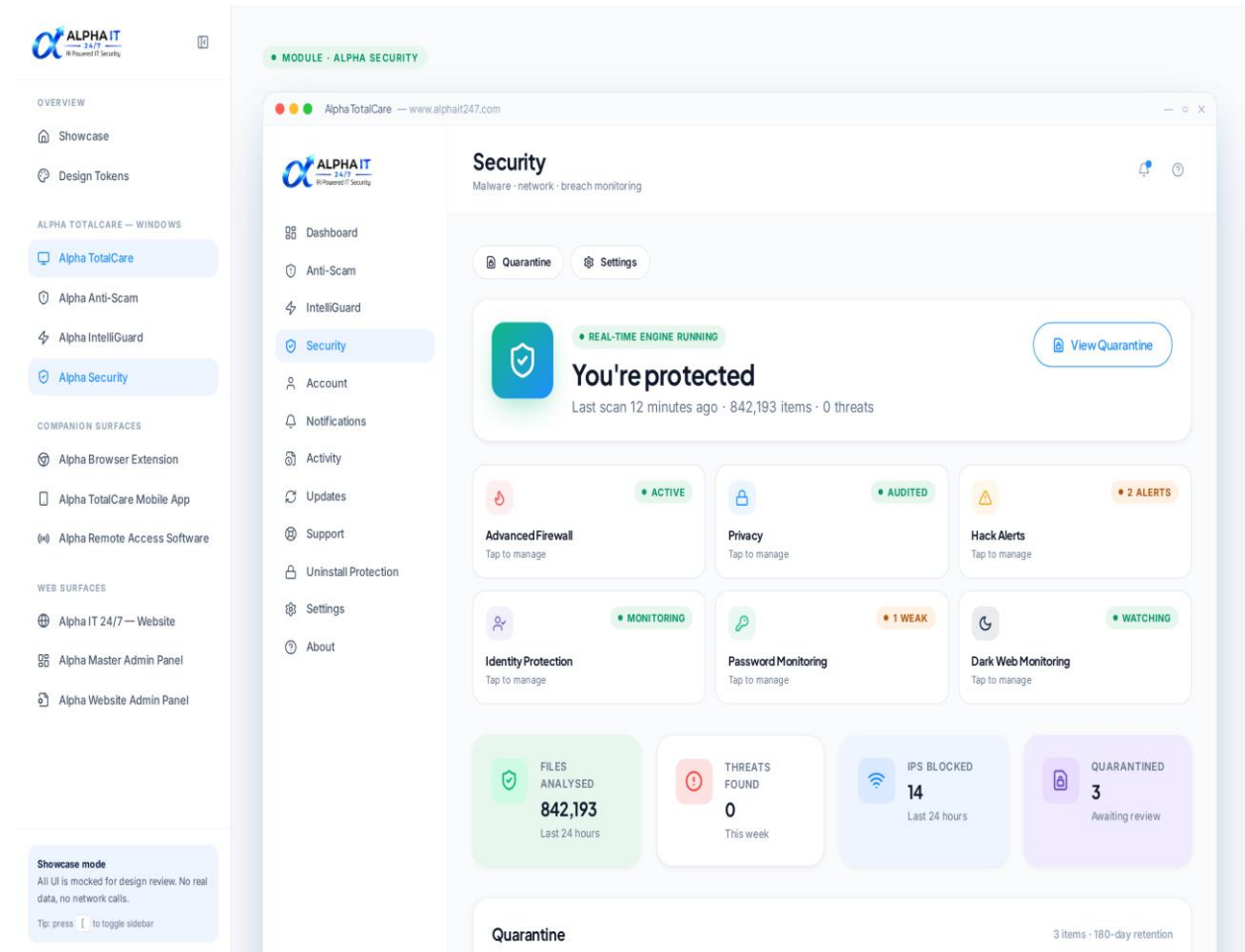
Real-Time Protection for Your Devices, Identity, and Digital Life

Alpha Security combines real-time threat protection, identity monitoring, and privacy safeguards into a single security platform.

Designed to protect users from malware, account compromises, data breaches, and identity-related threats, it delivers continuous protection across both devices and digital identities.

Key Features :

- Real-Time Malware & Threat Protection
- Advanced Firewall & Network Monitoring
- Quick, Full & Custom Security Scans
- Identity & Account Breach Monitoring
- Password Exposure Detection
- Dark Web Exposure Monitoring
- Threat Quarantine & Security Management
- Privacy & Security Alerts



Alpha Browser Extension

Product 5 · Safer Browsing. Smarter Protection

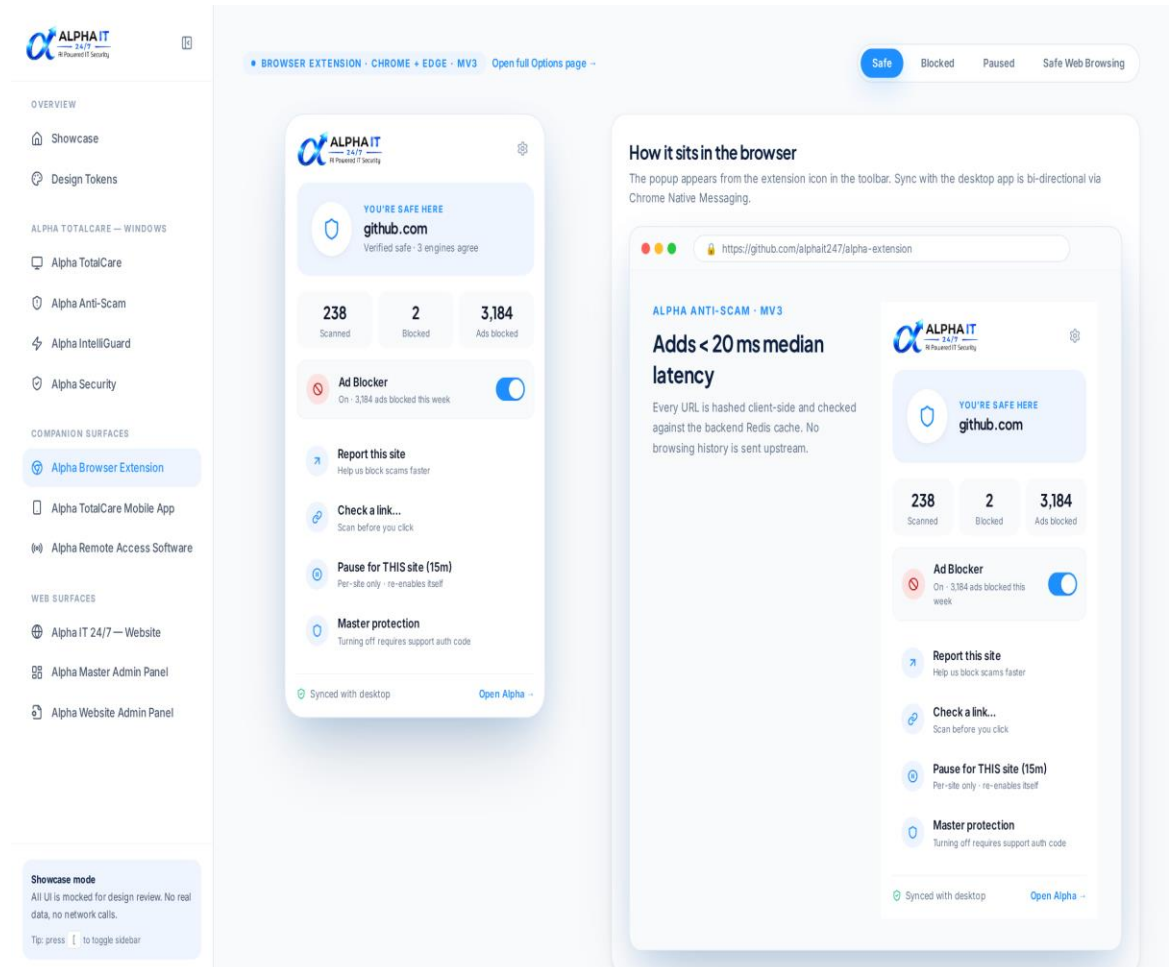
Intelligent Browser Security Against Modern Online Threats

Alpha Browser Protection helps users stay secure online by identifying and blocking malicious websites, phishing attempts, fraudulent links, and browser-based threats in real time. Designed to work seamlessly within the browsing experience, it provides instant protection without disrupting productivity.

Built for modern web security, the extension continuously analyzes web activity and helps users verify suspicious links before they engage with potentially harmful content.

Key Features :

- Real-Time Malicious Website & Phishing Protection
- AI-Powered Link & URL Verification
- Suspicious Website Detection & Blocking
- Site-Specific Protection Controls
- Enhanced Anti-Scam Browsing Security
- Cross-Browser Support for Chrome, Edge & Firefox
- Continuous Threat Intelligence Updates



Alpha TotalCare Mobile

Product 6 · Android app

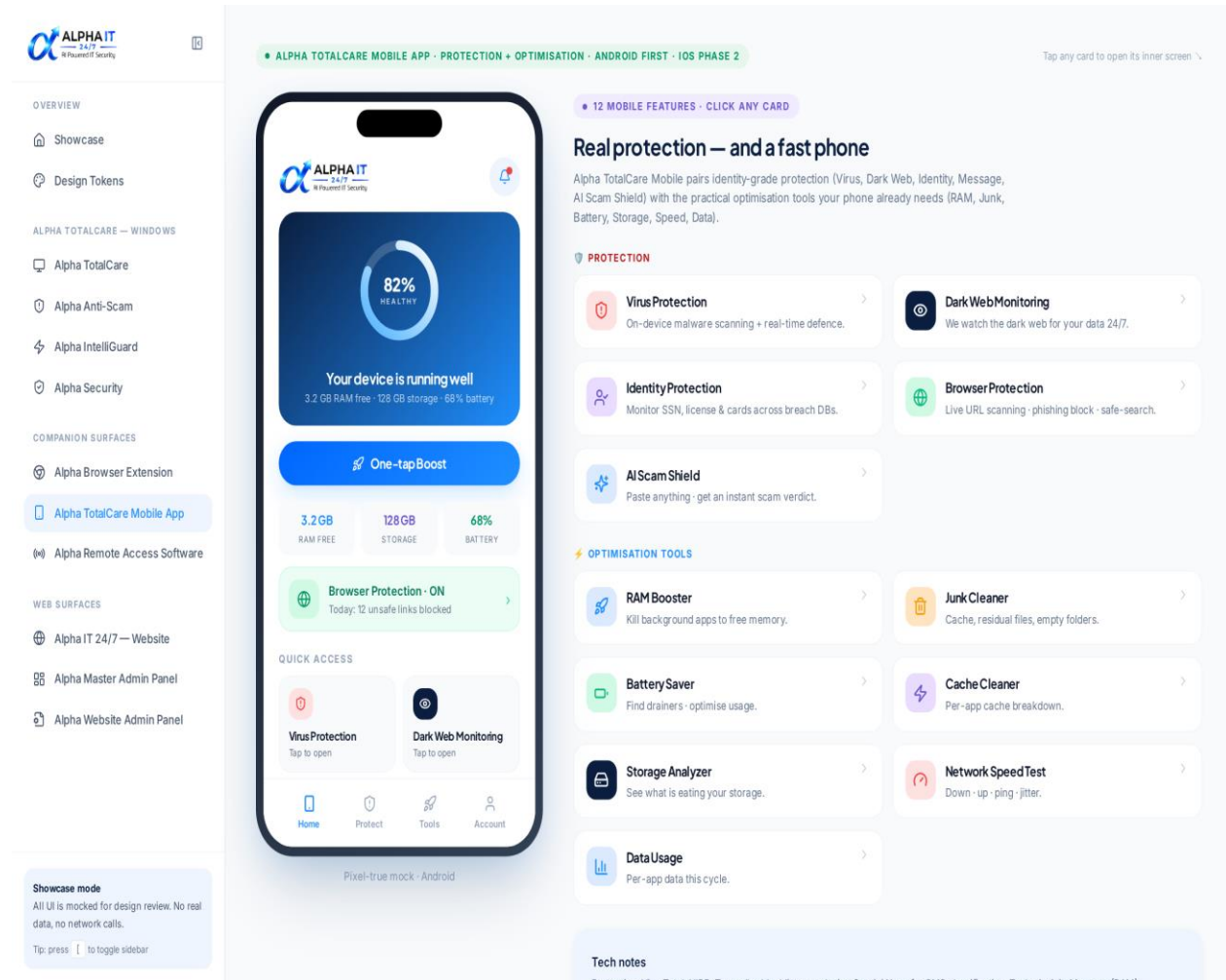
Mobile Security, Privacy, and Performance—All in One App.

Alpha Mobile Protection extends the Alpha security ecosystem to mobile devices, providing users with real-time protection, privacy tools, and device management features in a single, easy-to-use mobile app.

Designed to keep users secure wherever they are, the platform combines scam detection, safe browsing, device monitoring, and productivity utilities while keeping all devices connected through one Alpha account.

Key Features :

- AI-Powered Scam Detection for Messages & Links
- Safe Web Browsing Protection
- App Permission & Privacy Monitoring
- Wi-Fi Security Analysis
- Device Cleanup & Performance Optimization
- Battery & Storage Management
- Photo & File Organization Tools
- Contacts Backup & Recovery
- Lost Device Location Assistance
- Real-Time Security & Identity Alerts



Alpha Remote Access

Product 7 · Secure Remote Support You Can Trust

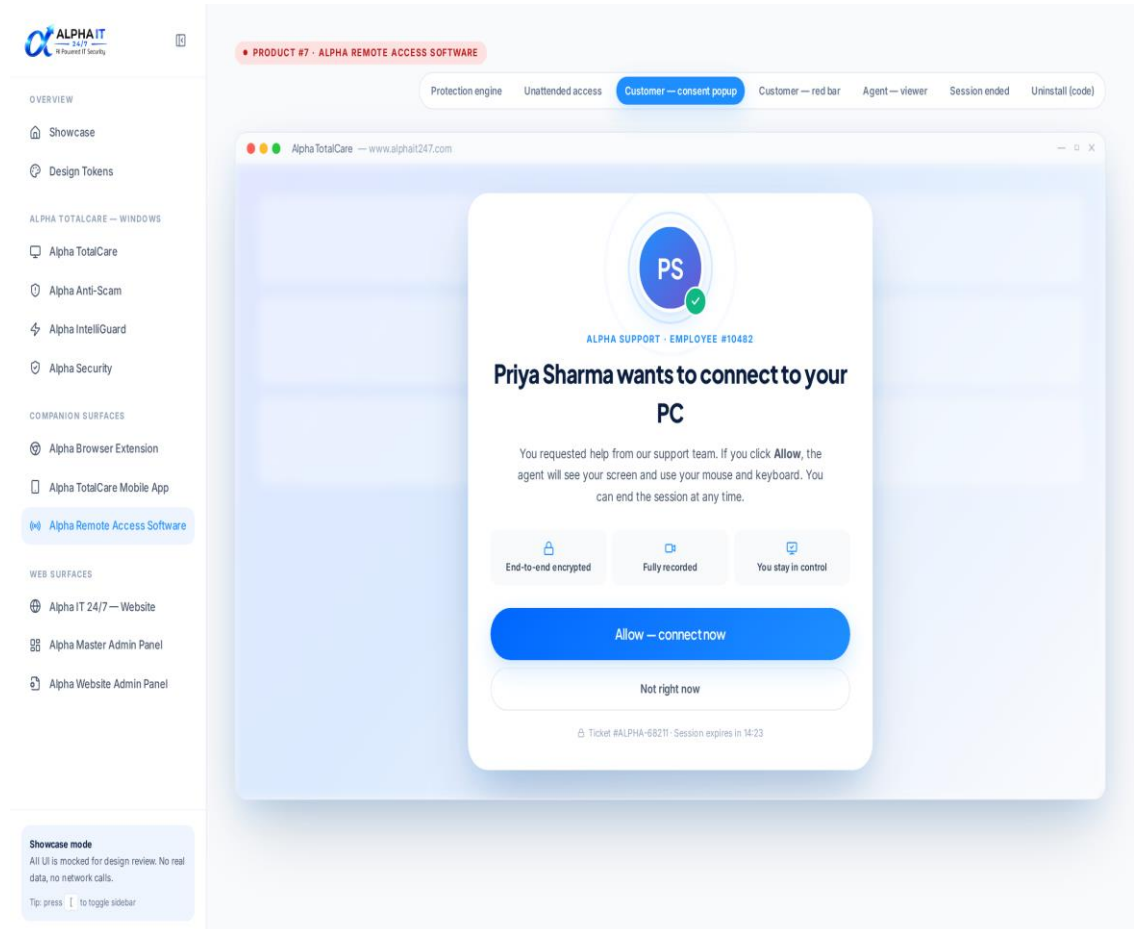
Expert Remote Support. Protected by Enterprise-Grade Security.

Alpha Remote Access provides secure, encrypted remote assistance while protecting users from unauthorized access and remote-support scams. Built with security and transparency at its core, the platform ensures that every support session is authorized, monitored, and fully controlled by the user.

Whether resolving technical issues, performing maintenance, or providing expert assistance, Alpha Remote Access delivers trusted support without compromising security.

Key Features :

- Encrypted Remote Support Sessions
- Unauthorized Remote Tool Detection & Blocking
- Advanced Anti-Scam Protection Controls
- Multi-Factor Authentication for Session Access
- Secure Unattended Access Management
- Full Session Logging & Audit History
- Real-Time Access Monitoring
- Tamper-Resistant Security Controls
- User-Controlled Support Authorization



Alpha IT 24/7 Platform

Product 8 · Your Gateway to Complete Digital Protection

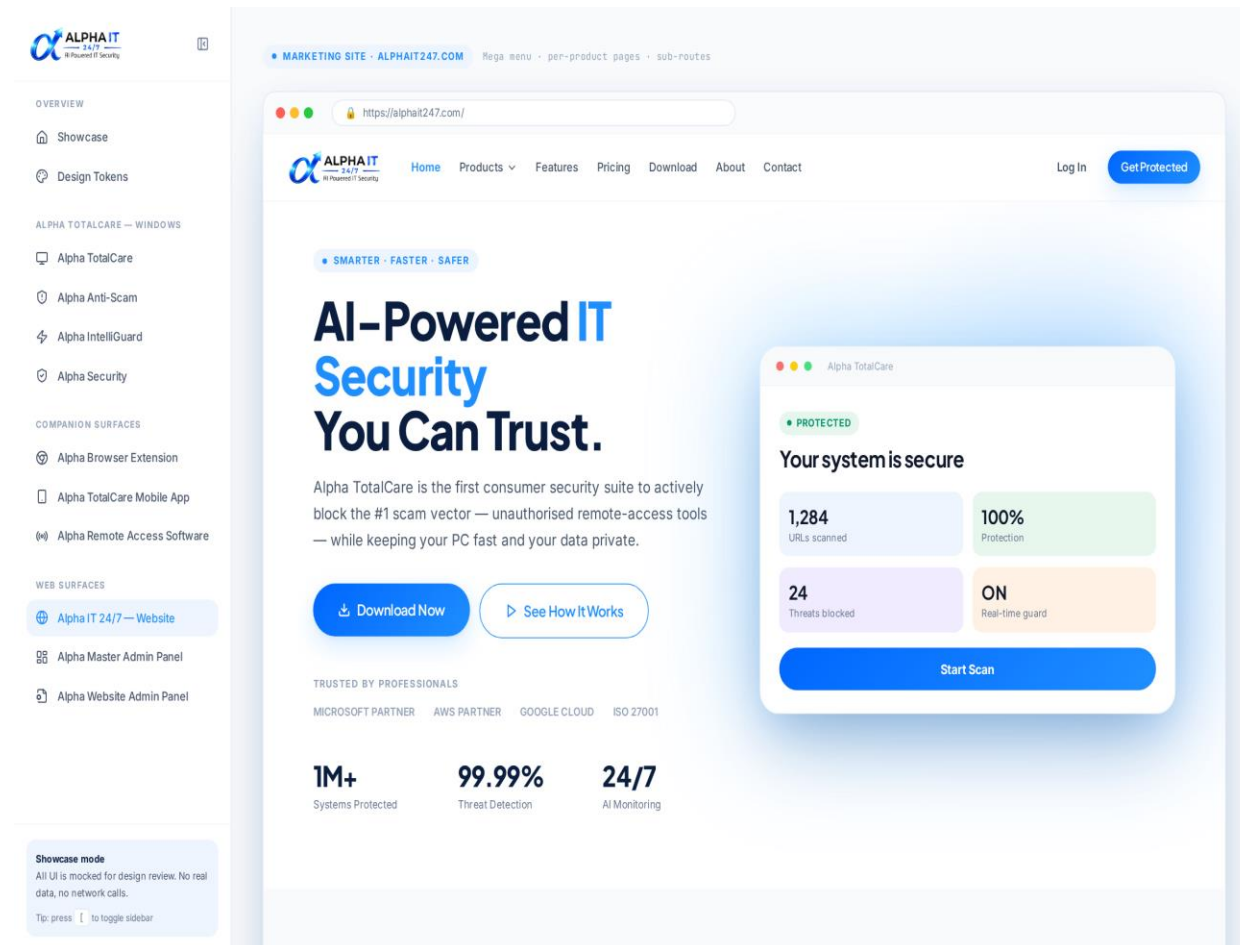
Your Central Hub for Security, Support, and Digital Protection.

The Alpha IT 24/7 platform serves as the central hub for customers to explore products, manage subscriptions, access support resources, and stay informed about cybersecurity best practices. Designed for a seamless user experience, it brings together product information, account management, downloads, and customer support in one secure destination.

The platform helps users discover the full Alpha ecosystem while providing easy access to tools, resources, and services that support their digital security journey.

Key Features :

- Product Information & Solution Pages
- Subscription Plans & Pricing Options
- Secure Online Purchase & Account Management
- Customer Download Center
- Knowledge Base & Support Resources
- Cybersecurity Blog & Educational Content
- Customer Self-Service Portal
- Privacy, Security & Compliance Documentation
- Secure, High-Performance Cloud Infrastructure



Alpha Command Center

Product 9 · Centralized Management. Complete Operational Control.

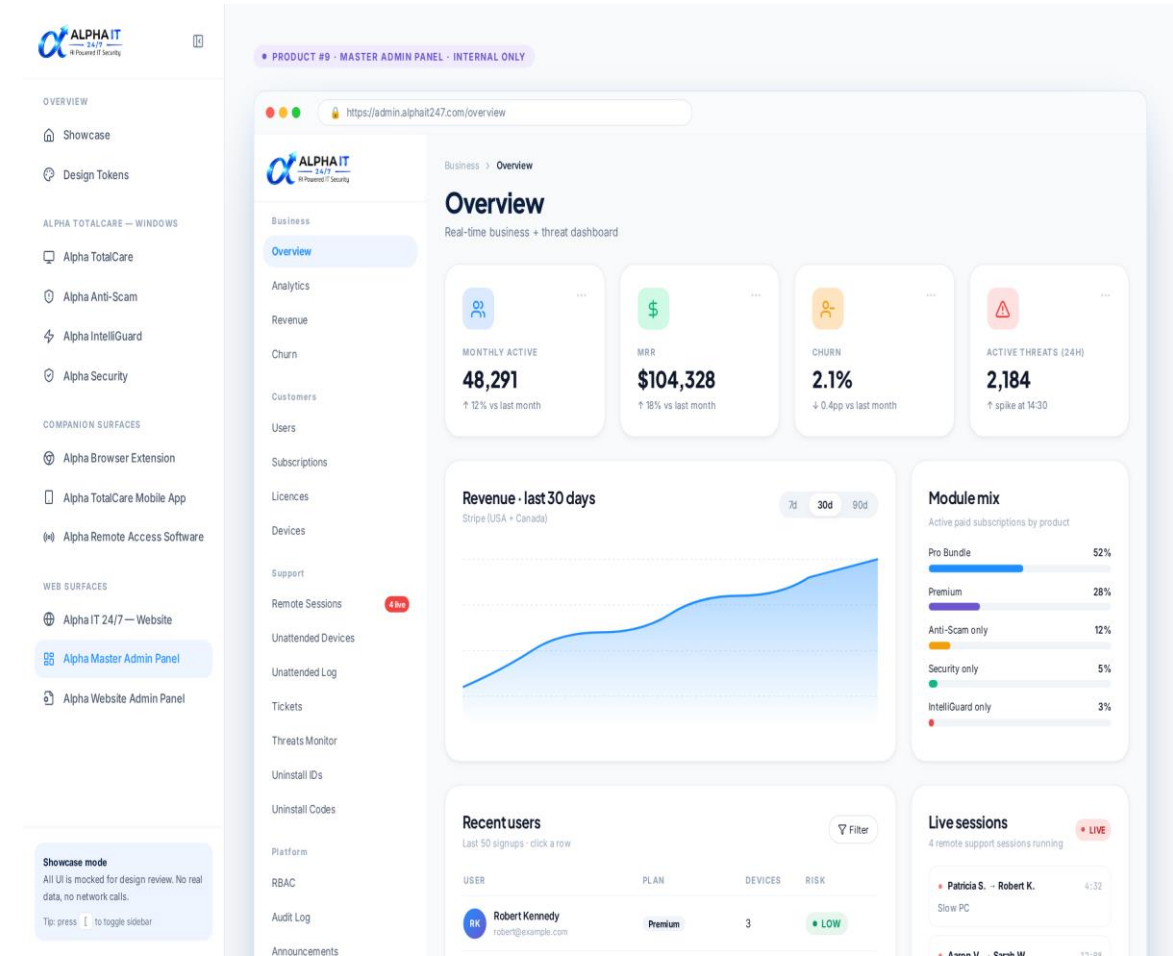
One Console. Complete Platform Control.

The Alpha Command Center is the centralized management platform that powers the entire Alpha ecosystem. Designed for internal operations, support, and security teams, it provides a unified view of users, subscriptions, devices, security events, support activities, and platform administration.

With comprehensive monitoring, access controls, and operational insights, the platform enables teams to efficiently manage services, maintain security standards, and deliver a seamless customer experience.

Key Features :

- User, Subscription & License Management
- Device & Endpoint Administration
- Remote Support Session Management
- Authorized Device Access Controls
- Security Event & Threat Monitoring
- Support Ticket & Service Management
- Role-Based Access Controls (RBAC)
- Audit Logs & Activity Tracking
- Secure Credential & API Management
- Centralized Operational Dashboard



Alpha Content Management System

Product 10 · Simplified Website Management & Content Control

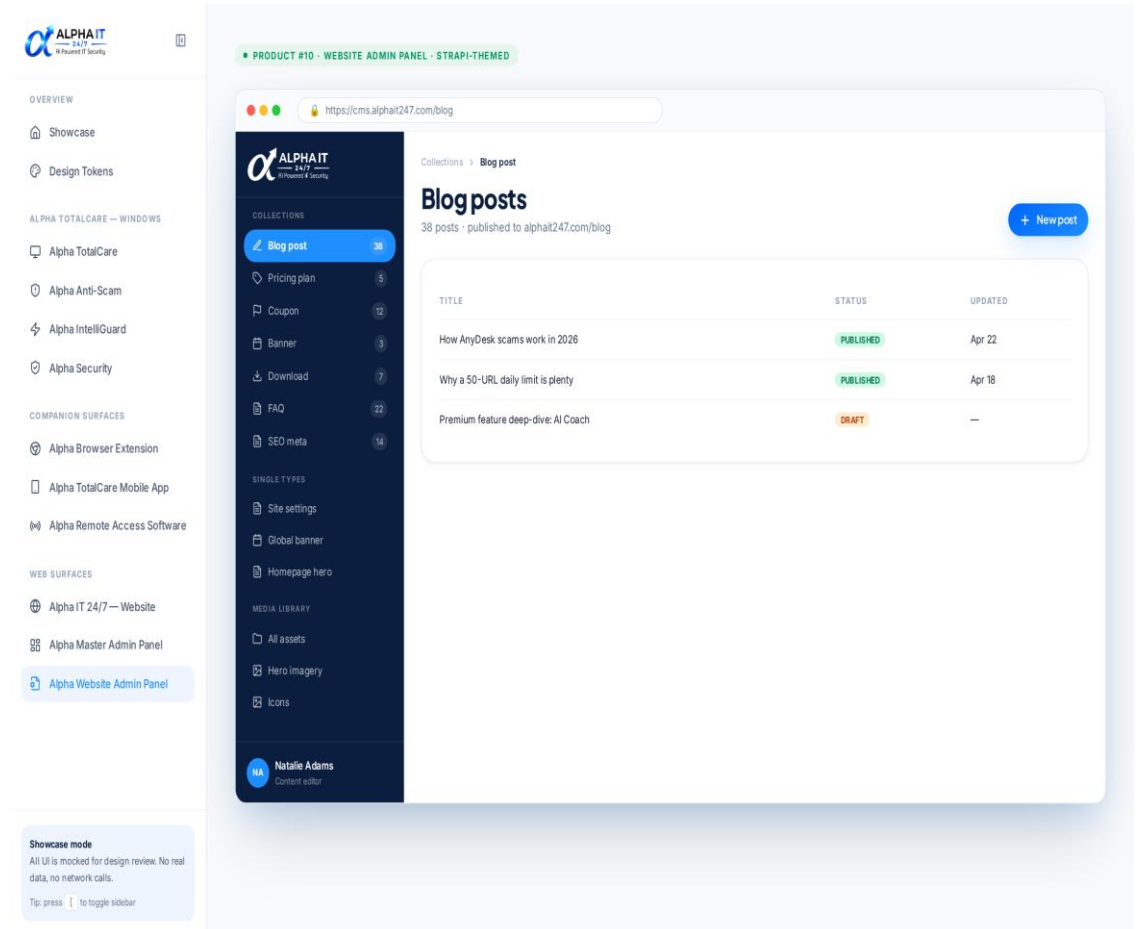
The Central Hub for Website, Content, and Marketing Management

The Alpha Content Management System (CMS) enables authorized teams to manage website content, promotions, pricing, resources, and digital assets from a centralized platform. Designed for efficiency and flexibility, it allows content updates to be published quickly while maintaining consistency, security, and administrative oversight.

The platform empowers marketing and operations teams to keep the Alpha digital experience current, engaging, and optimized without requiring technical expertise.

Key Features :

- Website Content & Landing Page Management
- Pricing, Promotions & Offer Administration
- Blog & Knowledge Base Publishing
- Download Center & Resource Management
- FAQ & SEO Content Management
- Banner, Hero Section & Campaign Updates
- Centralized Media & Asset Library
- Role-Based Access Controls
- Version History & Audit Tracking



Choose Your Protection. Customize Your Coverage. Risk-Free for 7 Days.

Start Your Free 7-Day Trial

Basic Plan

\$19.95/month

\$149.95/year

Save \$89.45 Annually

- ✓ Protects 1 Device
- ✓ Ideal for Individual Users
- ✓ Essential Security & Scam Protection

Best for: Individual Users

Customer Favorite

Pro Plan

\$29.99/month

\$249.99/year

Save \$109.89 Annually

- ✓ Protects Up to 3 Devices
- ✓ Ideal for Professionals & Freelancers
- ✓ Enhanced Security, Privacy & Performance Tools

Best for: Enhanced Security for Work & Personal Use

Complete Protection

Premium Plan

\$49.99/month

\$399.99/year

Save \$199.89 Annually

- ✓ Protects Up to 5 Devices
- ✓ Ideal for Families & Small Businesses
- ✓ Complete Security, Identity Protection & Premium Support

Best for: Perfect for Families & Small Businesses

Enhance Your Protection with Optional Add-Ons

Annual add-ons: Anti-Scam Pro (\$79.99/year) • IntelliGuard (\$89.99/year) • Advanced Security+ (\$99.99/year)

How Alpha compares to the loudest household names

Capability	Norton 360	McAfee Total	Avast One	Alpha TotalCare
Real-time AV	yes	yes	yes	yes (ClamAV + VirusTotal)
AI Scam Assistant (chat)	no	no	no	YES — verdict bubbles
Browser extension auth-lock	no	no	no	YES — master-protection lock
Unattended remote support	no	no	no	YES — MFA + audit log
Dark-web monitoring	yes	add-on	no	YES (DeHashed + SpyCloud)
Per-module add-ons	no	no	no	YES — mix-and-match
7-day free trial	30-day	trial	free tier	7-day Basic
USD price (yearly, family)	\$99.99	\$84.99	\$89.99	\$399.99 family / \$149.95 solo

Built on best-in-class infrastructure

AI & LLM

OpenAI gpt-4o-mini + gpt-4o, Google Gemini 2.5 Flash + Pro — multi-provider fallback so Alpha never goes blind

Antivirus engine

ClamAV (bundled on-device, free + open-source) plus VirusTotal Premium (70+ AV engines in the cloud)

Phishing / URL safety

Google Safe Browsing API, PhishTank, urlscan.io

Breach & Identity

HaveIBeenPwned, DeHashed, SpyCloud, IPQualityScore, AbuseIPDB, MaxMind GeoIP2

Auth · Billing · Email

Clerk (auth + MFA + orgs) · Stripe (subscriptions + add-ons) · Resend (transactional email)

Push notifications

Firebase Cloud Messaging (Android)

Remote-access infra

Self-hosted RustDesk fork on AWS EC2 + custom FastAPI orchestration

Cloud + edge

AWS App Runner, EC2, S3, CloudFront · Cloudflare DNS, WAF, R2, Turnstile · MongoDB Atlas · Vercel (marketing)

Observability + support

Sentry, PostHog, BetterStack, Crisp

Engineered for the bar enterprise eventually demands

End-to-end encryption on remote-support (NaCl + per-session keys)

Mandatory MFA on staff admin · optional + encouraged for customers

Two-person approval for refunds > \$500

Append-only admin audit log · 90-day hot + S3 Glacier archive

Uninstall-protection on Windows, browser, and remote-access agent

Cloudflare WAF + Turnstile CAPTCHA on all public surfaces

Roadmap: SOC 2 Type I (Q3) → Type II (Q4) → PIPEDA · HIPAA-ready year 2

We run Alpha from a console that's a product itself

Master Admin + Website Admin (CMS)

- Live remote sessions with recording
- Unattended-device registry + 90-day audit log
- Subscription, refund, licence management
- Threats monitor & uninstall-code vault
- Versioned CMS (blog, pricing, banners, SEO)
- RBAC + audit log + API keys

The screenshot displays the Alpha Master Admin Panel interface. On the left is a sidebar with navigation options categorized into Overview, Alpha TotalCare - Windows, Companion Surfaces, and Web Surfaces. The main content area shows the 'Unattended Devices' management page, which includes a summary of 5 enrolled devices, 2 online now, 2 with missing MFA, and 0 inactive for over 30 days. Below this is a table listing individual devices with their status and actions.

DEVICE ID	CUSTOMER	ALIAS	OS	MFA	ENROLLED	LAST SEEN	STATUS	
PC-OFFICE-01	Robert K.	office-pc	Win 11	ON	Apr 14, 2026	Now	ONLINE	Rotate Revoke
PC-LIVING-02	Sarah W.	Living-room	Win 11	ON	Apr 02, 2026	2 min ago	ONLINE	Rotate Revoke
LP-WORK-01	David C.	work-Laptop	Win 11	OFF	Mar 22, 2026	Yesterday	OFFLINE	Rotate Revoke
PC-HOME-08	Emily R.	home-tower	Win 11	ON	Mar 11, 2026	3 days ago	OFFLINE	Rotate Revoke
PC-DAD-04	Anita G.	dads-pc	Win 10	OFF	Feb 18, 2026	5 days ago	OFFLINE	Rotate Revoke

Policy: Devices with MFA off cannot receive unattended sessions. Enable MFA on the customer's authenticator app or revoke enrolment.

From approved prototype to launch in 13 weeks

Wk 01 Pre-flight — accounts, API keys, DNS, Stripe products

Wk 02-04 Foundation API on AWS — auth, billing, 14 vendor integrations

Wk 05-06 Marketing site + customer dashboard live (Vercel)

Wk 07 Admin + CMS live (AWS · Cloudflare Access)

Wk 08 Browser extension submitted to 3 stores

Wk 09-10 Android app on Play Store internal track

Wk 11-13 Windows desktop suite, code-signed, ClamAV bundled

Wk 14 Remote Access infrastructure complete

Wk 15 Hardening sprint — pen-test, SOC 2 gap analysis

Wk 16 Public launch · marketing push

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Thank you.