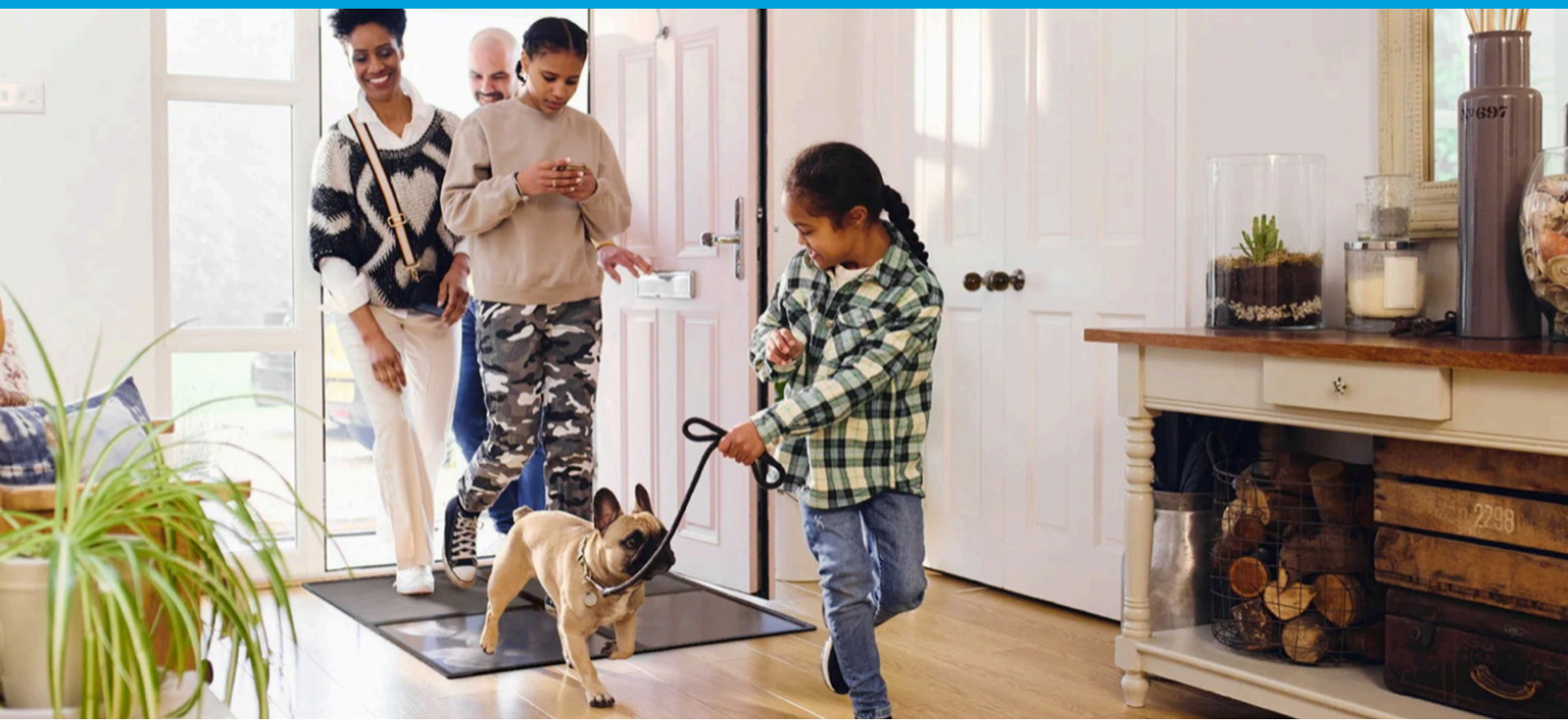
clear step

THE ENTRY MAT
THAT ACTUALLY CLEANS



WELCOME HOME

Everything you love walks in the front door. So does everything you don't.

Kids, pets, groceries, guests: they all come in the same way, and they all bring the sidewalk with them. Clear Step is a two-part entry mat system that dries, grabs, and sanitizes shoes with every step, so what's outside stays outside.

99.6%

The sanitization layer is rated to kill 99.6% of bacteria at the shoe sole.

30 sheets

Each mat holds 30 peel-away sheets. Peel one off when it's dirty and a fresh one is ready underneath.

Family tested

Proven for a month in 44 real American households before launch, not just in a lab.

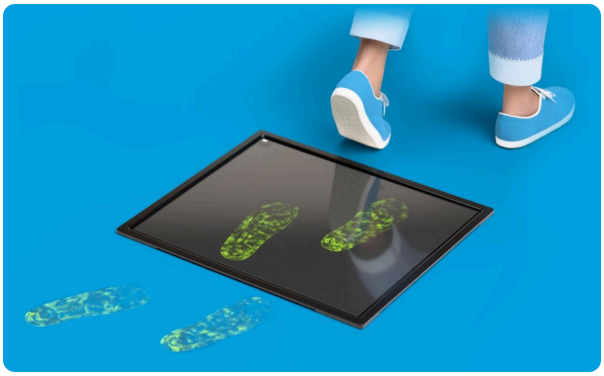
THE PROBLEM

Your doormat isn't cleaning anything. It's a storage bin for grime.

Traditional entry mats only collect dirt and germs, then loosely hand them back to every shoe that follows. Pet paws and shoe soles carry bacteria straight across the floors where your kids play and your family lives.

You vacuum, you mop, and the floors still never feel truly clean, because the source is still sitting at the door.

Your home should be the cleanest place you know. That standard starts at the threshold.



THE GUIDE

Invented by a coach. Built by people who make products for the world's biggest brands.

Ricardo "Coach" Patton spent 30 years leading Division I basketball programs, where clean facilities and healthy athletes are non-negotiable. He invented Clear Step to bring that standard home.

Behind him is a production team most startups can't get in the room with: **88 Oceans International**, veterans of 30+ years managing offshore manufacturing for global consumer and medical brands, and their partner network spanning Taiwan, China, and Malaysia. The mat was engineered for manufacturing by a product design firm in Austin, lab tested for sanitization performance in Kuala Lumpur, and refined through a real in-home field test before launch.

THE PLAN

Three steps to cleaner floors

1

Place it at the door

Set the two-part system at your entry: the Berber mat first, the sanitization mat second. Mats clip together in any layout that fits your doorway.

2

Just walk in

The Berber mat dries shoes and traps mud and grit. The sticky sanitization layer then lifts fine dirt and germs off the sole as you step across.

3

Peel to refresh

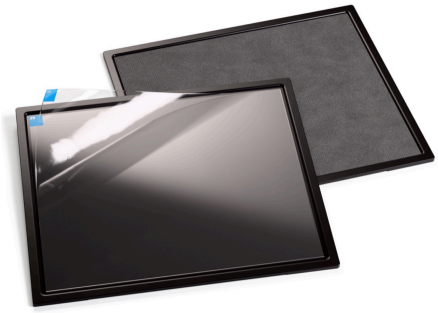
When the top sheet has done its job, peel it away. A fresh sheet is ready underneath, 30 per mat, with refill packs when you run out.

THE STORY SO FAR

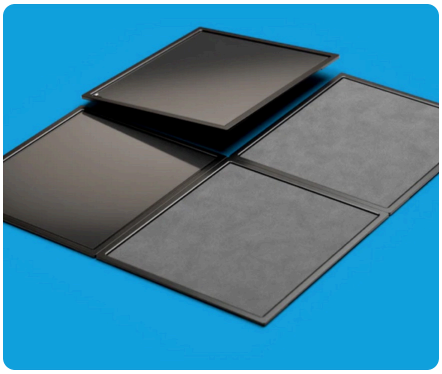
Four years from idea to ready-to-ship

Clear Step wasn't rushed to market. It went through the same design-for-manufacturing discipline used for global consumer and medical products, and it earned every step.

2021	**Concept and first prototypes.** Development begins with sourcing and prototyping in Taiwan.
2022 to 2023	**Engineered for real production.** Design-for-manufacturing work with an Austin product engineering firm turns a working idea into a product that can be built at scale.
2024	**Proven in real homes.** A pilot production run goes to 44 American households, who live with the mat for a month. Feedback shapes the final product.
2025	**Manufacturing comes online.** Production is established in Kuala Lumpur, Malaysia with an experienced OEM partner network, and the product soft launches in the US.
Today	**Ready to ship.** Past the engineering build and into production, with US warehousing and fulfillment lined up and a supply chain built to scale.







Bring Clear Step to your door, or to your customers.

If your business puts products in front of homeowners, families, or facilities, let's talk about what Clear Step can do on your shelf.

Ricardo "Coach" Patton, Founder

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