
THE PROUDFOOT GROUP

We Champion Technology That Makes the World a Safer Place

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theproudfootgroup.com · info@theproudfootgroup.com

Service-Disabled Veteran-Owned Small Business · Woman-Owned Small Business · Blowing Rock, NC

ABOUT THE PROUDFOOT GROUP

Company Overview

The Proudfoot Group (TPG) is a Service-Disabled Veteran-Owned, Woman-Owned Small Business based in Blowing Rock, North Carolina. TPG specializes in company-building for emerging technology companies in AI governance, ethical technology, and child safety — providing the governance, infrastructure, licensing, and go-to-market architecture that takes promising products to operating businesses.

TPG's founders bring more than 30 years of combined experience across national security, legal practice, higher education leadership, and corporate governance — including service as Marine Corps Judge Advocates and senior legal officers for joint DoD/State Department organizations.

What We Build

Company Infrastructure & Governance
Market Architecture & GTM Strategy
Government & Institutional Access
Training & Knowledge Infrastructure
Business Development & Revenue Architecture
Licensing & Regulatory Strategy

Certifications & Contracting

SDVOSB Service-Disabled Veteran-Owned Small Business
WOSB Woman-Owned Small Business
VOSB Veteran-Owned Small Business
CAGE Code 7KNB5
UEI JNKMY9G1SMC3
NAICS 541512 · 541690 · 541990

LEADERSHIP

Founded by Marines. Driven by Mission.

Both founders are Marine Corps veterans and former Judge Advocates. That background is not incidental — it is the reason TPG understands government procurement, regulated-industry compliance, and the legal infrastructure that emerging technology companies need to reach their markets.



Melissa Ehlers

CHIEF EXECUTIVE OFFICER & CO-FOUNDER

Marine Corps veteran and former Judge Advocate with more than 30 years of leadership experience across national security, compliance, and organizational governance. Led NIST 800-171 and FOCI readiness initiatives. Deep expertise in high-trust partnership development and regulated-market strategy. Co-founder of TPG Publishing and the Appalachian Hope Academy Foundation.

[linkedin.com/in/melissa-ehlers-tpg](https://www.linkedin.com/in/melissa-ehlers-tpg)



Dr. Loy Ehlers III

CHIEF OPERATING OFFICER & CO-FOUNDER

Marine Corps veteran, former Judge Advocate, and corporate executive with more than 30 years across national security, higher education leadership, and complex organizational management — including service as senior legal officer for a joint DoD/State Department organization supporting global embassy operations. Author of the AI-Powered Professional Series (12 titles). Co-founder of TPG Publishing and the Appalachian Hope Academy Foundation.

[linkedin.com/in/loy-ehlers](https://www.linkedin.com/in/loy-ehlers)

CURRENT PARTNER PORTFOLIO

Active Technology Partnerships

TPG maintains active partnerships with a curated set of emerging technology companies across AI governance, child safety, and defense technology. These are the businesses TPG has built infrastructure for — and continues to represent in government, institutional, and commercial markets.

CHILD SAFETY TECHNOLOGY

ChildSafe.dev & RoseShield™

childsafedev.com

Privacy-first, on-device AI child protection infrastructure. RoseShield™ detects grooming, exploitation, and harmful content locally — zero data collection, no cloud dependency, offline-capable. Designed for national carrier-scale deployment. Florida C-corp. Patent pending.

TPG Role: Built complete governance infrastructure, equity architecture, IP licensing, international deployment frameworks (4 countries), and five-track professional training portal.

AI GOVERNANCE & ENFORCEMENT

Algoethics.ai

algoethics.ai

Global ethical AI infrastructure delivering real-time policy enforcement, algorithm transparency, and AI governance at enterprise and national scale. EU AI Act, NIST, and UAE compliance. Operating across USA, UAE, India, and Georgia.

TPG Role: Strategic BD and GTM partner for government and institutional market access.

DEFENSE & PUBLIC SAFETY

Native Brigade — Sentinel Guard™ & Adams Watch™

nativebrigade.com

Veteran-led child protection and community safety platforms. Sentinel Guard™: real-time threat monitoring. Adams Watch™: trafficking detection and response. 17+ year special operations founder. Designed for tribal, law enforcement, and public safety deployment.

TPG Role: Equity position held. Built market entry architecture, equity partnership structure, BD channels, brand identity, and investor materials.

TPG PUBLISHING & AIP ACADEMY

AI-Powered Professional Series

TPG Publishing is the imprint of The Proudfoot Group, publishing the AI-Powered Professional and Student Series — practitioner-written guides for attorneys, paralegals, and students who need AI literacy inside their actual professional context. All titles authored by Dr. Loy Ehlers III. Available on Amazon KDP in Kindle, paperback, and hardcover.

PROFESSIONAL SERIES

The AI-Powered Paralegal	Available Now
The AI-Powered Paralegal Student	Available Now
The AI-Powered Law Student	Available Now
The AI-Powered Criminal Defense Attorney	Available Now
The AI-Powered Criminal Defense Paralegal	Available Now
The AI-Powered Family Law Attorney	Coming Soon
The AI-Powered Family Law Paralegal	Coming Soon
The AI-Powered Estate Planning Attorney	Coming Soon
The AI-Powered Estate Planning Paralegal	Coming Soon
STUDENT SERIES	
The AI-Powered Community College Student	Available Now
The AI-Powered High School Student	Coming Soon
The AI-Powered University Student	Coming Soon

AIP ACADEMY

The AIP Academy delivers the AI-Powered Series as structured online courses through the TPG Learning Center — Canvas LMS portal with code-controlled enrollment, three-tier pricing, and completion certificates. Accreditation applications in process. theproudfootgroup.com/learning-center

PRESS RESOURCES

Boilerplate Copy & Contact Information

SHORT BOILERPLATE (50 words)

The Proudfoot Group (TPG) is a Service-Disabled Veteran-Owned, Woman-Owned Small Business that champions technology making the world a safer place. TPG builds the governance, infrastructure, and go-to-market architecture for emerging technology companies in AI governance, child safety, and national security. Founded by Marine Corps veterans. Based in Blowing Rock, North Carolina.

LONG BOILERPLATE (100 words)

The Proudfoot Group (TPG) is a Service-Disabled Veteran-Owned, Woman-Owned Small Business based in Blowing Rock, North Carolina. TPG specializes in company-building for emerging technology companies in AI governance, ethical technology, and child safety — providing governance frameworks, licensing architecture, market entry strategy, training infrastructure, and business development networks that take promising products to operating businesses. TPG's founders are Marine Corps veterans and former Judge Advocates with more than 30 years of combined experience in national security, legal practice, and organizational leadership. Current partner portfolio includes ChildSafe.dev / RoseShield™, Algorithcs.ai, and Native Brigade / SGAW.
theproudfootgroup.com

PRESS CONTACT

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Media Inquiries	info@theproudfootgroup.com
Website	theproudfootgroup.com
Location	Blowing Rock, North Carolina
CEO	Melissa Ehlers — melissa.ehlers@theproudfootgroup.com
Response	All media inquiries within one business day

BRAND GUIDELINES

Primary Navy	#182030	All primary backgrounds and text
Gold Accent	#c4a24a	Headlines, accents, calls to action
Cream	#f4efe6	Body text on dark backgrounds
Display Font	Cormorant Garamond	Headlines and display typography
Body Font	Jost	Body text, navigation, UI elements