



Proposal for Cellphone Pouches

November 7, 2025



Dear DeSoto Independent School District,

New School Hero is pleased to submit this proposal for providing products and services that effectively create a cellphone-free environment during school hours. We recognize the critical need for a solution that minimizes classroom distractions while maintaining a seamless educational experience for students and educators alike. Our innovative product, CellockED, is designed to meet and exceed the expected outcomes, ensuring a practical, secure, and effective approach to managing student cellphone use.

CellockED is a durable, signal-blocking, and automatically lockable pouch that allows students to keep their phones in their possession throughout the school day without the ability to access them. Each pouch features an identification window for tracking and accountability, ensuring students remain responsible for their assigned pouches. We provide comprehensive training and support to assist administrators, teachers, and staff in the successful rollout and implementation of the program.

We look forward to the opportunity to partner with the Hays CISD ("District") in creating a distraction-free learning environment. Please find our detailed product description and implementation plan enclosed. We welcome the chance to discuss how CellockED can support the District's goals and would be happy to provide further information at your convenience.

Respectfully,

A handwritten signature in cursive script that reads "James Guerra".

James Guerra
Founder & CEO

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CELLOCKED



EXECUTIVE SUMMARY

[New School Hero](#) is a mission-driven company dedicated to supporting K–12 schools in creating focused, distraction-free learning environments. Recognizing the growing challenges posed by student cellphone usage during instructional time, the company began designing its flagship product, CellockED, in 2023. Developed with direct input from educators and school leaders, CellockED is a secure, military-grade pouch that locks away student cellphones and blocks all incoming and outgoing signals. The product features a magnetic locking system, reinforced construction, and emergency accessibility options—ensuring it is both durable and practical for daily school use.

By early 2024, CellockED launched in school districts across Texas, New Mexico and Oklahoma, quickly earning a reputation as a reliable solution for reducing classroom disruptions and improving student engagement. New School Hero is led by an education expert with deep, national experience working alongside school districts and educational communities. This strong foundation of trust and understanding allows the company to develop responsive, purpose-built solutions that directly align with school priorities. With CellockED, New School Hero empowers schools to reclaim learning time, support teachers, and create safe spaces where students can thrive—free from the distractions of personal technology.



PRODUCT OVERVIEW

In today's digitally connected world, personal devices—especially cellphones—are a constant presence in the lives of students. While they offer convenience and communication, they also present one of the biggest modern-day distractions in the classroom. CellockED, a product by New School Hero, was designed to address this challenge head-on by providing a simple, secure, and effective solution to help schools reclaim instructional time and improve student engagement.

Why CellockED Matters: The Data Behind the Distraction

- 97% of students use their phones during school hours—even when not permitted.
- The average student receives 273 notifications per day, causing frequent interruptions.
- 71% of children own a phone by age 12, making early intervention essential.
- 80% of teachers report that cellphones are a major distraction in the classroom.
- Research shows that even the presence of a phone can reduce working memory and attention spans.

What is CellockED?

CellockED is a military-grade, signal-blocking pouch that safely and securely locks student phones during the school day. Developed with input from school leaders and teachers, the system is designed to be easy to implement, durable, and non-disruptive to existing school operations.

POSITIVE ATTRIBUTES

Durability : Premium Quality Materials

The pouch is constructed from durable, premium grade materials with a unique feature designed to **block mobile phone signals** (EMI/RFI shielding), ensuring maximum protection and productivity.

Security : Magnetic Locking System

The magnetic locking mechanism provides a secure solution, preventing unauthorized access during school hours.

Compatibility : Device Agnostic Design

The pouch is compatible with a wide range of cellphone models, accommodating all students' cellular devices including smart watches and hearing apparatus.

Sustainability : District Property

The cellphone pouches and magnetic detachers are owned by the district. Each cellphone pouch and magnetic detacher include a two-year warranty.

BENEFITS

Enhanced Focus and Learning

By securely storing cellphones, students can concentrate more effectively during the instructional school



day, leading to improved academic outcomes.

Reduction in Distractions

The magnetic locking system ensures that **cellphones remain quiet and inaccessible** during class, minimizing distractions and disruptions.

Device Protection

The use of premium grade materials safeguards cellphones against damage, reducing potential repair or replacement costs for the district.

Reduced Exposure to EMF Radiation

CellockED phone pouches can protect children from electromagnetic radiation (EMF) emitted by electronic devices. These pouches are designed to block EMF radiation, which is often associated with potential health risks due to prolonged exposure.

By reducing exposure to EMF radiation, CellockED phone pouches may help mitigate potential health risks associated with prolonged use of electronic devices. This is particularly relevant for children who may be more sensitive to such exposures.

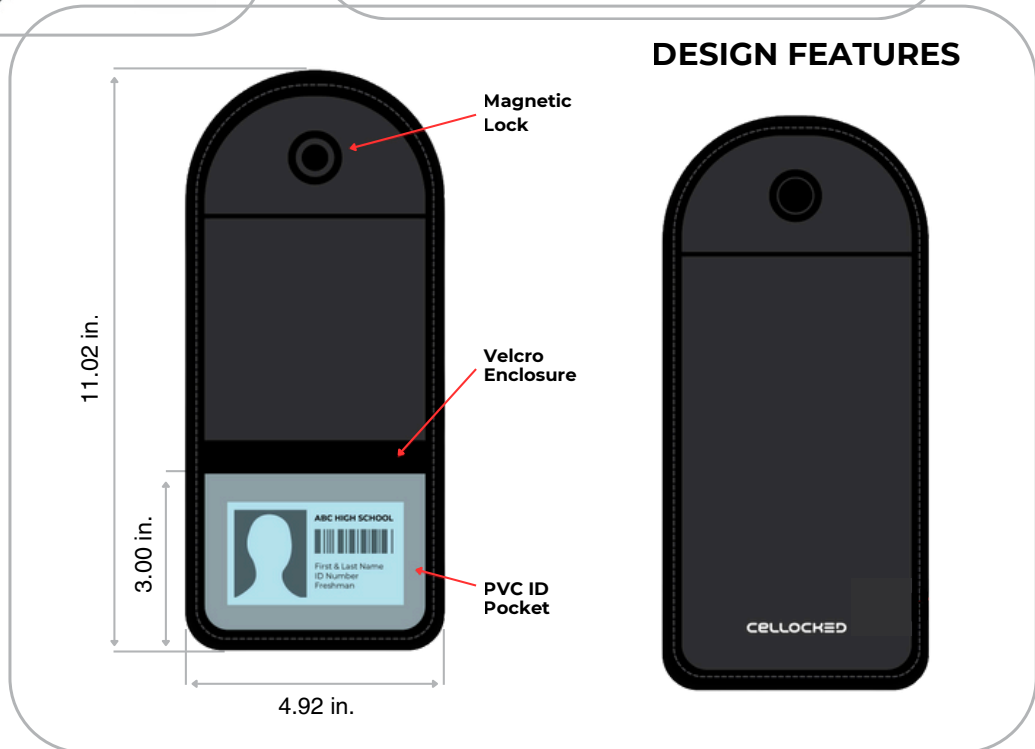
Key Features	CellockED
Creates a phone-free environment all day	✓
Automatically locks & prevents student access	✓
Allows students to carry the pouch throughout the day	✓
Student accountability with ID slot for tracking	✓
Replacement pouches available for purchase	✓
Universal fit for all phone models	✓
No interference with connectivity*	✓
Comprehensive training & ongoing support	✓

*CellockED pouches comply with FCC regulations by not interfering with cellphone connectivity. While securely locking the device and silencing notifications, the pouch does not block calls, texts, or data transmission. Phones will continue to receive voicemails and messages, similar to being in airplane mode. This ensures compliance with federal regulations while creating a distraction-free learning environment.

CELLOCKED

PRODUCT SPECIFICATIONS

CellockED pouches use a retractable magnetic pin locking system. When a phone is placed inside, the pouch opening is pinched shut, securing the device inside. To unlock it, a magnetic detacher is required to release the pin and open the pouch.



The **Magnetic Detacher** can be used as a hand-held device, or mounted to a wall or desk with three (3) screws*

**Screws not included*





IMPLEMENTATION PLAN : A PHASED APPROACH

New School Hero is committed to helping districts create a focused, distraction-free learning environment through the implementation of CellockED. Our comprehensive approach, from high-quality product design to hands-on support, ensures a seamless integration into the district. We look forward to the opportunity to partner with school districts and are confident that our solution will contribute to improved student engagement and academic success.

The implementation of the cellphone pouch system can be achieved through a phased approach:

PHASE I : PLANNING & PRE-ROLLOUT

Needs Assessment & Coordination:

- Work closely with school administrators to finalize logistics, including order quantities and distribution plans
- Confirm the designated delivery location and schedule shipment accordingly
- Provide a custom communications plan aligned to the school's local cellphone policy for effectively communicating with all stakeholders the intent and purpose of the initiative
- Assist in developing a tracking and replacement system for pouch assignments, if requested

Pre-Rollout Training Sessions

- Conduct virtual and/or in-person training sessions for school administrators, teachers, and staff to ensure proper use and management of the pouches and magnetic detachers
- Provide informational materials for parents and students, outlining the benefits and expectations of the program
- Ensure school leaders are equipped to handle common concerns and troubleshooting

PHASE II : YEAR ONE ROLLOUT & IMPLEMENTATION

Distribution & Setup

- Deliver CellockED pouches and unlocking devices to the designated school facility
- Provide supporting documentation
- Assign pouches with ID pockets to students to ensure accountability

Monitoring & Support

- Provide virtual (on-site, as needed) support during the first month of implementation to ensure a smooth transition



IMPLEMENTATION PLAN : A PHASED APPROACH

- Regularly monitor the usage and effectiveness of the pouches, gathering feedback from students, teachers, and parents to make any necessary adjustments with anonymous surveying across the school and community (multiple languages)
- Address questions and concerns from staff, students, and parents
- Establish a process for lost or damaged pouch replacements, available for student purchase at standard cost

PHASE III : ONGOING TRAINING & EVALUATION

Annual Training & Staff Support

- Conduct at least one annual training session for new staff members, if requested
- Offer refresher courses as needed to ensure continued adherence to program guidelines

Effectiveness Assessment

- Work with the district to collect and analyze data from students, parents, teachers, and staff on program effectiveness
- Make recommendations for program adjustments based on feedback

**The timeline will be aligned to meet the needs of the district.*

REFERENCES

Taos Municipal Schools

Dr. Antonio Layton Jr., Superintendent

P: (956) 821-4077

E: antonio.layton@taosschools.org

Tulsa Public Schools

Sean Berkstresser, Chief Strategy Officer

P: (214) 592-6200

E: berksse@tulsaschools.org

Raymondville Independent School District

Dr. Camille Cavazos, Principal

P: (956) 689-8172

E: ccavazos@raymondvilleisd.org

More references upon request.



WARRANTY & SUPPORT TERMS

WARRANTY

CellockED cellphone pouches include a two-year warranty covering manufacturing defects or workmanship issues. Warranty exclusions include normal wear and tear, misuse, or abuse of the product.

We stand behind our products and offer a 100% Satisfaction Guarantee. Our goal is to provide premium quality products that perform as designed and meet or exceed our partners' expectations. If you are not completely satisfied with your CellockED cellphone pouch for any reason, simply contact us within 30 days for a full exchange or refund of the product purchase price. A restocking fee will apply in accordance with the original purchase if a refund is processed.

The products are owned by the Schools once a purchase is made. We do not lease the products or expect our school partners to renew the contract year-to-year.

If a replacement pouch is needed, it can be ordered at any time by contacting us at 888-885-0017 or by emailing cellocked@newschoolhero.org. Replacement pouches are guaranteed to be priced at the same per-unit rate as your original order, ensuring consistency and transparency in ongoing support.

SUPPORT

New School Hero provides a comprehensive level of customer support to ensure the successful implementation and ongoing use of its phone-free solutions in schools and other venues.

- **Dedicated Consultation and Planning:** New School Hero offers policy consultation and operational planning to help schools and organizations transition to phone-free environments effectively.
- **Training and Ongoing Support:** Schools receive tailored training sessions for staff, including pre-launch planning, mid-year check-ins, and end-of-year reviews to address challenges and optimize the program.
- **Implementation Assistance:** Our staff assist with the initial rollout of pouches, unlocking bases, and other equipment, ensuring seamless integration into daily routines.
- **Helpdesk Support:** Customers can submit requests for assistance through CellockED's online support portal for troubleshooting or replacement needs.



COST ANALYSIS

Adopting the cellphone pouch with a magnetic locking system represents a proactive step towards enhancing the learning environment in our schools. By minimizing distractions and protecting student devices, this solution supports the District's commitment to academic excellence and student well-being. We look forward to the opportunity to further discuss this proposal and implement a solution that benefits the entire school community.

DESOTO INDEPENDENT SCHOOL DISTRICT	
Cellphone Pouches	Price
1,677 Units @ \$25/ea	\$41,925.00
Magnetic Detachers	Price
10 Units @ \$45/ea	\$450.00
Services	Price
Implementation and Support	FREE
Subtotal	\$42,375.00
Discount	\$2,835.40
Shipping & Delivery	FREE
Purchase Total	\$39,539.60

PAYMENT TERMS

Payment for all CellockED products and associated equipment is due in full upon receipt of the product.

Accepted forms of payment include check, ACH transfer, or credit card. All payments should reference the invoice number provided to ensure proper credit.

Should you have any questions regarding billing or payment, please contact James Guerra at james@newschoolhero.org.



PURCHASING COOPERATIVES

New School Hero is a vendor for the following purchasing cooperatives:

TIPS (The Interlocal Purchasing System)

- Contract No.: 250802 – Academic and Educational Goods and Services
- [Vendor Profile](#)

PACE Purchasing Cooperative

- Contract No.: P00306 – Technology, Accessories, Software & Security Supplies
- [Vendor List](#)

ESC Region 13 Purchasing Cooperative

- Contract No.: 2026-01 – Electronic Device Storage Systems
- New School Hero Vendor ID: 2026-01-NSH
- [Website](#)

DCMO BOCES

- Contract No.: 2025-132 – Cell Phone Storage Solutions