

Guard Dog I.D., Inc.

Business Disclosure Statement

Part A General Company Information

Item I: The exact name of the issuer and its predecessor

Guard Dog I.D., Inc. as of 08-28-08

Formerly known as: FSBO Media Holdings, Inc. until 9-2008

Formerly known as: Discover Capital Holdings Corp. until 11-2005

Formerly known as: Technologies Corp. until 11-2001

Formerly known as: Concepts, Inc. to 1-1990

Item II: The address of the issuer's principal executive offices

200 S. Virginia Street

8th Floor

Reno, NV 89501

Item III: The jurisdiction(s) and date of the issuer's incorporation or organization

Nevada, 2005

Item IV: The name and address of the transfer agent

Madison Stock Transfer

1688 E 16th St

Brooklyn, NY 11229

The transfer agent is registered under the Exchange Act, as well as the state and appropriate regulatory authorities.

Item V: The nature of the issuer's business

Guard Dog Identity Protection was established to help prevent the fastest growing financial threat to Americans: Identity Theft. Hitting 1 in 4 households through 79 million compromised identities last year alone; Americans have lost their personal information including social security number, credit card number or address in unprecedented numbers.

1. The form of organization of the issuer (e.g., corporation, partnership, limited liability company, etc.);

Guard Dog I.D. is a Nevada corporation that was incorporated in 2005.

2. The year that the issuer (or any predecessor) was organized;

The issuer is organized in Nevada.

3. The issuer's fiscal year end date;

The fiscal end date of the company is 12-31.

4. Whether the issuer (or any predecessor) has been in bankruptcy, receivership or any similar proceeding;

The company has not been in bankruptcy.

5. Any material reclassification, merger, consolidation, or purchase or sale of a significant amount of assets;

The company has undergone a merger with FSBO Media Holdings, Inc.

6. Any default of the terms of any note, loan, lease, or other indebtedness or financing arrangement requiring the issuer to make payments;

There has been no default of the terms of any note, loan, lease, or other indebtedness or financing arrangement requiring the issuer to make payments.

7. Persons who are or were affiliated with company, and estimated dates of affiliation;

James Watson, President and Chief Executive Officer, appointed 2008

8. Any increase of 10% or more of the same class of outstanding equity securities;

N/A

9. Any past, pending or anticipated stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization;

500 for 1 common stock split effective on October 28, 2008

10. Any delisting of the issuer's securities by any securities exchange or deletion from the OTC Bulletin Board;

There has been no delisting of the issuer's securities by any securities exchange or deletion from the OTC Bulletin Board.

11. Any current, past, pending or threatened legal proceedings or administrative actions either by or against the issuer that could have a material effect on the issuer's business, financial condition, or operations and any current, past or pending trading suspensions by a securities regulator. State the names of the principal parties, the nature and current status of the matters, and the amounts involved;

There are no pending legal proceedings against the issuer that will have a material effect on the issuers business, financial condition or operations. There are no current, past or pending trading suspensions.

B. Business of Issuer. Describe the issuer's business so a potential investor can clearly understand it. To the extent material to an understanding of the issuer.

Guard Dog Identity Protection was established to help prevent the fastest growing financial threat to Americans: Identity Theft. Hitting 1 in 4 households through 79 million compromised identities last year alone, Americans have lost their personal information including social security number, credit card number or address in unprecedented numbers.

1. The issuer's primary and secondary SIC Codes;

7323, 8748

2. If the issuer has never conducted operations, is in the development stage, or is currently conducting operations;

The issuer is currently conducting operations.

3. If the issuer is considered a "shell company" pursuant to Securities Act Rule 405;

Pursuant to the Securities Act Rule 405, the issuer is not considered a shell company.

4. The names of any parent, subsidiary, or affiliate of the issuer, and its business purpose, its method of operation, its ownership and whether it is included in the financial statements attached to this disclosure statement;

There is no parent, subsidiary, or affiliate of the issuer.

5. The effect of existing or probable governmental regulations on the business;

There is no effect of existing or probable governmental regulations on the business.

6. An estimate of the amount spent during each of the last two fiscal years on research and development activities, and, if applicable, the extent to which the cost of such activities are borne directly by customers;

There has been no amount spent during each of the last two fiscal years on research and development activities.

7. Costs and effects of compliance with environmental laws (federal, state and local); and

There are no costs and effects of compliance with environmental laws.

8. The number of total employees and number of full-time employees;

There is (1) one part time employee and the business uses the services of consultants when needed.

Item VI The nature of products or services offered

1. Principal products or services, and their markets;

Guard Dog Identity Protection was established to help prevent the fastest growing financial threat to Americans: Identity Theft. Hitting 1 in 4 households through 79 million compromised identities last year alone; Americans have lost their personal information including social security number, credit card number or address in unprecedented numbers.

2. Distribution methods of the products or services;

All distribution methods of the services will be done via the Internet.

3. Status of any publicly announced new product or service;

All publicly announced new products and services have and will continue to be announced by press release.

4. Competitive business conditions, the issuer's competitive position in the industry, and methods of competition;

There are many competitive identity theft protection companies within the industry.

5. Sources and availability of raw materials and the names of principal suppliers;

The issuer does not have a principal supplier of raw materials.

6. Dependence on one or a few major customers;

The company does not have a dependency on one or a few major customers.

7. Patents, trademarks, licenses, franchises, concessions, royalty agreements or labor contracts, including their duration; and

There are no patents, trademarks, licenses, franchises, concessions, royalty agreements or labor contracts.

8. The need for any government approval of principal products or services and the status of any requested government approvals.

There is no need for any government approval of principal products or services and the status of any requested government approvals.

Item VII The nature and extent of the issuer's facilities

200 S. Virginia Street
8th Floor
Reno, Nevada 89501

Part B Share Structure and Issuance History

Item VIII The exact title and class of securities outstanding

GRDO

Common Stock Authorized: 10,520,500,000 common stock shares, 25,000,000 preferred stock shares

Outstanding Class A: 520,888,055

Outstanding Class B: 500,000

Outstanding Preferred Stock: 5,000,000

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Item IX: Description of the security

A. *Par or Stated Value.* Provide the par or stated value for each class of outstanding securities.

The par value for common and preferred stock is 0.0001.

B. *Common or Preferred Stock.*

1. For common equity, describe any dividend, voting and preemption rights.

For common equity, there are no dividend, voting and preemption rights.

2. For preferred stock, describe the dividend, voting, conversion and liquidation rights as well as redemption or sinking fund provisions.

The preferred stock has voting rights of 10,000 to 1.

3. Describe any other material rights of common or preferred stockholders.

There are no material rights of common or preferred stockholders.

4. Describe any provision in issuer's charter or by-laws that would delay, defer or prevent a change in control of the issuer.

There is no provision in issuer's charter or by-laws that would delay, defer or prevent a change in control of the issuer.

Item X The number of shares or total amount of the securities outstanding for each class of securities authorized

In answering this item, provide the information below for each class of securities authorized. Please provide this information (i) as of the end of the issuer's most recent fiscal quarter and (ii) as of the end of the issuer's last two fiscal years.

Period end date: 09/30/2008

GRDO

Common Stock Authorized: 10,520,500,000 common stock shares, 25,000,000 preferred stock shares

Outstanding Class A: 520,888,055

Outstanding Class B: 500,000

Outstanding Preferred Stock: 5,000,000

Freely tradable shares (public float);
517,250,383

Total number of beneficial shareholders: and none
n a

Total number of shareholders of record
373

Number of preferred shares authorized:
25,000,000

Number of preferred shares outstanding;
5,000,000

Freely tradable shares; none

Total number of beneficial owners
1

Period end date; 12 /31/07

Number of common shares authorized;
10,520,500,000 common stock shares 5,000,000 preferred

Number of shares outstanding;
6,429,127,881

Freely tradable shares (public float);
4,610,282,480

Total number of beneficial shareholders;

Total number of shareholders of record
398

Number of preferred shares authorized;

Number of preferred shares outstanding;
521,413

Freely tradable shares; none

69,538

Total number of beneficial owners:
35

Item XI: List of securities offerings and shares issued for services in the past two years

N/A

Part C Management and Control Structure

Item XII: The name of the chief executive officer, members of the board of directors, as well as control persons

A. Officers and Directors.

1. Full name;

James Watson
President & CEO

2. Business address;

200 S. Virginia Street
8th Floor
Reno, Nevada 89501

3. Employment history (which must list all previous employers for the past 5 years, positions held, responsibilities and employment dates);

- 2006- Present, Watson Investment Enterprises, President and CEO
Organized and managed everyday production and client relations
- 2005- January 2008, LMI Mortgage, Watson Mortgage Services
Mortgage broker
- 2000-2005, BK Limited, Sales Manager
General Manager of sales and production for the telecommunications industry

4. Board memberships and other affiliations;

Micro Mammoth Solutions, Inc,
President and CEO

Watson Investment Enterprises, Inc.
President and CEO

Guard Dog, LLC

Managing Member

5. Compensation by the issuer;

None

6. Number and class of the issuer's securities beneficially owned by each such person.

None

B. Legal/Disciplinary History

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

The issuer has not had a conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding.

2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

The insurer has not had an entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities.

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

The issuer has not been found by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated.

4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

The issuer has not been the subject of an order by a self-regulatory organization that permanently or temporarily barred, suspended or otherwise limited such person's involvement in any type of business or securities activities.

5. Disclosure of Certain Relationships Describe any relationships existing among and between the issuer's officers, directors and shareholders.

There are no relationships existing among and between the issuer's officers, directors and shareholders.

6. Disclosure of Conflicts of Interest Describe any related party transactions or conflicts of interests. Provide a description of the circumstances, parties involved and mitigating factors for any related party transactions or executive officer or director with competing professional or personal interests.

There are no related party transactions or conflicts of interest.

Item XIII Beneficial Owners

Provide a list of the name, address and shareholdings of all persons beneficially owning more than five percent (5%) of any class of the issuer's equity securities. To the extent not otherwise disclosed, if any of the above shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

There is no one that beneficially owns more than (5%) of any class of the issuer's equity securities.

Item XIV: The name, address, telephone number, and email address of each of the following outside providers that advise the issuer on matters relating to the operations, business development and disclosure:

1. Investment Banker

The issuer has not retained an investor banker.

2. Promoters

The issuer has not hired promoters.

3. Counsel

The issuer has not retained counsel.

4. Accountant or Auditor - the information shall clearly (i) describe if an outside accountant provides audit or review services, (ii) state the work done by the outside accountant and (iii) describe the responsibilities of the accountant and the responsibilities of management (i.e. who audits, prepares or reviews the issuer's financial statements, etc.). The information shall include the accountant's phone number and email address and a description of the accountant's licensing and qualifications to perform such duties on behalf of the issuer.

The issuer has not retained an accountant or auditor.

5. Public Relations Consultant(s)

The issuer does not receive consulting concerning public relations.

6. Investor Relations Consultant

The issuer does not receive investor relations consulting.

7. Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement - the information shall include the telephone number and email address of each advisor.

There are no other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement.

Part D Financial Information

Item XV: Financial information for the issuer's most recent fiscal period

- Balance Sheet
- Statement of Income
- Statement of Cash Flows
- Statement of changes in Stockholders' Equity
- Financial Notes
- Audit Letter, if Audited

Item XVI: Similar financial information for such part of the two preceding fiscal years as the issuer or its predecessor has been in existence

Item XVII: Management's Discussion and Analysis or Plan of Operation

A. Plan of Operation

The company markets exclusively through internet.

B. Management's Discussion and Analysis of Financial Condition and Results of Operations

Interim Period: Provide a comparable discussion that will enable the reader to assess material changes in financial condition and results of operations since the end of the last fiscal year and for the comparable interim period in the preceding year.

N A

C. Off-Balance Sheet Arrangements

This item does not apply

Item XVIII Material Contracts

The Company currently has no material contracts.

Part E Exhibits

Item XIX Articles of Incorporation and Bylaws

Articles of Incorporation and By Laws on file with the corporation

Item XX: Purchases of Equity Securities by the Issuer and Affiliated Purchasers

Period	Column (a) Total Number of Shares (or Units) Purchased	Column (b) Average Price Paid Per Share (or Unit)	Column (c) Total Number of Shares (or Units) Purchased as Part of Publicly Announced Plans or Programs	Column (d) Maximum Number (or Approximate Dollar Value) of Shares (or Units) that May Yet Be Purchased Under the Plans or Programs
October 2008	None	None	None	None
September 2008	None	None	None	None
August 2008	None	None	None	None

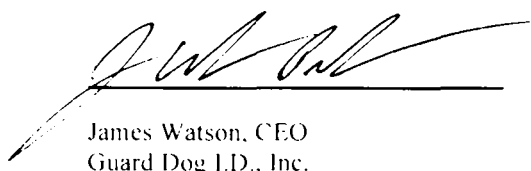
Item XXI: Issuer's Certifications

The issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other persons with different titles, but having the same responsibilities).

The certifications shall follow the format below: I, James Watson, certify that:

1. I have reviewed this quarterly disclosure statement of Guard Dog, Inc.;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

Date: November 10, 2008



James Watson, CEO
Guard Dog I.D., Inc.