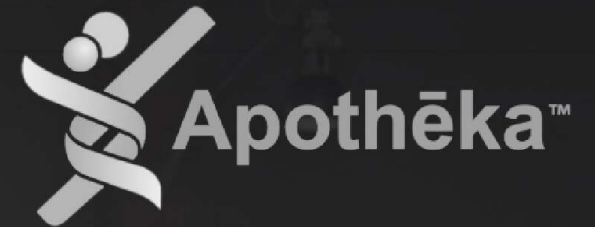




THE HYPERQUANTIFIED ATHLETE &

Sports Non-fungible Token (NFT)



About Us &

What Is Apotheka Systems?

- **Apothēka** a SaaS company was founded in September 2018. Our SaaS platform decentralizes personal and medical data points on Ethereum Blockchain to facilitate data security, integrity and interoperability.
- **Patented Proprietary Technology (Pat No. 10.885.170):** uses ironclad security, scalable distribution design of Blockchain and AI technologies
- Apothēka platform is **industry agnostic**, agile and customizable based on client's needs

About Us &

What Is Apotheka Systems?

- **Competitively positioned** Technology stack on J.P. Morgan's Quorum-Ethereum (ConsenSys) for wallet & payment processing
- **Cross-enterprise Workflows** easily integrate-able with other eco-systems
Ex: Solana, Cardano, Ethereum
- **Values:** Innovation / Trust / Reliability / Encompassing
- **Team Minority owned** and has combined 45+ years in deep-tech and deeper knowledge of various workstreams, business logic, healthcare policy in the healthcare space & sports Fans

Executive Management Team



DENNIS MALIANI

CEO / Founder

Vast experience in the health-tech space, 13 years at world-class hospitals systems and academic centers including Cedars Sinai, Keck Medicine Of USC, MemorialCare, Amgen etc. IPO readiness & portfolio management.



LUIS LOPEZ

COO

Over 20 years of experience in Healthcare at LA Care, Molina, Kaiser Permanente, Cedars Sinai etc. Start-up experience, and co-founder at Somega Healthcare Systems which was successfully sold.



VICTOR PISACANE

CTO

Formerly senior software architect, IBM Watson Health. Comes with 25 years of experience designing, developing and delivering software products in both startup environments and Fortune 500 companies.



CHRIS MANDERINO

CSO

Former NFL American football fullback originally signed by the Cincinnati Bengals as an undrafted free agent in 2006. Ex – player & coach at Doves Bologna American Football (Italy). Founder at LyfeFuel a plant-based lifestyle brand.



Advisors

- **Dr. Melanie Rolli** - CEO and Chief Medical Officer. Piqu Therapeutics AG - Basel, Switzerland
- **Brad Bulent Yasar** Founder at Blockchain Investors Consortium (BIC)
- **Dr. Michael Penn** – Founding Partner at Health Equity Ventures, Investor, Board Member, Startup Advisor, Healthcare and Biotech STEM Diversity/Innovation Expert, Author and Speaker
- **Dr. Stephen Geller** - Chairman Emeritus, Pathology, Cedars-Sinai Medical Center/ Prof. Weill Cornell Medical College)
- **Ravi Bhatia** - Principal at Verano Capital Partners, experience "Big 4" & Fortune 500 companies
- **Henrique Dias** - Managing Partner, B&D Alternatives Investment Fund

Globant Awards 2021

Digital Disruptors – **Winners** USA & Canada



High Tech
Trendsetter



Dennis Maliani

CEO, Apotheka Systems Inc.



Current Pipeline

Pipeline



sp^ort^radar

Pipeline



Pipeline



Opportunity (Problem We're Resolving)

The Hyperquantified Athlete

“ In 2018, the North American sports market had a value of about 71.06 billion U.S. dollars. This figure is expected to rise to 83.1 billion by 2023.

The market is composed of the segments gate revenues, media rights, sponsorships and merchandising ~ Statista 2021

NFT Market Surpassed \$40 Billion in 2021, New Estimate Shows ~ Bloomberg 2022

Technology, Measurement, And The Business Of Sports



Data Rights
Management



Regulations



New Ways To Experience
Sports



Security & Privacy



Monetization



What's Trending In The NFT Space?

Top Five Most Expensive NFTs in the Field of Sports ~ Joseph Henry, Tech Times 01 Aug 2021



1. Statue of LeBron **(\$21.6 Million)**



2. MLB Champions Brett Gardner (\$21.28 Million)



3. Jermall Charlo: Lions Only GOLD ULTIMATE (\$19.1 Million)



4. Michael Jordan SportPunk (\$5.06 Million)



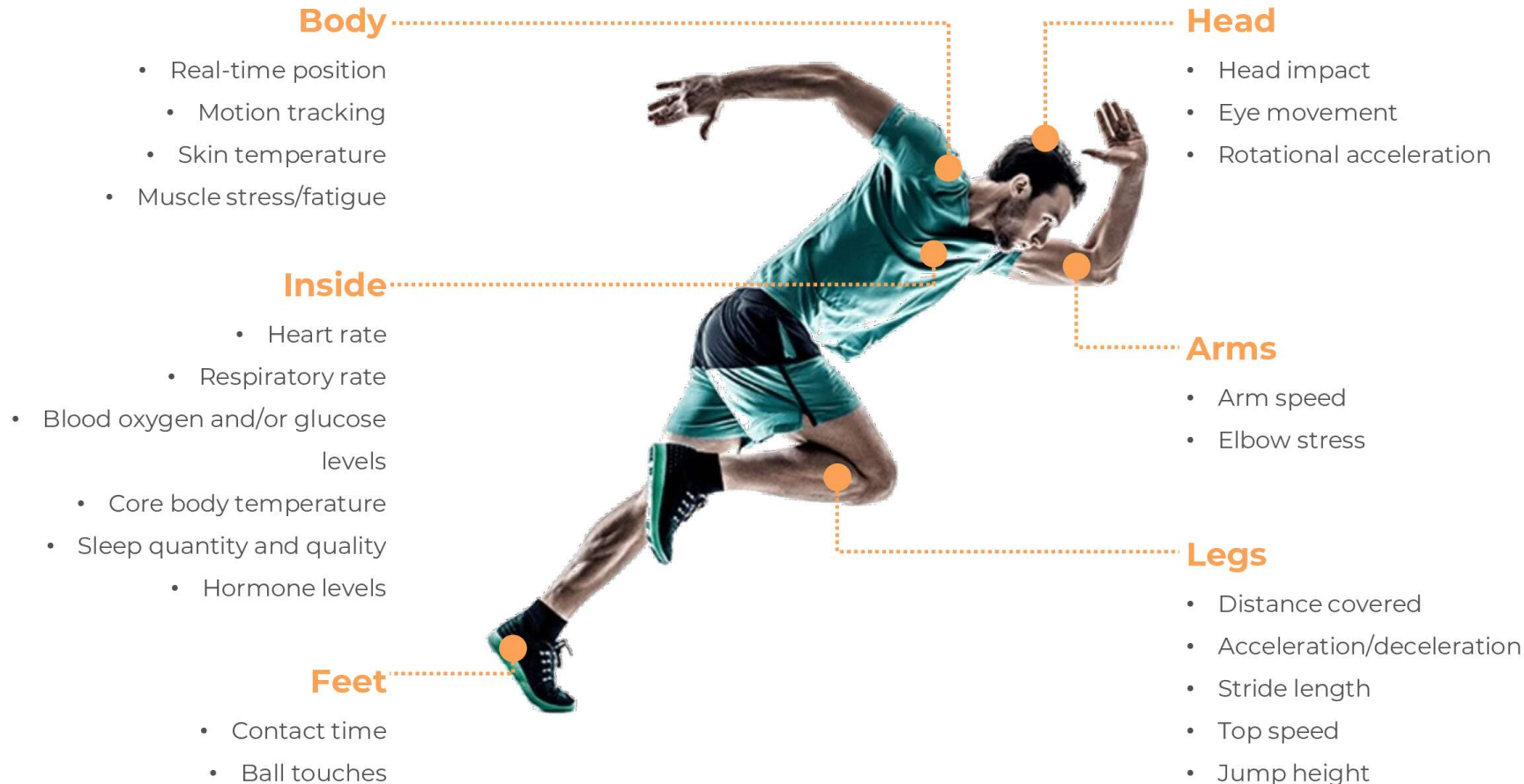
5. Rare Diego Maradona 2020-21 (\$4.3 Million)

People have spent more
than **\$230 million** buying
and trading digital
collectibles of **NBA**
highlights ~ Jabari Young,

CNBC March 2021

USE CASE 1: The Hyperquantified Athlete (Data)

Data Points Captured



Note: This list is not exhaustive.

Source: Deloitte analysis

VALUE

PROPOSITION



**GUARANTEED
OWNERSHIP**

**Transferable /
Non-transferable
NFTs**





**IMMUNE TO
FRAUD**

**Dynamic Vs Static
NFTs**

USE CASE 1b: Monetization Of Sports Data

And engagement using healthcare Data

Use cases

-  The **heart-based data** are incorporated into official broadcasts of matches to enhance the viewing experience
-  Health care data can be made available to fans so that they can indulge in **sports betting** / **fantasy sports** with the odds influenced by **positional and biometric data**.
-  Sports fans can use the healthcare data to help them with **game analysis** and **adapt training** sessions; to reach performance goals faster and gain a competitive advantage.
-  Prevent overloads and symptoms of **overexertion** that can lead to **injuries** while practicing similar workouts such as the players.
-  Gamification of health care data will give sports fans a better understanding of the game's athleticism as well as create more **excitement/engagement** around the gameplay.
-  With the gamification of **sports idols'** healthcare data, fans can adopt exercise routines and diet insights of their health, training and on the playing routines.

Comprehensive healthcare data can be used in gamification to allow **enhanced fans engagement** as well as create a **viable revenue** model for sports entities.

USE CASE 2:

Miami Heat vs Charlotte Bobcats

Inside


- Heart rate
- Respiratory rate
- Blood oxygen and/or glucose levels
- Core body temperature
- Sleep quantity and quality
- Hormone levels

1

Body

- Real-time position
- Motion tracking
- Skin temperature
- Muscle stress/fatigue

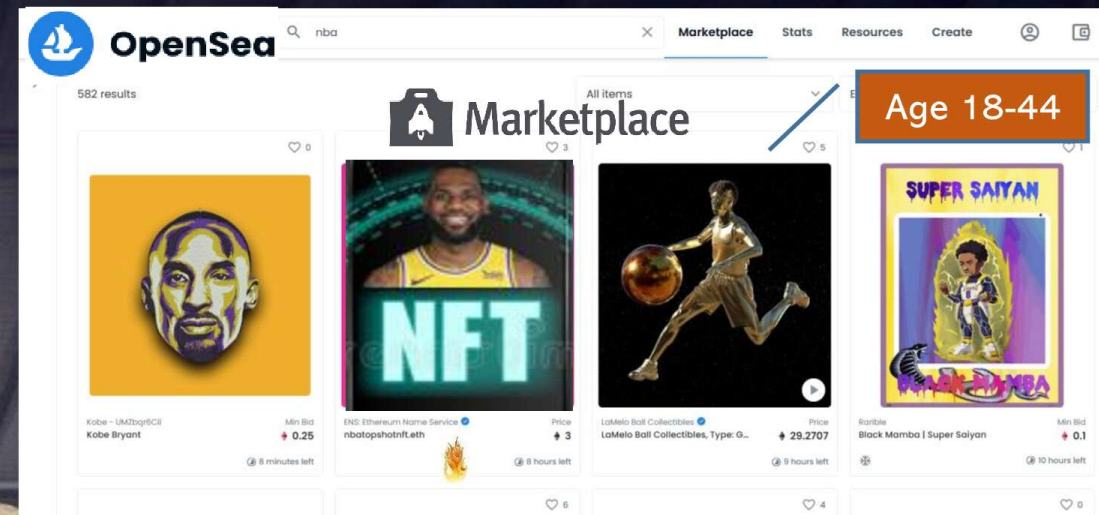
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	L. James SF - MIA	
61 PTS	22/33 FG	9/12 FT

- **Vertical Leap** - 40 Inches
- **Height** - 6FT 8Inches / **Weight** - 250 Lbs.
- **Heart Rate** - 162 ± 7 b·min⁻¹ to 176 ± 4 b·min⁻¹ (10,37)
- **Muscle Fatigue** Root Mean Square – RMS
Pre 258.02 / RMS Post 283.60 **March 3, 2014**

“Sports card on steroids”

3



4



Competitors



Apotheka's advantages

- ✓ Apotheka's **Patented** Proprietary Technology provides guaranteed NFT inner value and liquidity.
- ✓ Compatible, secure and scalable with various Ethereum ecosystems, Solana etc.
- ✓ Agile & nimble tech stack, unlike its competitors Apotheka helps you set your own economics for increased fan engagement and higher monetization.
- ✓ Any Crypto Assets can be added to NFT vault unlike its competitors with the help of Apotheka's cross enterprise workflows.

How Do We Make Money?

USA Sports Market Growth **(\$83.1 billion by 2023)** ~Statista 2021

\$250K

Return/Reward
100%

PER TEAM: Apotheka SaaS Platform

Subscriptions \$125K / Year Average Licensing &
\$250K / Year Average Support + Services Fees

\$292.8+B

Return/Reward
1%-6%

Licensing - Licensing International's 2020 Global Licensing Survey reveals that sales of licensed goods have climbed 4.5 percent; **Global Sales** \$292.8+ Billion

13.95 M

Return/Reward
3%-6%

Fans engagement - 13.95 million social media impressions - June 2019, Boston Red Sox Vs. New York Yankees in UK

\$20 M

Return/Reward
3%-12%

Health Data/Research - Biotech and Insurance Companies Paying Patients for Data Us
The average cost of phase 1, 2, and 3 clinical trials across therapeutic areas is around \$4, 13, and 20 million respectively ~ FDA

Revenue Projections 2021 - 2026

	2021	2022	2023	2024	2025	2026
TOTAL REVENUE	\$265,475	\$2,102,198	\$11,250,294	\$47,864,980	\$100,877,616	\$149,992,462
Revenue Growth Rate			1393%	39%	119%	54%
GROSS MARGIN	\$148,666	\$1,177,231	\$6,862,679	\$31,590,887	\$71,623,107	\$110,244,460
Gross Margin %	56.0%	56.0%	61.0%	66.0%	71.0%	73.5%
Overhead						
Sales & Marketing	\$146,000	\$858,000	\$2,132,700	\$10,941,550	\$17,518,637	\$20,124,762
General & Administration	\$121,800	\$1,132,775	\$2,511,300	\$4,607,355	\$6,601,204	\$8,566,877
Research & Development	-	\$36,000	\$74,000	\$84,000	\$104,000	\$124,000
Total Overheads	\$267,800	\$2,026,775	\$4,718,000	\$15,632,905	\$24,223,841	\$28,815,639

Funding & Return On Investment

Terms & Projected Milestones

- Series A Round Valued At 10M (Pre-money)
- Raising \$2.5 Million
- Investors Earn Preferred Stock
- Safe Note - Converts On A Public Offering (10% discount)
- Exit – IPO / Go Public VIA SPAC or Acquisition (Target In 3 - 5 Years or Less)

Use Of Funds

Phase II - Digital Sports NFT / IP:	\$560,000
Marketing & Customer Acquisition:	\$810,000
Operations & Sales:	\$800,000
Research & Development:	\$330,000
Total	\$2,500,000



Thank you!

