



# **GUARDIAN ATHLETICS OVERVIEW**

**JANUARY 2021**

## INVESTMENT PROFILE

---

### CONTINUED TESTING

Evidence based approach with the right partners

### PRODUCT INNOVATION

Heighten adoption for every player, every position

### POSITIONING

Enhance naming, brand feel and appeal to players at all levels of play

### TERM SHEET

- 2.00 per share
- 50 Share Minimum

### USE OF FUNDS

- 43% Sales & Marketing
- 20% Research & Testing
- 16% Debt Service
- 08% Medical Board
- 08% Compensation
- 05% Other

### HISTORICAL INVESTMENT

- \$1M Friends & Family in 2018
- Convertible Note Round Launch
- MN Angel Tax Credit Certified

# BACKGROUND

**1997**

Ideation, sketches & player interviews begin

**2012-13**

Prototype 2 & 3 designed & tested on players

**2016**

First round of impact testing completed

**2018**

Production begins & first collars shipped to teams

**2020**

Product line expands with additional sizes

**2007**

Awarded 1<sup>st</sup> grant to create design prototype

**2014**

Patent granted for prototype #3

**2017**

Raise first round of funding: \$1M from local investors

**2019**

Second season with collar, design updates begin production



## IDEATION

### RANGE OF MOTION

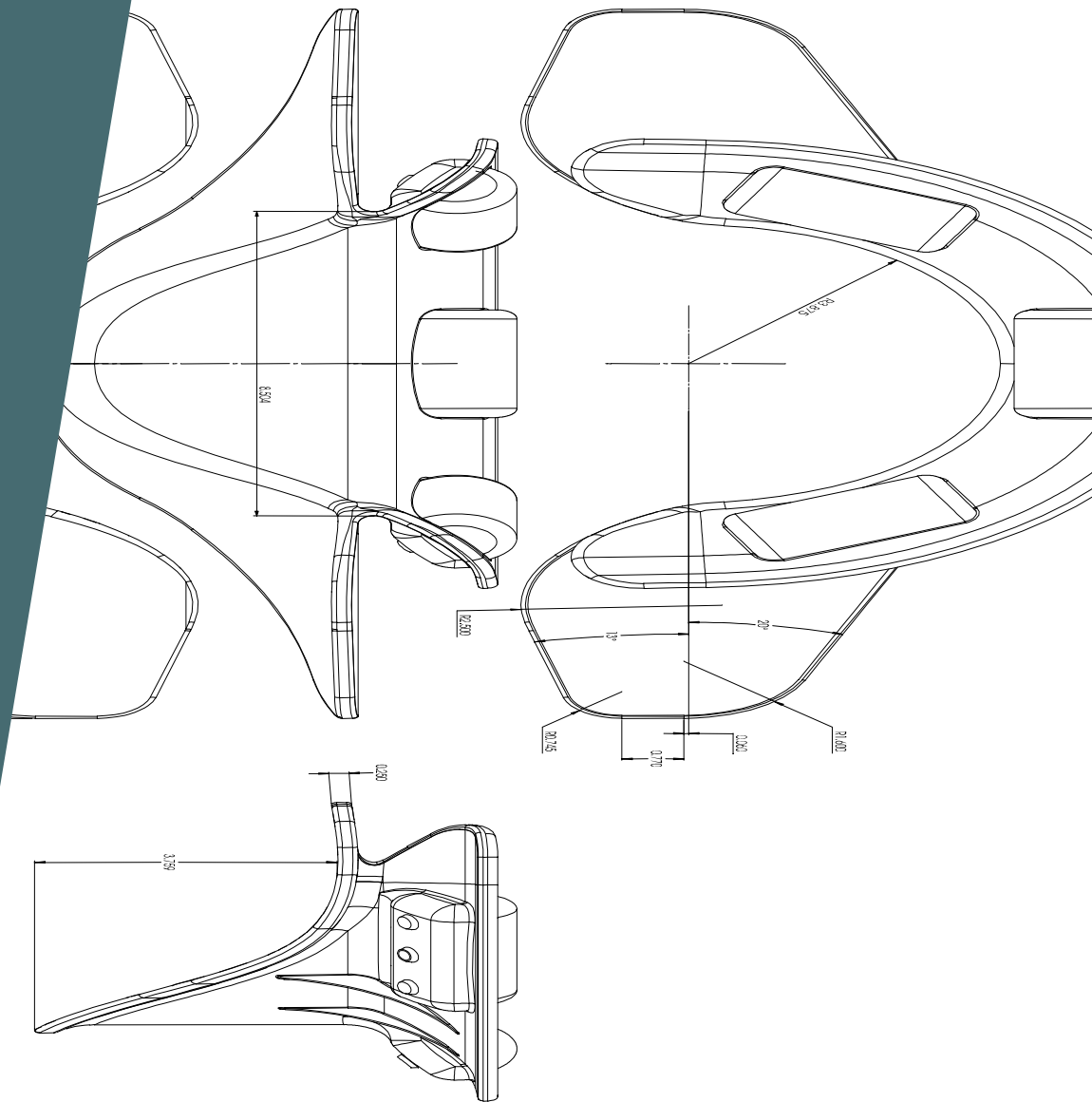
Provide range of motion while preventing neck from reaching extreme points

### DECELERATION

Slow down head after impact where brain injuries occur

### INNOVATION

Fill the gaps other gear can't provide for athletes on the field



# KATO COLLAR

## PATENTED DESIGN

2 Stage deceleration acts as an airbag for the brain

## DISCREET

Sits under shoulder pads and enables active, full range of motion

## CUSTOMIZABLE

Interchangeable pads for fit, comfort, protection and style



## LIGHTWEIGHT

Lightweight design: The player won't even know it's there

## EFFECTIVE

Testing shows up to 30% decrease in deceleration of head



## SCIENCE

---

### **DR. CHARLES LEDONIO CLINICAL TRIALS DIRECTOR INNOVATIVE SURGICAL DESIGNS**

*By decelerating the brain movement within the skull after impact, Kato Collar addresses the key issue of head and neck injury forces thus promoting player safety.*



## PROGRESS

---

# CONTINUING MOMENTUM

- MN Cup 2<sup>nd</sup> Place Finalist 2019
- Minnesota Angel Tax Credit Certified
- DEED Angel Loan Fund Program recipient
- Southern Minnesota Initiative Foundation (SMIF) investment recipient
- 2018 Mankato Million Cups Business of Year



# TEAM



**JEFF  
CHAMBERS**  
FOUNDER



**DAVE  
NORRIS**  
CEO



**TODD  
TANHOFF**  
SALES



**ZEB  
CARLSON**  
MARKETING



**BEN  
BOWMAN**  
FINANCE



**DARYL  
PILARSKI**  
DESIGN ENGINEER

# ADVISORY BOARD



**RICH  
GANNON**

35 YEAR NFL VETERAN  
& CBS SPORTS GAME  
ANALYST



**LES  
PICO**

DIRECTOR OF PARTNER  
DEVELOPMENT, MN VIKINGS



**DR.  
CHARLES  
LEDONIO**

FORMER DIRECTOR  
OF SPINE RESEARCH,  
UNIVERSITY OF  
MINNESOTA





## INFLUENCE



### **ANDREW TROXEL** **HEAD FOOTBALL COACH**

*Athletes stated that the Kato Collar helped to slow the movement of the head backwards when they were blocking and tackling. Personally, I saw one of our athletes take a forceful tackle out of bounds and had he not been wearing a Kato Collar the force of the impact with the ground would have likely inhibited his ability to return to play. We fully intend to outfit our athletes with Kato Collars for the foreseeable future.*

### **MARCUS GOODEN** **FIELD TESTER**

*My junior year I got a pretty bad stinger affecting my left shoulder and arm. Going into my senior year those stingers continued. I had one or two a game. I talked to Jeff, and he suggested I wear the collar. Deep into the season, I took his advice. As I wore the collar, I couldn't believe it but, the stingers wore off. And I actually didn't have any moving forward."*

### **ANDY LAGUNO** **ASSOCIATE ATHLETIC DIRECTOR**

*There has been a dramatic difference in reducing the number of Brachial Plexus injuries with our football players, and players like the comfort with the ability to have full range of motion and the ability to extend their head and neck upwards in their stance. I would strongly recommend this product for all levels of football.*

# INFLUENCE



## ORGANIZATIONAL FOCUS

---

### DEFINE OUR AUDIENCE

Data-driven approach to connect with the football community

### BUILD BUSINESS INTELLIGENCE

Utilize technology that boosts the business and drives sales

### DEVELOP KEY RELATIONSHIPS

Partner with key individuals who make broad decisions for all levels of football



## MARKET SIZE

# HIGH SCHOOL & YOUTH FOCUS, 2019-23

Launched Medium collar in 2019

JV+ sized players

Need to grow with the player

### FOOTBALL PARTICIPATION:

US Youth	3,800,000
US High School	1,200,00
US College	100,000
Rest of World	2,000,000
<b>TOTAL ADDRESSABLE MARKET</b>	<b>7,100,000</b>



# MARKET STRATEGY

## PRIMARY AUDIENCE

## EST POPULATION SIZE

## EMERGING SUB-AUDIENCE



### FOOTBALL INSIDER GOAL: REACH & CONVERT LEADS

#### MOTIVATIONS & KEY ATTRIBUTES

- Football ingrained in identity
- Skilled communicator
- Decision maker for team
- Natural leader



MALE



CAUCASIAN



AFFLUENT



NEW  
COACH

PLAYER  
ADVOCATE



### ENERGIZED FAN GOAL: AWARENESS & INFLUENCE

#### MOTIVATIONS & KEY ATTRIBUTES

- All-season sports fan
- Groups of parents form community
- Professional work/life balancer
- Booster clubs, PTA



FEMALE



DIVERSE



AFFLUENT



FOOTBALL  
ADVOCATE



## **PRIORITIES**

---

### **EVERY PLAYER EVERY POSITION**

Flexibility for teams to purchase multiples

### **BRAND INFLUENCERS**

Grow relationships with college & NFL players

### **ATTRACT INVESTORS**

Reoccurring revenue to entice capital



## GROWTH

---

# OPPORTUNITIES:

## YOUTH MARKET

3.8M total players, various equipment needs require new thinking for product design

## EXPANSION INTO OTHER SPORTS

Hockey, Lacrosse, Bull Riding, Field Hockey, Snowboarding, Skateboarding, Military (40+Million)

## INTERNATIONAL

2M total players  
Mexico, Canada



**Q&A**

**LET. THEM. PLAY.**

