



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 1st 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

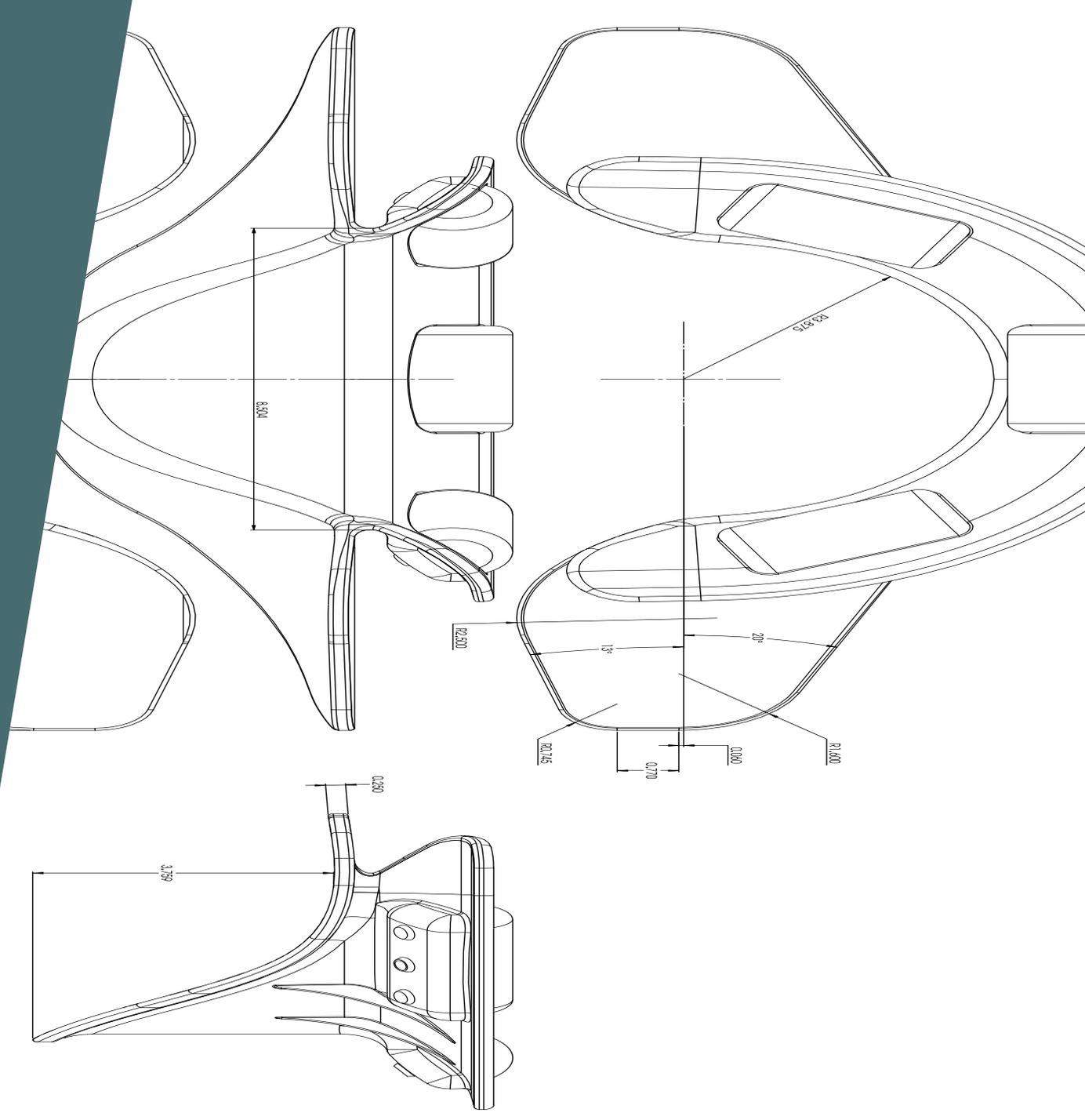
Provide range of motion while preventing neck from reaching extreme points

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 2nd 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	1,200,000
US College	100,000
Rest of World	2,000,000
TOTAL ADDRESSABLE MARKET	7,100,000



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

1M
COACHES
PLAYERS
DIRECTORS

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

3.5M
BOOSTERS
MOMS & DADS
COACHES

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.

