

PREPARED  
BY



# ATHLETIQ

## BASKETBALL PRACTICE REIMAGINED!



"Having a system where you can get real-time data, provide it back to that person and say, 'You're pushing off with your right leg more than your left leg,' or 'you need to adapt this' ... it's going to really enhance a lot of athletes' ability to perform."

- **Cynthia Bir, Lead Scientist ESPN "Sport Science"**



**INTRODUCTION**

Raising Seed Round to accelerate "The Defender" product development and to manufacture the first line of inventory out of Illinois

Topic	Details	Notes
1. <b>Pharmacokinetics</b>	Study of the movement of drugs in the body	ADME: Absorption, Distribution, Metabolism, Excretion
2. <b>Pharmacodynamics</b>	Study of the effects of drugs on the body	Receptors, Enzymes, Ion Channels
3. <b>Toxicology</b>	Study of the adverse effects of drugs	Dose-response, Therapeutic index
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It is to create superior basketball scorers by simulating real basketball shooting conditions through our innovative technology that delivers transformational and actionable feedback.

Standard basketball training products lack real-game shooting conditions resulting in a lower field goal percentage

Growth in our space is trending and elite basketball players are looking for a new solution to improve their in-game shooting performance!

The Defender contests players' shots under game-like conditions with data analytics that tie back to their actual shooting percentage.

The technology-driven sport industry is growing at a CAGR of 11.3%, and our team is poised to capitalize.

Our innovative shooting experience stands out from others by leveraging a robotic technology that moves and reacts to a shooter's shooting release.

Players will discuss quickly The Defender's ease of use, speed, and real-time performance information flow.

The defender offers unique value to players and coaches based on customized play and actionable real-time data preparing players for game situations.

Our integrated strategy is proven and will leverage NBA influence talent through our connections from the jump.

Our market comprises NBA, college teams, and high school teams currently using a gun. (The Defender integrates with Dr. Dish and The Gun.)

Our model is two-tiered with initial product purchase and monthly software plus data subscription components.


Over the next 12-18 months, our strategy focuses on finalizing development and penetrating target markets

(e.g. professional network and influence marketing capabilities, we

**Raising a \$1M Seed Round to finalize development and to enter the market and scale**

Our founding team is led by professional

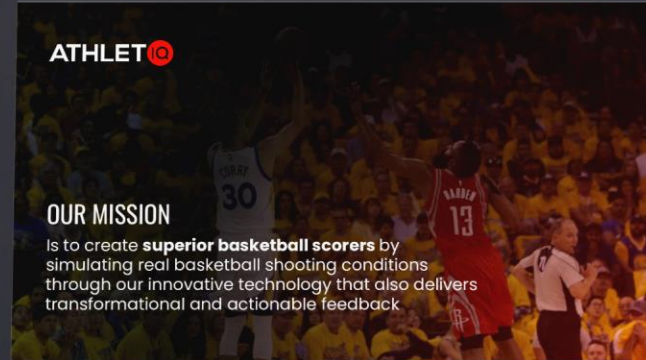
Thank You!



## ATHLETIQ

### BASKETBALL PRACTICE REIMAGINED!

"Having a system where you can get real-time data, provide it back to that person and say, 'You're pushing off with your right leg more than your left leg' or 'you need to adapt this' - it's going to really enhance a lot of athletes' ability to perform."  
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## ATHLETIQ


### OUR MISSION

Is to create **superior basketball scorers** by simulating real basketball shooting conditions through our innovative technology that also delivers transformational and actionable feedback

## PROBLEM

Standard basketball training products **lack real-game shooting conditions** resulting in a lower field goal percentage

- 01 In practice settings, players are shooting uncontested shots and in games the majority of shots are contested
- 02 When a player's shot is altered, the mechanics of the jump shot change dramatically
- 03 Coaches do not have full visibility of how players shoot in practice



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## WHY NOW?

Growth in our space is trending and elite basketball players are **looking for a new solution** to improve their in-game shooting performance!

- 01 Technology and analytics are revolutionizing the way basketball is played and the highly competitive nature of the game is continually driving the demand for more effective and accurate technologies<sup>1</sup>
- 02 With a tendency for owners of NBA teams to come from the technology environment, there is an openness to trying new technologies and analytics to improve performance<sup>2</sup>
- 03 Basketball is at the forefront of technology and innovation and dominates sports-tech adoption on a global level<sup>3</sup>

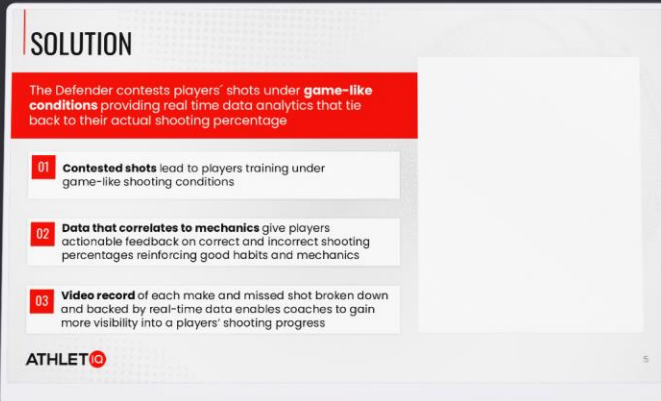
The Defender is the only product of its kind on the market

1. Forrester Research  
2. Statista.com  
3. Statista.com

## SOLUTION

The Defender contests players' shots under **game-like conditions** providing real time data analytics that tie back to their actual shooting percentage

- 01 **Contested shots** lead to players training under game-like shooting conditions
- 02 **Data that correlates to mechanics** give players actionable feedback on correct and incorrect shooting percentages reinforcing good habits and mechanics
- 03 **Video record** of each make and missed shot broken down and backed by real-time data enables coaches to gain more visibility into a players' shooting progress




## ATHLETIQ

Knowledge Focused Intelligence

## MARKET SIZE

The technology driven sport industry is growing at a CAGR of **17.5%**, and our team is poised to capitalize!



## ATHLETIQ

Knowledge Focused Intelligence

**GTAM**  
**\$58.94B**  
Global sports technology market by 2026<sup>1</sup>

**SAM**  
**\$23.57B**  
North America sports technology market estimated at 40% of global market<sup>2</sup>

**SOM**  
**\$1.17B**  
North America sports technology market in the NBA, all universities, colleges and high schools until a 25% penetration rate on base<sup>3</sup>

## COMPETITION

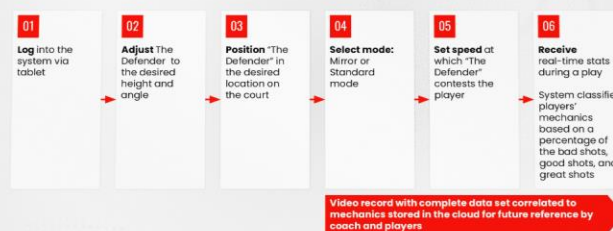
Our innovative shooting experience stands out from others by leveraging a robotic technology that moves and reacts to a player's shooting release.

	ATHLETIC	OMNI D-MAN	N O A H	ShotTracker	HOME COURT	SID
EQUIPMENT PRICE	\$\$\$	\$	\$\$\$	?	\$	\$
SUBSCRIPTION BUSINESS MODEL	●	⌚	●	?	●	100
CONTEST GAME SPEED	●	⌚	⌚	?	⌚	0
REAL TIME FEEDBACK	●	⌚	●	?	●	25
FACIAL RECOGNITION	●	⌚	●	?	●	25
PLAYER POSITIONING INSIGHTS	●	⌚	●	?	●	100
DATA CORRELATED TO MECHANICS	●	⌚	⌚	?	⌚	0

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## HOW IT WORKS

Players will discover quickly The Defender's ease of use, speed, and real-time performance information flow



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## VALUE PROPOSITION

The Defender offers unique value to players and coaches based on contested play and actionable real-time data preparing shooters for game situations

Improves speed of jump shot and shooting percentage	Increases awareness of what needs to be done to better shooting technique	Develops a clear understanding of why misses happen
Facilitates reinforcement of good habits in players with visual record backup	Strengthens a coach's ability to help players improve their shooting	Provides coach with access to player practice data and statistics, stored in the cloud, for visualization and an analysis at any time

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## GO-TO-MARKET STRATEGY

Our integrated strategy is proven and will leverage NBA influencer talent through our connections from the jump

PHASE 1	SOCIAL & DIGITAL	PHASE 2	SALES & CUSTOMER MANAGEMENT
	<ul style="list-style-type: none"> <li>Access connected basketball world through expansive NBA network and collegiate coaching world</li> <li>Implement social media strategy through influencers pulled from NBA and college ranks (friends and other contacts)</li> <li>Manage website and online presence and post frequent blogs, videos, and articles promoting The Defender</li> <li>Activate segmented email marketing campaign (e.g., coaches, players, owners, managers) to customers that opt-in</li> <li>Author content marketing with guest posted on different websites</li> </ul>		<ul style="list-style-type: none"> <li>Launch strategy to expand NBA and collegiate outreach to coaches, players, and other stakeholders pre and post sale</li> </ul>
			<b>CONFERENCES &amp; EVENTS</b> <ul style="list-style-type: none"> <li>Exhibit at high profile basketball events to increase brand recognition and awareness</li> </ul> <b>PUBLIC RELATIONS</b> <ul style="list-style-type: none"> <li>Feature product in relevant online and print publications</li> <li>Prepare regular media releases to target channels</li> <li>Pursue interview opportunities</li> </ul>

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## TARGET MARKET

Our market comprises NBA, college teams, and high school teams currently using a gun (The Defender integrates with Dr. Dish and The Gun)

SHORT-TERM STRATEGY	LONG-TERM
<b>NBA &amp; WNBA Teams</b> <ul style="list-style-type: none"> <li>30 NBA teams</li> <li>12 WNBA teams</li> <li>Each team owns at least one shooting machine</li> <li>Each team with a maximum of 15 players</li> </ul>	<b>ALL BASKETBALL PLAYERS &amp; TEAMS</b> <ul style="list-style-type: none"> <li>450M players worldwide (FIBA)</li> <li>213 countries have professional basketball leagues</li> <li>All players, teams and trainers worldwide</li> </ul>
<b>ALL UNIVERSITIES &amp; COLLEGES (WOMEN AND MEN)</b> <ul style="list-style-type: none"> <li>702 teams total</li> <li>89% of teams own at least one gun</li> <li>Average division 1 team rosters 16 athletes</li> </ul>	
<b>HIGH SCHOOL VARSITY BASKETBALL TEAMS</b> <ul style="list-style-type: none"> <li>35,917 teams</li> <li>15,000+ teams own at least one gun</li> <li>Each team can roster up to 20 players</li> <li>AAU programs</li> <li>Shoot 360 locations</li> </ul>	

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## BUSINESS MODEL

Our model is two-tiered with initial product purchase and monthly software plus data subscription components

<b>THE DEFENDER PURCHASE</b>  <b>\$3K</b> per unit (COGS 33%)	<b>SUBSCRIPTION PER PLAYER</b>  <b>BASIC SUBSCRIPTION</b> Monthly: \$10 Annual: \$100  <b>PREMIUM SUBSCRIPTION</b> Monthly: \$15 Annual: \$150	<b>PRODUCT PURCHASE AND LICENCE SUBSCRIPTION MODEL</b>  Product Purchase and License Subscription Model
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## MILESTONES

Over the next 12 - 18 months, our strategy hinges on finalizing development and penetrating target markets



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## FINANCIAL PROJECTIONS

With our professional network and influencer marketing capabilities, we have a clear path to profitability in ? year



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## RAISING A \$3M SEED ROUND TO FINALIZE DEVELOPMENT AND TO ENTER THE MARKET AND SCALE

### CAPITAL RAISED TO DATE

**\$60K**  
from the Founder

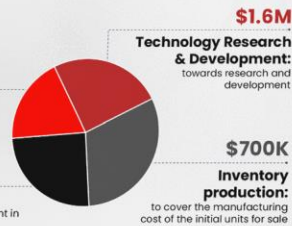
**\$51K**  
in product development

**\$9K**  
in licensing and provisional patent

### USE OF FUNDS BREAKDOWN

**\$400k**  
**Operations:**  
towards administration expenses and key hires

**\$300k**  
**Marketing & Sales:**  
to PR expenses and investment in social media strategy



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## OUR FOUNDING TEAM IS LEAD BY PROFESSIONAL BASKETBALL PLAYER AND SEASONED CTO



**MATT MOONEY | CEO | FOUNDER**

Matt is a driven professional basketball player with a passion to help others achieve their God given potential. He has spent the last three seasons in the NBA and NBA G League. Matt holds a Bachelor's degree in Innovation and Entrepreneurship from the University of South Dakota.



**AARON PHILLIPS | CTO | CO-FOUNDER**

• 3 sentences max



**BILL SIMO | COO**

• 3 sentences max



**DAN MOONEY | SPEEDIE FITNESS | CO-FOUNDER**



**Mark Schwartz**  
• Former PDT Founder and CEO



**ZAC BOSTER**  
• NBA play development coach

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"YOU CAN PRACTICE SHOOTING EIGHT HOURS A DAY, BUT IF YOUR TECHNIQUE IS WRONG, THEN ALL YOU BECOME IS VERY GOOD AT SHOOTING THE WRONG WAY. GET THE FUNDAMENTALS DOWN AND THE LEVEL OF EVERYTHING YOU DO WILL RISE."  
- MICHAEL JORDAN

ATHLETIC  
THANK YOU!



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**ATHLET** **THANK YOU!**