

Force Impact Technologies, Inc.  
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Force Impact Technologies was created by athletes, for athletes. At FIT, everything we do, we do because we believe in keeping athletes safer, without altering the sports themselves.

FIT has created the most effective solution for monitoring and tracking head impacts in sports. The FIT Platform consists of the FITGuard, a smart mouthguard that measures the force of an impact and illuminates and LED to provide officials with an instant, visual, indication when a player may need to be evaluated after a hard head impact. The data is then sent to the FITApp, where athletes will have access to their head health history. The FITApp is also used to program the age, gender, and weight of the athlete wearing the FITGuard, so that the LED indications are correlated to the individual athlete.

The final piece of the FIT Platform is the FITCloud, the first-ever data of head impacts in youth sports that contains the age, gender, weight of the athlete, sport played, and impact frequency/severity.

There are over 60mm mouthguards sold in the US each year and over 500mm registered athletes worldwide. Our primary go to market focus will be to partner with insurance providers as undiagnosed concussions cost families tens of thousands of dollars and insurance providers billions of dollars each year. We have our first paid beta with Blue Cross Blue Shield kicking off in August 2019. We also plan to drive adoption at the league level and have signed letters of intent from over a dozen youth sports leagues. While not our primary focus, we also have ~1500 pre-orders for individual sales at a retail price of \$179.99 (landed cost of ~\$75 per unit). Penetration costs have been minimal to this point as we've been able to leverage our advisor network and personal connections.

#### **Team**

**Bob Merriman**, Co-Founder: Brazilian Jiu Jitsu Black Belt, Manufacturing and Product Expertise, Parent  
**Anthony Gonzales**, Co-Founder: Collegiate athlete, MBA, Supply Chain Expertise  
**Dr. Mark Farber**, Chief Medical Officer: Practicing Physician at Cedars Sinai, significant mTBI research  
**Chris Cooper**, SVP Engineering: Power and data transmission specialist, designed 10+ products  
**Kelly Chu**, Software Specialist: Algorithm development and sensor data specialist  
**David Dotan**, Business Development: Former NHL player, extensive sports rolodex

**Board Members:** Bob Merriman, Anthony Gonzales

#### **Advisors**

**Eric Schindler**, former CFO Blue Cross Blue Shield  
**Scott Miller**, founder Dragon Innovation  
**Jason Portnoy**, founding member PayPal