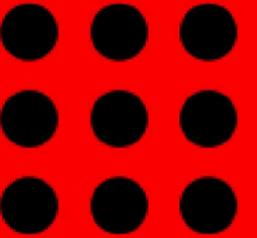
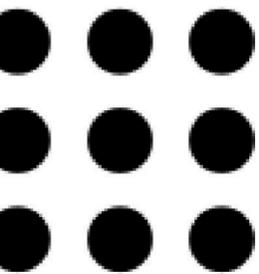




MAYFIELD ATHLETICS

2020 PITCH DECK





WELCOME



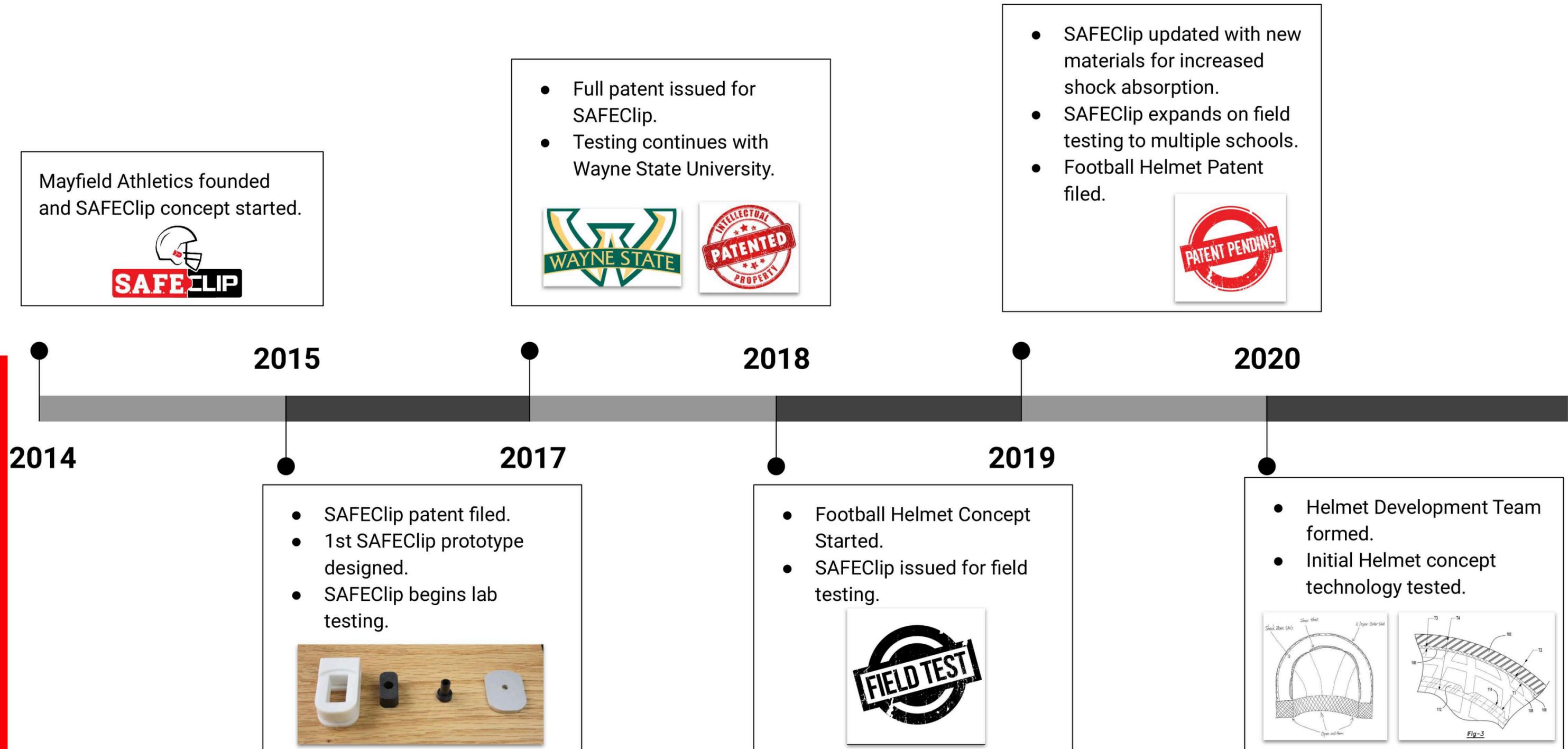
Mayfield Athletics CEO, Justin Summerville and COO, Rich Williams

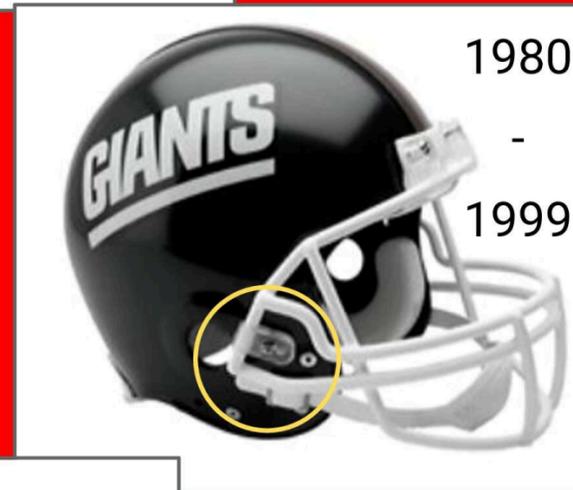
Mayfield Athletics is an innovative sports equipment manufacturer with the simple mission:

“To engineer products that empower athletes to play the sport they love without fear of injury.”



Milestones





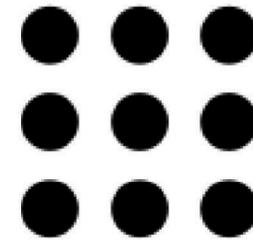
Slow Innovation, 100 Years of Play

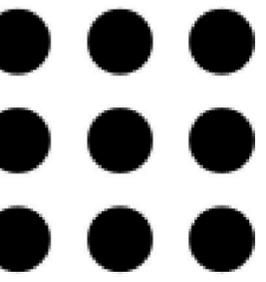
- No advancement in facemask clip to address frontal impacts.
- Overall helmet technology has remained relatively unchanged for the last 60 years.
- Mechanical hardware makes up majority of helmet composition.
- Concussions and brain injuries have become more prevalent in the last 15 years.
- Very few companies currently innovating in this industry.



S.A.F.E.Clip®

- S.A.F.E.Clip = **S**hock **A**bsorbing **F**ootball **E**quipment
- Designed to mimic the **crumple zone** of an automobile
- Retrofittable to **90%** of football helmets
- Replaces standard clips and takes less than 5-minutes to install
- **35% decrease** in frontal impact compared to standard clips
- Currently designed for **football helmets**
 - Plans to expand into other impact sports (e.g. lacrosse, hockey)
- **Patented** since 2017 (P#9750298B2); 2nd patent pending





S.A.F.E.Clip® Progression



Patent Model



Prototype Model #1



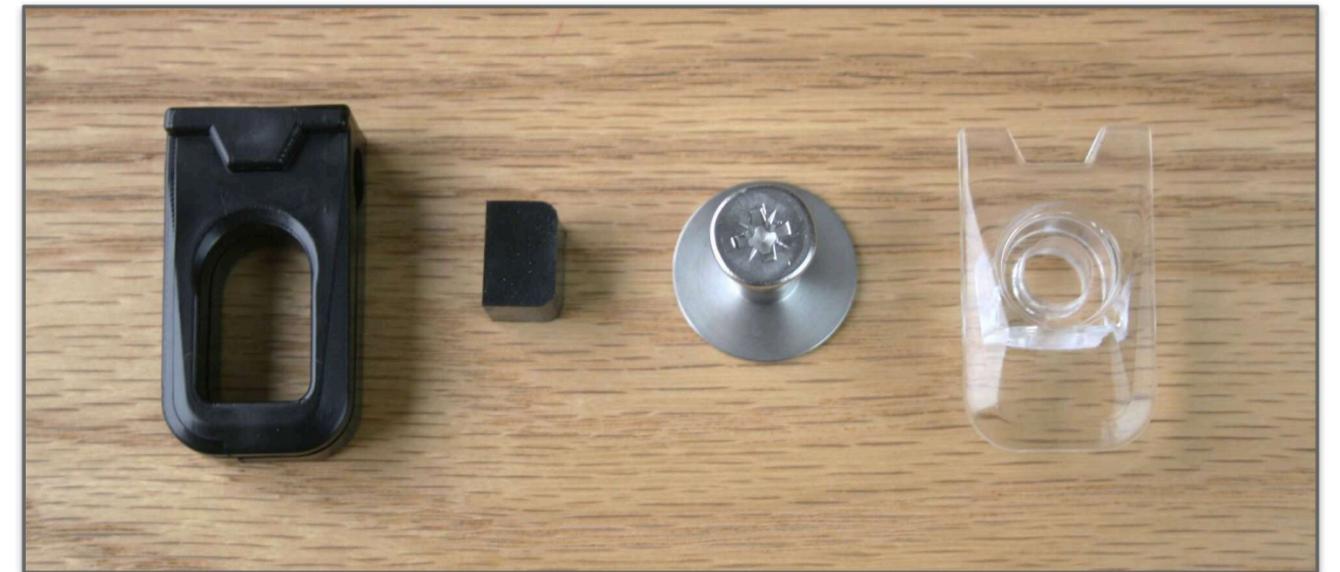
Model #2 (First Lab Test)



Model #3



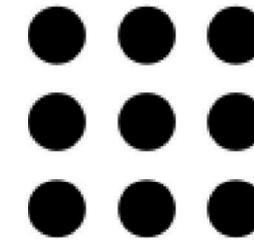
Model #4



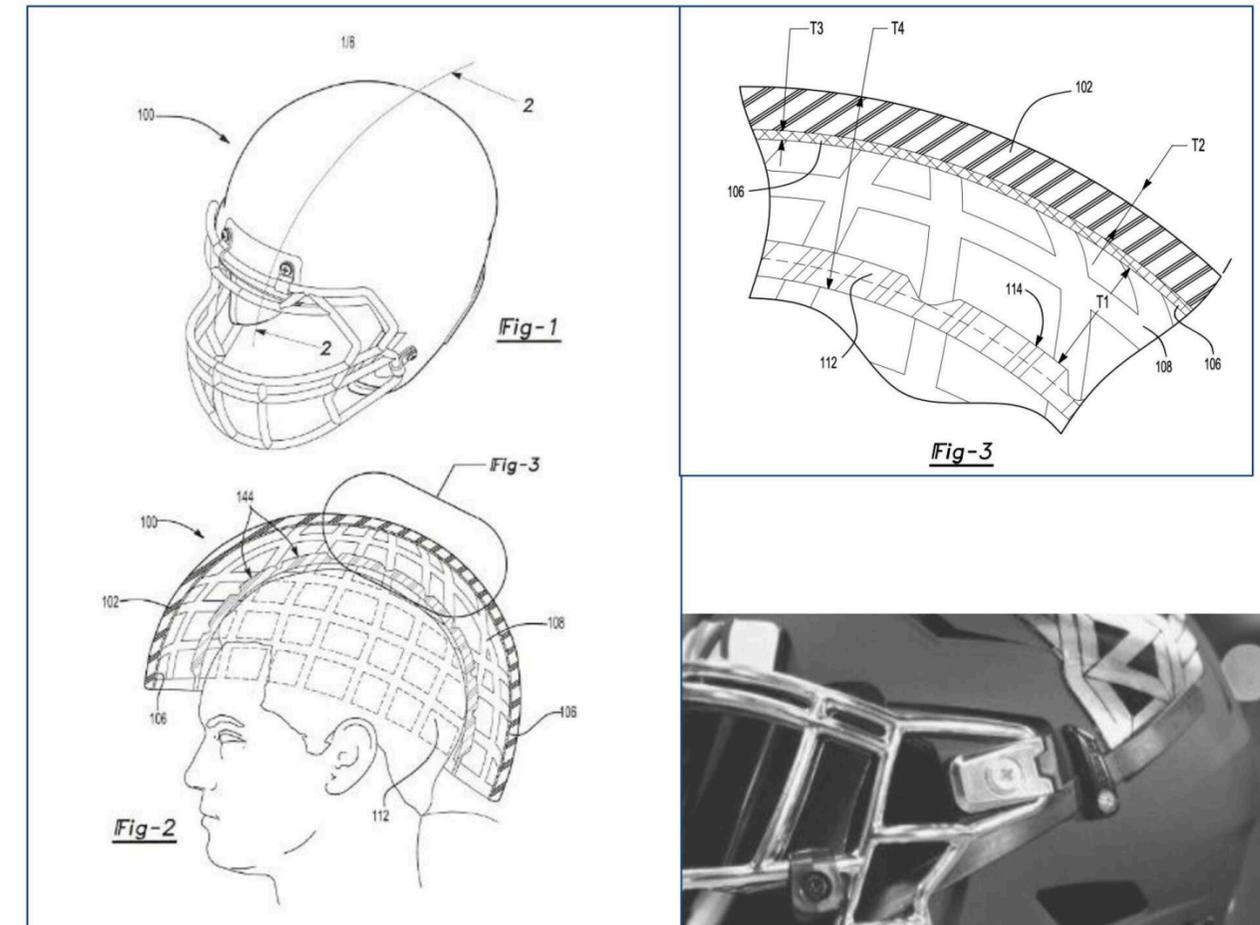
Current Field Model

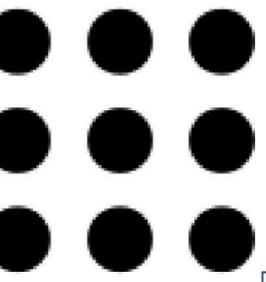


No Contact Helmet System (NCHS)

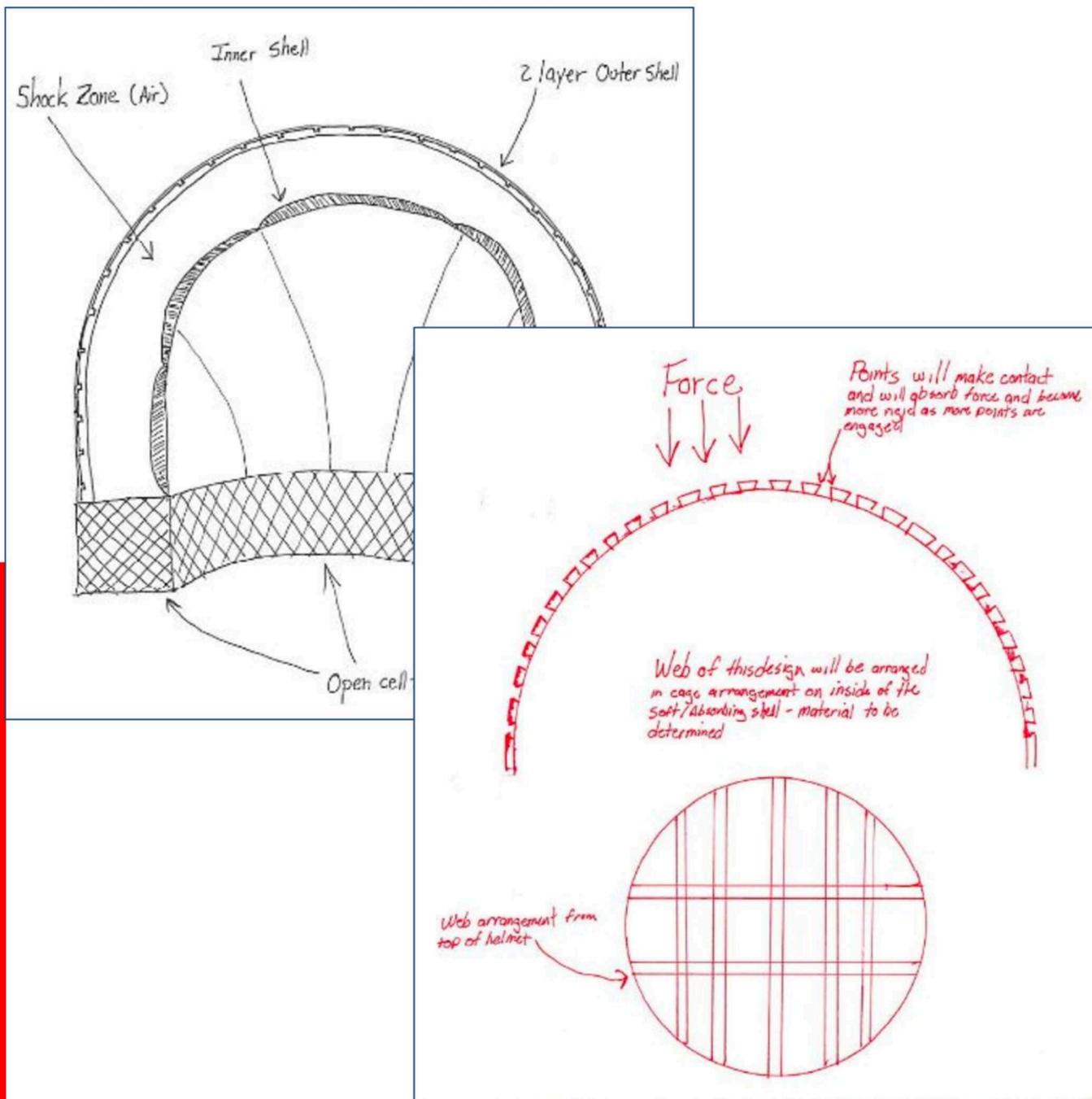


- NCHS = Impact absorbed BEFORE physical contact with wearer
- Designed to mimic an automobile **crumple zone**
- Solves weight and fit issues currently prevalent in market
- Modular construction will keep manufacturing cost low
- Early tests indicate **40% +** better impact reduction compared to existing helmets
- Multiple technology applications in sports, industry, and more
- **Patent pending**, expected to be issued in late 2020
- Can be ready for field use in 2021 with appropriate resources

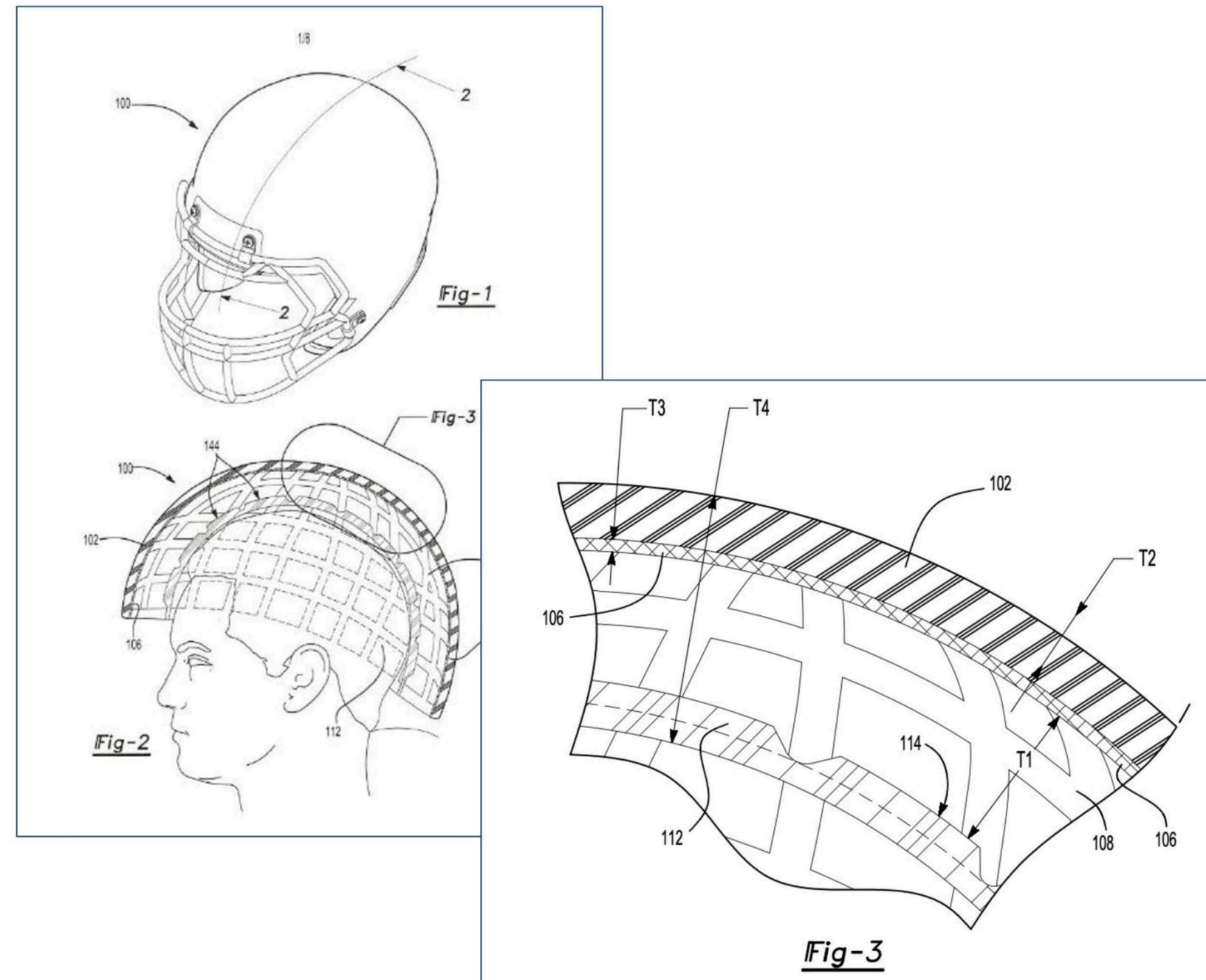




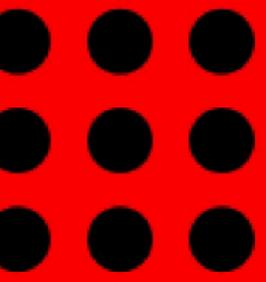
NCHS Drawings



Concept Sketches



Patent Drawings



MARKET POTENTIAL



MARKET SIZE FOR FOOTBALL ACCESSORIES

League		Participants	Market Size (\$)
High School		4,100,000	\$158 M
Juniors		1,000,000	\$38 M
College		81,100	\$3 M
Pro		1,800	<\$1 M

Total Market Size

\$200 M

S.A.F.E.Clip® Market

- **\$200 MIL** Total Market Size for Accessories
- Potential to **increase safety** for **5.2 MIL** players
- S.A.F.E.Clip is **patented technology** with **minimal competition**

POTENTIAL MARKET FOR NCHS

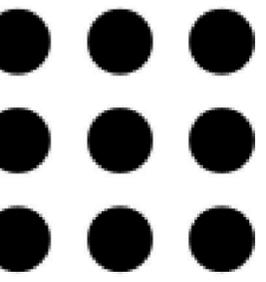
<i>League</i>	<i>Participants</i>	<i>Market Size (\$)</i>
SPORTS	20,000,000	\$2 Billion
CONSTRUCTION	9,000,000+	\$500 Million
MOTORCYCLE	8,000,000+	\$1.6 Billion
OTHER	3,000,000+	\$1 Billion

Total Market Size

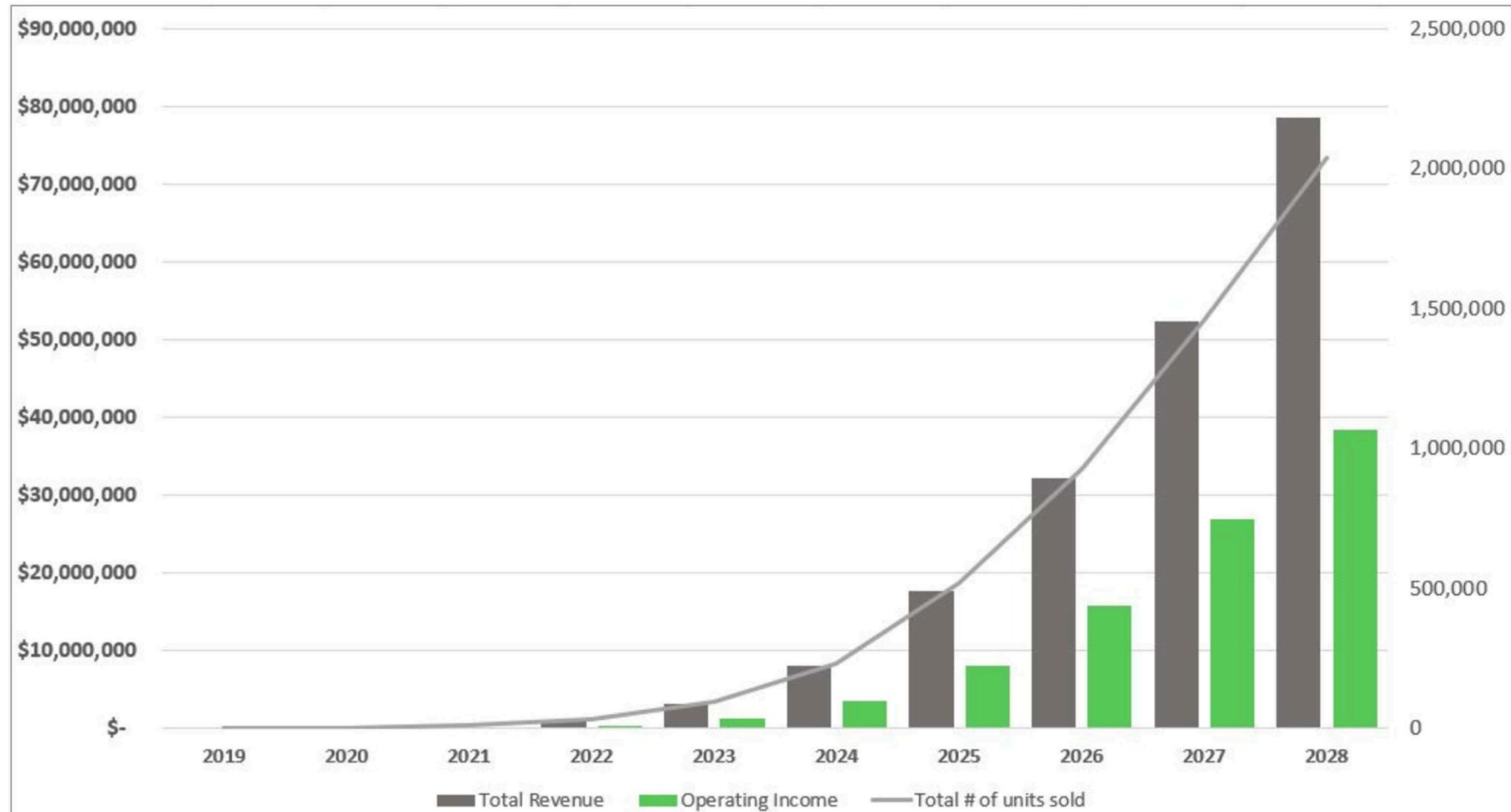
\$5 Billion

NCHS Market (2021)

- **Total market size is upwards of \$5 billion dollars**
- Potential to **increase safety** for tens of millions of players
- Patent Pending (expected late 2020)
- Multiple technology applications including, but not limited to:
 - Football,
 - Baseball
 - Hockey
 - Military
 - Lacrosse
 - Biking
 - Skiing
 - Construction



Revenue Projections



	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Total Revenue	\$55,280	\$102,240	\$390,567	\$1,190,332	\$3,150,934	\$8,046,466	\$17,751,076	\$32,147,578	\$52,402,284	\$78,702,274
Operating Income	-\$127,058	-\$14,107	\$36,360	\$288,138	\$1,226,096	\$3,590,643	\$8,037,759	\$15,817,392	\$26,995,141	\$38,359,252
Total # of units sold	1,054	2,921	10,586	35,046	93,447	233,632	522,359	931,183	1,460,860	2,039,459

***These numbers are projections only, and are not a guarantee of any sales or revenue**

POTENTIAL EXITS

OPT #1

Riddell

Pre-existing relationship to become an approved product; currently the industry leader and financially capable of fully acquiring sports tech to maintain market lead

OPT #2

schutt

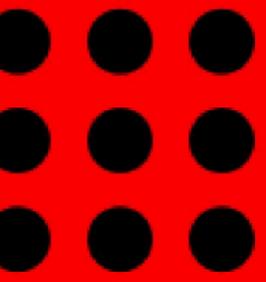
As evidenced throughout its history, Schutt is known for its various mergers and acquisitions of sports tech companies; it would rather purchase than compete

OPT #3

PRIVATE EQUITY

With multiple, patented products with countless applications and a market value upwards of 5 billion dollars, Mayfield Athletics is an attractive candidate for a private equity firm.

*These are hypothetical exit opportunities and not a guarantee of any deal now or in the future



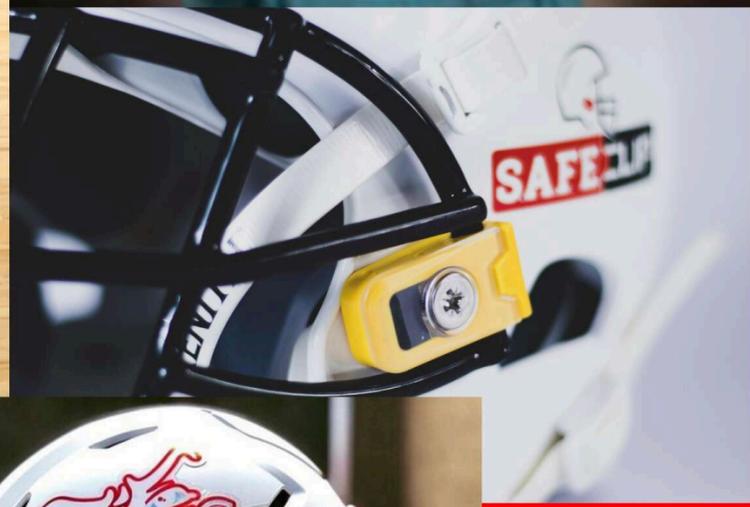
INVESTMENT GOAL

Mayfield Athletics Investment Goal

We are looking to raise up to \$250,000 with milestone goals in-between.



Mayfield Athletics In Action



MA
MAYFIELD ATHLETICS

