

World-class sports apparel for women, by women.



goalfive.com San Francisco, CA

LEAD INVESTOR



Hugo Chardon

According to the World Economic Forum, "Diversity and inclusion in sport increases its societal value". Goal Five is the sports brand that puts females first. The premium quality of the products, the fit and the design are at the core of everything Goal Five does. The products have an average of 5-star rating and see a lot of repeat customers. Led by an extraordinary and passionate team I believe that Goal Five will become the go-to brand for female athletes. It's time to make meaningful changes in the Sport industry!

Invested \$18,000 this round

Highlights

- 1 Average 4.5x net sales growth YoY from 2019 to 2021
- 2 Our customers love Goal Five gear - 91% retention rate in Q4 2021
- 3 We're a leader in the growing women's sports apparel market, expected to reach \$200B by 2025
- 4 Consistent sell-through within 3 weeks when dropping new styles + seasonal colors
- 5 Over 1000 five-star reviews across every performance style we've dropped

Our Team



Lindsey Jones Co-CEO

Former professional player, NCAA National Finalist & Collegiate Coach. Executive with 15+ years experience.

We were tired of having to wear clothing made for men. We noticed girls were modifying their gear, especially their shorts. These issues, coupled with being fed up with gender inequalities in soccer, inspired us to design gear made specifically for the female athlete body, and launch a dedicated sports brand for her.



Ann Kletz Co-CEO

Collegiate soccer player, Social entrepreneur and executive with 25 years experience and a focus on building mission-driven companies.



Margaret Starrett Senior Director of Product Development/Production

Over 30 years experience in the apparel industry with start-ups like Goal Five and big brands like Columbia Sportswear.



Brie Dunbar VP of Product

Over 20 years of apparel merchandising, product management and apparel development experience. Former executive with Nike Global and Wilson Sporting Goods.

Pitch



GOAL ★ FIVE

**WE EXIST
TO CELEBRATE,
ELEVATE & INSPIRE
FEMALE ATHLETES'
GREATNESS**

OUR NAME IS INSPIRED BY THE UNITED NATIONS
SUSTAINABLE DEVELOPMENT GOAL #5:
"Achieve equality and empower all
women and girls"

TIMING! TIMING! TIMING!

WOMEN'S SPORTS MARKET IS EXPLODING

- **PARTICIPATION:** Pre-Title IX, 1 in 38 girls played sports. Today 1 in 3 girls play sports.
- **MARKET DYNAMICS:** "The sports apparel market is expected to increase due to increase in Gen Z income, influence of social media, penetration of e-commerce, rise in health consciousness among people, upsurge in urbanization and shift towards comfortable fashion." –Global Sports Apparel Market Report, Businesswire, April 2021.
- **VIEWERSHIP & RISE OF FEMALE ATHLETE:** 2019 Women's World Cup reached a total audience of 1.12 Billion, NWSL and WNBA saw 475% and 68% increases respectively in viewership in 2020. Nike saw a 500% increase in their USWNT jersey in 2019. Female athletes have emerged as global icons, ambassadors, investors, and business entrepreneurs.
- **SOCIAL JUSTICE LEADERS:** USWNT Equal Pay trailblazers & WNBA social justice campaigns (WNBA Orange Hoodie becomes cultural item)
- **INVESTMENT:** Increased funding of leagues, stadiums, media, apparel/merch: Athletes Unlimited, NWSL/Angel City FC, Just Women's Sports, Dick's Sporting Goods

WHY WE'RE HERE

ORIGIN STORY

"We were tired of having to wear clothing made for men. We noticed girls were modifying their gear, especially their shorts. These issues, coupled with being fed up with gender inequalities in soccer, inspired us to design gear made specifically for the female athlete body, and launch a dedicated sports brand for her that is rooted in soccer."

— ANN, KYLEE, GEM, & KAYLA DICKSON HARRINGTON

OUR PRODUCTS

SOLVING A MARKET NEED

HER PAIN POINTS

- **LIMITED PERFORMANCE GEAR:** Competition is focused on urban, lifestyle, and athleisure POV, even in their performance training product
- **DOESN'T FIT:** Superb fit and pattern making **designed for the athlete** has been lost in the shift to oversized or tight urban/city inspired workout clothing
- **INCONSISTENT QUALITY:** Low price, mediocre quality performance product is available en-masse, while premium product is too skewed to city aesthetic with ultra-high price points

GOAL FIVE SOLUTION

- **PERFORMANCE FOCUS:** Become premiere women's sports performance apparel brand
- **FIT:** Bringing back the craft of fit and pattern making designed specifically for the female athlete's body
- **PREMIUM QUALITY:** Curated fabrication, designed for functionality, always beautiful and always on trend, with achievable price points

8

HERO PRODUCT

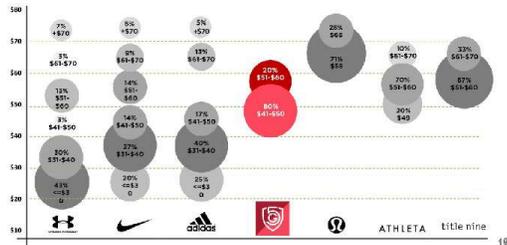
SHORTS

- 4-way stretch fabrication allows for slim fit without compromising performance (secret sauce)
- Contoured fit for the female body, wider leg, wide and comfortable waistband
- We are building our company around our shorts/bottoms

"If you win with women on the bottom, you will win with women on the top"
 And Ours: Former Global President of Borussia Dortmund
 Republic Goal Pro Advisor/Investor



WOMEN'S ATHLETIC SHORT PRICE POINT HEAT MAP



10



MARKET SIZE

11

WOMEN'S SPORTS APPAREL MARKET



12



DISTRIBUTION

14

DISTRIBUTION
 PREDOMINANTLY DTC BUT BUILDING AN OMNICHANNEL APPROACH



OUR CONSUMER

- **TARGET CONSUMER IS 16-25 YOUNG WOMAN.** Competitive athlete who lives in affluent suburbs and identifies as an athlete on and off the field
- **BUYER IS 30-50 WOMAN:** Lifelong athlete who is active; a professional with disposable income who is buying for herself and her daughter
- **STRONG COMMUNITY OF EVANGELISTS:** Two generations of Title IX women and girls who have played sports their whole life; social justice and mission oriented
- **THEY LOVE THE PRODUCT.** Average 5-star ratings/product reviews on ALL styles, likely to recommend, multiple purchases of same product/different colors

18



<p>THE EXCEL TRAINING SHORT</p> <p>★★★★★</p> <p>LOVE THEM</p> <p>"I'm always on the lookout for 9" shorts. For my 2nd, I picked 10 pairs from a 30% and bought one pair. The fit is very flattering and extremely comfortable. None of them are other pair of shorts I've probably ever owned. I ordered 8 more pairs. It's been a few months and they have not disappointed, even after a few washes and lots of wear and tear!"</p> <p>THE SHEVA TRAINING SHORT</p>	<p>THE ADVANCE TANK</p> <p>★★★★★</p> <p>FABRIC IS SO SOFT</p> <p>"I have this top in 4 out of the 5 colors. I love the way it feels from being comfortable than other brands' 94-96. The style and cut is just right - not too tight and not too loose. Love the pocket but this is my go-to top when I play tennis!"</p> <p>THE 59ER ERA</p> <p>★★★★★</p>
--	---

4.6 to 5-STAR REVIEWS ACROSS EVERY STYLE:

WE DO NOT PAY FOR REVIEWS, NOR DO WE TAKE REVIEWS OFF OF OUR SITE

AWESOME!

"I've had challenges finding shorts that fit properly, don't ride up, and are comfortable enough to wear... and these shorts do just that! Please don't stop making these shorts!"

FINALLY A SPORTS BRA I DON'T HATE!

"The sport bra market is saturated with sports bras with uncomfortable pads, one that didn't show cleavage when in downward facing yoga, that cut too much into the chest. This bra met all my criteria! I am so excited. No more struggling with the pads in the bra and no worries about too little of a cup. I love love love it!"

FANATICAL CUSTOMERS/COMMUNITY

"Over the years, I have conducted qualitative consumer research for many brands across different industries. Customers are very honest (often, critical). When I spoke to Goal Five customers, I was struck by their unanimous enthusiasm for the brand. No matter their age and across the board, Goal Five customers consistently expressed that Goal Five is their favorite sports brand (above Lululemon, Athleta and Nike) because Goal Five fits and feels the best while they train and play. They note that it's the only sports brand that's made specifically for them and sees them as the powerful athletes they are."

KINDRED CREATIVE GROUP

PERFORMANCE DURING COVID

- **2020 ANNUAL SALES:** 500% YOY growth. Hit our annual pro forma target
- **2020 RETENTION:** 91% repeat customer rate in Q4, proving demand for more frequent product drops
- **2021 ANNUAL SALES:** 150% YOY growth
- **REPEAT CUSTOMER RATE:** 25% avg 2020/YTD2021
- **RETURN RATE:** 9% avg 2020/YTD2021




OUR TEAM

 ANN KLEITZ Co-Founder/Co-CEO Former Olympic Soccer Player Founder of two successful sports ventures	 KEELEY WACHS Co-Founder/Co-CEO Marketing/Communications Chief Marketing Officer	 SHELLEY HOLDEN Co-Head of Revenue Ops. & Sales Chief Revenue Officer Formerly: Amazon, Microsoft, Facebook, Dunkin', JetBlue, Starbucks	 ALLISON KELLY CEO of G5 Formerly: Nike, Under Armour Entrepreneur
--	--	--	--

BOARD OF DIRECTORS /ADVISORS

 JULIE FOGARTY 2x World Cup Champion Led the first women's soccer professional league in the US	 MIKE SMITH CEO Co-Founder & General Partner of Protonix Formerly: Microsoft, Intel, Cisco, Oracle	 ANSH OVERN President & CEO of Human Miller Formerly: Google, Facebook, LinkedIn, Microsoft	 LISA BOLOUE Board of Directors Formerly: Nike, Adidas, Under Armour, lululemon, lululemon Athletica, etc.	 DAVID RHOADS CEO of Lentes Inc. Formerly: Nike, Adidas, Under Armour, lululemon, lululemon Athletica, etc.	 ANDREW NYETROM Special Projects Formerly: Nike, Adidas, Under Armour, lululemon, lululemon Athletica, etc.	 LAURE HALL Lead Attorney Formerly: Nike, Adidas, Under Armour, lululemon, lululemon Athletica, etc.
--	--	--	---	--	--	---

LEADERSHIP TEAM

 ANN KLEITZ Co-Founder/Co-CEO Former Olympic Soccer Player Founder of two successful sports ventures	 CORY LANGFORD CFO/Analyst CFO and former analyst of major public US CFO companies including Levi's, Nike, & Amazon	 AMY ELISE Senior Designer Designer of Nike's Women's World Cup uniform for Nike, Nike, & Amazon	 LINDSEY JONES Co-CEO/Operator of Marketing Formerly: Nike, Adidas, Under Armour, lululemon, lululemon Athletica, etc.	 MIMI STARRETT Senior Director of PD & Production Led the creative for Nike's World Cup Launch. 10+ years in the apparel industry	 BRII DIGAN VP of Product Led the creative for Nike's World Cup Launch. 10+ years in the apparel industry
--	--	---	---	--	--



MISSION



MISSION-DRIVEN

A WOMEN-LED COMPANY

We lead and live by our Mission: Achieve equality and empower all women & girls.

- Company led "by women, for women"
- Female Co-Founder/CEO
- 63% female advisors
- 67% female board members
- 92% female staff
- 50% female investors

SOCIAL IMPACT—GIVING BACK

We partner with non-profits that empower girls through sports. You Buy, We Give, She Thrives.



ENVIRONMENTAL SUSTAINABILITY

We are committed to environmental sustainability and plan to:

- Introduce sustainable packaging
- Source fabric from recycled materials
- Partner with Fair Trade Certified manufacturers

28



UP NEXT: 2022

- **EVOLVE OUR PRODUCT:** Grow the business around our hero product/shorts; expand our SKU count to increase AOV; introduce inclusive sizing
- **BUILD THE BRAND & COMMUNITY W/ DIGITAL FIRST MARKETING APPROACH:** Launch influencer/ambassador program; enhance brand and digital marketing; and build strategic partnerships
- **DATA-DRIVEN APPROACH TO ENHANCE CONSUMER EXPERIENCE:** Enhance customer database to optimize experience, drive efficient marketing and grow community
- **FULFILL OUR COMMITMENT TO OUR MISSION:** Execute on our three-prong approach including women's empowerment, social impact and environmental sustainability
- **MULTICHANNEL SALES & MARKETING:** Launch wholesale distribution channel with select/brand enhancing retailers, and test/learn on Amazon

58

Cautionary Statement Concerning Forward-Looking Statements

Certain statements in this presentation constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. The words or phrases "guidance," "believe," "expect," "anticipate," "estimates," "forecast" and similar words or expressions are intended to identify such forward-looking statements. In addition, any statements that refer to expectations or other characteristics of future events or circumstances, such as statements about our guidance and outlook, our business plans, our strategies, our expectations about certain markets and our liquidity are forward-looking statements. These statements are not guarantees of future performance and are subject to certain risks, uncertainties and other factors, some of which are beyond our control and are difficult to predict. These statements speak only as of the date of this presentation and we do not undertake any obligation to update or revise any forward-looking statements because of new information, future events or otherwise.

52



53