TeamSafe™

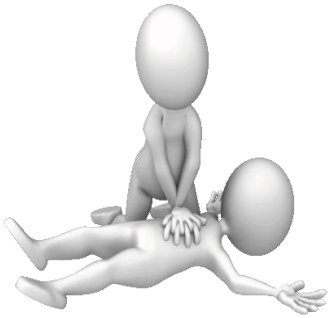
WHAT'S YOUR PLAN?

Dr. Steve Horwitz, DC
Founder

Dallas, TX • www.TeamSafeSports.com • @teamsafesports • drsteve@teamsafesports.com

Our core purpose is to save athletes' lives by preparing their coaches and parents to respond to injuries during play.

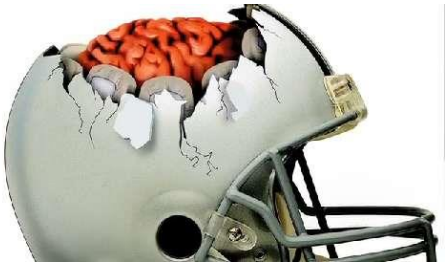
The Context for the Problem



"Nearly all of the causes of death in sport are influenced by the care [provided] in the first five to seven minutes."

1.35 million ER visits per year due to sports injuries

1 ER visit every 25 seconds



1.6 – 3.8 million sports related concussions per year

This is likely a gross underestimation.

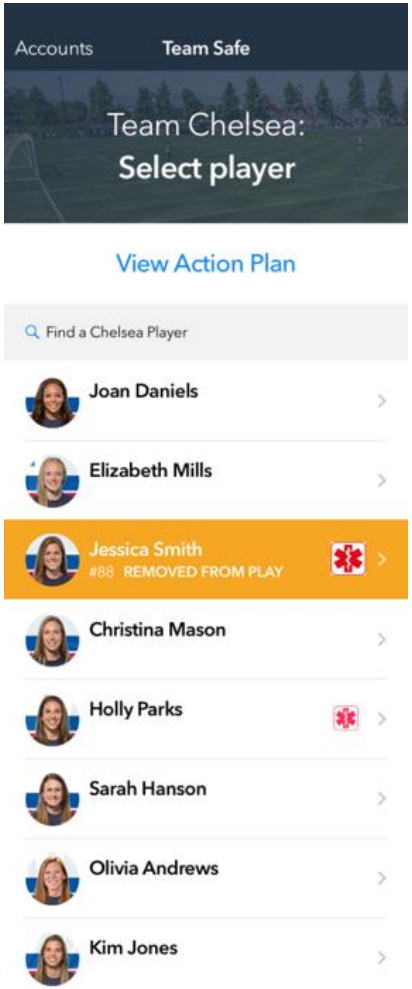
The Problem

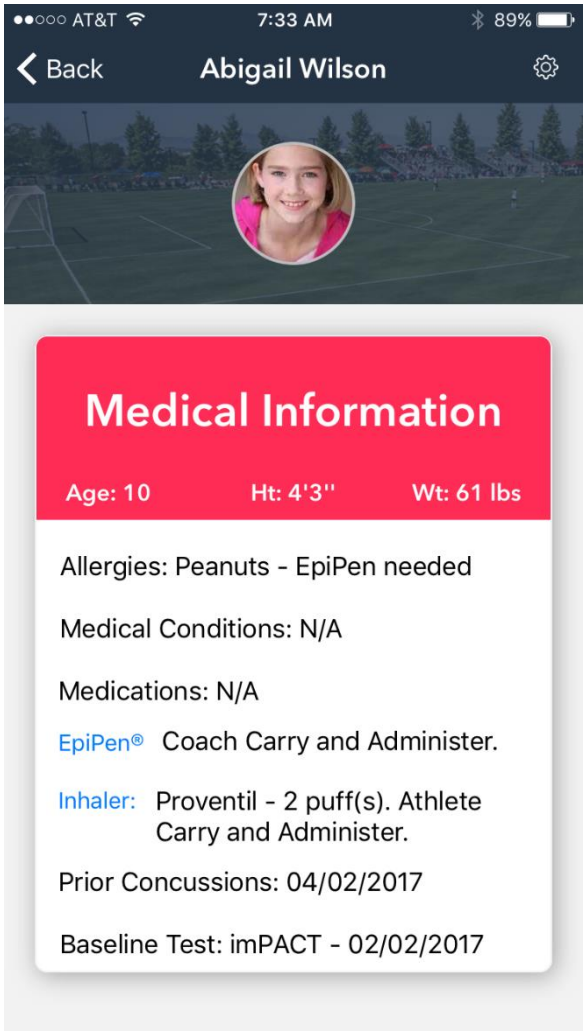
There is no comprehensive and systematic data collection in youth sports, no effective state concussion registry, and no standardized communication tool to notify stakeholders about on-field injuries.

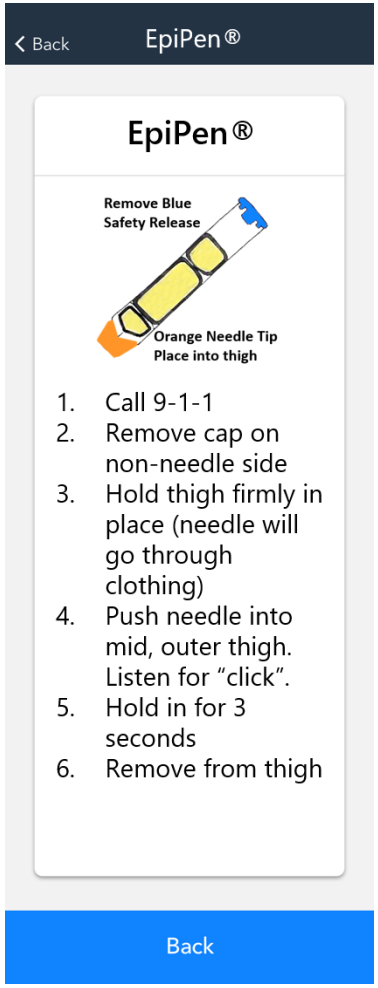
There are no sideline medical providers in almost all of youth sports.

Coaches and parents must make critical outcome determining decisions about injury recognition, immediate on-field injury care, removal from play, and return to play readiness.

Our Value Proposition: The Solution







TeamSafe™Sports is a patent-pending preparedness solution giving coaches and parents immediate access to critical information and easing communication in those key 5 – 7 minutes before the ambulance arrives.

How We Create Value

Education and Training

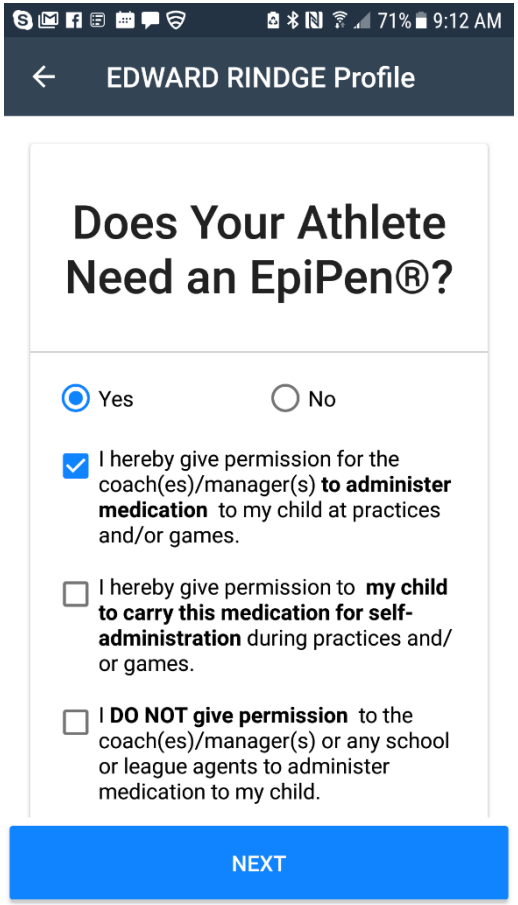
- Online modules for coaches (with documentation!)
- Creation of Emergency Action Plan for teams/leagues
- Reference the Emergency Care Center (Injury care instructions) when needed

Digital interface for crucial communication

- Document and report injuries in live time to all relevant parties
- Store medical permissions, certifications, doctor's notes, etc.
- Track and verify Remove from/Return to Play protocols after injury occurs

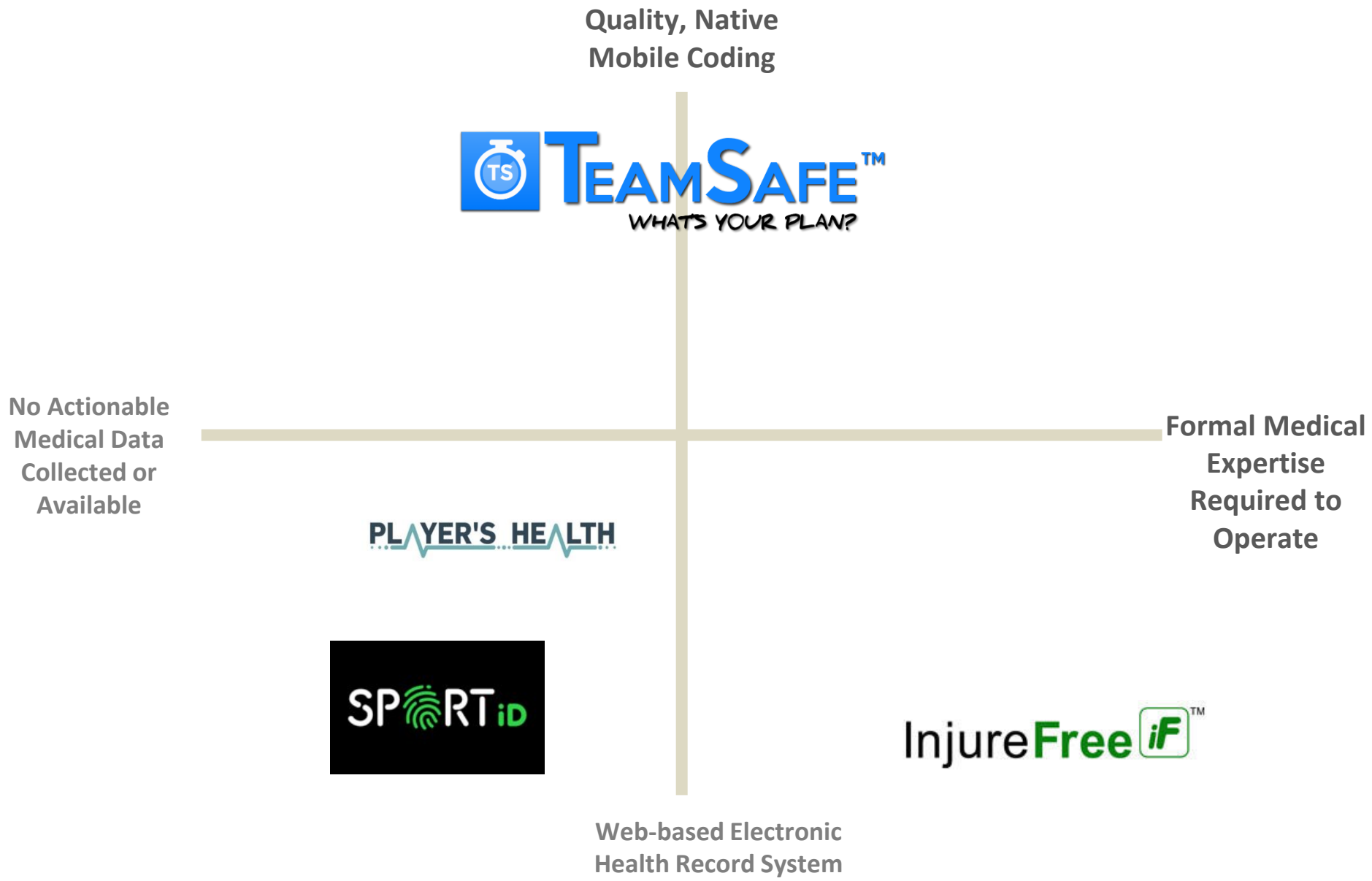
Emergency Action Center saves lives

- Know what to do in real time in those critical 5-7 minutes
- Coordinate responsibilities and plan ahead for an emergency



Robert Back: Football and Quadriplegia
"There were multiple points of failure through this whole case, but there were so many opportunities to do this right."
"If anything, he is the victim of the decisions made by adults surrounding him."

How We're Unique



Our Partners

TeamSafe™Sports Timeline

Development to Commercialization

2017 — Jan. - June

Completed development of Version 1

2017 — July – Dec.

Testing: Version 1 of App

Continued Development

2018 — Jan. - June

Pilot program partners

Grant proposal possibilities

University Study partner relationships

2018 — July – Dec.

Begin Pilot programs

Begin University study

Assemble Grant Proposal Team

Soft Release to Customers

2019 — Step 5 Title

Pilot programs

University Study (youth sports mTBI)

Submit Grant Proposal to CDC

Full Release of Version 1.0

Case Study

TeamSafe™
WHATS YOUR PLAN?

A comprehensive solution to team preparedness, communication, and implementation for safety in sports

Main Challenge

Parents want their child safe during practice and games. Coaches just want to coach! TeamSafe™ provides preparation and peace of mind to both.

Actions

- Coach education, documentation, and development of a plan
- Parent input of athlete medical information, permission, and emergency contact
- Live-time reporting, information, and communication during an emergency event

Results

#

OnBoarding of 1000 athletes in a youth soccer league

%

20-40 Million Kids involved in US Sports

$

$5 per athlete, per season

Business Model

Primary Business Model

- **Youth Sports Organizations pay $5.00 per athlete per registration period or sports season. (i.e. 1000 kids in youth soccer league. League pays $5000.00.)**
- **Most leagues add the cost to their registration fee, passing it to the parent.**

Secondary Business Model

- **Sponsorship: A partner company (Sporting Goods, Apparel, Medical Provider, Insurance Provider) pays $5.00 per athlete per registration period (sports season). Affiliate marketing and direct-to-consumer advertising via the app once critical mass is reached.**
- **Crowd Funding via League Network**

Tertiary Business Model

- **Metadata Analysis: TeamSafe™ compiles the largest repository of on-the-field, real-world data related to sports health and safety. Pharmaceutical, sports equipment, and research entities pay to access or query this data.**
- **University studies and CDC Grant Application**

Our Team

Dr. Steven Horwitz
Founder and CEO

Kelly Taylor
Operations Manager

Yuri Zhalnerkevich
App Development

Ben Gonzalez, MD
Advisor
Trauma Surgeon

Randy Naidoo, MD
Advisor
Pediatrician

The Opportunity

Previously Raised $250,000

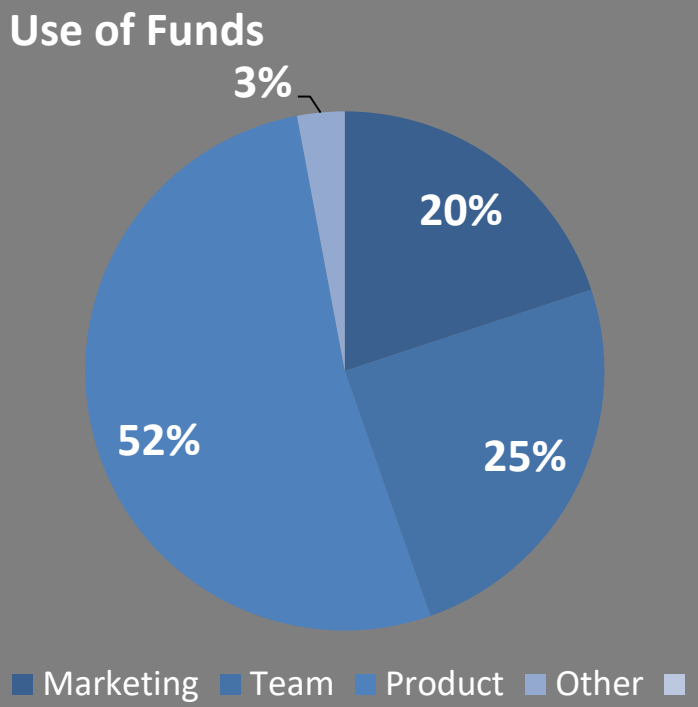
Dr. Steven Horwitz, DC — Initial Capital Investment

Achievements to Date

- Development/Validation of Concept
- Launch of Version 1.0 app and modules
- Procurement of first customer
- Key Partnerships and Pilot Programs

Currently Raising
$500,000.00

- Milestone 1 - TeamSafe™ V. 1.0
- Milestone 2 - TeamSafe™ V. 2.0
- Milestone 3 - Expansion of Coverage



'll always regret that Kelli and I relied on chance and luck when we signed up our son for football, and I'm going to tell you that way doesn't work."
Frank Cutinella
Frank Cutinella
TOM CUTINELLA'S FATHER

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