

# FUNDING PROFILE

## Business Description

Founder Name:	Jeff Brown
Company Name :	Shock Mitigation Technologies Inc.
Phone Number:	858 581-9015
Email:	ceogp@att.net
Website:	www.technologyIsFashion.com

## Elevator Pitch

<p><b>Please give a concise (1 or 2 sentence) description of your business meant to engage a wide audience.</b></p>	<p>We have three proprietary superior shock mitigation technologies that makes it more comfortable and healthier to walk, run, stand, sit, and play contact sports such as football.</p>
<p><i>And we mean wide: this should be interesting and understandable to everyone, from your grandma to an investor.</i></p> <p>-Ex: "We operate an online/mail-order movie rental service"</p>	<p>We call these new advanced shock mitigation technologies DAMPS TM (Directional Axial Magnetic Propulsions Systems) and have the following new product applications to license:</p> <ol style="list-style-type: none"> <li>1) Women's FITN (Fashion Integrated Technologies Now) shock mitigation footwear, 2) shock mitigation sports helmet liner and 3) shock mitigation vehicle seats.</li> </ol>

## Company Overview

<p><b>Explain the problem or opportunity that will be solved / capitalized on.</b></p>	<p>Heel strike injury (plantar fasciitis) is the number one injury seen by podiatrist.</p> <p>Player concussions and CTE are changing the sports community like never before in history.</p>
<p>Why is your company/product/service necessary? What problems have been facing your target market that you intend to solve?</p> <p>-Ex: Going to the video store is a pain. People don't like traveling back and forth just to rent a movie and they hate paying late fees even more.</p>	<p>Soldiers are experiencing increased numbers of physical fatigue issues and reduced operator mission performance from riding military vehicles.</p>
<p><b>Explain the solution, describing your product or service. Also, outline any significant,</b></p>	<p>Our proprietary DAMPS shock mitigation technology footwear reduces heel strike over 68% as recorded with F-Scan pressure mapping testing technology.</p>

<p><b>unique advantages.</b></p>	<p>In computer simulations our proprietary OACS (Opposing Articulated Composite Springs) system technology reduces impact force over 70%.</p>
<p>This is your chance to briefly summarize what makes your company special and worthy of attention. We'll get into the nitty-gritty later on -- what makes your solution stand out?</p> <p>-Ex. "We provide customers with a huge selection of movies that they can order online and have delivered right to their doorstep and never have to pay a single late fee for."</p>	<p>We have taken the best of both our DAMPS footwear technology and our OACS helmet liner technology for prototype development of shock mitigation seats for the military and commercial vehicles.</p>
<p><b>If applicable, briefly explain any underlying technology/jargon using language that anyone outside the industry can understand.</b></p>	<p>Shock mitigation is the time coefficient delay in load force disbursement. The greater the time in load force disbursement, the greater the shock mitigation to the operator.</p>
<p>Your ideal investor may never have explored this industry before -- try not to alienate them with lofty, industry-specific language.</p>	

## Your Audience

<p><b>Who will benefit most from your innovation? Who is your target customer?</b></p>	<p>The working/professional or any women on their feet for extended periods will benefit from reducing heel strike over 68%. Walk ten miles and save your body the shock of seven.</p>
<p>This could be a specific type of person (females 18-45) or a type of company (small accounting firms) -- whoever they are, describe them so we understand who you'll be serving.</p>	<p>Reducing sports helmet impact contract trauma over 70% will be extremely beneficial to the players overall health and longevity.</p> <p>Reducing fatigue and back and lower extremity impact forces will allow for greater overall operator health and mission productivity and performance for the military or commercially for anyone riding in a vehicle, farm tractor or motorcycle.</p>
<p><b>How big is the market? Is it growing?</b></p>	<p>The US Womens' footwear market is over \$30 billion and growing.</p>

<p>How many potential customers do you have, both locally and nationally? Is this population growing or flat? Census data or industry-specific statistics are especially compelling.</p>	<p>The sports helmet/equipment market is over a billion dollars and growing.</p> <p>The number of military and commercial vehicles that can benefit from increased shock mitigation is huge.</p>
--	--

## Team Background

<p><b>Tell us who are you and why you started this company.</b></p>	<p>I started this new company to bring our proven shock mitigation technology to ancillary markets that can directly benefit.</p>
<p>People love connecting with a good story. Provide a short bio here, and if possible, include a quick anecdote about what spurred you to start this company. Why is this personally and professionally relevant?</p>	<p>It is my goal to be the world leader in magnetic shock mitigation technologies. I want people's steps, hits and driving experiences through life to be their very best.</p> <p>I love the game of football and anything I can do to increase safety and add longevity to the players is my direction.</p> <p>I know that all military and commercial vehicle seats can benefit from shock mitigation</p>

<p><b>List the members of the management team, title and primary function</b></p>	<p><b><u>Title</u></b></p>	<p><b><u>Job Description</u></b></p>	
1	Jeff Brown	CEO	Corporate Management and product development
2	Kent Truckenbrod	CFO	Financial advisory, accounting and tax compliance
3	Gene Labat	Secretary	Corporate recordings and small business advisory
4			
5			
6			

**Provide a short background on each of the members of the team.**

<p><i>Please include a brief overview of the roles of each member of your management team, as well as any prior, relevant professional experience (any big name companies in the space?). This is a great opportunity to mention your VP's illustrious career before joining the team.</i></p>	<b>1</b>	<p><b>Jeff Brown</b>  <b>CEO/General Partner B&amp;B Technologies since 1989.</b>  <b>Management product R&amp;D and prototype development.</b>  <b>Brown vs. adidas represented myself pro per in Federal Court District 9<sup>th</sup> Circuit Appeal filing and Supreme Court Writ of Certiorari filing.</b></p>
	<b>2</b>	<p><b>Kent Truckenbrod CFO</b></p> <p>Kent Truckenbrod, CPA  17220 N. Boswell Blvd. Suite 130L  Sun City, AZ 85373  Phone – 623-242-6231  Fax – 623-243-6510  Email: <a href="mailto:kenttruckenbrod@msn.com">kenttruckenbrod@msn.com</a>  Web: <a href="http://www.cpasuncity.com">www.cpasuncity.com</a></p> <p>Employment History:</p> <p>Hayashi, Wayland &amp; Scarr, staff accountant for CPA firm in Salinas, CA – 1984  County of Monterey, accountant-auditor in Salinas, CA – 1985-86  Berg &amp; Wexelman, staff accountant for CPA firm in Brentwood, CA– 1986-1988  Air America, El Segundo, CA accounting manager for airline– 1988-89  Self-employed – 1989 to present</p> <p>Work experience:  Tax, accounting and audit work for hospitals, pharmaceutical manufacturers, and pharmacies, both publicly and privately held; currently engaged with small businesses performing tax compliance work, planning, advisory and accounting services, preparing individual, trust, and tax exempt income tax returns, and IRS, state and local representation.</p> <p>Certifications- CPA in CA (1988-present) and AZ (2010-present)</p> <p>Education:  Golden Gate University, M.S. Tax, completed courses in tax research, IRS practice and procedure, individual tax, estate and trust tax, and exempt organization taxation.</p> <p>California State University, Fresno in 1983 with a M.S. degree in Business and emphasis in accounting.</p>

	3	<p><b>Gene Labat</b></p> <p>Senior Airline Flight Attendant 34 years.</p> <p>Partnership Southern Rail Restaurant Rental Property Investor 20 Years</p> <p>DOB. 03/16/1961</p> <p>College Southern Idaho</p> <p>Boise State University</p> <p>International Air Academy</p> <p>Resident Scottsdale AZ</p> <p>Union Steward PHX base Association of Flight Attendants 30 years.</p>
	4	
	5	
	6	

List any members of your board of directors. <a href="http://en.wikipedia.org/wiki/Board_of_Directors">http://en.wikipedia.org/wiki/Board_of_Directors</a>		Title	Description of Involvement
1	Jeff Brown	Director	Strategic Planning and Management Oversight
2	Kent Truckenbrod	Director	Strategic Planning and Financial Oversight
3	Greg Hengesbaugh	Director	Operations Oversight
4			
5			

List any members of your advisory board. <a href="http://en.wikipedia.org/wiki/Advisory_board">http://en.wikipedia.org/wiki/Advisory_board</a>		Relevant Biographical information
1	Bill Walton	NBA Hall of Famer and Senior Member of the DAMPS I Advisory Board.
2		
3		
4		

## Traction / Accomplishments

<p><b>What momentum can you demonstrate for your company so far?</b> There are many ways you can illustrate acceptance of your solution. Here are some of the most compelling examples.</p>	<p>We have developed and prototyped FITN Fashion Integrated Technology Now) in multi size and design/style of women's shoes, utilizing our modular DAMPS shock mitigation technology developed for Special Operation Forces (SOF). These prototypes were successfully demonstrated by our team at the Feb. 2016 WSA shoe show in Las Vegas. The feedback was nothing but positive. Where can we get them was our most common feedback.</p>
<p><b>Product Development</b> - do you have a prototype? Has it been tested? Have any been pre-sold? Is your product complete and in the market?</p>	<p><b>By specially authorization from Jeff Brown the General Partner of B&amp;B Technologies LP and the DAMPS I LP, has given Shock Mitigation Technologies Inc (SMTI) a no cost exclusive two year (renewable) license for proprietary DAMPS shock mitigation technologies.</b> <b>Contingent upon SMTI securing a third party license agreement of a "minimum" one million dollars over three years, a \$100k annual license fee and a quarterly 5% per unit royalty be then due to DAMPS I LP.</b></p> <p><b>Intellectual Property</b> <b>DAMPS has two issued design footwear patents, with international Haig agreement for 33 countries in the EU and Japan</b> <b>One utility CIP modular footwear patent pending US DAMPS TM</b></p>

	<p><b>DAMPS TM in China</b>  <b>One utility patent pending sports helmet liner patent pending</b>  <b>Various proprietary trade secrets for vehicle seats.</b></p>
<p><b>Customer Acceptance</b> - how many users/customers do you have? Is this # growing? How many units have you sold?</p>	
<p><b>Patents/IP</b> - have you established ownership of a unique concept?</p>	
<p><b>Social Proof</b> - any big name companies, brands, investors or customers interested? Which ones?</p>	
<p><b>Partnerships</b> - any established companies using or seeking your solution?</p>	
<p><b>Press Mentions</b> - link to news articles, publications, and notable sites featuring your company</p>	

## Revenue and Pricing

<p><b>Please describe in detail all relevant revenue streams and pricing.</b></p>	<p>No licensing revenues to date.  It is our goal to license each of the ancillary non boot shock mitigation technologies licensed from the DAMPS I LP.</p>
<p>It is essential that you illustrate that your company will in fact make money! Include your approximate cost, and retail prices of your products/services.</p>	

<b>Have you generated revenue? If available, please list revenue history and projections for the next few years.</b>	N/A
It is ideal to show past revenue, as well as projections for each of the next three years.	

## Product Development

<b>Do you have any further products/services in the pipeline? Include info about these future plans.</b>	Beyond the three ancillary shock mitigation technologies offered herein, we envision several other relevant industries that can benefit specifically from increased shock mitigation. We cannot mention them here as they are currently viewed as future trade secrets and cannot be mentioned in a public scenario.
Investors love to see that you are planning future developments and new revenue streams. If you're focusing on one project for now, outline goals for the coming months/years that will be reached by specific dates. If you have additional offerings coming up, list and briefly describe them, along with a timeline for completion.	

## Competition and Advantages

<b>List 2 or 3 of your primary competitors or alternatives.</b>	<b><u>Name of competitors or alternatives</u></b>		
These should be based on similarity of offering,	<b>A</b>	<b>Z Coil</b>	
	<b>B</b>	<b>Gravity Defyer</b>	

geography, target market, etc.		<b>C</b>	<b>Spira</b>	
<b>Please include the following for each competitor.</b> - Link to their website - What is their position in the market? Growing, declining, steady? Industry Leader or Newcomer? - If available, what is their annual revenue? - What are their key strengths? - What are their key weaknesses - especially as they relate to your own strengths?	From above	<b>A</b>	<b>B</b>	<b>C</b>
	<b>Website or link to info</b>	www.zcoil.com	www.gravitydefyer.com	www.spira.com
	<b>Market Position</b>	Steady to Declining market	Steady to Declining market	Steady to Declining market
	<b>Annual Revenue</b>			
	<b>Key Strength</b>	Selling in the market	Selling in the market	Selling in the market
	<b>Key Weakness</b>	Design and performance	Performance and competition in the industry. No new technology to offer.	Performance and competition in the market. No new technologies to offer.
<b>Additional Notes</b>	I have spoken with their founder re licensing	I have spoken to their founder re licensing.	I have spoken with the founder re licensing	

<b>List your 3 biggest competitive advantages.</b>	
<i>What makes your company stand out in the market? What key factors will determine your success?</i>	<b>1</b>   Superior shock mitigation performance
	<b>2</b>   Long-standing legacy with Special Operation Forces (SOF)
	<b>3</b>   "Cool Factor." We have ancillary shock mitigation technologies for further brand awareness.

## Marketing

**How connected are you and your team, both personally and professionally?**

The key to a successful crowdfund is effective marketing and outreach. In order to expand your reach and grow your company, it is imperative that you assess your connectivity and work with our team to capitalize on your existing networks.

<p>How many relevant email contacts do you have at the disposal of your team? Consider the email contacts of your entire team.</p>		
<p>Do you have both personal and business social accounts set up? If so, please indicate and link to them below.</p>		
<p>Facebook</p>	<p><b>Link</b></p>	<p><b>Followers</b></p>
	<p><b>Personal:</b> <b>Business: Yes</b></p>	<p><b>Personal:</b> <b>Business:</b> <b>834 Friends</b></p>
<p>LinkedIn</p>	<p><a href="https://www.facebook.com/MagnetBootGuyLink">https://www.facebook.com/MagnetBootGuyLink</a></p>	
	<p><b>Personal:</b> <b>Business: Yes</b></p>	<p><b>Personal:</b> <b>Business:</b> <b>861 Connections</b></p>
<p>Twitter</p>	<p><a href="https://www.linkedin.com/in/jeff-brown-00492621/Link">https://www.linkedin.com/in/jeff-brown-00492621/Link</a></p>	
	<p><b>Personal:</b> <b>Business: Yes</b> <a href="https://twitter.com/MagnetBootGuy">https://twitter.com/MagnetBootGuy</a></p>	<p><b>Personal:</b> <b>Business:</b> <b>3142 Followers</b></p>
<p>Do you have newsletter subscribers or a mailing list? What is the total number of contacts?</p>		
<p>Do you have press connections? Is anyone in your personal/professional networks able to share your story to a large audience?</p>	<p><b>Yes a few local San Diego TV anchors with Twitter. Roger Hedgecock AM KOGO Radio</b></p>	

## Funding Needs

<p><b>What is the minimum amount you need to move your company forward?</b></p>	\$100,000																				
<p>We've found the best strategy is to raise an amount that will enable you to prove your ability to reach milestones and scale the business. This will enable you to illustrate impressive gains when you seek follow-up funding at a later date. Set the bar at an appropriate level, then look to exceed it and show momentum.</p>																					
<p><b>What milestones will this funding allow you to hit?</b></p>	<p>Prototype(s) for the women/s FITN shoes.            Helmet liner prototype for NOCSAE drop and side impact ram testing.            Shock mitigation seat cushion prototype. These prototypes will enable us to approach third party companies for marketing and licensing, within a year.</p>																				
<p>Get people excited about your potential for growth. What timeline can they expect you to meet these goals?</p>																					
<p><b>How will you use this funding?</b></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;"></th> <th style="width: 25%; text-align: center;">MINIMUM RAISE ACHIEVED</th> <th style="width: 25%; text-align: center;">MAXIMUM RAISE ACHIEVED</th> </tr> </thead> <tbody> <tr> <td><b>Category</b></td> <td style="text-align: center;"><b>Estimated Dollar Amount</b></td> <td style="text-align: center;"><b>Percentage of Proceeds</b></td> </tr> <tr> <td><b>Total Proceeds</b></td> <td style="text-align: center; color: green;">\$100,000</td> <td style="text-align: center; color: green;">\$1,000,000</td> </tr> <tr> <td><b>Less: Offering Expenses</b></td> <td style="text-align: center;">\$0</td> <td style="text-align: center;">0.00%</td> </tr> <tr> <td style="color: green;">Salaries, Benefits and Wages</td> <td style="text-align: center; color: green;">\$15,000</td> <td style="text-align: center;">15.00%</td> </tr> <tr> <td style="color: green;">Product Development</td> <td style="text-align: center; color: green;">\$31,000</td> <td style="text-align: center;">31.00%</td> </tr> </tbody> </table>				MINIMUM RAISE ACHIEVED	MAXIMUM RAISE ACHIEVED	<b>Category</b>	<b>Estimated Dollar Amount</b>	<b>Percentage of Proceeds</b>	<b>Total Proceeds</b>	\$100,000	\$1,000,000	<b>Less: Offering Expenses</b>	\$0	0.00%	Salaries, Benefits and Wages	\$15,000	15.00%	Product Development	\$31,000	31.00%
	MINIMUM RAISE ACHIEVED	MAXIMUM RAISE ACHIEVED																			
<b>Category</b>	<b>Estimated Dollar Amount</b>	<b>Percentage of Proceeds</b>																			
<b>Total Proceeds</b>	\$100,000	\$1,000,000																			
<b>Less: Offering Expenses</b>	\$0	0.00%																			
Salaries, Benefits and Wages	\$15,000	15.00%																			
Product Development	\$31,000	31.00%																			
<p>Please indicate a simple breakdown of where the funding will be allocated. (\$25K to prototyping, \$10K for Intellectual property costs, \$8K rent, etc)</p>																					

	Marketing	\$20,000	20.00%
	Operations (Data, Hosting, Fees)	\$15,000	15.00%
	Travel, Conferences and Events	\$13,000	13.00%
	<b>Total Use of Net Proceeds</b>	\$100,000	100.00%

## Fundraise Goal and Structure

<b>Which kind of raise do you think will best suit your needs?</b>	Equity
<p>We've found that rewards raises are best suited to companies with exciting products or services that are ready to test or push to market.</p> <p><b>Rewards Raises</b> target the end consumer, and rely on your ability to gain pre-orders of your products or services.</p> <p>Conversely, <b>Equity/Debt Raises</b> are best for companies looking for larger dollar amounts from investors only.</p>	

## If you chose Rewards, please fill out the following:

Please indicate the rewards you will promise your backers.			
Indicate the cost to you, retail price of the product, and the price you are willing to offer to your backers (usually a discount to retail).			
We've found backers get especially excited about limited editions and customized products. Please list the products/services you can offer and the price offered for each here.			
You can have more than 3 rewards, but we will work with you more on these in the coming weeks.			
Tier 1	Reward Description	Cost to you	Price for backers
Tier 2	Reward Description	Cost to you	Price for backers
Tier 3	Reward Description	Cost to you	Price for backers

## If you chose Equity/Debt please complete the following:

<b>If you are planning an equity raise, please indicate the investment terms.</b>	Equity
Will you be offering debt, convertible debt, or equity?  Please list desired terms, including minimum individual investment amount.	100,000 preferred shares (nonvoting) at \$10 per share with a 5.5% dividend rate for investors paid at the discretion of the Directors at a time of licensing profitability.  No debt offering
<b>If you are offering equity or convertible debt, please give the approximate valuation of your company.</b>	\$2,500,000
For equity deals, this will indicate the % equity you are allocating to investors. For convertible	

debt, this is not mandatory but good to show.	
<b>Have you already secured any investments this round?</b>	No
If so, please indicate amount and terms.	
<b>Have you raised funding previously?</b>	No
If so, how much? Any notable investors, groups or funds?	