



**There is a fire within every girl, ready to ignite with strength,
confidence and passion. *Be The Spark!***

*Performance Activewear designed to fit & flatter teen girls,
and Spark It Forward for girls' education.*



**Samantha Hodgkins
Founder & Chief FireStarter
SparkFire Active LLC**



There is a fire within every girl, ready to ignite with strength, confidence and passion. Let that light shine bright and BE THE SPARK!

SparkFire® Active is Performance Activewear specially designed, styled and sized to fit & flatter the developing bodies of Teen Girls. Believing that Strong Girls = Strong World, we are a for-profit, for-good social enterprise that funds & supports girls' education, with a donation from every SparkFire purchase going directly to our girls' education partners.

OPPORTUNITY : PROBLEM & SOLUTION

Today's girls are tomorrow's leaders, and Strong Girls = Strong World. Teen girls have energy, courage, strength, creativity, intelligence and boldness that really shine.

But during these critical and vulnerable adolescent teenage years, they are bombarded with stresses & challenges, including peer pressure, body image, self-esteem and media influences. Everywhere girls look, they are surrounded by images of unattainable "perfection" and unrealistic "beauty", and they experience external pressures to fit in, do more and grow up faster, which breeds insecurity and isolation. By the time they are 14 years old, girls drop out of sports at 6-times the rate of boys. They need to feel strong & confident in their own bodies, minds and hearts.

There are 34 million teen girls in the US, and they are living in casual sports clothes - leggings, running shorts, athletic tops. But activewear clothing today doesn't fit them right - it's not sized for their developing bodies, no longer little girls wearing youth sizes but not yet adult women wearing the styles right for their moms. Nowhere in the marketplace is there a brand specifically targeted for their demographic lifestyle as teen girls, to shine a light of positivity and empowerment.

SparkFire Active is a unique performance activewear offering specially designed for them, to fit & flatter their developing bodies. From working out to adventuring out, SparkFire Active is designed to help teen girls move freely and feel strong, inside & out, so they are always ready to step off the sidelines and get in the game. SparkFire Active was created for who they are, what they love to do and what they care about most...to Move, Play, Lead, Create, Share, Give and Smile. Be the Spark!

CONSUMER TARGET : SPARKFIRE GIRLS

SparkFire Girls Spark... STRONG, SMART, BOLD, FIERCE...YOU-NIQUE.

- 🔥 12-19 yr old teen girls (Gen Z, middle-school, high-school, early college)
- 🔥 Active & enjoys sports and staying fit, but not necessarily diehard/hard-core athlete
- 🔥 Casual style and disposition - energetic, confident, fun-loving, free-spirited, and self-assured
- 🔥 Not unattainably "perfect" - respected and liked by her peers, sharing close connection with her friends
- 🔥 Like all peers, has doubts, worries, pressures, stresses and demands that affect self-esteem and well-being
- 🔥 Unique areas of interest and passion, which she actively participates in and works hard at
- 🔥 Cares strongly about others - family, friends, teammates, and community connections

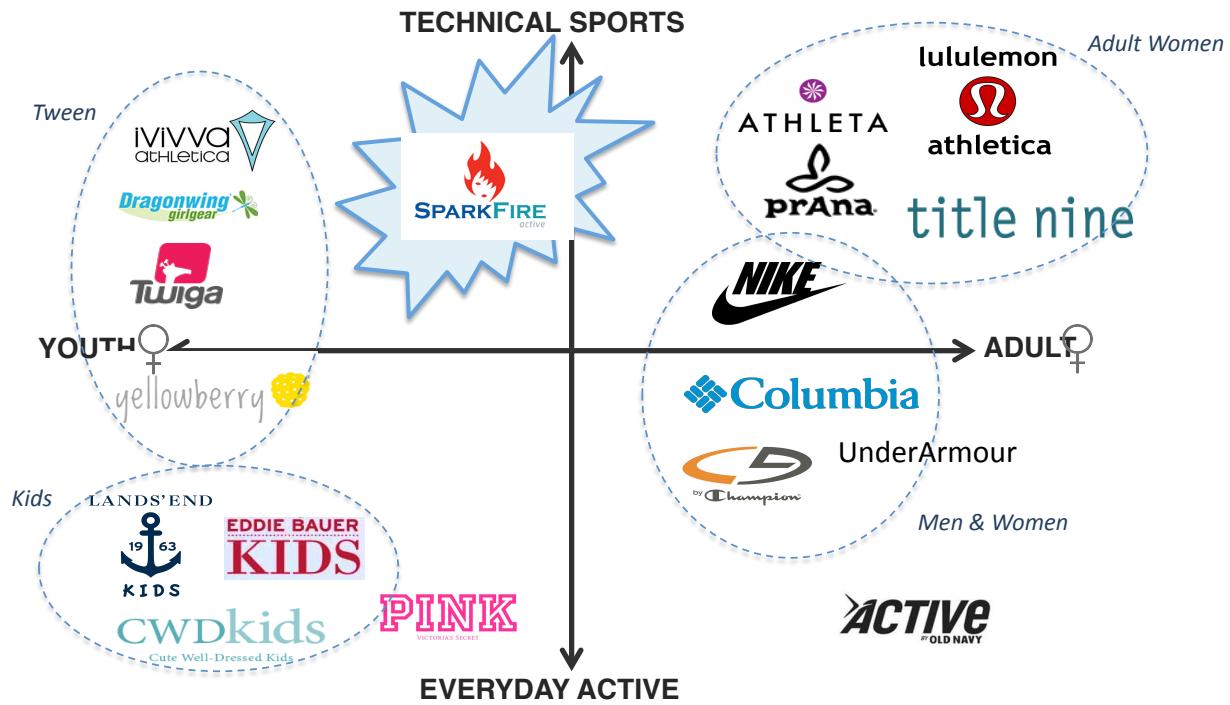


SparkFire Girls are real teenage girls - middle school, high school and early college girls (ages 12-19 years old). There are 34million "GenZ" girls in this segment in the US alone, who spend over 20% (\$950) of their own discretionary budget on apparel, of which nearly 30% (or \$270) is for Activewear, including Nike, Adidas and Lululemon. Overall, this sector of GenZ Teen Girls influences \$600bn in household spending decisions in the US, with 60% of these girls citing that they aspire to change the world and impact social change.

They are 'Real Girls', not photo-shopped models or celebrities. No two SparkFire Girls are identical (in body, mind or spirit), but they do share collective energy and are part of a bigger SparkFire Tribe. They're never afraid to LET THEIR LIGHT SHINE and USE THEIR VOICE to illuminate the path for others.

MARKET OVERVIEW & COMPETITIVE LANDSCAPE

Brand Positioning & Competitive Landscape



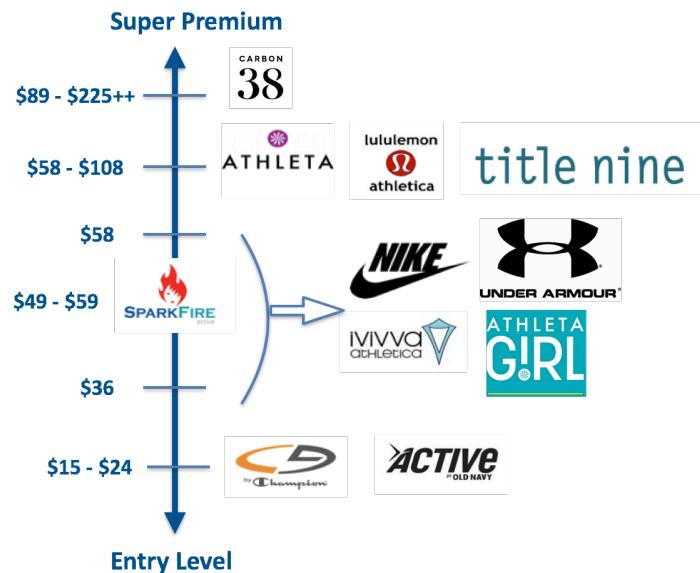
While the \$97bn U.S. activewear category is an increasingly fast-growing, competitive marketplace, our SparkFire brand positioning and product offering differentiates us clearly. Within our competitive set of performance activewear companies, SparkFire uniquely targets the Teen Girl demographic, compared with other leaders whose products & positioning are for:

- Adult Women (Athleta, Lululemon, TitleNine, Fabletics)
- Tween/Youth Kid Girls (Ivivva, Athleta Girl, Lands End, Champion C9)
- Men/Women broad-based categories (Nike, Under Armour, Old Navy)

Unlike SparkFire Active, none of these apparel brands are anchored around a purpose-led mission for social impact, beyond the sales of functional fashion.

New brands, like Yellowberry Bra Company and DragonWing GirlGear, along with powerful new media platforms like Clover Letter and Kate Parker's #StrongIsTheNewPretty, are focusing on and gaining momentum with teen girls to elevate and empower girls' confidence, strength and passion, similar to us at SparkFire, which supports the attractiveness & engagement in the space (without acting as direct competition).

Competitive Landscape - Pricing



Within the activewear landscape, SparkFire is a premium performance product at an accessibly affordable price point. Priced well below high-end women's brands of similar quality, we are aligned with large leading incumbent brands like Nike and Under Armour, even as a new entrant player.

SparkFire clothing is uniquely designed, sized and priced for these SparkFire Girls, to PLAY HARD & DREAM BIG.

SALES & MARKETING

SparkFire is a direct-to-consumer e-commerce business, with product sales of our branded performance activewear apparel and accessories available for purchase through our website sparkfireactive.com. With our social enterprise mission of Strong Girls = Strong World, a portion of every purchase goes direct to funding & supporting girls' education, which is a key differentiator and value-add driver of our brand that attracts strong customer interest and engagement. (*Note: in first 6 month pilot market test, we have already funded our first girl scholar for a full year of education. Here is a personal photo of Rosa and a direct letter from Sacred Valley Project (SVP) about the impact of this educational support for Rosa and girls like her.*)

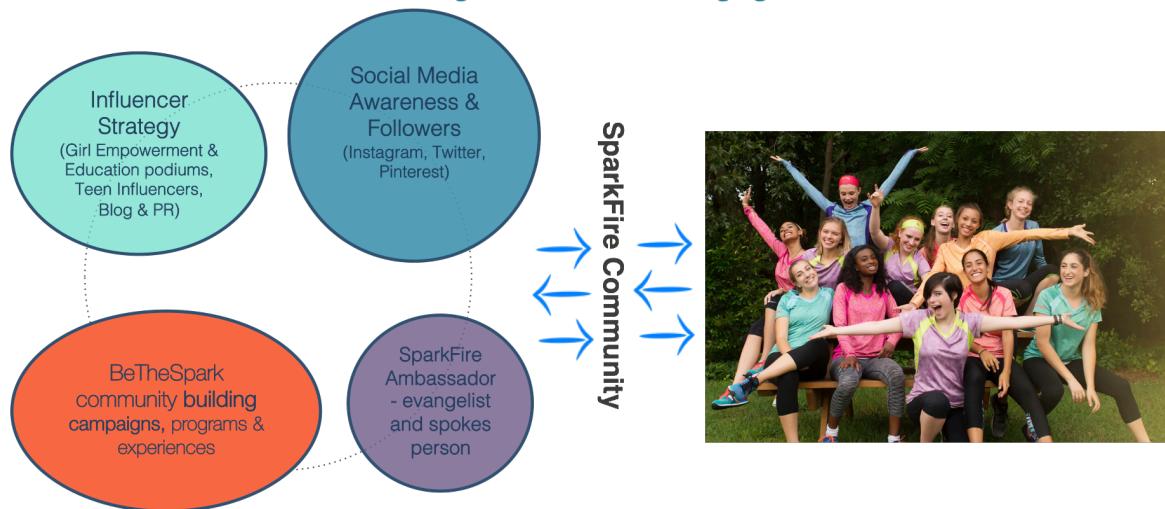


"It is with a grateful heart the Sacred Valley Project writes to thank Sparkfire Active for your support. We are quite proud to tell you about the perseverance and commitment demonstrated by SVP student, Rosa, who attends the SVP program in Calca. She began with SVP in March of 2016, speaking mainly Qechua and only a few words in Spanish. Our tutors worked with Rosa diligently on her communication courses, so that she could achieve a working understanding of Spanish and could understand the classes in the school. Rosa accomplished a lot in one year thanks both to her valiant effort and also through loyal dedication from our tutors. We are pleased to say Rosa finished the school year passing all of her courses! While Rosa is one of many girls who demonstrate the desire and capability to succeed, stories like these make the Sparkfire Active support so invaluable. Without your support, students like Rosa wouldn't have the opportunity to learn Spanish, succeed academically and get a fighting chance at becoming a future female leader in Peru."

Sales channels also focus on developing sales affiliate relationships with like-minded girl-centric partner organizations, schools and sports teams to provide co-branded apparel/gear for their team members & group participants. This approach is demonstrating early traction & success for partner organizations like Girl Scouts and Girls on The Run, along with schools and sports leagues, to provide specialty apparel products that align with girl-power messages, function as value-add sponsored products and enable differentiated custom-branding for events, teams or like-minded organizations supporting teen girls in action (looking good, feeling strong inside & out).

While still in the early stage of commercialization, we are growing our brand awareness, consumer engagement and demand through peer-based content marketing (social, blog, email, events, PR), reaching both the girls themselves as well as the moms, coaches, teachers and champions who care about instilling strength, confidence and passion in girls.

Demand Creation: Marketing & Consumer Engagement



Sales Plans & Initiatives

- 1) E-commerce lead generation, traffic & conversion (content marketing led) : on-going weekly/monthly
- 2) In-person brand outreach events ("FireStarter" message-led gatherings hosted by SparkFire enthusiasts; Mom/Daughter home-show events (hosted by lead ambassadors) : 4-6 per quarter
- 3) Experiential outings & activities ("Catalyst" partner-sponsored adventures, organized & hosted by SparkFire) : 3-4 per year
- 4) Pop-up retail booths ("Sales Agent" focus on product push at targeted sports, girl-power and teen-focused events) : 2-3 per quarter
- 5) Retail discovery/inquiry (targeted specialty retailer sales leads; select trade show exhibitions): 2-3 per year

SOCIAL ENTERPRISE : FOR-PROFIT, FOR-GOOD BUSINESS

GIRLS EDUCATION : Empowering & Elevating Girls

With 62mm girls out of school and facing barriers to education, the need for girls' education is real with significant importance as the single most effective way to positively impact and transform the lives of individuals, families and the world.



IGNITE YOUR SPARK  **EDUCATE GIRLS**  **SPARK IT FORWARD**

BUY A SHIRT  **SEND GIRLS TO SCHOOL** 

For every SparkFire activewear garment purchased, we donate 5% directly to our Girls' Education strategic partners.

500 Shirts = Full Year Girl's Education. Every donation sparks education by investing in, standing with and speaking out for girls education. Because a small spark can light a great fire.

EDUCATED GIRLS ARE: 
More likely to seek healthcare, marry later and have fewer healthier children

ECONOMIC POWER 
Earn more money, reinvest 90% of income into family & community to break cycle of poverty

LEADERS 
More prepared for decision making and more confident in her own abilities

SparkFire is a for-profit, for-good social enterprise platform to fund & support girls' education globally, with a donation from every purchase going directly to empower & elevate girls around the world. Starting with our first partner school in Peru,

Sacred Valley Project, in partnership with She's the First (New York-based organization), every 2 shirts purchased provides a full day of school for a first-generation girl scholar at Sacred Valley Project, with everything she needs to be in school and stay in school, including books, room, board, school supplies and mentoring support. Every 500 shirts = a full year of education for a girl. So every SparkFire Girl can Spark It Forward to girls around the world, because a small spark CAN light a great fire!

We want to '*Be The Spark*' to unite all those who believe every girl has the right to go to school, stay in school and reach her full potential.

WHO MADE OUR CLOTHES : Responsible Fashion

Yes, we confidently & responsibly know who made our clothes! We are proud to work only with manufacturing partners who are committed to the ensuring fair labor practices and safe, humane working conditions throughout their supply chains. Our current manufacturing partner shares our commitment to education and advancement, with an established employee program to pay for college coursework every semester that factory employees who choose to enroll in college classes maintain their grades.

Our eco-friendly garments are made with REPREVE® recycled polyester/spandex fabric – the greenest, most comfortable performance fabric on the market. Made from recycled content like PET plastic water bottles, REPREVE® is a super-soft, super-comfortable, high performance material that fits and performs to the highest standards. The fabric is made from high-end recycled fibers, so we can #TurnItGreen with environmental sustainability.

B-CORP CERTIFICATION

As the SparkFire Active business platform scales, it is our intention to be qualified as a certified B-Corp, meeting the rigorous standards of social and environmental performance, accountability, and transparency. From the early initiation of the business, we are setting a foundation of social and environmental ethics and integrity that will position SparkFire Active as a trusted leader in the market.

PRODUCTS & OPERATIONS

Our SparkFire Active products are designed and developed in the USA, and responsibly hand-made in the Dominican Republic by our US-owned & managed manufacturing partner, using high-tech digital sublimation print technology with hand-sewn quality construction. We use eco-friendly sustainable materials, with USA-made REPREVE® fabric (made from recycled plastic water bottles blended

with spandex), all milled and manufactured in the USA. Each SparkFire shirt produced actually removes 16 plastic water bottles from the waste-stream, reducing & reusing with everything we make. This fabric has all of the performance attributes expected from premium activewear, including quick dry, moisture wicking, odor resistant, antimicrobial, and is the highest quality, soft, breathable eco-friendly performance fabric on the market, used in brands like North Face and Patagonia.

We create our unique fit & design – custom-sized and styled with 4-way stretch - to flatter all body types, so girls feel confident, comfortable and ready to gear up & get out in every style. With moisture-wicking, odor-resistant, quick-dry materials, girls are ready to roll for any workout or adventure.

Product Pipeline & Development Plans



Product Line Offerings & Innovation Plans

We launched the SparkFire Active brand with a targeted & narrow product line, in order to maintain focus, validate consumer demand, reduce complexity and manage inventory. Current product offerings include SPARK Short-Sleeve shirts (in 3 custom print colors - \$49 msrp); SPARK Long-Sleeve shirts (in 3 different custom print colors - \$59 msrp); and Active Stretch Headbands (6 styles/colors, each with unique SparkFire mantra - \$8 msrp). These current offerings fill a void in the market for size, style and features that specifically address the physical and stylistic needs of our core teen girl customers, as well as gaps in competitive pricing and an unserved target demographic. Styles and sizing are positioned to reinforce the positive girl-

power brand message of Strength, Confidence & Passion, with unique Personality Attribute style names (long- and short-sleeve styles named CLEVER, FIERCE, FREE-SPIRIT, KIND, BOLD, CREATIVE Spark styles) and custom nomenclature on garment sizing (XSmall & Exceptional; Small & Sassy; Medium & Mighty; Large & Luminous). The initial focus of the SparkFire Active apparel establishes the brand in the hearts, minds and wardrobe of target consumers, as an entry point for the brand, supported by its message & mission. A fuller product pipeline is planned to include additional core activewear and accessory offerings as a full collection of outfits & "looks", including bottoms (leggings, shorts, skorts), tops (tank tops, camis, jackets), sports bras, basewear (water sports, snow sports), accessories (headbands) and more. Product design & development capabilities and resources are in place to activate when ready.



MANAGEMENT TEAM

As Founder & Chief FireStarter, I (Samantha Hodgkins) lead our SparkFire team, with deep professional background in branded consumer products, leading both large Fortune 500 brands and high-growth entrepreneurial start-ups. I am an avid explorer, adventurer and global traveler, as well as a lifelong active woman who has played sports all my life, including as a NCAA Div 1 college athlete. My daughters are centrally involved in the business as my principle SparkFire Girls, and I have surrounded myself with an exceptionally strong team of young adult women engaged as SparkFire Ignitors, along with subject-matter experts as core operating team resources. The development and launch of the business been self-funded, so we continue to work leanly and with laser focus.

SparkFire Team



Samantha Hodgkins
Founder & Chief FireStarter;
Payton & Tamara
principle SparkFire Girls



SparkFire Ignitor Girls & Interns

Operating Team Resources

Shannon Marcum : Product Dev / Production Mgmt
Veronica Barrio : E-Commerce Design & Development
Ilana Harkavy : Social Media & PR
Alex Golick : Digital Marketing
Stephanie Bowman : Finance & Accounting

Beyond all else, my passion for SparkFire is to help girls grow strong, confident and bold in knowing her strength, owning her power and using her voice to help elevate today's girls to become tomorrow's leaders.

AWARDS & DISTINCTIONS

SparkFire Active is honored to be selected and participate in the City of Atlanta Women's Entrepreneurship Initiative (WEI) incubator program, as a member of the inaugural class of 15 women-owned & led start-ups. This 15-month program is a competitive selection process, with application, screening, interview and business pitch presentation. The program has provided valuable mentorship, community engagement resources, and access to business support services.



SparkFire Active apparel was awarded Product of the Year at the 2016 SGIA Expo (Specialty Imaging & Print Technology), as recognized for its superior print, color and fabric quality for Best-in-Show apparel product.



DEVELOPMENT, MILESTONES & NEXT STEPS

After two years of concept design and business development, SparkFire launched in market in 2016, with product first available for sale on the website in Fall 2016. We conducted a Pilot Market Test (from Q4'16 through Q2'17) to evaluate & validate product, platform, execution and consumer demand in market. We have successfully progressed through concept, product, partner and web development, and completed first production, with finished goods now available for sale and initial direct sales customer events underway. We have successfully funded our first full year of education for a girl at Sacred Valley Project, in support of our core mission of elevating & empowering girls' education.

Development Timeline



Milestones, Successes & Traction

BRAND

- Brand mission, vision & identity created; established across market touchpoints
- Partnerships in place with girl-power orgs (incl. LiveGirl, Just Girl Project, Girl Scouts MissMedia)
- #SparkItForward viral campaign

PRODUCT

- Initial collection custom-designed and developed, with sales samples
- Vendor partners secured for material sourcing and factory production
- 1st production run completed, with finished product for commercial sale
- Potential secondary factory supply partner identified

MISSION

- Partnership relationship established with Sacred Valley Project, incl. site visit (Peru)
- 1st girl scholar @SVP funded for full year education (Dec. '16)

MARKET

- E-commerce platform live, launched in Sept. '16; implementing SEO enhancements, tracking traffic & conversion
- Tribe followers growing across focal social media platforms (Insta, FB, Twitter, Pinterest) and content marketing channels (email subscribers, blog readers, PR outreach & coverage)
- In-person events with Girls on the Run, Jack & Jills, Girl Scouts and LiveGirl
- Tradeshow exhibitor (RIA SportStyle Show) for wholesale/retail engagement

Next Step Goals & Action Plans

1. Validate consumer demand
2. Generate early revenue & manage cashflow
3. Test & refine offering (brand, mission, product)
4. Grow consumer engagement & brand reach (on-line and in-person)
5. Structure for near-term operations
6. Outlook for growth (sources & uses of funds)

Next Step Goals & Action Plans

GOALS	Actions
3 MONTHS: <ul style="list-style-type: none">• E-commerce traffic & conversion• In-Person brand outreach events	3 MONTHS: <ul style="list-style-type: none">• Test & measure digital marketing impact• Test & measure new social media outreach• Establish tool kit, messaging & resources• Identify, plan & execute 4-6 events
6 MONTHS: <ul style="list-style-type: none">• Inventory sell-thru, 2nd order replenishment• New product line offerings ready	6 MONTHS: <ul style="list-style-type: none">• Secure production processes for replenishment• Streamline order fulfillment and distribution processes• Qualify new factory partner• Lead product design for new SKU offerings
9 MONTHS: <ul style="list-style-type: none">• Mom/Daughter Home-Show events planned• Deepen e-commerce traffic & conversion	9 MONTHS: <ul style="list-style-type: none">• Update Toolkit for events• Recruit lead ambassadors for hosted events• Refine web analytics for digital marketing• Expand reach in select traction channels
1 YEAR: <ul style="list-style-type: none">• Sponsor impact 5 girls in school (2000 days in school)• Influencer relationships with 15-20 key girl-empowerment voices	1 YEAR: <ul style="list-style-type: none">• Quantify 2017 impact on girls' education• Evaluate new social impact partners• Identify target influencers, conduct outreach and relationship strategies

FINANCIAL OVERVIEW

SparkFire Active has 3 phases : Development (2014-2016); Pilot Market Test (Oct. 2016 – June 2017); Commercial Launch (July 2017++). The financials for the SparkFire Active business to-date consist of start-up investments for Development, Launch and Commercialization investments, as well as Business Operations costs. The development, production and launch of the business have been self-funded with lean-bootstrapped funding, without yet taking any external financing or funding. As the concept is validated in market with consumer demand and the business grows,

we are prepared with a Sources & Uses of Funds outlook to support sales, production, consumer marketing and new product development. For each of these initial stages, our financial investments are comprised as follows:

DEVELOPMENT: *complete, invested 2014-2016*

- ◊ Brand Development
- ◊ Product Design & Development
- ◊ Website & E-Commerce Development

PILOT MARKET TEST LAUNCH: *complete, invested 2nd-half 2016*

- ◊ First-Run Production / Manufacturing
- ◊ Marketing Events and Collateral

COMMERCIALIZATION: *on-going for brand and product traction (variable)*

- ◊ Consumer Marketing (social media, PR, digital marketing, and blog & email content marketing)
- ◊ Sales Events & Outreach
- ◊ Social Impact Philanthropic Mission Contributions (Girls' Education partners)
- ◊ Customer Fulfillment & Product Distribution

BUSINESS OPERATIONS: *on-going for overhead business support (fixed & variable)*

- ◊ Business Licenses & Insurance
- ◊ Legal (trademark)
- ◊ Software (e-commerce)
- ◊ Rent & Office Expense
- ◊ Support Staff (interns, other)

From a high-level cost structure, based solely on a direct-to-consumer e-commerce model (before / without any wholesale retail sales) and current product line offering, Gross Margins on product costs (labor & material for finished goods – 35% of gross revenue) and Gross Profit (before SG&A) averages 45%, including all costs to deliver finished product to customers (packaging, collateral materials, shipping, order processing, etc.). At current COGS and SG&A investment levels, break-even for net profit will come when we have 170 unit orders per month. Based upon current sales traction and projected outlook, with unit sales growth targeted at 10 incremental new sales (customers / units) per month, we will achieve break-even within the upcoming 12 months.

P&L Projections (base business)	2017 (Q3/Q4)	2018	2019
	Year 1	Year 2	Year 3
Revenue	\$30,696	\$93,623	\$140,434
Cost of Goods Sold	\$16,883	\$51,493	\$77,239
Gross Profit	\$13,813	\$42,130	\$63,195
SG&A Expenses	\$24,545	\$46,046	\$44,521
Net Operating Income	(\$10,732)	(\$3,916)	\$18,674

We are prepared to discuss and share more detailed about the company's financial plans as requested.

FUTURE GROWTH & DEVELOPMENT

Wholesale Sales Channels - Specialty Fitness/Sports Retailers

In addition to DTC e-commerce business, we are assessing opportunities to launch and expand the business in wholesale with specialty retailers. In June 2017, we participated in our first retail tradeshow, RIA SportStyle, with a fully branded SparkFire Active exhibitor booth, resulting in favorable customer interest from numerous specialty retail sports, fitness and running stores. Positive feedback focused on a) differentiated product quality, b) unmet needs of new consumer segment, c) powerful mission & brand story, and d) in-store point-of-sale impact. We have sales follow-up with several retail accounts, with in-store visits requested and initial wholesale order quantities discussed (*see table below*).

FIRST 10 RETAIL ACCOUNT LEADS:

Kittery Trading Post	Maine
Columbus Running Co.	Ohio
Bull City Running Co.	North Carolina
Running Central	Illinois
Playmakers	Michigan
Ridgefield Running Co.	Connecticut
Jade Activewear	Connecticut
West Stride Runners	Georgia
Ocean Reef Club	Florida
The Pac Fitness Club	Louisiana

SPORTSTYLE 2017 Tradeshow – SparkFire Active booth



Growth Sales Channels & Partners

Incremental SparkFire growth, on top of core e-commerce and retail sales, will target 1) partnerships with like-minded girl-power non-profit organizations, complementing their curriculum-based outreach (extending reach, impact and sales); 2) sales of co-branded activewear gear to schools (high schools and colleges) and league sports teams (leveraging custom print capabilities of our sublimation technology); and 3) co-marketing campaigns with girl-empowerment brand collaborators (increasing awareness and reducing marketing expense). Here is a short-list of opportunity targets with whom contact / relationship already is in progress:

GIRL-POWER PARTNERS	SPORTS TEAMS & LEAGUES
Girls on the Run Girl Scouts Cool Girls Girls Inc. Movemeant Go LiveGirl Sole Girls	Girls Sports Leagues Soccer Volleyball Softball Basketball Cheer / Gymnastics / Dance

ZGirls MissHeard Media Clover Leaf Just Girl Project Girls Who Code She's The First Malala Fund Girl Effect Play Like a Girl	High Schools teams & clubs University Athletic depts
GIRL-EMPOWERMENT BRAND PARTNERS	
Momentum Jewelry Girls Will Be Sole Girls Yellowberry Bra Company We are Warpaint Jewelbots She Paper Bondi Band Sweaty Bands Catrinka Project Bene Scarves Whitby Handbags	



Samantha Hodgkins
Founder & Chief FireStarter
SparkFire Active LLC
www.sparkfireactive.com
Samantha@sparkfireactive.com
(404) 825-2858
Atlanta, Georgia



CONFIDENTIAL – FOR INTERNAL USE ONLY