



December 1, 2015

To the InnovateHER Judges Committee:

Hautepreneurs is proud to submit Michelle Urban, CEO of Pressure Analysis Company, as our winning individual, and SmackCAP Athlytics™, its winning product/service.

The Name of the winning individual: **J. Michelle Urban**

Company name: **Pressure Analysis Company (PAC)**

Product/Service Name: **SmackCAP Athlytics™**

Company Address, City, State, and Place of Incorporation: **317 Commercial St. NE, Albuquerque, NM 87102 - incorporated in New Mexico**

Product/Service website: **www.epacttechnologies.com**

Telephone number: **505.310.0408**

E-mail address: **michelle@epacttechnologies.com**

Host Organization: **Hautepreneurs LLC**

Host Address: **101 Broadway, Albuquerque, NM 87102,**

Contact: **Jessica Eaves Mathews, (206) 465-5334, jessica@hautepreneurs.com**

Description of Product or Service:

Studies have shown that repetitive hits to the head - no matter how hard - injure the brain, and are the cause of the fatal brain disease CTE. Pressure Analysis Company has developed a way to monitor repetitive hits with our first product, SmackCAP Athlytics™ - we track every hit, every time for athletes in contact sports.

The total number of applicants that participated in your InnovateHER competition: **8**

Please let us know if you have any questions or need additional information.

Best regards,

Jessica Eaves Mathews and Lisa Abeyta
Co-Founders, Hautepreneurs LLC

101 Broadway, Albuquerque, NM 87102
www.hautepreneurs.com



Hautepreneurs' Statement of Support for SmackCAP Athlytics by PAC

Hautepreneurs is proud to present Pressure Analysis Company's first product, SmackCAP Athlytics™, which is a skullcap embedded with the company's proprietary wireless impact sensors for athletes in contact sports. When athletes are hit, they can tell where, how hard, and how many times they are hit over the course of the game, season, or their career. This is a game-changing technology that will have a measurable impact on the lives of women and families, because it will put the power back into parents' hands to know if their child is at risk for brain damage or brain disease as a result of his or her participation in sport. That is because studies have shown that repetitive hits to the head – no matter how hard – injure the brain, and are the cause of the fatal brain disease CTE. Several athletes live with the effects of CTE for many years before dying from the disease. Many families have been torn apart or subjected to emotional distress from domestic violence, murder-suicide, and dementia that accompanies CTE. Younger athletes who are subjected to repeated hits at the greatest risk. Just this year, 11 high school athletes have died as a result of football-related injuries. The problem is that every hit must be measured and counted so that coaches, athletic trainers, doctors, and families can better understand the risk and performance levels of the athletes they love and care for.

Pressure Analysis Company has developed a way to monitor repetitive hits with their first product, SmackCAP Athlytics™. This product tracks every hit, every time for athletes in contact sports. Their sensors are embedded in the SmackCAP™ skullcap a breathable flexible material. Athletes wear the SmackCAP™ and each time they are hit, that data is wirelessly transmitted to the company's mobile application where sideline staff (and parents) view the hits in real time. The data is also stored in the cloud, so when the game is over, staff can download an ImPACt Scorecard™ showing where, how hard, and how many times an athlete was hit over the course of the game, the season, or their career. PAC's patent-pending sensors have been proven to be more accurate and sensitive in detecting direct impacts during a series of tests at Los Alamos National Laboratory. Other sensors often miss critical, small hits and don't consistently detect hard hits—but SmackCAP Athletics' sensors do.

We believe that this technology has the potential for commercialization and a demand in the marketplace for two main reasons. First, there are already some companies attempting to monitor hits. Some are major companies with large R&D departments and budgets. This shows not only the fact that there is a demand, but also a commercial opportunity. American football, women and youth soccer, rugby, and lacrosse are the primary sports that are most in need of our product and are ready to adopt it. This is a \$1.6 billion market in the U.S. Awareness of the issues around CTE and brain trauma in both youth and professional football leagues is growing, and many are looking for new way to recognize the seriousness of brain traumas and manage them more effectively. Women's soccer, for example, is recognizing the

danger with the use of protective headgear. Parents of youth athletes are also outfitting their children with similar headbands.

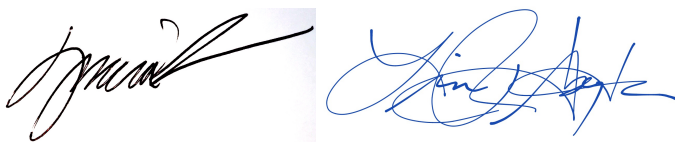
SmackCAP has the greatest potential for success for two reasons: its unique and proprietary technology, and its team and access to research and technical talent in New Mexico. First, the technology PAC is using to measure the impact is different than all of these competitors because they use pressure sensors rather than accelerometers. Accelerometer-based sensors estimate the force of an impact by measuring the change in acceleration. PAC's pressure sensors measure the exact impact through direct contact with the sensor.

PAC's sensors were tested against the Reebok Checklight and the Impakt Protective Shockbox at Los Alamos National Laboratory. Their sensors were found to be more sensitive and more accurate than these accelerometer-based sensors. For this reason PAC is able to detect, measure, and count every hit accurately. As a result, we believe PAC's SmackCAP Athlytics is a product that will surpass its competitors, and will be something all parents of middle school, high school and college athletics will want. It will give parents and coaches information that will protect, and potentially save, thousands of youth athletes around the world.

Second, the team working on this product are what we believe is needed for it to get to market and succeed. The team has strong experience, successful track records and relevant education and expertise in areas such as MBAs, professors of Biomedical Engineering at University of New Mexico, entrepreneurial experience in the biotech and pharmaceutical industries, including successful exits, R&D and manufacturing for high-tech start ups, lead research scientist in Geophysics and Los Alamos National Labs, and, Chief Medical Physicist and Associate Professor at the Department of Radiology, University of New Mexico studying Traumatic Brain Injury (TBI) with the company's sensors.

Thank you for your consideration of Ms. Urban and PAC's SmackCP Athlytics technology.

Sincerely,

Two handwritten signatures in blue ink. The first signature is on the left and the second is on the right.

Jessica Eaves Mathews and Lisa Abeyta
Co-Founders, Hautepreneurs LLC