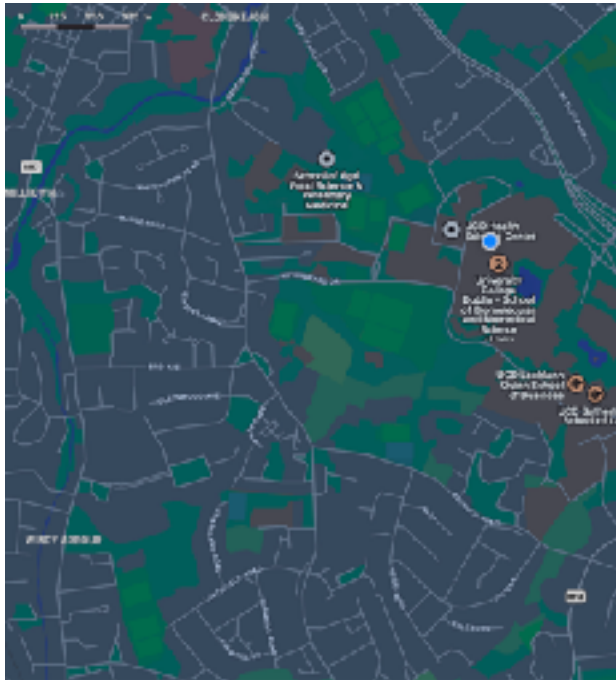


Halo fit is a revolutionary company, with a goal to reduce the quantity of head injuries sustained during sporting matches and to use large quantities of data to almost eliminate head injuries when training.

We are located in the heart of Dublin City centre. At the UCD centre of science building.



# Halo Fit

## Investors Brochure



# Our Brand

## About our team:

We are a team of passionate programmers, researchers, engineers and scientists. The team has been working very closely together to develop our product, to make the world safer for everyone!

- |                      |                |
|----------------------|----------------|
| - CEO                | Sophie Creedon |
| - CTO                | Harry O'Connor |
| - Purchasing Manager | Taha Fareed    |
| - Finance Manager    | Hannah Walsh   |

## The Problem:

Globally, the leading causes for a visit to the hospital are head related injuries. Throughout our research, we noted that many of these injuries occurred during athletic activity and that children account for more than half of all sports related injuries.



# Financials

## Potential Markets:

We expect our primary potential market to be large sporting teams, starting with soccer and rugby as head injuries are commonplace there.

After a successful rollout of our headband we then plan to begin marketing toward parents with young children aged 4-12

## Our Business Model:

We plan to operate as a platform focused company. We plan to sell the bands at a slight deficit, and generate profit from a subscription service for our data analytics.

We believe this model is necessary as sport teams have a tendency to buy something once and use it for years. Which would not be viable for us as they would be using our services for free over a long period of time.