

SERIES A INVESTMENT OPPORTUNITY

# VECTOR RIDGE

The Future of Engineered Regional Apparel

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Technical Precision Meets Texas Terrain

THE VISION

# TECHNICAL PRECISION MEETS TEXAS TERRAIN

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Bridging 25 years of IT excellence with the rugged beauty of the Hill Country  
to redefine regional lifestyle gear.



# MARKET OPPORTUNITY

## THE PROBLEM

### THE CLICHÉ GAP

Regional apparel in Texas is saturated with generic tourist motifs and overused slogans. Existing brands lack the technical sophistication and premium quality required by the modern, affluent professional class.

## THE SOLUTION

### ENGINEERED APPAREL

Vector Ridge offers "Technically Designed" clothing. We blend software-inspired precision, billiards-culture geometry, and high-end functional fabrics for a discerning audience in the Hill Country and beyond.



## PRODUCT FOCUS I

# THE TECHNICAL TEE

Our flagship shirts utilize Soft-Hand screen printing and DTG technology to render complex topographic and blueprint designs. Targeted at the \$32 retail point, these garments offer 75% gross margins with high-retention aesthetic appeal.

- Topographic Balcones Fault Series
- Blueprint Billiards Technicals
- Binary Flora Collection





# PREMIUM OUTERWEAR

PRODUCT FOCUS II

## THE HORIZON HOODIE

Engineered with 400gsm heavyweight fleece and high-density 3D embroidery. This line is designed for the software peer group—subtle, tonal branding that functions in both a professional office and the Austin night air.

SRP  
\$55.00

FABRIC  
Fr. Terry





# LIFESTYLE & PERFORMANCE



## LAKE LIFE

Sublimated 5" trunks.



## THE RAIL

Casual cotton blends.



## TOPO HIKE

Ripstop 7" technicals.



# MARKET DOMINANCE STRATEGY

Austin Market (TAM)

\$450M

Regional Travel

\$310M

Outdoor Lifestyle

\$380M

Vector Ridge Target

\$120M

*"Capturing the tech-centric, high-disposable income demographic of Central Texas."*



## PROVEN TRACTION

64%

Repeat Customer Rate

## EFFICIENCY IN SCALE

Our "Seed" phase utilized DTC (Direct-to-Consumer) and local Austin markets to validate designs. The result is a hyper-loyal community that prioritizes the "Technical & Terrain" aesthetic over generic alternatives.

CAC

\$12.40

LTV

\$185.00



# FOUNDER & VISIONARY



## PRECISION SOFTWARE MEETS CREATIVE DESIGN

Bringing **\*\*25 years of Software & IT Leadership\*\*** to the apparel world. Our founder treats product development like a software sprint: rapid prototyping, data-driven design, and absolute precision in execution.

A lifelong resident of Cedar Park and Hill Country enthusiast, blending passion for hiking, travel, and competitive billiards into a unique brand identity.



# 24-MONTH ROADMAP

Q1 '26

## AUSTIN ALPHA

Launch flagship Cedar Park/ATX retail partner presence.

Q3 '26

## THE GULF PUSH

Expansion into Gulf Coast & Houston markets.

Q1 '27

## TECH HUB SCALE

Custom corporate line for major TX tech firms.

Q4 '27

## GLOBAL RIDGE

International e-comm shipping & global travel series.



# INVESTMENT SUMMARY

SEEKING \$1.5M SEED ROUND

Use of Funds	Allocation (%)	Primary Objective
Inventory & Production	45%	Scale to 10k units/month capacity.
Marketing & Growth	30%	DTC Performance ads & Influencer network.
Talent Acquisition	15%	In-house design & ops team.
R&D (Smart Fabrics)	10%	Developing tech-integrated garments.



# READY FOR THE RIDGE?

Join us in engineering the next icon of Texas apparel.

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AUSTIN | CEDAR PARK | HILL COUNTRY



# IMAGE SOURCES



[https://assets.thenorthface.eu/images/t\\_img/f\\_auto,h\\_462,e\\_sharpen:60,w\\_462/dpr\\_2.0/v1722850907/NFOA89DR114-ALT1/Mens-LongSleeve-Topographic-TShirt.jpg](https://assets.thenorthface.eu/images/t_img/f_auto,h_462,e_sharpen:60,w_462/dpr_2.0/v1722850907/NFOA89DR114-ALT1/Mens-LongSleeve-Topographic-TShirt.jpg)

Source: [www.thenorthface.com](https://www.thenorthface.com)

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[https://kinapparel.org/cdn/shop/files/13\\_14\\_7822fbdb-d373-44fc-9a93-b179f9ba874f.png?v=1765039101](https://kinapparel.org/cdn/shop/files/13_14_7822fbdb-d373-44fc-9a93-b179f9ba874f.png?v=1765039101)

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<https://urbanoasiscontracting.com/wp-content/uploads/2025/08/austin-farmers-market-stalls-198.webp>

Source: [urbanoasiscontracting.com](https://urbanoasiscontracting.com)

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Source: [www.sawyertwain.com](https://www.sawyertwain.com)

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<https://thegoldenhouradventurer.com/wp-content/uploads/2019/04/Lost-Maples5a.jpg>

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<https://images.scalebranding.com/0144dcd2-02d8-48fc-89e6-9e8c6bd8b160.png>

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