

CONFIDENTIAL INVESTMENT MEMORANDUM

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ATHLYNX AI CORPORATION

Executive Investment Prospectus

Series Seed / Pre-Series A Opportunity

Document Classification: TOP SECRET - CONFIDENTIAL **Date:** January 6, 2026
Prepared For: Qualified Investors & Strategic Partners **Prepared By:** DHG Trust / Athlynx AI Corporation

NON-CIRCUMVENT NON-DISCLOSURE AGREEMENT (NCNDA)

PARTIES

This Non-Circumvent Non-Disclosure Agreement (“Agreement”) is entered into by and between:

DISCLOSING PARTY: Athlynx AI Corporation, a Delaware C-Corporation DHG Trust (Dozier Holdings Group) Chad A. Dozier, Founder & CEO

RECEIVING PARTY: The individual or entity receiving this Confidential Investment Memorandum

TERMS AND CONDITIONS

1. CONFIDENTIALITY

The Receiving Party agrees to hold in strict confidence all information disclosed herein, including but not limited to: business plans, financial projections, proprietary technology, trade secrets, customer lists, strategic partnerships, and investment terms.

2. NON-DISCLOSURE

The Receiving Party shall not disclose any Confidential Information to any third party without prior written consent from the Disclosing Party.

3. NON-CIRCUMVENTION

The Receiving Party agrees not to circumvent, avoid, bypass, or obviate the Disclosing Party in any transaction or business relationship introduced through this document, directly or indirectly, for a period of five (5) years.

4. NON-COMPETE

The Receiving Party agrees not to use any Confidential Information to compete with or establish a competing business against Athlynx AI Corporation.

5. PENALTIES

Violation of this Agreement shall result in:

- Liquidated damages of \$1,000,000 (One Million Dollars) per violation
- Injunctive relief
- Recovery of all attorney fees and legal costs
- Criminal prosecution where applicable

6. GOVERNING LAW

This Agreement shall be governed by the laws of the State of Delaware.

7. ACKNOWLEDGMENT

By continuing to read this document, the Receiving Party acknowledges acceptance of all terms herein.

EFFECTIVE DATE: Upon receipt of this document

EXECUTIVE SUMMARY

THE OPPORTUNITY

Athlynx AI Corporation represents a once-in-a-generation opportunity to invest in the future of athlete empowerment, NIL (Name, Image, Likeness) monetization, and AI-powered sports technology.

We have built a **\$1,000,000+ platform** for **\$88,500** in **22 days**.

This is not a pitch. This is proof of execution.

INVESTMENT HIGHLIGHTS

Metric	Value
Platform Value (Traditional Build)	\$1,000,000+
Actual Development Cost	\$88,500
Development Time	22 Days
Traditional Timeline	12-18 Months
Capital Efficiency Ratio	11.3x
Time Efficiency Ratio	25x faster

THE MARKET OPPORTUNITY

Total Addressable Market (TAM)

Segment	Market Size
Global Sports Market	\$500 Billion
NIL Market (US College Athletes)	1.2Billion(2024) → 10 Billion (2030)
Sports Technology	\$31 Billion
Creator Economy	\$250 Billion
Combined TAM	\$782 Billion

Serviceable Addressable Market (SAM)

Segment	Athletes	Avg. Revenue/User
NCAA Athletes (D1, D2, D3)	500,000	\$600/year
High School Athletes	8,000,000	\$120/year
Professional Athletes	150,000	\$2,400/year
International Athletes	10,000,000	\$240/year
Total SAM	18,650,000	\$2.5 Billion

Serviceable Obtainable Market (SOM) - Year 1-3

Year	Users	ARPU	Revenue
Year 1	10,000	\$300	\$3,000,000
Year 2	50,000	\$400	\$20,000,000
Year 3	200,000	\$500	\$100,000,000

REVENUE MODEL - MULTIPLE STREAMS

1. Subscription Revenue (SaaS)

Tier	Price	Target Users Y1	Annual Revenue
Rookie	\$9.99/mo	3,000	\$359,640
Starter	\$19.99/mo	2,500	\$599,700
All-Star	\$49.99/mo	2,000	\$1,199,760
Elite	\$99.99/mo	1,500	\$1,799,820
Legend	\$249.99/mo	500	\$1,499,940
Total Subscription		9,500	\$5,458,860

2. Marketplace Commission (5% Take Rate)

Transaction Type	GMV Year 1	Commission (5%)
NIL Deals	\$10,000,000	\$500,000
Merchandise Sales	\$2,000,000	\$100,000
Service Bookings	\$3,000,000	\$150,000
Total Marketplace	\$15,000,000	\$750,000

3. Credits System (Pay-Per-Use)

Use Case	Credits/Action	Actions/User/Mo	Revenue
AI Agent Usage	10 credits	50	\$500,000
Premium Content	5 credits	30	\$150,000
Profile Boosts	20 credits	10	\$200,000
Total Credits			\$850,000

4. Advertising & Brand Partnerships

Ad Type	CPM/Rate	Impressions/Deals	Revenue
In-App Display	\$15 CPM	50M impressions	\$750,000
Sponsored Content	\$5,000/deal	100 deals	\$500,000
Brand Partnerships	\$50,000/partner	10 partners	\$500,000
Total Advertising			\$1,750,000

5. Enterprise & White-Label

Product	Price	Customers	Revenue
Team Licenses	\$10,000/year	50	\$500,000
White-Label Platform	\$100,000/year	5	\$500,000
API Access	\$5,000/year	100	\$500,000
Total Enterprise			\$1,500,000

YEAR 1 REVENUE PROJECTION

Revenue Stream	Amount	% of Total
Subscriptions	\$5,458,860	52%
Marketplace	\$750,000	7%
Credits	\$850,000	8%
Advertising	\$1,750,000	17%
Enterprise	\$1,500,000	14%
TOTAL YEAR 1	\$10,308,860	100%

5-YEAR FINANCIAL PROJECTIONS

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Users	10,000	50,000	200,000	500,000	1,000,000
Revenue	\$10.3M	\$41.2M	\$164.8M	\$412M	\$824M
Gross Margin	75%	78%	80%	82%	85%
EBITDA	(\$2M)	\$8M	\$49M	\$165M	\$412M
EBITDA Margin	-19%	19%	30%	40%	50%

COMPETITIVE ADVANTAGE

Why We Win

Factor	ATHLYNX	Competitors
Development Speed	22 days	12-18 months
Capital Efficiency	88,500 for 1M platform	500K – 1M+
AI Integration	7 Native AI Agents	Limited/None
Full Stack	End-to-end platform	Point solutions
Founder Execution	Proven rapid iteration	Slow bureaucracy

Competitive Moat

- 1. First-Mover Advantage** - Live while competitors are still fundraising
- 2. AI-Native Architecture** - Built with AI from day one, not bolted on
- 3. Vertical Integration** - Own the entire athlete journey
- 4. Capital Efficiency** - 10x more runway per dollar
- 5. Speed of Execution** - Ship features in days, not months

FOUNDING TEAM INVESTMENT

Actual Capital Deployed

Founder	Role	Cash Investment	Sweat Equity	Total Value
Chad A. Dozier	Founder & CEO	\$5,000+	500+ hours	\$505,000+
Glenn Tse	Partner	\$52,000	Significant	\$100,000+
Jimmy Boyd	Partner	\$30,000	Significant	\$60,000+
Andrew Kustes	Partner	\$1,500 (services)	Contributing	\$10,000+
Lee Marshall	Partner	Paid by Chad	Significant	\$25,000+
TOTAL		\$88,500+	Massive	\$700,000+

What This Proves to Investors

- 1. Skin in the Game** - Founders have invested real capital
 - 2. Execution Ability** - Built 1M + platform for 88K
 - 3. Capital Discipline** - Every dollar maximized
 - 4. Team Commitment** - All partners contributing
 - 5. Lean Operations** - No waste, all value creation
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DEVELOPMENT COST ANALYSIS

Traditional Agency Build

Role	Hours	Rate	Cost
Senior Full-Stack Developer	800	\$175/hr	\$140,000
UI/UX Designer	400	\$150/hr	\$60,000
Mobile Developer	500	\$175/hr	\$87,500
Backend Developer	450	\$175/hr	\$78,750
DevOps Engineer	200	\$200/hr	\$40,000
Project Manager	300	\$125/hr	\$37,500
QA Engineer	200	\$100/hr	\$20,000
AI/ML Engineer	300	\$200/hr	\$60,000
Technical Writer	160	\$75/hr	\$12,000
Business Analyst	120	\$125/hr	\$15,000
TOTAL	3,430		\$550,750

Agency Comparison

Agency Type	Timeline	Cost
Boutique Agency (US)	6-9 months	300,000–500,000
Enterprise Agency (Big 4)	9-12 months	750,000–1,500,000
Offshore Development	6-8 months	150,000–250,000
ATHLYNX (Manus AI)	22 days	\$88,500

Savings Achieved

Metric	Amount
vs. Developer Team	\$462,250 saved
vs. Boutique Agency	\$411,500 saved
vs. Enterprise Agency	\$1,411,500 saved
Time Saved	11-17 months

USE OF FUNDS

Seed Round: \$2,000,000

Category	Amount	%	Purpose
Engineering	\$600,000	30%	Scale platform, mobile apps
Sales & Marketing	\$800,000	40%	User acquisition, brand partnerships
Operations	\$300,000	15%	Team, legal, compliance
Infrastructure	\$200,000	10%	Servers, security, scaling
Reserve	\$100,000	5%	Contingency
TOTAL	\$2,000,000	100%	

Projected Milestones with Funding

Milestone	Timeline	Metric
Launch Marketing Campaign	Month 1	Brand awareness
1,000 Paying Users	Month 3	\$30K MRR
5,000 Paying Users	Month 6	\$150K MRR
10,000 Paying Users	Month 12	\$300K MRR
Series A Ready	Month 18	\$500K+ MRR

INVESTMENT TERMS

Seed Round

Term	Details
Raise Amount	\$2,000,000
Instrument	SAFE (Simple Agreement for Future Equity)
Valuation Cap	\$10,000,000
Discount	20%
Minimum Investment	\$25,000
Target Close	Q1 2026

Pro Forma Cap Table (Post-Seed)

Shareholder	Ownership
Founders & Team	75%
Seed Investors	20%
Option Pool	5%
TOTAL	100%

Investor Rights

- Pro-rata rights for follow-on rounds
 - Quarterly investor updates
 - Board observer seat (\$250K+ investment)
 - Information rights
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EXIT OPPORTUNITIES

Comparable Transactions

Company	Acquirer	Valuation	Multiple
Opendorse	Acquired	\$100M+	10x revenue
INFLCR	Acquired	\$50M+	8x revenue
Teamworks	PE Investment	\$300M+	12x revenue
Hudl	PE Investment	\$4B+	15x revenue

Potential Acquirers

Category	Companies
Sports Media	ESPN, Fox Sports, NBC Sports
Social Platforms	Meta, TikTok, Snap
Sports Tech	Fanatics, DraftKings, FanDuel
Enterprise	Salesforce, Microsoft, Oracle
Private Equity	Vista Equity, Silver Lake, TPG

Exit Scenarios

Scenario	Timeline	Valuation	Investor Return
Conservative	Year 5	\$100M	10x
Base Case	Year 5	\$500M	50x
Optimistic	Year 5	\$1B+	100x+

RISK FACTORS

Market Risks

- NIL regulation changes
- Economic downturn affecting sports spending
- Competition from well-funded incumbents

Operational Risks

- Scaling challenges
- Key person dependency
- Technology infrastructure

Mitigation Strategies

- Diversified revenue streams
 - Strong founding team
 - Capital-efficient operations
 - First-mover advantage
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WHY INVEST NOW

1. Unprecedented Capital Efficiency

We built a *1M + platform* for 88,500. Your investment dollars go 10x further with us.

2. Proven Execution

Not a pitch deck with promises. A live, functioning platform with real technology.

3. Perfect Timing

NIL market is exploding. First-mover advantage is everything.

4. Massive Market

782 billion TAM with clear path to 100M+ revenue.

5. Experienced Team

Founders who execute, not just ideate.

CONTACT INFORMATION

Chad A. Dozier Founder & CEO Athlynx AI Corporation

Email: cdozier14@athlynx.ai **Company:** athlynx.ai

Legal Entity: Athlynx AI Corporation Delaware C-Corporation Incorporated via Stripe Atlas

Parent Company: DHG Trust (Dozier Holdings Group)

NEXT STEPS

1. **Sign NCNDA** - Acknowledge confidentiality
 2. **Schedule Call** - 30-minute intro with founder
 3. **Due Diligence** - Access to data room
 4. **Investment Decision** - Commit to round
 5. **Documentation** - Execute SAFE agreement
 6. **Wire Funds** - Complete investment
 7. **Welcome Aboard** - Join the journey
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THIS IS YOUR MOMENT

The athletes are waiting. The market is ready. The platform is built.

The only question is: Are you in?

“We have all worked hard since November 2024 until tonight. Tomorrow the work begins.”

Faith. Country. Leadership.

This Confidential Investment Memorandum is provided for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy any securities. Investment in early-stage companies involves significant risk, including the possible loss of principal.

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