



**I was playing every minute of every game.  
Then my body shut down.**

# Dehydration is invisible. The damage isn't.

## THE COST

**3-5x** higher injury risk

**10-20%** performance loss

**Career-ending** dehydration injuries

All 100% preventable

## THE PROBLEM

- ✗ No real-time intake tracking
- ✗ Coaches operate completely blind
- ✗ Damage accumulates over weeks
- ✗ Athletes think they're fine
- ✗ Until it's too late



# Why hasn't anyone solved this?

## ✗ Violate Sponsorships

Every D1 program has multi-million-dollar contracts with Gatorade, Powerade

Smart bottles = Contract violation

## ✗ Athletes Won't Switch

They already have favorite bottles (Hydro Flask, Yeti, Stanley, Owala)

Behavior change = No adoption

## ✗ Wearables Don't Measure Intake

WHOOP/Garmin/Oura only estimate from sweat, not actual intake measurement

Estimation ≠ Precision

**The market gap: No one can track actual intake without replacing equipment**

# We built the missing layer



## UNIVERSAL

Works with ANY bottle  
*(No sponsorship conflict)*

## DIRECT

Measures actual intake  
*(Not estimated from sweat)*

## VISIBLE

Real-time team data  
*(Coaches see everyone)*

syp | The only solution that's universal + direct + visible

# How it Works



## DRINK

Athletes drink normally

Attach **syp** to their existing bottle

No app to open • No buttons to press • Just drink

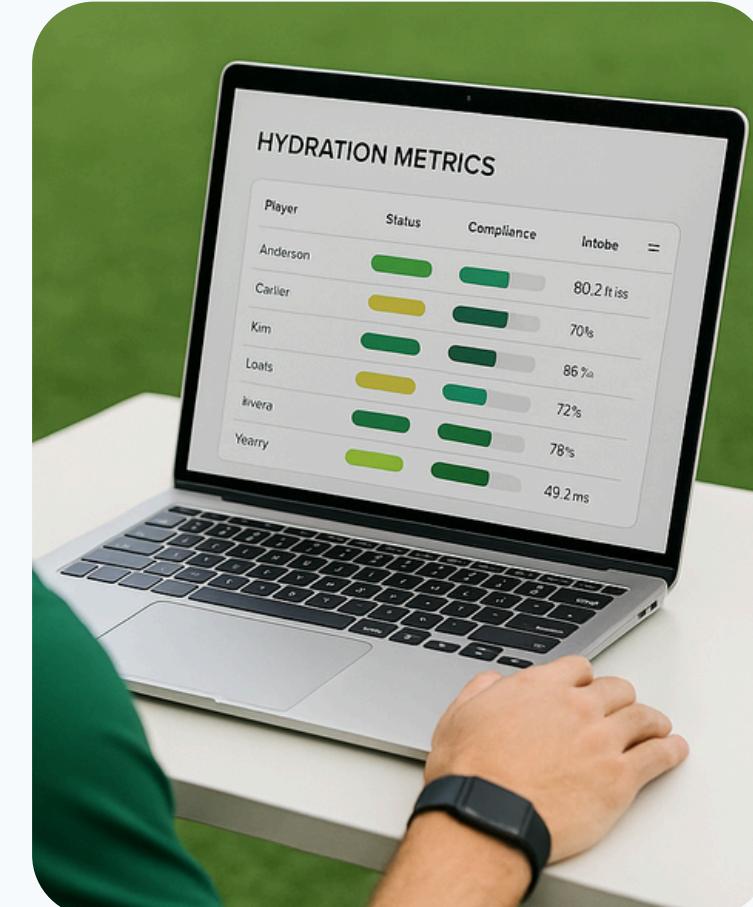


## SYNC

Data updates automatically

Real-time via Bluetooth

Battery lasts 3-5 days



## COACH

Teams stay visible in real-time

Every athlete • Real-time status • At-risk alerts

Zero behavior change. Complete visibility.

# Already validated before launch

## PROTOTYPE

- ✓ Working Prototype
- ✓ 5 D1 athletes testing

## DEMAND

- ✓ 160+ on waitlist
- ✓ Zero paid marketing

## VALIDATION

- ✓ USF research study
- ✓ IRB-approved, Feb 2026

## COMMITS

- ✓ 5 D1 teams committed
- ✓ Fall 2026 pilot programs

Spring 2027 Commercial scale: 600 → \$108K ARR

# D1 Athletics Unlocks \$10B+ Industrial Market

## D1 ATHLETICS

175,000 athletes

**\$31.5M TAM**

*PURPOSE: Prove it works*

Data-backed proof



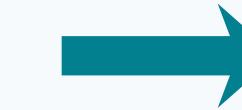
## INDUSTRIAL SAFETY

15M workers

**\$10B+ TAM**

*PURPOSE: Prevent heat injuries  
(OSHA)*

Premium validation



## MILITARY & PRO SPORTS

Elite performance

**\$1.5B+ TAM**

*PURPOSE: Elite performance +  
mission readiness*

We're not targeting a \$31M market. We're using D1 to unlock \$13B+ (Industrial + Military + Healthcare)

# Why We Win

Feature	syp	Wearables	Smart Bottles
Direct measurement	✓	✗	✓ *
Works with any bottle	✓	✗	✗
Team dashboard	✓	✓	✗
Sponsorship-safe	✓	✓	✗

\*Smart bottles measure directly but require bottle replacement

Only syp is direct + universal + team-visible

# Hardware as Customer Acquisition

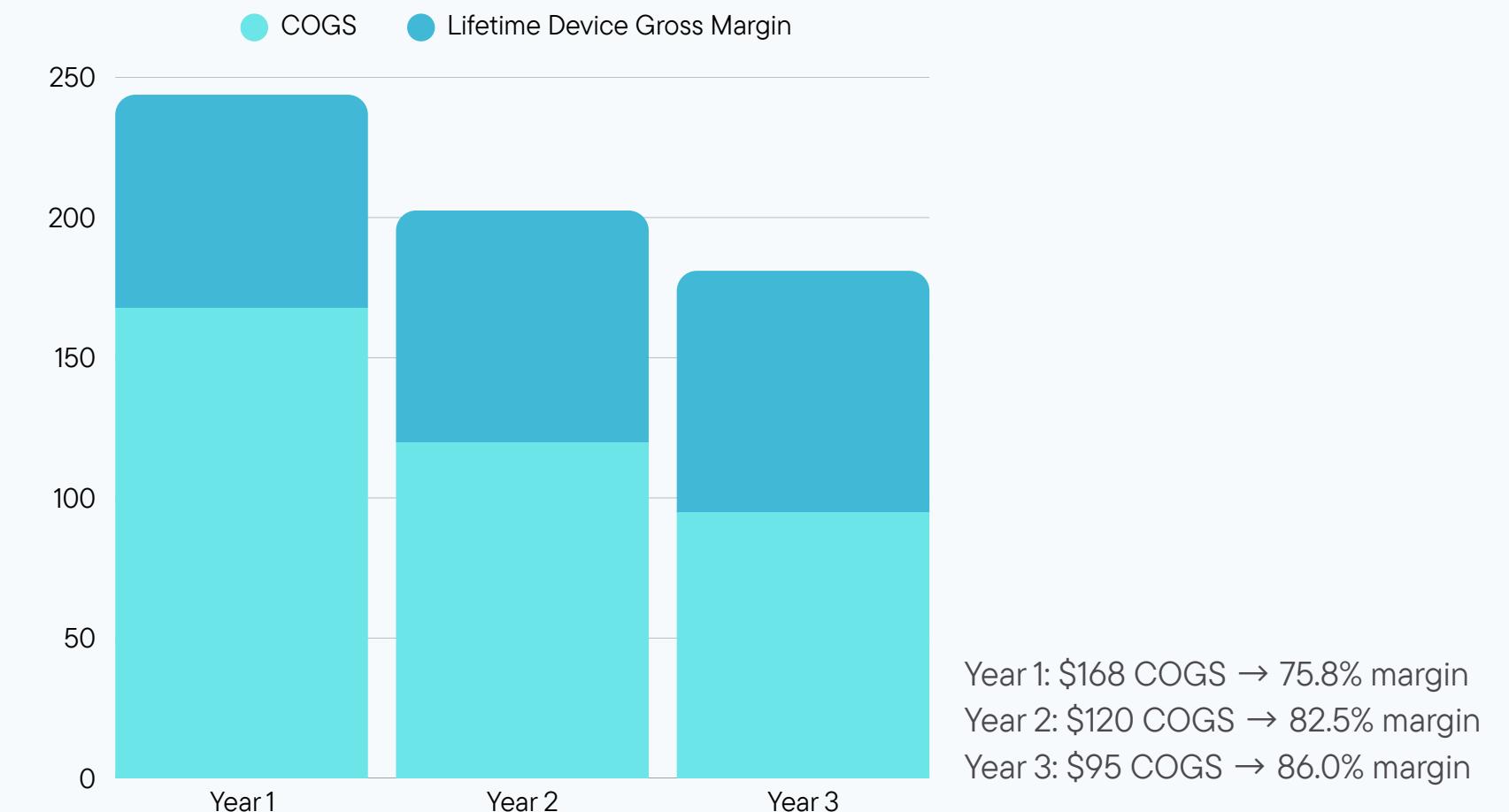
## PRICING MODEL

**\$180 per athlete per year**

B2B model, sold via athletic programs

Average team:  
200 athletes = \$36,000 per program

1-3 year contract



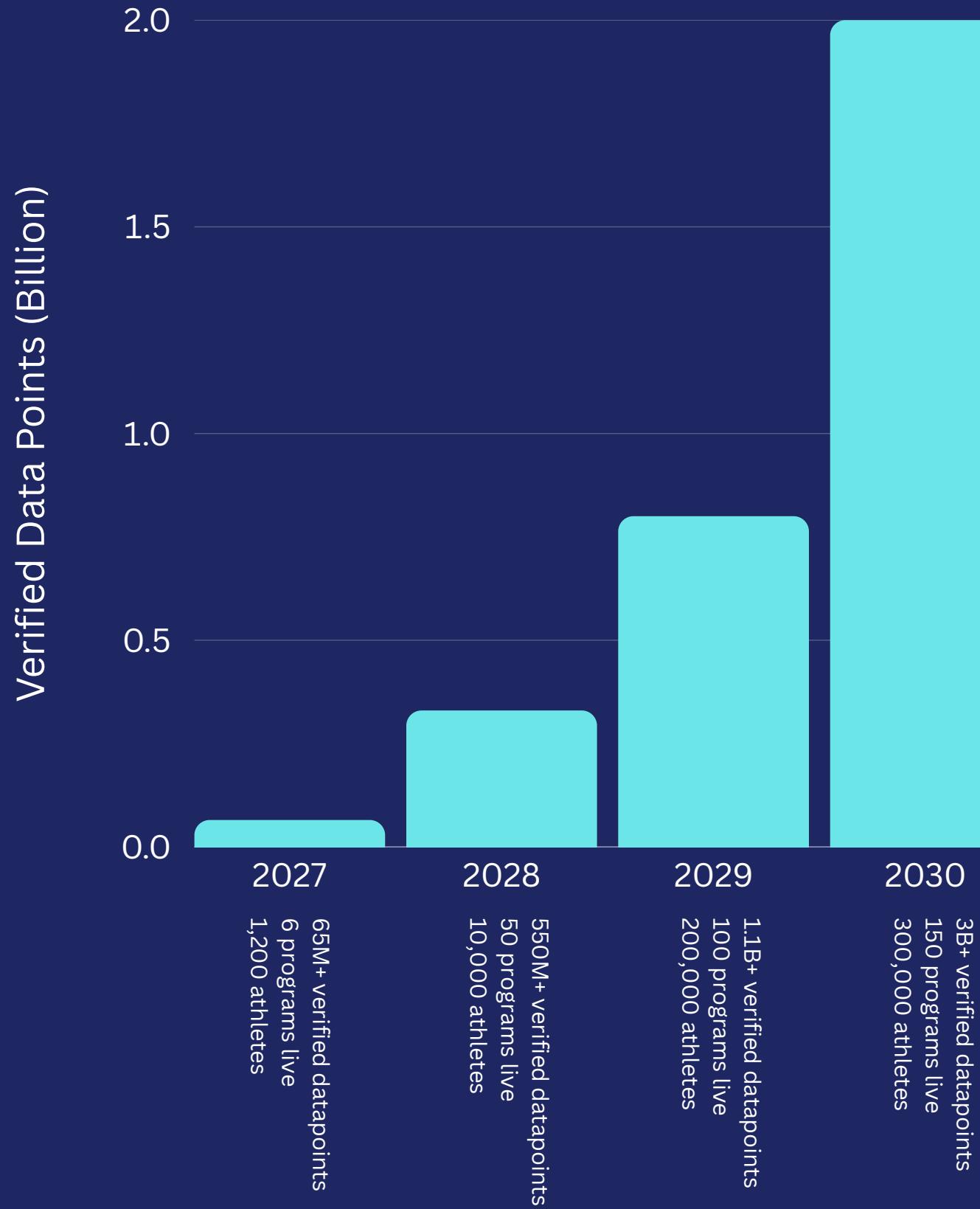
**Total revenue per device: \$720+ over lifespan**

**Athletes graduate → Device reassigned → Zero incremental COGS**

**The real margin is the data**

**Future revenue: API licensing • Predictive models • Insurance partnerships**

# Building the Unbeatable Dataset



**No competitor can catch up**

Timeline:

- 6 mo → product development
- 12 mo → Sales cycle to 30 programs
- 12 mo → Data collection period

**= 30 months minimum**

We're not building a device.  
We're building the data layer for hydration.

# Founder-Market Fit + Execution Bench



**Mathis Fürst Haugen**

CEO & Co-Founder

D1 Athlete (USF) | Environmental Engineer | Lived the problem



**Rima El Brouzi**

CTO & Co-Founder

Computer Scientist | AI/Medical Engineer | Building the technology



**David Abrams**

SaaS founder, successful exit  
Operations & Scaling



**Jason Gill**

Founding CTO with multiple exits  
Software Development



**William M. Hale**

Former Cargill C-suite, \$25B P&L  
Corporate Strategy



**Coach Bob Butehorn**

40+ years NCAA, Early Investor  
Market Access



**Dr. Brandon Willingham, Ph.D.**

Asst. Professor, Exercise Science (USF)  
Sports Nutrition & Hydration Expert

*Team has scaled companies, moved billions, and knows D1 athletics*



**Every championship lost to dehydration.  
Every career ended by invisible damage.  
Every athlete who didn't know they were at risk.**

**We're making that history.**

 **syp | Hydration Intelligence**  
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 **syp | Hydration Intelligence**  
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