



FUSIONETICS

BODY ARMOR SYSTEM

The future of Sports Science

Reduce injuries.
Enhance recovery.
Optimize performance.

EXECUTIVE SUMMARY

Athletic injuries in sports have plagued organizations and their athletes for decades.



This results in:

- ▶ Increased medical costs
- ▶ Decreased team success
- ▶ Decreased player productivity
- ▶ Over-burdened staff

Medical Costs

NFL: \$700+ MM

NBA: \$400+ MM

MLB: \$420+ MM

NCAA: \$1 BB+
(around \$2,500 per athlete)

Youth Athletes: \$4.5 BB



Does **Movement Efficiency** really matter?



The Problem

66%
of all sport injuries are
to lower extremity

75-80%
of all lower extremity
injuries are non-contact

Most of
lower extremity injuries
involve dysfunctional
movement



The Solution

65-85% of lower
extremity injuries are
prevented by improving
Movement Efficiency

Medical costs are reduced
by over 50% in teams
that implement **Injury
Prevention Programs**

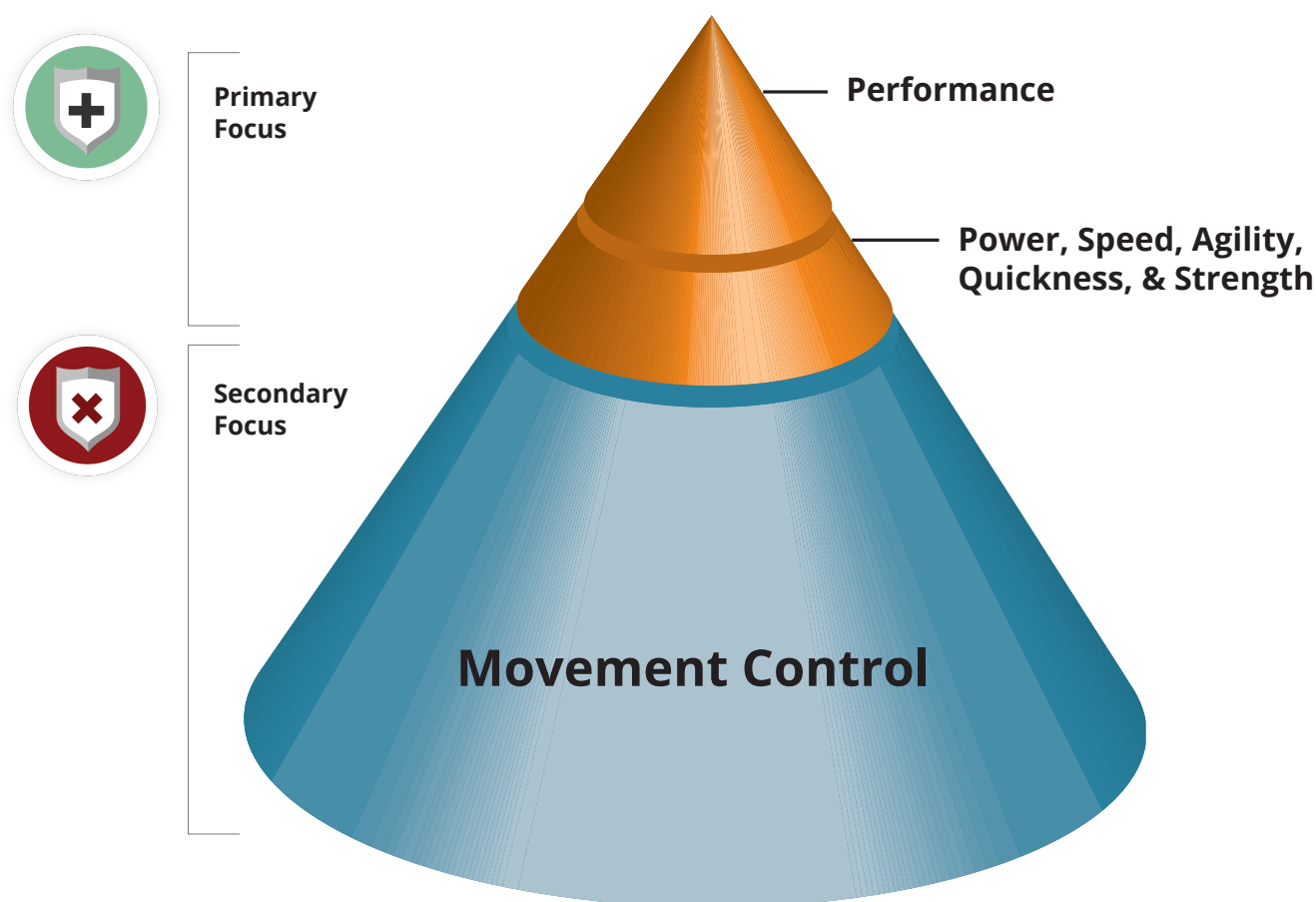
Krist et al, J Physiother, 2013

There has always been a need for a systematic process to prevent these injuries, optimize player performance and enhance the recovery process. The problem is real; it is sensationalized in media through TV, Websites, Sports periodicals and Radio broadcasts. Sports, both Pro and college as well as youth, is the American pastime, and we must protect the most important investment, regardless of whether you are a GM, coach, trainer, or a parent.

THE PERFORMANCE PARADOX

Why is there a rise in preventable injuries?

As sports have evolved, athletes have been working on getting bigger, faster, and stronger. This often happens at the expense of how well the body moves and how aligned the muscle and joints remain. This can have enormous consequences, leading to an athlete who is bigger, faster, stronger, and more powerful, but lacks proper joint mobility and movement control in the muscles of the hips, stomach and back, leading to overuse injuries. **We call this the Performance Paradox.**



Key Components of Movement Control:

- Mobility
- Core Strength
- Dynamic Flexibility
- Functional Strength
- Reactive Neuromuscular Control

Movement Control is the foundation for injury prevention, performance optimization, and enhanced recovery. **We must begin to focus on Movement Control as part of the performance optimization program.**

THE BODY ARMOR SYSTEM

"I had a lot of injuries early in my career. Once I discovered the Fusionetics System, my imbalances were corrected and I was able to play pain free and perform like I had in my career before my injuries. Most important, I was able to perform and enjoy the game I love."

Grant Hill, all-star athlete



What is the Solution?



FUSIONETICS
BODY ARMOR SYSTEM

Fusionetics Body Armor System is a scientifically valid, software supported athletic performance optimization system that has been proven to reduce injuries by over 52% while optimizing performance and enhancing recovery.

An evidence based system can completely change the sporting world and help franchises to protect their largest investment.

THE FUSIONETICS SYSTEM

The Fusionetics Body Armor System utilizes a valid and reliable set of assessments to determine an athlete's movement efficiency score. The results of the movement efficiency assessment are utilized to create an action plan to optimize an athlete's movement and significantly decrease the risk for injury. Reporting and monitoring tools have been designed to manage and track improvement in a team environment.

The Components Include:



Evidence based assessments to determine movement efficiency and mobility utilizing technology to collect data and enter it into the system.



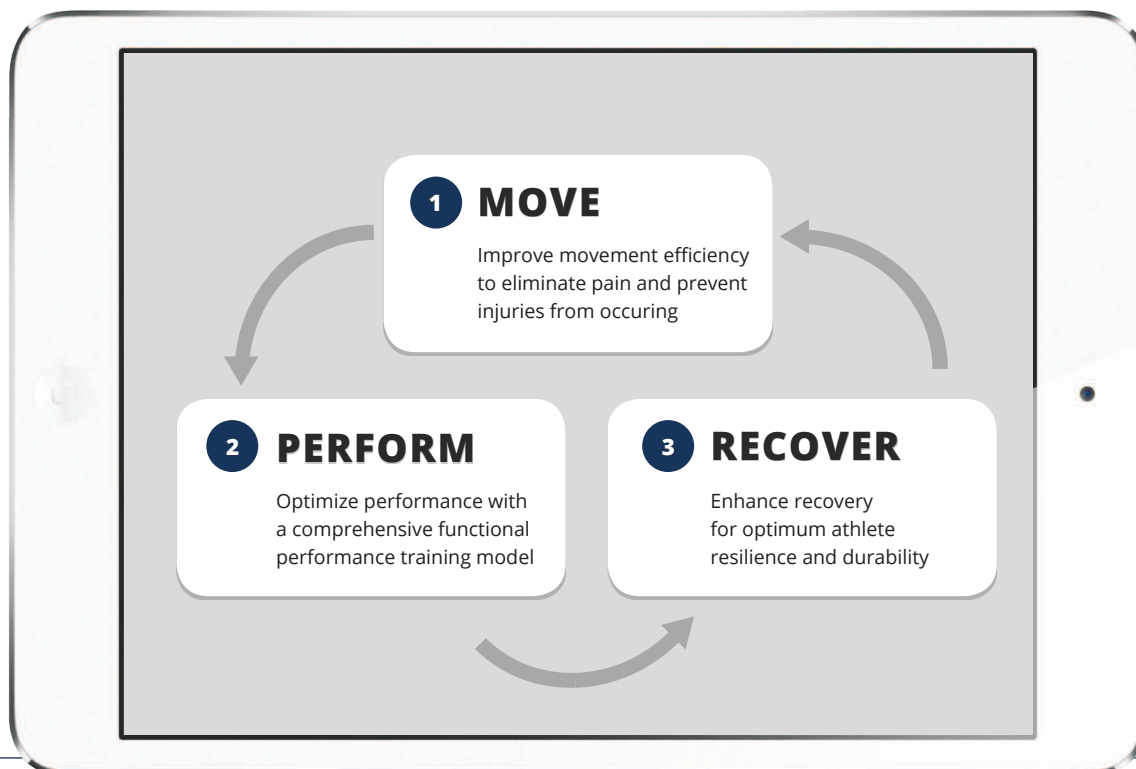
Utilizing comprehensive predictive analytics, our technology system analyzes millions of data points to create a 0-100 score based on movement efficiency and propensity for injury.



Finally, utilizing our patent pending interventional algorithm, the platform creates an integrated solution for athlete care. This solution involves specific programming solutions for each of the stakeholders, the Sports Medicine staff, strength and conditioning staff and the athlete.

The Solution

Fusionetics is focused on optimizing movement in every body to improve functional outcomes by decreasing pain, preventing injuries, improving performance, and enhancing recovery.



THE PLATFORM

The Fusionetics Platform provides an overview of the athletes assessed and their score. This provides you and your staff a quick review of your athletes. You can then simply click each athlete to get a deeper dive.

The Fusionetics Platform develops a personalized and targeted intervention (for multiple users - Athlete, Strength & Conditioning, and Sports Medicine) to improve movement efficiency, optimize performance and enhance recovery. The comprehensive approach, of testing, analyzing and optimizing each athlete with a targeted intervention significantly differentiates the Body Armor System.

FUSIONETICS Professional Football Team Sports Science Platform

TEAM: Carlos Gregory | REPORTS

Grid of Athlete Profiles:

- JUSTIN BIRD** (#2 | Offensive Line) - Score: 67
- CARLOS GREGORY** (#38 | Linebacker) - Score: 100
- MICHAEL KINSMAN** (#73 | Running Back) - Score: 76
- ROBERT HOWARD** (#73 | Wide Receiver) - Score: 76
- TRAVIS BOND** (#88 | Tight End) - Score: 78
- STEPHEN BARRETT** (#83 | Quarterback) - Score: 100
- ROBERT WOODS** (#78 | Defensive Line) - Score: 69
- AARON SMITH** (#80 | Offensive Line) - Score: 93
- BOB ROBERTSON** (#80 | Offensive Line) - Score: 71

FUSIONETICS Professional Football Team Sports Science Platform

TEAM: Carlos Gregory | Robert Howard | REPORTS

PROFILE | CALENDAR | TESTING | PROGRAMS

#73 ROBERT HOWARD 76 ME Score

Position: Wide Receiver
Date of Birth: 10/10/1986
Height: 5' 9"
Weight: 190 lbs

Take Test

GROUPS: Active, Injured, Training

SCORES:

- Movement Efficiency: 76 (Team Average: 79)
- Range of Motion: 100 (Team Average: 79)

RANK / RECORDS:

- ME RANK: 4 (Personal vs Team ME Score)
- ROM RANK: 1 (Personal vs Team ROM Score)
- MOWING UP: +17% (Current vs Previous Movement Efficiency)
- ABOVE THE FOLD: +12% (Personal vs Team ME Score Increase)

2-Leg Squat*

Have the individual stand with feet shoulder-width apart and pointed straight ahead with arms fully extended directly overhead. Instruct the individual to squat to the height of a chair. Observe movements from the front, side, and rear view for 5 repetitions and record the compensations that occur at each checkpoint. For additional details click the media icons below.

VIEW	CHECK POINT	MOVEMENT COMPENSATION	DID COMPENSATION OCCUR?
Front	Foot/Ankle	Foot Turns Out	R: NO NO L
		Foot Flattens	R: NO NO L
	Knee	Knee Moves In (Valgus)	R: NO NO L
		Knee Moves Out (Varus)	R: NO NO L
Side	L-P-H-C	Excessive Forward Lean	NO
		Low Back Arches	NO
	Shoulder	Low Back Rounds	NO
		Arms Fall Forward	NO
Rear	Foot/Ankle	Heel of Foot Lifts	R: NO NO L
	L-P-H-C	Asymmetrical Weight Shift	R: NO NO L

2-Leg Squat SCORE 100

SAVE CHANGES | SAVE AND CONTINUE

FUSIONETICS Professional Football Team Sports Science Platform

TEAM: Carlos Gregory | Robert Howard | REPORTS

PROFILE | CALENDAR | TESTING | PROGRAMS

Robert Howard #73 | Wide Receiver

ASSESSMENT DATE: June 21, 2013

MOVEMENT EFFICIENCY SCORE

- 2-LEG SQUAT: 100
- 2-LEG SQUAT WITH HEEL LIFT: 56
- 1-LEG SQUAT: 67
- PUSH UP: 60
- SHOULDER MOVEMENT: 75
- TRUNK/THORACIC SPINE: 75
- CERVICAL SPINE MOVEMENT: 75

ME SCORE 73

Diagram showing body areas with scores: Head (75), Neck (75), Shoulder (100), Chest (82), Back (61), Hip (64), Leg (76), Ankle (93).

Numbers above refer to total compensations for each area of the body

THE PROCESS

The following outlines the process we utilize to work with key stakeholders in the partnership to optimize the performance of each athlete and maximize the success of the organization.



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