

# BASCINET



## OUR MISSION

### BASCINET – BRINGING SAFETY TO THE SPORTS CONCUSSION DEBATE

Bascinet is designing and developing head protection products to reduce the likelihood of concussion when playing sports. Exploring and understanding medical insights, material science and composites research, current and former players experiences and governing bodies guidelines has allowed Bascinet to develop the safety, style, form and function requirements of a suitable product to bring to market in Q4 2020.



**YOUTH SPEND £800PA  
ON SPORTS KITS**



**UK SPORTSWEAR MARKET IS  
FORECAST TO REACH £6.7BN**



**AV ADULT SPEND £700 PA  
ON SPORTS KITS**



## SIZE OF THE OPPORTUNITY

**From Professionals to Non-League and Schools, the problem needs to be addressed.**

A day doesn't go by without a report of a game being held up for a concussion injury or a player being stretchered off up and down the country on a weekend, from youth football to men's and women's Sunday league. In youth and high school soccer athletes, a concussion is the second most common injury sustained during match play. More disturbing is that near half of players would not report the injury. Concussion is now a topic of national conversation level; in the media spotlight, on the radar of politicians and a top agenda item of sporting clubs, unions and federations.

40%

**Injury from head to player contact**

10%

**Injury from head to ground**

12%

**Injury from head to ball**



## BASCINET APPROACH

**Using the most advanced composite materials to provide protection and an opportunity for data collection.**

Working with materials scientists around the world and using the latest energy management materials to create a product that will be a combination of great design, appealing aesthetically and functionally. Our products will be able to manage the energy created by an impact, absorb and dissipate this. We will test on three principles; Truth – the product delivers measurable benefit, Legal – the product is safe to use and doesn't create unfair advantage, Appeal – the product is appealing to use, comfortable to wear and environmentally sustainable to produce.



## THE PRODUCT

**A technology breakthrough in the sport that will protect as well as allow for new data collection and analytics.**

Our initial product will be simplistic in function and design to ensure we get to market in 2020. Further versions of the product will incorporate data tracking technologies to enhance analytical streams available to players and clubs. Starting with soccer, followed by other markets such as netball and field hockey, where the same issues exist today. We will create a new sector of sports apparel that will serve all communities of sport and allow for new categories of sponsorship and branding.



**Functional &  
Protective headgear  
that is appealing**



**Allowing for new  
categories of data  
capture and analytics**



**Working group to  
carry out initial trials**



## MARKETING STRATEGY

### Engage at all levels, youth, academies, professionals and amateurs

With our initial product we will directly engage with the youth football market, through local FA's (Football Association) to access local clubs, state and independent schools to get the product on their mandatory kit list for sport and through organisations such as the NLFA to access the millions of non-league and amateur footballers across the UK. V2 of the product will allow us to target professional clubs effectively with the data analytics solution, also applicable to youth academies, club and independent. In Q2 2021 we will assess the need for distribution partners across Europe.

Q1

R&amp;D FINALISATION

Q2

PRODUCT CONCEPT TRIALS  
MFR & COMPOSITES SELECTED

Q3

APP DEVELOPMENT  
UK LAUNCH WITH CLUBS, PLAYERS

Q4

CHIP ENABLED PRODUCT TRIALS  
APP LIVE

2,600 Independent Schools  
8.2m Pupils



7,000 amateur teams in England  
2.1m players play twice a week



£4.6bn Football Trackers market



## FINANCIAL MODEL & NEEDS

### Typical p/e ratios in excess of 25:1

Our modelling has been very conservative on the numbers sold in the UK market. The business will no doubt be attractive as a trade sale to a major apparel brand, with a likely exit from the business within 5 years. The initial funding will be spent mainly on the R&D side and Sales & Marketing. The raise would keep the business cashflow positive (based on sales projections).

RRP V 1 £49	SEIS/EIS AVAILABLE	YR1 15,000 UNITS SOLD
RRP V2 £119 (WITH TRACKER)	£500K INITIAL RAISE	YR 2 35,000 UNITS SOLD



## OUR TEAM

### Successful Entrepreneurs, industry experts and people that deliver.

Our team is made of individuals with an enviable record of success across many sectors, delivering for investors and employers every time. In addition to the core team we have an advisory board made up of experts from across sport.



**CLIVE RICHARDSON**  
– Chief Executive Officer

From leading edge technology to white label product distribution and most recently sport. Clive has excelled as a leader of start-ups and has worked with sporting clubs and federations across UK & Europe.



**JUDITH MCMINN**  
– Chief Operating Officer

Judith has been planning and delivering commercial, large scale transformation projects within people based, high-profile and global environments for the last 15 years, including working for a former prime minister.



**ALISTER BETTS**  
– Chief Commercial Officer

Starting his career in retail banking, his wide network has been thirty years in the making, lately in corporate and private banking. Since leaving the corporate world in 2007, building businesses ensures his understanding of complex supplier arrangements and solutions.

### Advisory Board

Our initial advisory board is headed by the former chairman of the Professional Footballers Association and chairman of the Non-League Footballers Association (3m members), Mr Dean Holdsworth. Dean is working with us to liaise with clubs, former players and federations across UK sport.

### Distribution

From parents to clubs to federations our model is simple; parents of youth players, parents of amateur players, professional players and clubs, academies and all with the support of federations and unions.

