



BASCINET

CROWDCUBE
MAY 2020



BASCINET LTD - MAKING SPORT SAFER



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www.Bascinet.co.uk

BACKGROUND

Dangers of Head Injury

More and more conversations are being had about concussion as a result of sporting injuries; a debate is ongoing about concussion in football and how dangerous is heading the ball, the impact of better understanding concussion in males and females is now the subject of medical journal articles, isolating the impact within amateur and professional players is now underway, and consideration is being given to changing game rules so to reduce the risk of concussion, and more personal stories are now being shared about the devastating consequences of neuro-vegetative disease in football greats. Concussion, head injury and damage has become a prime emotional, intellectual and political area of debate.

40%

Due to Head to Player
Contact

10%

Due to Head to ground



BACKGROUND

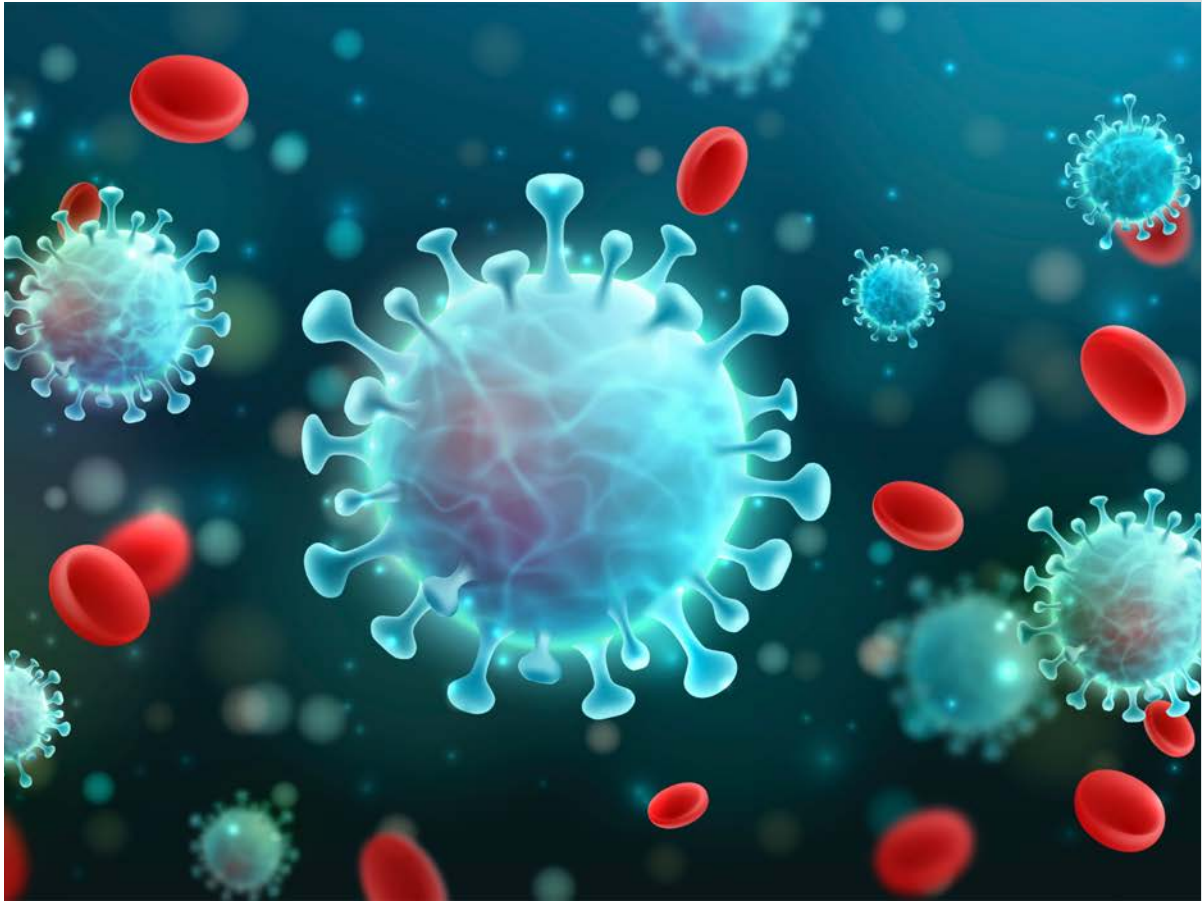
POST PANDEMIC WORLD

Coronavirus, namely COVID-19 has changed life and sport in the future. How will we return to a world of youth soccer, amateur and professional soccer without confidence that the participants are free from infection and not showing any symptoms.

Our original design for the product incorporated sensors to measure temperature and other analytics for amateurs and professional players, with an app providing the information in a consumer friendly manner, the importance of the temperature information has been highlighted in the post pandemic world we will find ourselves in with the need for data to confirm no symptoms in players.

87%

COVID 19 patients
report high temperature



01

In the last 18 months, there has been an increased awareness of concussion symptoms. 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.

02

Football is the highest participation team sport in the UK; it cuts across language, politics and class.

03

Increased participation rates across England, Scotland, Wales and Northern Ireland; c.10million adults and children playing, with significant growth within the women's game.

04

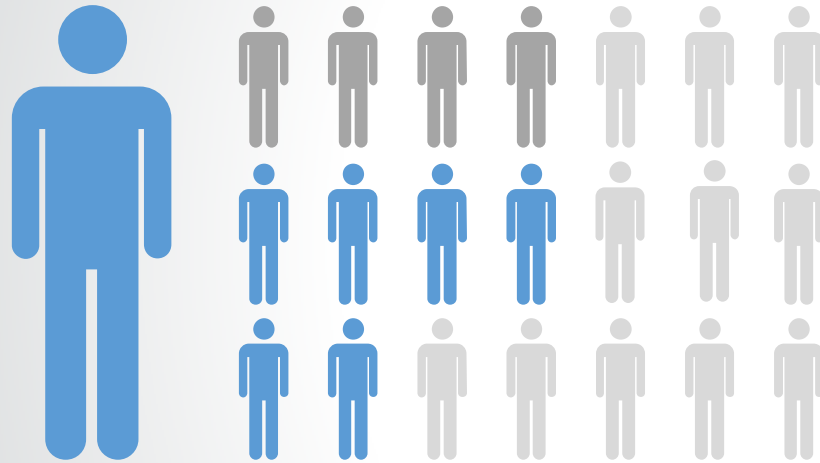
Greater awareness and debate around neurodegenerative disease in former footballers; with heading the football linked to brain injuries.

05

Now is the opportunity to bring to market a solution, incorporating temperature sensors which could be mandated by local federations.

CONCUSSION

A closed head injury due to a direct blow to the head or deceleration of the head from an impulsive force, resulting in transient change in mental status.



40% of injuries due to head to player contact



Women 3 times as susceptible to injury

The severity of the concussion is dependent upon linear or rotational forces that result in an acceleration and deceleration of the brain. Latest research suggests the brain is most sensitive to rotational motion.

"People are confusing concussion with being disabled or being knocked out following a head injury, when in fact concussion is not losing consciousness, but is the acceleration and deceleration of the brain. As a result, repeated accelerations and decelerations have become normalised without the recognition of the seriousness of the injury. A form of head protection proved to reduce the acceleration and deceleration will be a very powerful protective piece of sporting kit, and the time is now very pertinent to bring such a product to attention".

- Chief Medical Officer at a Global Insurance Firm

RESEARCH FINDINGS



Purposeful heading does not appear to be the real issue of concussion. Most concussions are caused by head contact with another hard object -head, elbow, foot, knee, goal, post or ground;



Women and Girls who play football suffer greater effects of concussion - Paediatrics Journal and Northwestern University;



Former professional male footballers were found to be three-and-a-half times more likely to die from dementia than the same age range in the general UK population - University of Glasgow;



An acknowledgment that concussion is under reported, only one in 10 concussions involve loss of consciousness and the majority of these injuries go unnoticed;

The return to play protocol is insufficient and there is significant variance between and within sports, with no agreed common return to play protocols. Premier League



Players suffered a market dip in performance after suffering concussion to their counterparts in MLS - American Journal of Sports Science;



Current diagnostic tools for concussion are subjective and largely inadequate, even in professional hands. Objective assessments are being developed including bio-markers - University of Birmingham;



Recent developments in the US highlight the risk that governing bodies face when it comes to liability for player's injuries.



QUOTES

BASCI**NET**

Chief Executive, County
FA, North of England

“

We are seeing more and more children come to matches with home-made head protection. In addition, we are having more concern from parents about heading the ball and getting asked more about our guidelines on heading and head injuries

”

“

Concussion is something we are more and more aware of with the Academy players. It's a term that was not discussed widely before, we do think about it and we need to educate ourselves about it fully and the protection that can reduce it

”

Head of Education,
Premier League Club

Head of Coaching
Support, top six
Premier League Club

“

All sports have to look at what happens outside of matchday, and is there a way we can reduce risks

”

“

Concussion is underreported and head injury is a massive problem in the game

”

Coach, Men's England
Hockley League Division
One North

“

Concussion is a serious issue in Women's football, and we are seeing it as an issue in our Own club and female teams

”

Manager, FA WSL

COVID 19 - QUOTES

BASCINET

Chief Executive, County
FA, North of England

“

COVID 19 presents new challenges and if you able to provide temperature read out for all players prior to training or a game this would give great confidence to participants and parents alike.

”

“

In a post pandemic world the ability to provide symptom checking data is paramount and should be mandated.

”

Head of Education,
Premier League Club

Head of Coaching
Support, top six
Premier League Club

“

We would order these today for all playing staff, players, youth through to professionals and mandate the use of them if you could supply it.

”

“

This is a must for all clubs in the future and will have our full support

”

Board Member of Soccer
League

“

Safety of our players and staff is our first priority and we would buy your product BEFORE this, now we would mandate its use.

”

Club Owner UK

01

- No specific head protection product exists for football in the UK or wider European market. Padded head caps have been on the market for over 20 years, more positioned as rugby scrum caps, yet head protection has approved by FIFA since 2004

02

- Now represents the opportunity to develop a head protection product for use in contact sports to help reduce the impact of concussion and product a fool proof way of measuring temperature in a post pandemic world, accepting that there is no such thing as concussion-proof head protection.

03

- We have been in direct contact and dialogue with federations, ex-players, Premier League clubs, grassroots football clubs, hockey clubs, broadcast organisations and insurance underwriters specialising in brain injuries.

05

- The nature of these confidential discussions has determined the feasibility of a demand for head protection, the likely barriers to market e.g. peer pressure, rule changes and institutional inertia and informed a detailed set of insights and requirements to inform the safety, style, form and function of head protection products.

06

- Create and Develop a product for the new season starting in October 2020, with a more advanced model available to the market from the beginning of 2021 with full tracking facilities.

THE BUSINESS

Bascinet spans product strategy, market demand and positioning, product design requirements, product development and innovation, manufacturing, sales across markets and after-sales services. Our team bring together deep knowledge, unique connections and the experience of delivering high-profile and successful innovation.

1st Product

The first range of products will be focused on protection, temperature measurement and to reduce the likelihood of concussion and injury.

These products will be available in October 2020, and will be suitable for use in soccer.

Confidence for Consumers

If protecting the head was not enough, now with temperature checking paramount we have a certain market to deliver for.



2nd Product

The second range of products will have inbuilt capacity to record performance and allow for a less subjective assessment of concussion. This range will be come available early 2021.

Our Team

Bring together deep knowledge, unique connections and the experience of delivering high-profile and successful innovation

MARKET SIZE

We have numerous distribution routes available to us through our network of contacts. Detailed here are figures representing the size of the market for Soccer in the UK alone.

- ✓ Independent Schools network (2,600 schools), 700k children
- ✓ NLFA (Non League Footballers Association) 3 million members.
- ✓ PFA (Professional Footballers Association), Youth academies, private as well as club owned and run.



OUR PEOPLE



CLIVE RICHARDSON

Founder / CEO

Clive has a wealth of experience of growing start-ups and exiting businesses, from professional services to technology companies, in recent years Clive has been an executive advisor to many global sporting talents, football clubs, right holders and other sports companies.



JUDITH MCMINN

Co -Founder / COO

Judith has been planning and delivering commercial, large scale transformation projects within people based, high-profile and global environments for the last 15 years. COO to a former UK Prime Minister, transforming his business globally across 30 legal jurisdiction



ALISTER BETTS

CCO

Alister started his career in retail banking, later experience in corporate and private banking. Since leaving the corporate world in 2007, Alister has been bringing people and companies together in enable funding and development of projects across Europe.

ADVISORY BOARD



THOUGHTS OF THE INDUSTRY

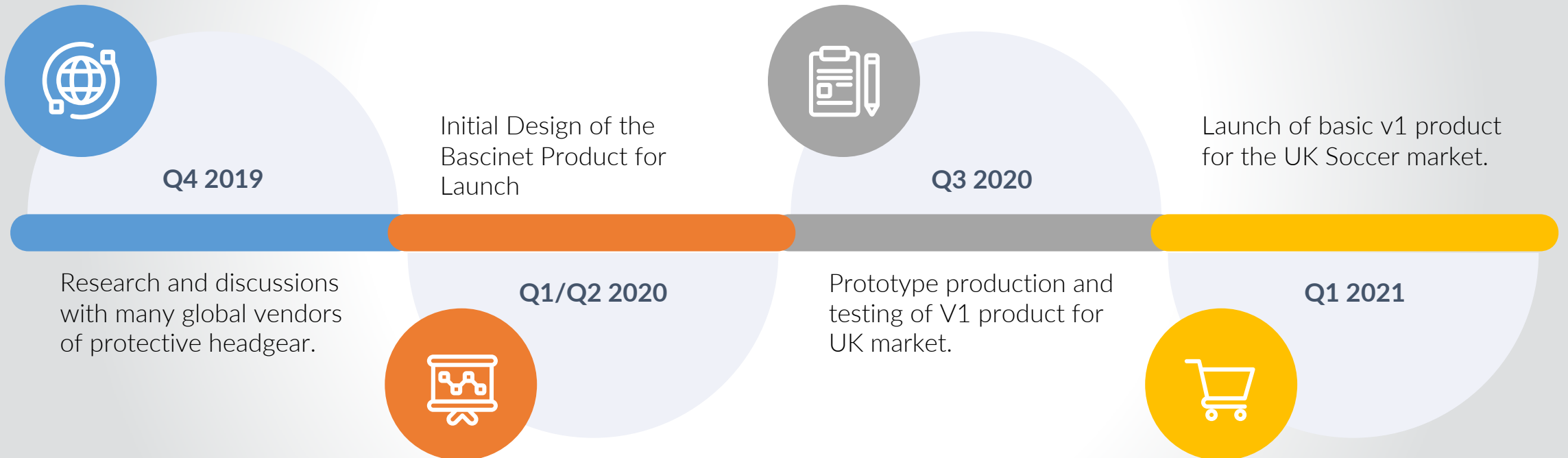
Bascinet Ltd is agreeing terms with an advisory board of experienced senior football professionals, clubs and federation representatives from the Premier League, EFL and lower league clubs. Between them they have represented their countries' national teams, have operated across Europe and had worked in the business of sport.

Dean Holdsworth (Head of the Board) - an English former professional football player and manager. As a striker he scored 193 goals in 610 league games over a 22-year career. The majority of his goals and appearances came at Brentford, Wimbledon, and Bolton Wanderers. His management career started at Redbridge in 2007. He went on to manage Newport County who he took to the Conference South title with 28 points to spare. He moved to League Two side Aldershot Town and took roles at Chelmsford City, Brentwood Town.



Football has changed a lot since when I first played at academy level; the money, the diversity of talent, the focus on performance and rightly so the recognition on wellbeing and health. Head protection is something I feel very strongly about, it wasn't an option when I played, it wasn't even considered that when heading the ball until my head hurt might have medical consequences in later years, add temperature readings and this product should be mandated across youth football and amateur leagues."

TIMELINE



OUR PRODUCT



A British designed and manufactured unisex headband style head protection product, with a built-in high-tech polymer to manage the energy of impacts.



Washable, antibacterial fabric



Safety tested



Available in a range of sizes; and
Personalised options and colours.



Environmentally friendly;



A charitable donation will be made from the sale of each product to a head injury or concussion research related charity.



Light-weight



The first product will be available Q1 2021. Giving confidence to parents and users that they can play soccer again safely in a post pandemic world.



Comfortable



A second product incorporating advanced performance tracking technology will be available from late Q1 2021.

RAISE SPEND



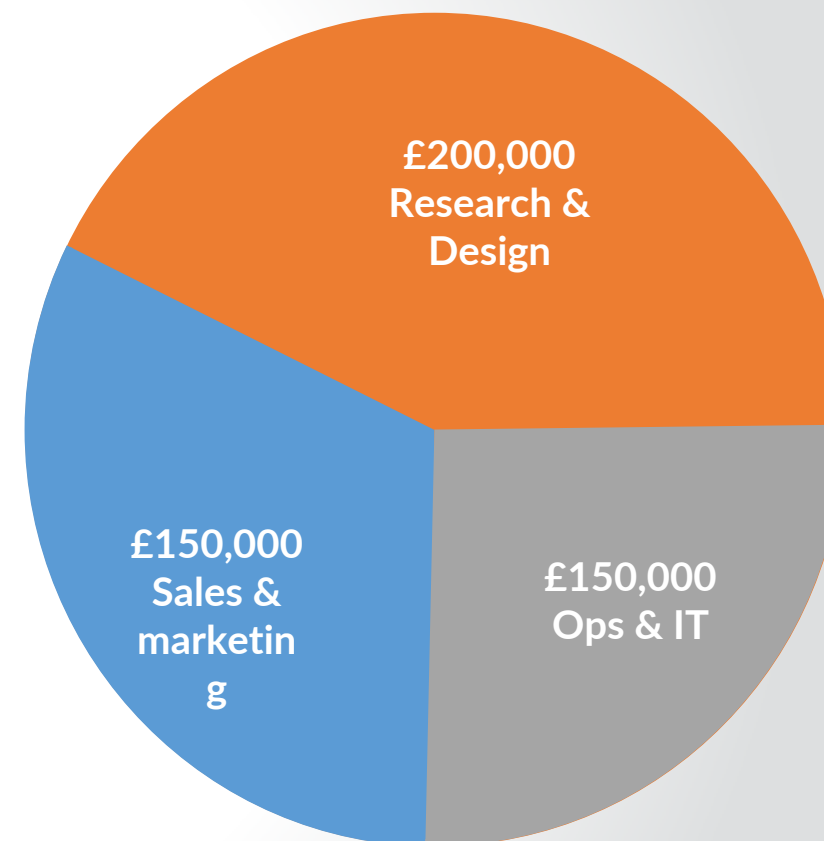
Our initial raise will allow for dedicated time and effort into the R&D side, as well as considerable effort with distribution channels.

Strategy

Considerable effort has been undertaken in the past 9 months to get the business to where we are today with a clear vision for the strategy of manufacturing, sales & marketing and a product roadmap to make the product a key item in an player's kit bag from the start of the 2020-21 Season.

We have focused on the amateur side of the soccer sector to start with and no modelling at this stage includes other sports or other countries.

We have committed seed capital in place.



Agreement in Place with a major distribution channel



Test sites arranged and ready to be put in action



Manufacturing Shortlist for UK based , 'green' product

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For Your Time