

Q4 2020

# DEAL PREVIEW



You take the vacation; we make the donation.

## VISION

### Changing the world, one adventure at a time

- Social Impact: a worldwide charity partner program
- Lowest priced travel options: hotel, car-rental & airfare

## REVENUE CHANNELS

### Multiple revenue streams

- Hotel: 89% of gross revenues
- Car rental: 9% of gross revenues
- Airfare: 1% of gross revenues
- COMING SOON: Corporate Travel

## INVESTMENT

### Growth capital to support scale

- Seeking \$1M in equity
- Use of funds: drive marketing & charity partnerships
- Revenue generating operation

## STRATEGIC BUSINESS PARTNERS

### Priceline partner network

**priceline.com**<sup>®</sup>

**KAYAK**

**Rentalcars.com**

**Booking.com**

**agoda**  
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HARDWARE/SOFTWARE

## INDUSTRY

### NEURO DIAGNOSTICS

- Driving the earliest detection, monitoring and managing of brain conditions, positively effecting treatment
- Wearable device with software to predict strokes and traumatic brain injuries
- Targeting hospitals and Ambulatory/First Responders

## REVENUE

### INTERNATIONAL MARKET - \$3B

7 Million Strokes and Traumatic Brain Injuries Annually

## INVESTMENT

### \$4M TO COMPLETE EQUITY ROUND

- Start-up seeking investment to round out \$7M equity round (series B)
- Preferred - 6% Interest - 1X Liquidation
- Use: Launch and Operate FDA Approved National Hospital Study

## FUTURE

### NEXT STAGE: ALZHEIMER'S PRE-DIAGNOSIS



BEAUTY, HEALTH, AND WELLNESS

## INDUSTRY

### HEALTH & WELLNESS + TECH

- Dermatologist Approved Formulations
- Direct to Consumer
- The Acne Intelligence App
  - App delivers consumer diagnosis, treatment and maintenance capability

## PERFORMANCE

### INITIAL ACTIVITY

- Over 150,000 downloads of the app to date
- 85% app engagement
- Generating Revenue
- Recurring revenue model

## INVESTMENT

### \$3M TO GROW & SCALE

- Kickoff of a national marketing campaign, specifically focusing on social media and targeted social media influencers (Q1 2020)
- Run Google Play and Apple Store campaigns weekly (Q2 2020)
- Developing TV and Radio ads to reach best targeted markets (Q3 2020)
- Personalized app experience - creating social shareability (Q4 2020)

## LEADERSHIP

### STRONG EXECUTIVE TEAM

- Includes Jonathan Flicker, former lead marketing executive @ ProActiv



WELCOME TO THE FUTURE  
OF SPORTS GAMING

## INDUSTRY

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### **Sports Betting + Stock Market**

- Deliver an entirely new fantasy sports experience, applying stock market principles
- A modern, single platform built for live-action that can scale in both fantasy sports and legalized sports gambling environments

## REVENUE CHANNELS

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### **Multiple revenue streams**

- Weekly re-buys: 7.5% of gross revenues
- Advertising: 80% of gross revenues
- Premium access: 12.5% of gross revenues

## VISION

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### **Changing the face of sports gaming**

- Micro: build one platform that dominates both fantasy and sports gambling arenas
- Macro: democratize sports gambling and reinvent "the house"

## INDUSTRY

### Affiliate Marketing + Online Casinos

- Digital & content marketing designed to fuel the skyrocketing online gambling market
- Highly profitable business model that would fill the unmet needs of online casinos as legalization occurs across the US

## REVENUE

### CUMULATIVE REVENUE - \$18.5M

Projected Performance:

- Cumulative Revenue @ month 26 - \$18.5M
- Cumulative Profit @ month 26 - \$6.130M
- High Profitability (42% EBITDA)

## INVESTMENT

### \$7.4M EQUITY INVESTMENT

- Seeking \$7.4M investment to develop, launch, and maintain operations
- \$2.6M for website, platforms, content launch, as well as \$4.8M for working capital
- 8x return in 3 years

## FUTURE

### MULTIPLE EXIT OPTIONS

- IPO
- Private sale / Investor Buyout



BOTTLING WITH SOCIAL IMPACT

## INDUSTRY

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### STATE OF ART BOTTLING FACILITY

- Controlled Substance - Certified
- Centralized geographic advantage (Midwest, Southside Chicago)

## REVENUE

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### LOIS SUPPORT QUICK LAUNCH

- Projected \$60M in revenues within 3 years

## INVESTMENT

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### \$2M TO FINALIZE \$48M LAUNCH

- Start-up seeking investment to finalize a \$48M launch package
- CEO Patrick Anderson has given a personal investment of up to \$1M

## SOCIAL IMPACT

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### MBE/SEE ADVANTAGES

- Partnerships with Daley College, Veterans, Safe Harbor Foundation



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