



HILITE SPORTS

INVESTOR PRESENTATION

WHY

THERE ARE **1,000,000,000+** **YOUTH SPORTS GAMES**
PER YEAR IN THE U.S.
(THAT'S OVER A BILLION!)

PROBLEM

- Families, friends and coaches want to enjoy kids' sports and be present at the games.
- They miss a lot of the special moments trying to film games.
- Filming games is cumbersome and it is hard to identify kids, save moments and share HiLites.
- Businesses need video to expand their offering. Capturing great video is hard and expensive.

SOLUTION

HiLITE
SPORTS

Use patent pending solutions utilizing AI and scalable technology to simplify the whole process for consumers and businesses alike.

GO TO MARKET

With our easy to use Kit and full ecosystem, we can provide a mobile AI solution that gives businesses the tools to capture games and create HiLites for athletes, teams, coaches and fans.

THE KIT

HiLite Sports Kit is developed to be

- ✓ Easy to use
- ✓ Transportable & convenient
- ✓ Cost-effective
- ✓ Highly automated
- ✓ Does not need power or internet at the field (unless live streaming)
- ✓ Edge computing-based architecture



THE BIG BUSINESS OF YOUTH SPORTS

\$15.3B 

**U.S. YOUTH-SPORTS
ECONOMY**

Doubled in size since 2007

45.7M 

**KIDS PARTICIPATING
IN ATHLETICS**

In 2015

TOP 3 

**A TOP ACTIVITY IS
CREATING & SHARING
IMAGES & VIDEO**

In 2018

55% 

**U.S. YOUTH-SPORTS
INDUSTRY GROWTH**

Since 2010

250,600 

**HIGH SCHOOL
COACHES & SCOUTS**

2014 total in U.S.

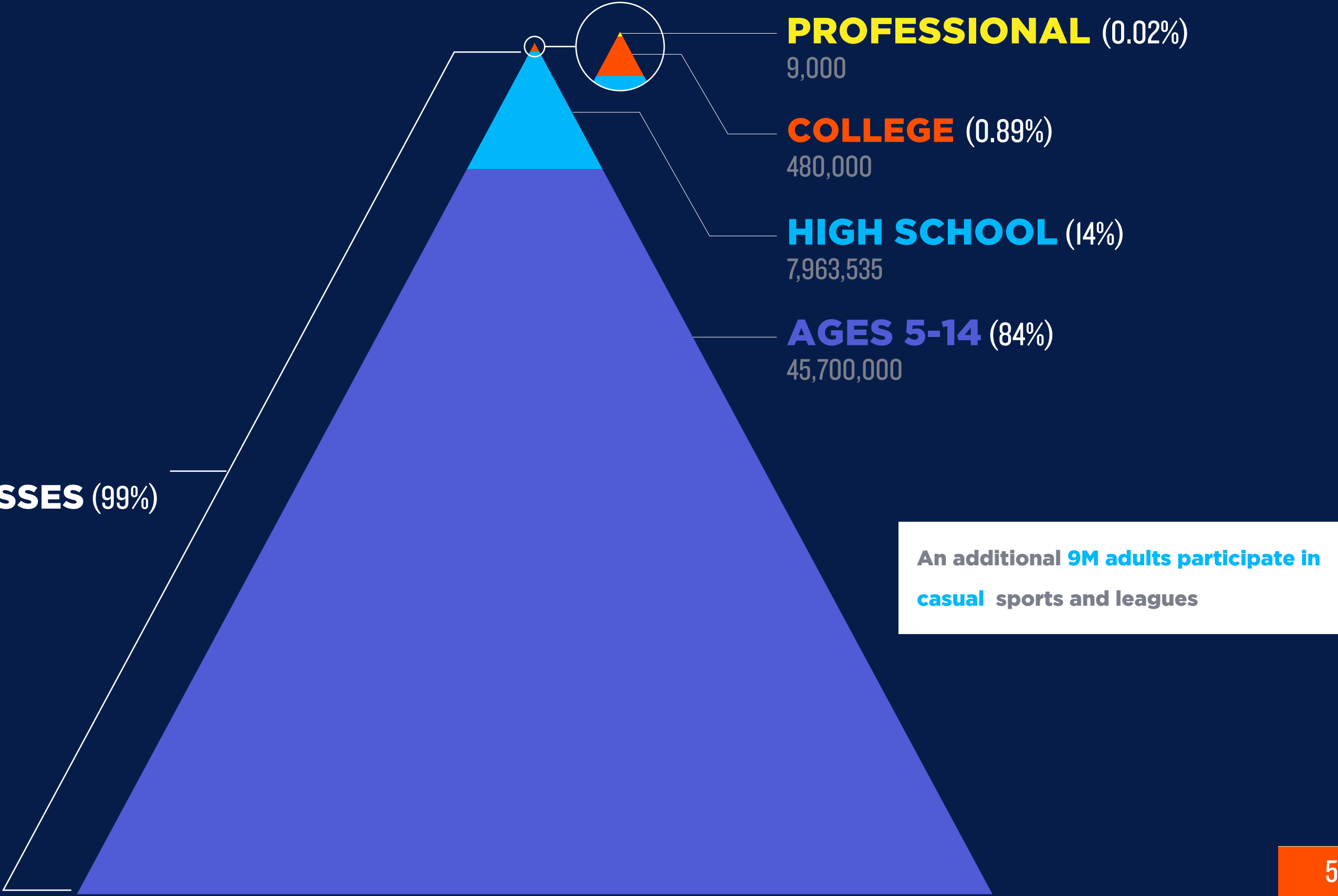
\$4,061 

**AVERAGE FAMILY SPEND
PER YEAR ON SPORTS**



ADDRESSABLE MARKET

SPORTS PARTICIPATION



ADDRESSABLE MARKET

CHANNEL	EXAMPLE	TRAITS	SALES CYCLE
B2B	Event Organizer League Club School / Booster	Already highly engaged Complements lives & involvement in sports Value add to team or business	Event Organizer: 3 mo League: 3 mo Club: 1 -2 mo School / Booster: Semester
PARTNERSHIPS	Analytics Provider Video Analysis Videographers	Looking for value add & differentiation Complementary to their current business model Growth strategy to add video solution	Analytics Provider: 3 mo Video Analysis: 3 mo Videographers: Immediate
ENTERPRISE	SAAS SAAS & Hardware Event Management Brands	Strengthens market position in certain segments Blanket approach for sales and brand awareness Looking for turnkey video solution & platform	SAAS: 6 mo - 1 yr SAAS & Hardware: : 6 mo - 1 yr Event Management: 6 mo - 1 yr Brands: 6 mo - 1 yr

THE ECOSYSTEM

CAPTURE LIVE GAME FOOTAGE

The HiLite Sports Kit (branded or white label) is placed on the sideline and captures all the action. Machine learning and AI analyze the game action at the field or on “the edge.” The Kit enables live streaming if there is appropriate bandwidth at the event.

Game HiLites



Team plays



Winning shots



Great passes

PROCESS, UPLOAD & STORE

The analyzed footage is uploaded into the HiLite Sports’ platform. Additional analysis adds tags and game events. Each player can be the focus of the video and have their own HiLites that are easy to view and share. Game analytics, scoring and other plugins are available.

HILITE SPORTS



HILITE MODE

Add or remove clips to make your HiLite



EXIT

NEXT

CREATE & SHARE

Games can be added to a library via a code. From there, HiLites can be created by the fan. HiLites can be easily shared with friends, family, and scouts through HiLite Sports and/or their social media accounts. This is easily integrated into any platform.

THE LANDSCAPE

B2B



PARTNERSHIPS



ENTERPRISE



HILITE SPORTS HOW WE PLAY

ANALYTICS & EVENT MANAGEMENT

We play well with others by integrating with the leaders in the space. By including the players in space, all parties will be more successful.

MARKET DEPTH

We are targeting 99% of the addressable market. The majority of competitors are competing for the other 1%.

KNOW OUR AUDIENCE

The HiLite Sports ecosystem offers turnkey video solutions for each of our target customers. For B2B and Enterprise opportunities, the competitors in the space are actually our targets for sales too. Our ecosystem can be white labeled for any customer, or utilized as the branded HiLite Sports partner.

BUSINESS MODEL



FAN

Solution

- Provide filmed games with a broadcast style vantage point to parents, coaches and athletes to easily generate game HiLites.

Revenue

- From individual game sales moving into subscription with scale.

Platform

- Platform provides catalog across games and sports.
- Content is easily shared across favorite social platforms.
- Easily integrates with sports analytics sites.



BUSINESS

Solution

- Provide turnkey video solution with AI technology.
- Ecosystem consists of a Kit, cloud-based platform and editor.

Revenue

- Monthly fee + monthly platform access
- Simple financial model & terms

Platform

- HiLite Sports branded or white labeled for business partners' needs.
- Easily integrated, as full solution or as individual offerings, into most platforms.

BUSINESS MODEL ILLUSTRATION



ACQUISITION MODEL

CLUB EXAMPLE (BASED ON REAL CLUB U5 - U18)

	Units Deployed	Monthly Rental Revenue	Monthly Recurring Revenue
Kit Rental	45	\$350 per unit	\$15,750
	Players	Monthly Fee	
Fan Accounts	1,536	\$5	\$1,535*

*Based on 20% conversion

FINANCIALS

RECURRING REVENUE METRICS	2020	2021	2022
Installed Kits (\$1,800 BOM)	1,042	9,292	21,392
MRR Fan Access Fees Per Device	\$ 155	\$ 262	\$ 298
MRR Capture System Revenue Per Device	\$ 263	\$263	\$ 263
ANNUAL REVENUE METRICS (THOUSANDS)			
Gross Revenue Annual	\$ 1,539	\$ 30,657	\$ 101,904
COGS			
Hardware Cost Depreciation(\$1800 BOM)	\$ (32)	\$ (4,926)	\$ (13,702)
Platform Cost	\$ (316)	\$ (474)	\$ (1,681)
Gross Margin	\$ 1,192	\$ 25,257	\$ 86,521

***ALL REVENUE IS BASED ON A MONTHLY KIT RENTAL (\$350) AND A PLATFORM ACCESS FEE PER USER (\$5/MONTH).**

3-YEAR DEPLOYMENT PLAN

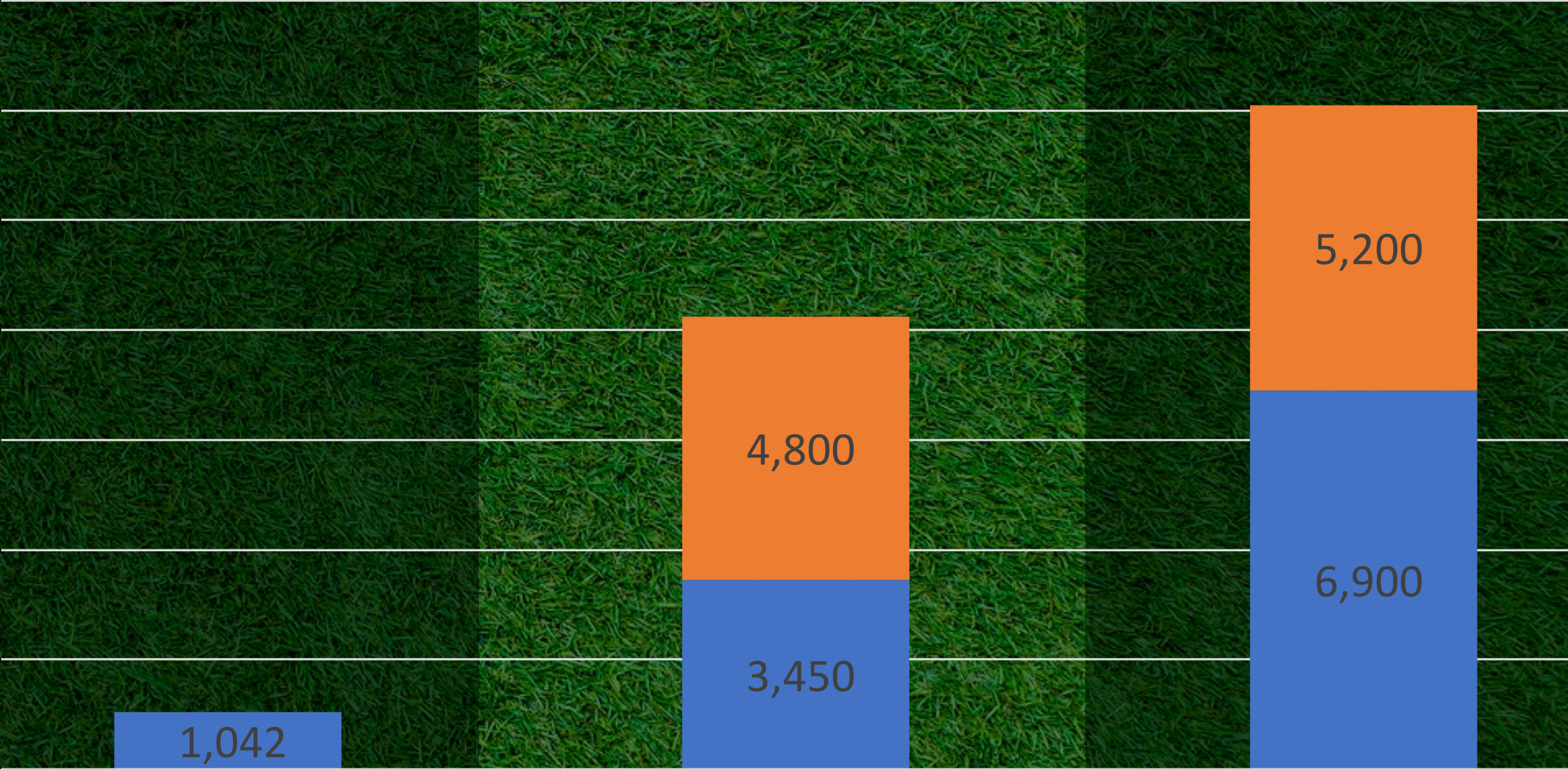
FINANCIALS

DIRECT
PARTNERS

2020

2021

2022



NUMBER OF INSTALLED KITS

MEET THE TEAM



JOSH LENNOX
FOUNDER / CEO

Josh has 20+ years in management and strategic content creation. Aside from being an Emmy nominated producer and editor, he has specialized in guiding new initiatives within organizations. Most recently, Josh was on the launch team for the GoPro Entertainment division. Prior initiatives include AEG Digital Media, Universal Sports and Urban Plates. He has also been a pioneer in the digital media space. Some additional clients include: YouTube / Google, Fox, Bonnaroo, Microsoft, ABC, NBC, Delta, Barclays.



MICHAEL KENNY
FOUNDER / CBO

Michael has launched over 800 products globally in over 50 countries. He has 20 years of experience in marketing and branding of consumer goods, and for the last ten years has focused on consumer electronics and digital imaging. Most recently with GoPro as Sr. Dir. of Global Marketing and prior to that Dir. of Brand. Michael built the go-to-market teams for GoPro across all product divisions – including hardware, software and entertainment, a portfolio which represented over \$1B in annual sales. Prior to GoPro, he led the Digital Imaging division at Sony Electronics in charge of marketing. He holds a B.A. and MBA from the University of San Diego.



TIM NAPOLEON
FOUNDER / ADVISOR

Tim is the first board advisor for HiLite Sports and is currently the Principal Strategic Business Development Manager at Amazon. He is a marketing and product strategist to leading companies in the digital media ecosystem including Apple, Microsoft, Amazon, HP, Samsung, Google, and Facebook. As Chief Strategist for the Media Team at Akamai he was responsible for developing all-encompassing road maps for high profile platforms such as iTunes, Netflix, Olympics and iHeart Radio. Startup executive from founding to public listing at VitalStream and AllDigital. Tim holds an MBA from USC Marshall School of Business with emphasis in Studio & Film Management.

MEET THE TEAM



CHRIS DIACOV

CTO

Chris is a seasoned technologist with over 25 years of experience in the field of digital image and video acquisition, processing, storage and delivery. He was responsible for the architecture, implementation and support of a wide variety of commercial digital video tools and components, powering a variety of custom applications - from one of the first in-browser video capture and streaming tools on the market to complex distributed encoding and delivery systems. He brings to HiLite Sports a wealth of experience covering the full technology product life-cycle. Chris is also an M.D.



DEANAN DASILVA

ADVISOR

Deanan DaSilva is a camera, media technology, and product development strategist. He has worked with IMAX, RED, AMPAS, Epic Games, DIRECTV, 8i, Codex, Dalsa, etc. as well as having worked on feature, commercial, and TV productions. Previously he was CTO of Red Digital Cinema and recently architected a 450 Megapixel VR camera for IMAX and Google.

USE OF FUNDS

WHAT WE ARE ACCOMPLISHING

with \$400,000

- ✓ **Brand & Marketing**
 - ✓ Created & secured brand
 - ✓ Creating educational / marketing content
 - ✓ Created go to market strategy
 - ✓ Building our sports leadership team
- ✓ **Hardware**
 - ✓ Creating manufacture ready product, firmware & API
 - ✓ Secured supply chain & manufacturing plan
- ✓ **Platform**
 - ✓ Machine Vision selection & training
 - ✓ Branded Native iOS and Android Ambassador app
 - ✓ Core platform to handle all business logic
 - ✓ Video delivery subsystem with HiLite Engine
 - ✓ UX for entire system
 - ✓ Customer facing website

WHAT WE'RE GOING TO ACCOMPLISH

with \$3,500,000

- ✓ **Sales & Marketing**
 - ✓ Build sales team
 - ✓ Build awareness through content & targeted advertising
 - ✓ Marketing & sales automation
- ✓ **Hardware**
 - ✓ Manufacturing & scale
 - ✓ R&D
- ✓ **Platform**
 - ✓ Refine & improve Machine Vision
 - ✓ Quickly add additional sports
 - ✓ Micro-site and white labeled solution
- ✓ **Business Development**
 - ✓ Enterprise & large scale customers
- ✓ **Operations**
 - ✓ Build out office and logistics
 - ✓ Expand staff in key areas

FUNDS

JOIN US

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THE BENEFITS OF A FULLY INTEGRATED ECOSYSTEM APPROACH



TIME TO MARKET

- We can utilize existing customer bases with business partner.
- No need to spend large dollars on individual acquisition for the consumer level.



TECHNOLOGY

- Open standards integration approach towards adoption.
- Allows for dual approach sell-in – fully integrated and individual product offerings.



MARKET ADOPTION

- Companies are looking for differentiation in their offering.
- Companies are looking for scalable and deployable solutions to meet the demand for video content.
- Companies are looking to increase revenues from the current customers.
- Build vs buy



ACQUISITION

- Providing ecosystem solutions to many companies offers deeper exposure and possible acquisition.
- Ecosystem could provide complementary offering to a larger portfolio.
- Build vs buy



MARKET SIZE

- Our ecosystem can work with most of the defined targets in the space.
- Volume in targets and volume in customer base.



TARGETED ROLL-OUT

MARKET SELECTION

- Proximity to current HiLite Sports team
- Population density
- Youth athletic participation density
- Density of league organizers and tournaments
- Strong connections to youth sports leaders in area
- Seasonality considerations
- Connect with the leagues, tournament organizers and camps
 - A partnership with HiLite Sports benefits all parties
 - Build mailing list
 - Establish credibility within professional community