



# TAP PERFORMANCE

ACCESS YOUR POTENTIAL. IGNITE YOUR GENIUS





# THE TAPWAY

TAP Performance seeks to help elite amateur basketball players unlock their full athletic potential **NOW.**

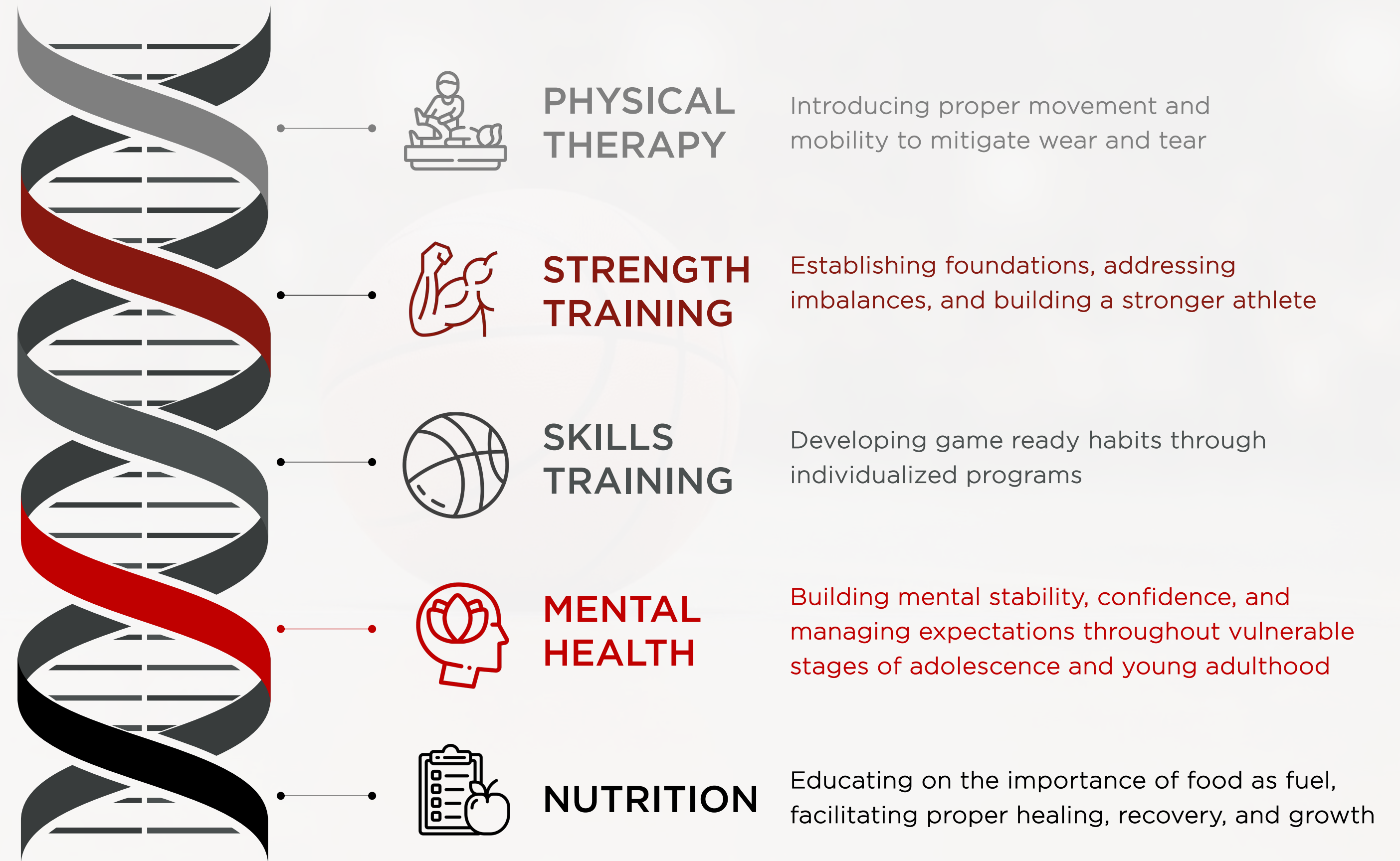
As young athletes are developing, physically and socio- emotionally, and navigating high levels of stress, TAP's goal is to provide a service to mitigate physical and mental breakdown.





# WHAT WE DO & **WHY IT MATTERS**

Competitive basketball has gained popularity amongst the youth; however **physical, and mental health is not being addressed effectively.**

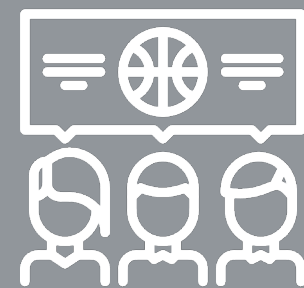


# IMPROPER TRAINING IN BASKETBALL

A top-level youth player (from age 7-19) can play up to

**1,000 GAMES.\***

That's equivalent to 12 NBA seasons.

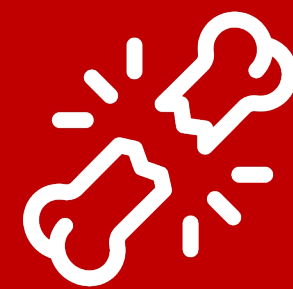


More than **10 MILLION** boys & girls played basketball in 2017.



Today, players are more athletic & skilled, yet ignoring proper movement quality &

**INJURY PREVENTION.**



More sport-specific facilities are relying on coaches & trainers to develop athletes, but there's still an

**UPTICK IN MAJOR INJURIES.**



NBA & USA Basketball has implemented guidelines for youth basketball to protect against

**PHYSICAL & MENTAL EXHAUSTION.**



**36%**

of high school athletes train in one sport for at least 8 months out of the year.

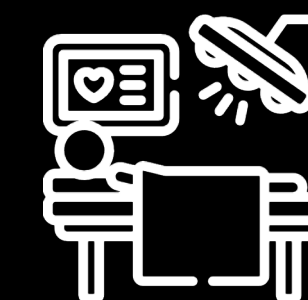
These groups are **2-3x more** likely to suffer severe injury.



According to NBA commissioner Adam Silver,

**MORE WEAR & TEAR**

is seen in amateur athletes similar to pro-athletes.



In 2014, pediatric sports injuries were

**1,500**

and surgeries were

**400.**

Within 3 years, pediatric injuries & surgeries rose to

**6,000 & 400,**

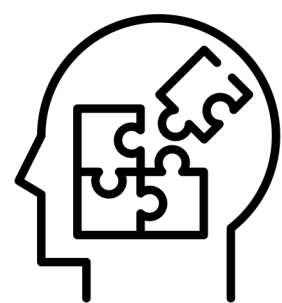
respectively with more than ½ of operations on individuals

**under the AGE OF 14.**

\*Not including practices, workouts, or pickup games.



# OVERLOOKING MENTAL HEALTH IN ATHLETICS



As of 2019, **19.9 million students** are enrolled in colleges in the U.S. **33%** experience significant symptoms of depression, anxiety, or other **mental health conditions**, with only **30% of this group seeking help**. This number decreases in relation to collegiate athletes, with only **10% seeking help**.



Among professional athletes, **Up to 35% suffering from a mental health crisis** which may include stress, eating disorders, depression, and anxiety.

There is a clear need, but a lack of resources due to particular challenges.

1

## THE “STIGMA” WITHIN SPORTS

Student-athletes, coaches, and staff tend to minimize mental disorders or psychological distress. **The expectation of mental toughness is inherent in the sports culture.** The athletes avoid the disclosure of mental health concern as a result.

2

## LIMITED RESOURCES

Many programs employ athletic trainers, sports medicine physicians, and dietitians/nutritionists. **There is little left in the budget** for a mental health professional.

3

## LACK OF PROFESSIONAL GUIDANCE

Collegiate athletics primary focuses is on sports performance and mental toughness. Many programs seek out motivational gurus, instead of **certified and licensed mental health professionals.**

\*Sport Science Institute



# MARKET AWARENESS

## WORLDWIDE



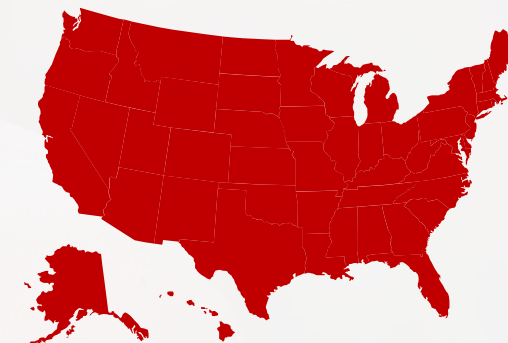
Worldwide youth sports market:

**\$24.9 Billion  
& Growing**

As the industry grows,  
**participating becomes easier  
for competitive athletes**  
and their families.

The youth sports market  
is expected to reach  
**\$77.6 Billion by 2026.**

## UNITED STATES



**The goal of participation in youth  
sports is shifting from fun to prepare  
for a career in sport.**

As there is more and more wealth at the  
top of the economic scale of professional  
athletes, there will be more spent on  
attempting to reach that level.

United States youth  
sports market:

**\$19.2 Billion**

Size of NFL:

**\$15 Billion**

## FITNESS APPS



The fitness app market is valued at

**4.4 billion globally  
as of 2020.**

The growing awareness  
regarding health and wellness  
is currently driving increased  
usage of fitness apps.

It is expected to expand  
at compound annual  
growth rate of

**21.6%**

\*Youth Sports Market Share, Structure, and Forecasts | Worldwide | 2019-2026



# TAP'S OPPORTUNITIES

Now more than ever, athletes are committed to a robust training and professional development program, which can be significantly enhanced by TAP's holistic approach.

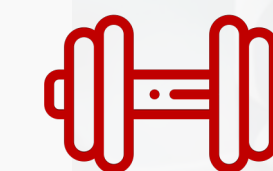
- The NBA G-League has created a Professional Pathway Program, offering elite prospects the opportunity to forgo college and focus on preparing for a career in the NBA.
- Nationally ranked players are signing lucrative professional contracts.
- We are focused on giving both male AND female athletes opportunities to thrive.

**Families may push participation in sports to offset the high cost of college tuition via athletic scholarships.**

Hundreds of millions of dollars are being allocated to complexes and academies dedicated to the sport, opening opportunities for coaching and personal training.



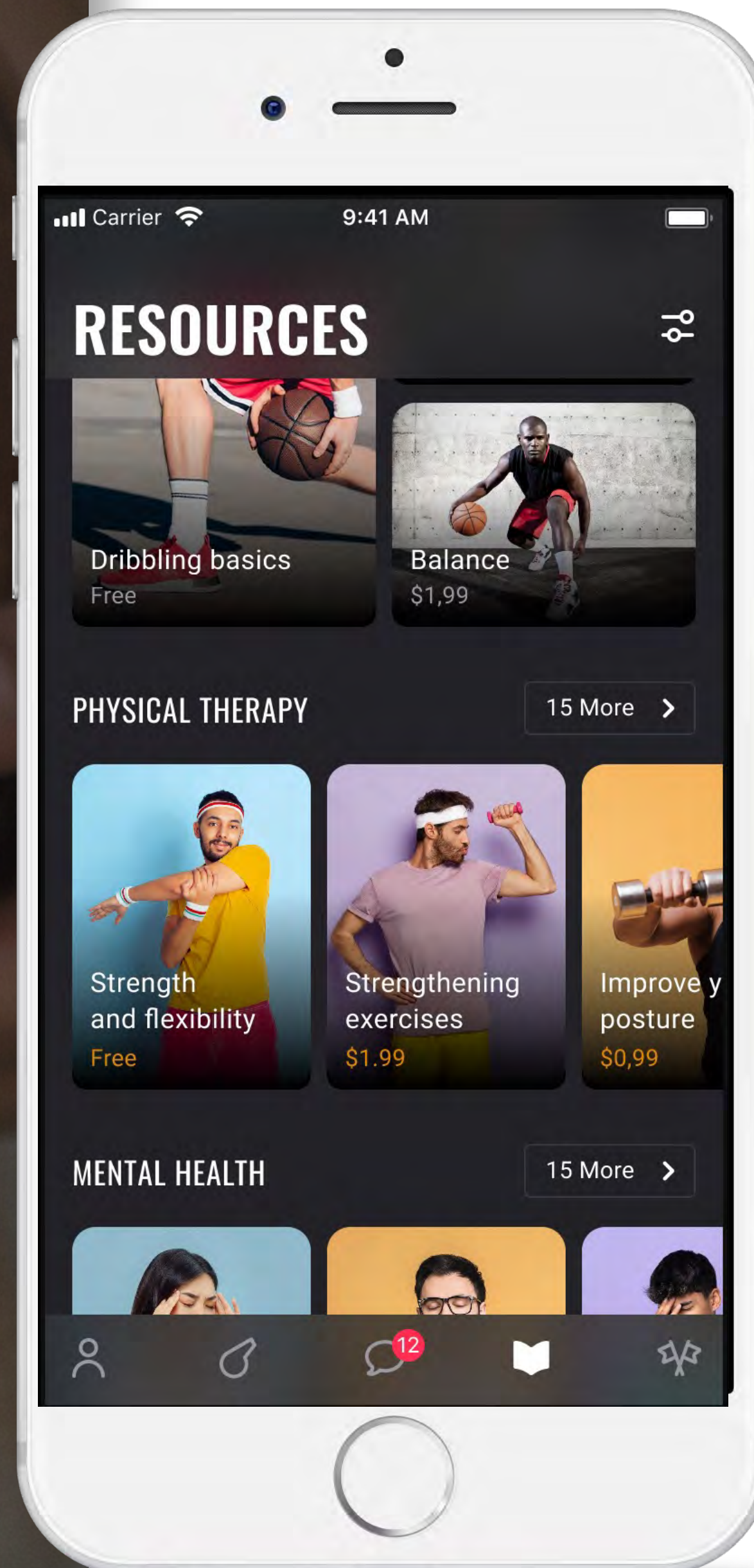
The coaching industry is an  
**\$8 Billion business**  
& has grown at  
**+1.1% annually**  
since 2015.



The personal training industry is a  
**\$10 Billion business**  
& has grown at a rate  
**+2.4% annually**  
since 2015.



# TAP'S SOLUTION



1

We will operate as a **“freemium” service**, with only select content accessible to our free users.

2

Paid members will have access to our **full library of content**.

3

We will offer the curation **of specific programs/packages** for a premium above the basic membership fee.



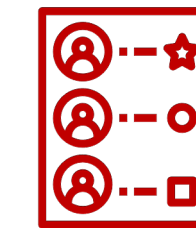
# TAP'S VISION

A fully functional **training tool** accessible with a mobile device.

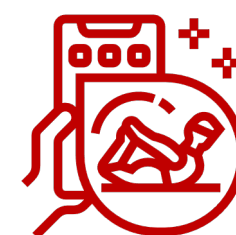
## The features will include:



Building and delivering detailed, personalized workouts/programs



Track progress of athletes, creating leaderboards, and setting goals for the athlete



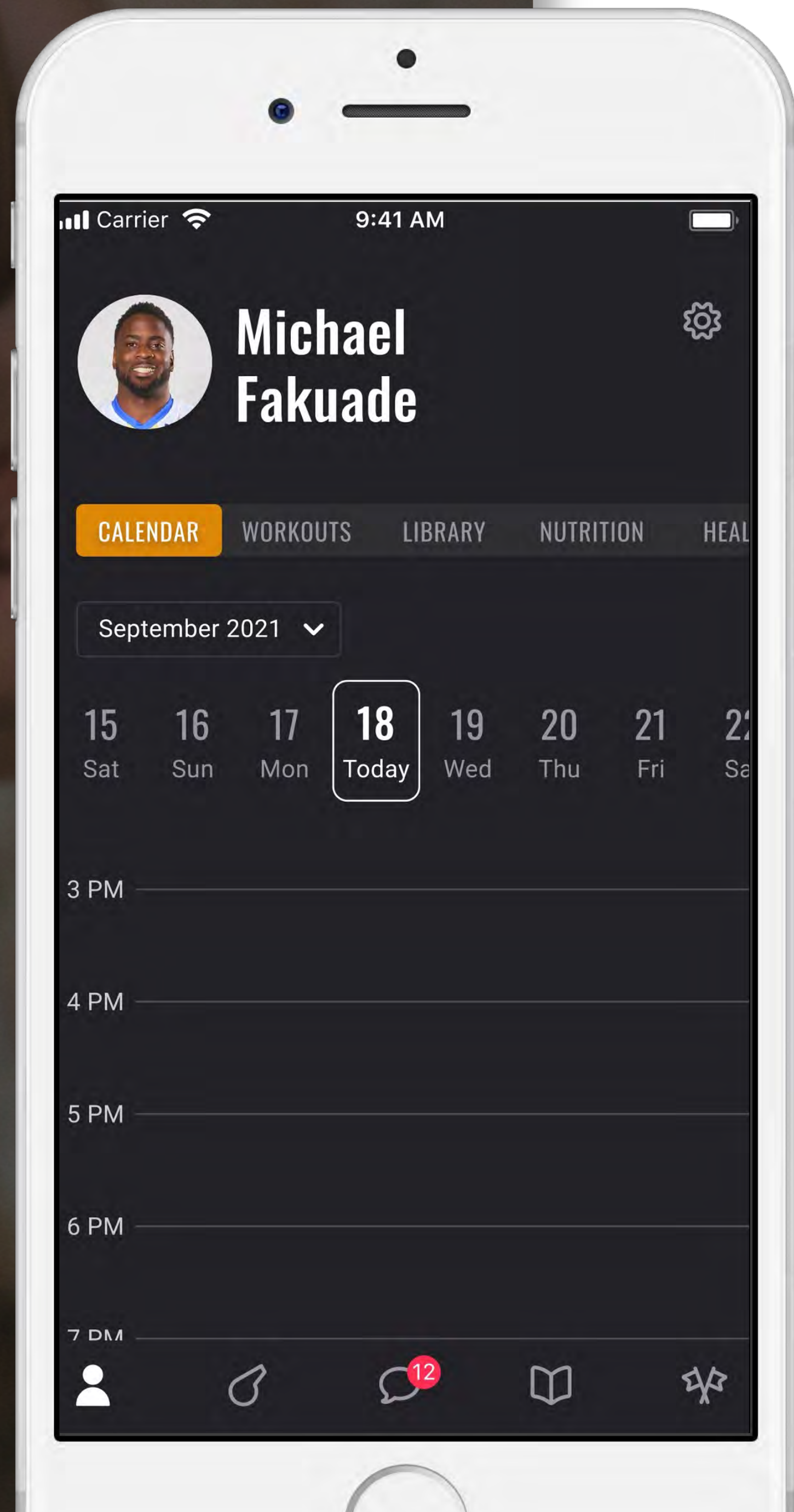
Upload training content



Create calendars and events, which can sync with other parts of the athlete's program



All-in-one communication tool to help manage athletes, parents, coaches and practitioners





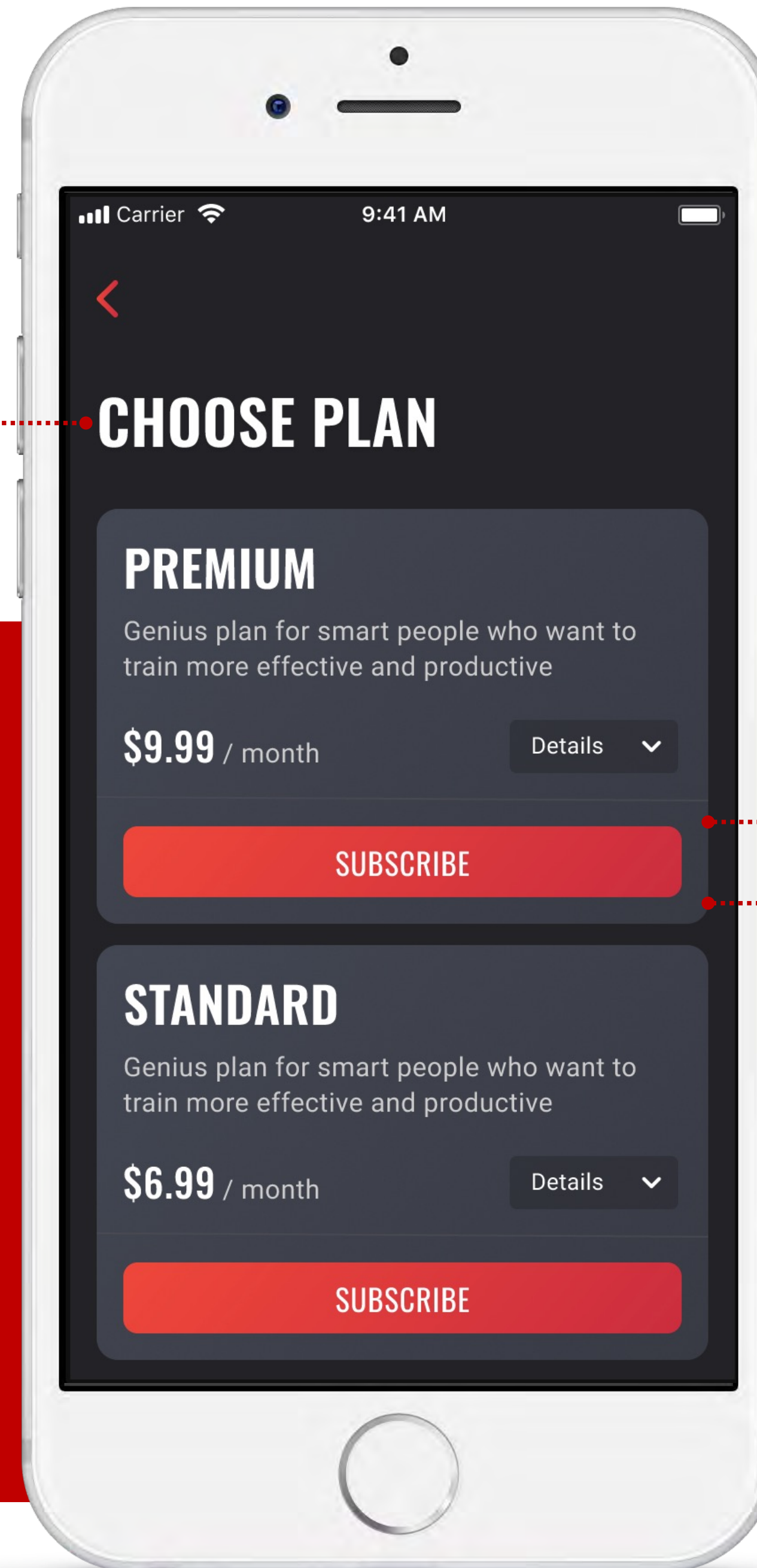
The athlete's program will be **customized** based on a combination of objective and subjective data, which will help identify any gaps in their training or care and specify short- and long-term goals.

The athlete will have **easy access** to their respective teams, who will also be able to collaborate seamlessly with each other.

## VIRTUAL PLATFORM DETAILS

# PREMIUM FEATURES

Athletes can use the mobile application for a premium to receive training programs based on player analyses.

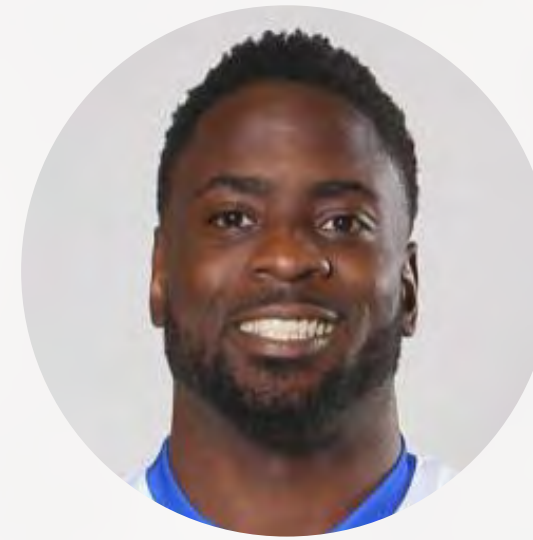


Each discipline will have an area to **maintain accountability and track progress**, including nutrition logs, physical and mental wellness surveys when logging in and after workouts.



# MEET THE SQUAD

EACH FOUNDER BRINGS A  
COMPLEMENTARY SKILLSET  
TO TAP PERFORMANCE



## MICHAEL FAKUADE

**Chief Executive Officer & Founder**

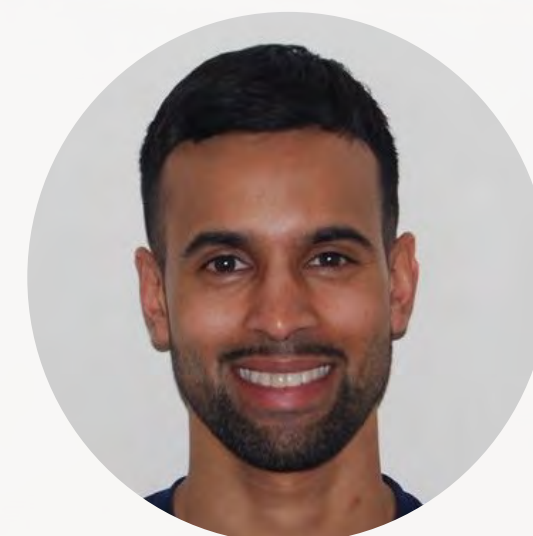
Michael has spent the past 9 years competing, and winning, in many of the top leagues abroad. He has achieved success utilizing professionalism, a high IQ, and an unmatched work ethic. This has not come without obstacles, and he realizes those bumps on the road could have been avoided with the proper guidance. He hopes TAP Performance can be that for many up-and-coming athletes looking to follow a similar career path.



## MICHAEL PATTON

**Chief Operating Officer & Co-founder**

Michael is a former Division 1 athlete and captain of his college basketball team. He has parlayed that experience into his professional career. He has held multiple leadership positions with Target, Chipotle Mexican Grill, and ADP, consistently driving strong operational results. Michael plans to combine his expertise in operational and leadership development with his experience as a high-performing athlete to ensure the success of TAP Performance and its athletes.



## PRANEETH PURIMETLA, PT, DPT, OCS, FAAOMPT

**Chief Clinical Officer & Co-founder**

Praneeth began his career in finance, eventually changing gears and becoming a Fellowship Trained Doctor of Physical Therapy. Using his roots in finance, he built a successful physical therapy practice. He has utilized a hands-on approach and high-level diagnostic skills to help everyday patients and high-level athletes overcome their physical injuries and conditions. He is looking forward to applying his methodology to identify limitations, improve function, and reduce pain, so that all athletes can continue striving for the best version of themselves and tap into their full potential.



# BUSINESS PLANNING





## P2P/INTERNET MARKETING

We believe “pounding the pavement” well in advance of opening will be imperative.

### **We will plan face to face meetings with:**

- Athletic directors or School's
- Sports Influencers/ Content Marketing
- AAU programs
- Email marketing
- Search engine optimization
- Various Associations Complementary to our business.



## INTERNATIONAL INFLUENCE

Our CEO has built a successful career abroad. His established network will allow TAP to be a global brand for young international prospects. We have solid relationships with international agents, scouts, management, and players.

There is a significant market for international players to train stateside. We can funnel this talent to TAP and bridge the gap between domestic and foreign prospects, providing them with a legitimate training tool. **We will leverage our user base to create a competitive environment amongst different markets globally.**



## GLOBAL CONNECTION

We will market directly to top-level high schools and AAU programs, creating a pipeline for top-level players.

TAP will build trusted relationships with coaches, athletic directors, parents, guardians, and players, especially at the high school and collegiate level.

### **Top basketball programs:**

- IMG Academy
- Montverde Academy
- La Lumiere
- Meanstreets
- Team Final
- Mac Irvin Fire





# SCALING TIMELINES

## PHASE 1

- **Relevance** - Delivering content by device, location, and user preferences to create effective personalized experiences.
- **Consistency** - Providing every customer at every touchpoint with a unified voice that conveys a clear brand identity.
- **Content** - Platform that interconnects experts with our athletes.
- Beta Test app with local AAU/ high school teams.

## PHASE 2

- **Speed to market** - Launching campaigns that capitalize on new trends quickly with efficient workflows and content tools.
- **Focus on App Store Optimization**- 70% of app, downloads come directly from the App Store search.
- Identify influencers to help push our brand.

## PHASE 3

- Retarget individuals with preliminary brand awareness.
- Retarget people who have previously visited our site.
- Focus on people who have opened an email.
- Track users who have searched for our product by name.

## PHASE 4

- Build a better brand experience for customers.
- Improve prospective customer engagement levels.
- Help prospective customers become loyal brand followers.
- Engage in a dual conversation between our past, present, and future customers.

# FINANCIAL MODEL

## WE WILL BE EMPLOYING A VALUE-BASED PRICING MODEL:

- When forecasting, historical conversion rates, changes in average revenue per user (ARPU), and churn rates will be key metrics.
- Our goal will be to determine the average customer lifetime value (ACLV = ARPU/Churn Rate).
- Our ACLV must be greater than our customer acquisition cost (CAC), which needs to be as low as possible.
- We are aiming for ACLV to be 3-5x greater than CAC.
- Additionally, we want to recover CAC in less than 12 months.



# YEARLY GOALS

## YEAR 1

- Build a social media presence. Identify influencers that complement our brand.
- Test our app amongst Top AAU and high school programs.
- Get (one male and one female) top-ranked youth basketball players to use our app.

## YEAR 2

- Have Multiple Top Ranked Youth basketball players use our app.
- Gain 500k users from our AAU influence.
- Be an established brand Presence on all social media platforms.

## YEAR 3

- Expand our brand internationally.
- Expand to other sports.
- Establish a TAP team to do pops-ups around the world.

## FUNDS NEEDED

**\$500K - \$1 MILLION**

We are looking for an equity investment from a strategic partner to assist with business growth and development, which can be discussed in further detail.



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**TAP** PERFORMANCE

# THANK YOU

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