



“Everything we do, every thought we've ever had, is produced by the human brain. But exactly how it operates remains one of the biggest unsolved mysteries, and it seems the more we probe its secrets, the more surprises we find.”

- Neil deGrasse Tyson

Problem: The annual effects of head impacts in N.A.

4,000,000+ Undiagnosed & Untreated Traumatic Brain Injuries → **\$100B+** Cost to the economy

~\$40B+ in athletics

~\$20B+ in the military



Negatively affects:

- Reaction Time
- Balance
- Hand-Eye Coordination
- Focus & Memory
- Decision Making
- Awareness

...

Known to lead to:

- | | | |
|---------------|------------|-----------------|
| ○ Suicide | ○ PTSD | ○ ALS |
| ○ Depression | ○ ADD/ADHD | ○ Parkinson's |
| ○ Anxiety | ○ BPD/BD | ○ Schizophrenia |
| ○ Mood swings | ○ PCS | ○ Alzheimer's |
| ○ Insomnia | ○ CTE | ○ Dementia |

...

Inadequate tools treat the symptoms instead of the cause



Lack of

- Time
- Staff
- Money
- Equipment
- Knowledge
- Communication

Impacts



- Wellbeing
- Performance
- Medical Costs
- Insurance Costs
- Legal Liabilities

How we make cognitive load management simple

SaaS based on 100+ customer interviews, 100+ research publications

1. Player Profile Creation



Register in <15 minutes

- Biometrics questionnaire
- Physical measurements
- Connect EHRs, fitness trackers, performance stats, etc.

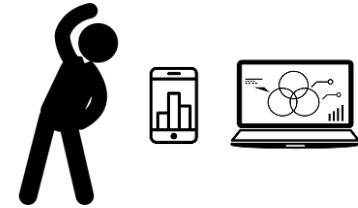
2. Quantified Risk Assessment



Predictive AI

- Considers physical + mental aspects
- Identifies who's riskiest and why
- Prevent serious injuries/illnesses

3. Customized Risk Mitigation



Web + Mobile App

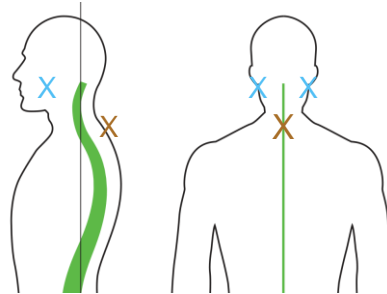
- Insights on player tendencies
- Personalized, clinically validated exercises and strategies

Performance optimizing wearables

For real-time insights
on head impacts and
player biomechanics

Smart Mouthpiece

Cervical Sensor



Design Advantages

- Most accurate data collection method on the market
- 3D printed for fit and breathability
- Legal to use in-training and in-game
- Avoids 'Risk Compensation Phenomenon'
- Provides corrective feedback on biomechanics
- Helps medical staff diagnose and treat

The first comprehensive solution

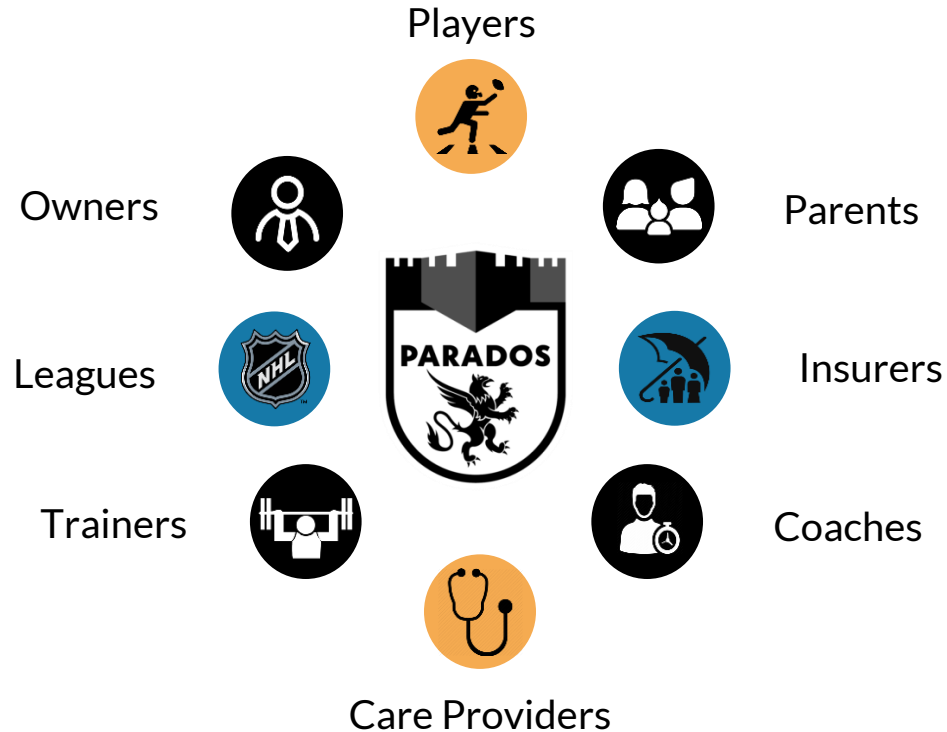
| | Wearable + App Platform | Quantifies Injury Risk | Predictive and Mitigative | Considers physical + mental stressors | Analyzes head & neck biomechanics |
|--------------------|-------------------------|------------------------|---------------------------|---------------------------------------|-----------------------------------|
| PARADOS | ✓ | ✓ | ✓ | ✓ | ✓ |
| Prevent Biometrics | ✓ | ✗ | ✗ | ✗ | ✗ |
| Fitguard | ✓ | ✗ | ✗ | ✗ | ✗ |
| Catapult | ✓ | ✗ | ✗ | ✗ | ✗ |

Benefits to Athletic Organizations



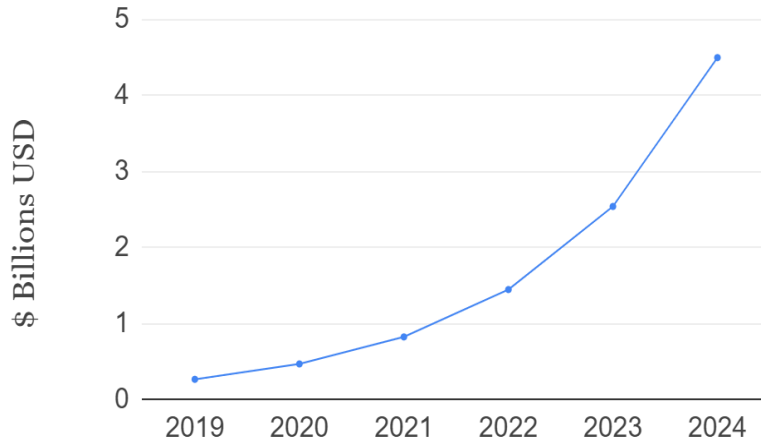
- Reduce missed games, time, money, resources by 50%
 - Salary/tuition, equipment, medical, insurance, etc.
 - Average savings of \$2 000+/player/year
- Keep top performers healthy
- Increase team performance
- Improve player recruitment
- Help protect against lawsuits

Ecosystem Beneficiaries



Market Growth

Projected Sports Data Analytics Market*



*CAGR = 43.5%, Source: Berkshire Hathaway



Relevant CAGRs until 2025:
 3D Printing Manufacturing ~ 35%
 Smart Wearables ~ 20%
 Sports Performance Training ~ 20%
 Digital Healthcare ~ 15%
 Mouthguards ~ 10%

Market Opportunity in 2022



TAM

N.A. Sports + Military Data Analytics
for Health & Performance



SAM

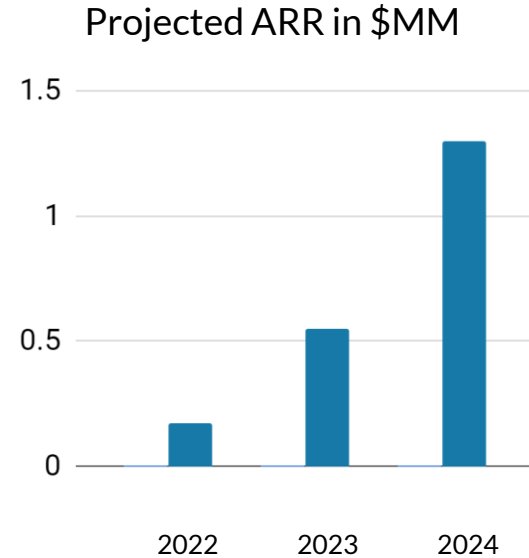
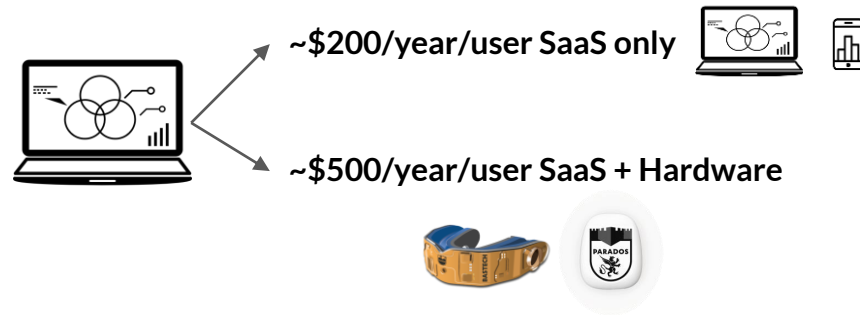
Preventative SaaS plus
wearable(s) solutions



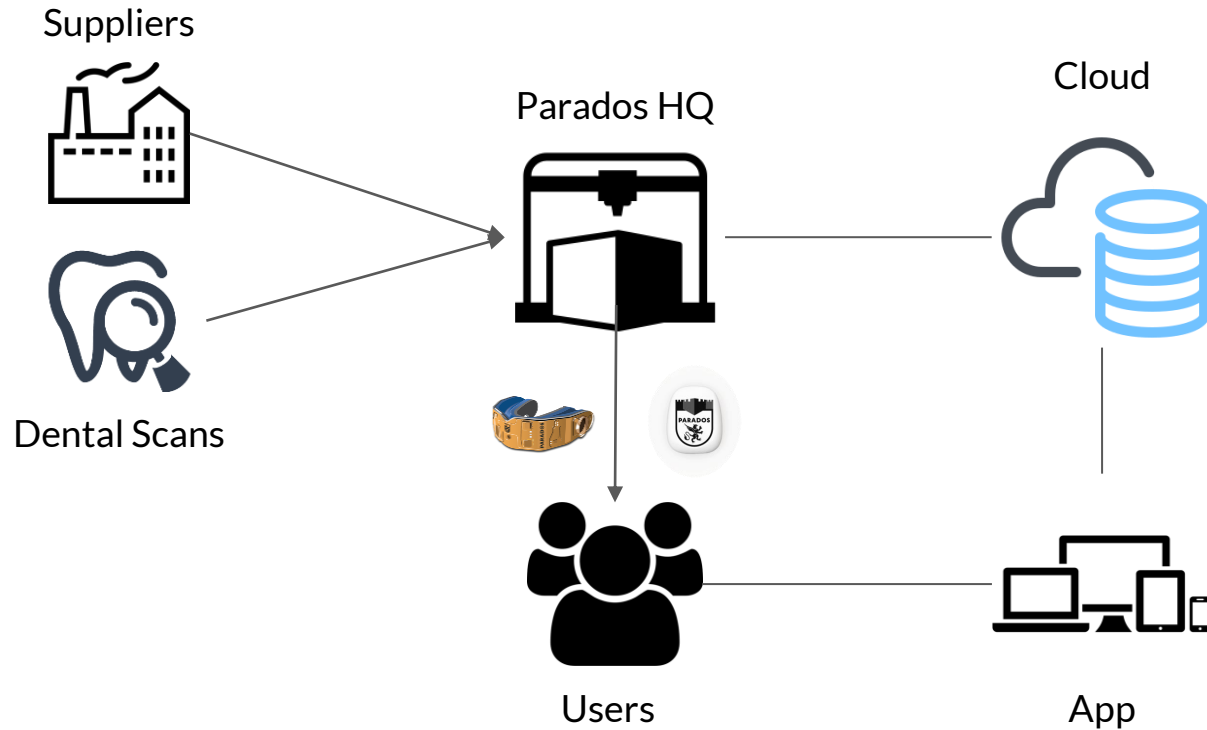
SOM

Obtainable market in high-
performance contact sports

B2B Business Model



Channels



Data & IP Strategies

Data Security

- Private Cloud + Servers with PIPEDA, HIPAA, GDPR compliance
Design considerations from NRC project with UNB's Dr. Mandal
- Security and Privacy by design
To protect players' privacy while giving organizations the information they need to make the best decisions

IP Protection

- Hardware designs as trade secrets and protected through state-of-the-art encryption methods
- Patent Algorithms
- Trademark all related names, slogans, logos, etc.

*All IP is currently owned and protected by Parados through NDAs & IP Agreements

Traction



Working with the CLFC



Since Feb 2020 Design Challenge Grand Prize



Secured \$50k+ through pitch competitions and grants



Accepted into 10+ incubators/accelerators



Currently considering early adopters



Projects with RPC, AIDA and Dr. Mandal completed



MVP system developed using open-source software with 3rd party sensors

The Team



Pascal McCarthy
Founder, CEO

Engineering, Tech Management,
Former Pro Athlete



Nayeli Marcial
COO

Mechatronics Engineering,
Biomechanics



Houlie Duque
Sales & Marketing Lead

B2B Sales, Marketing,
HR & PR Specialist



Norbert Demps
Interim CTO

Experienced Cloud Specialist,
Software Engineer

The Road Ahead

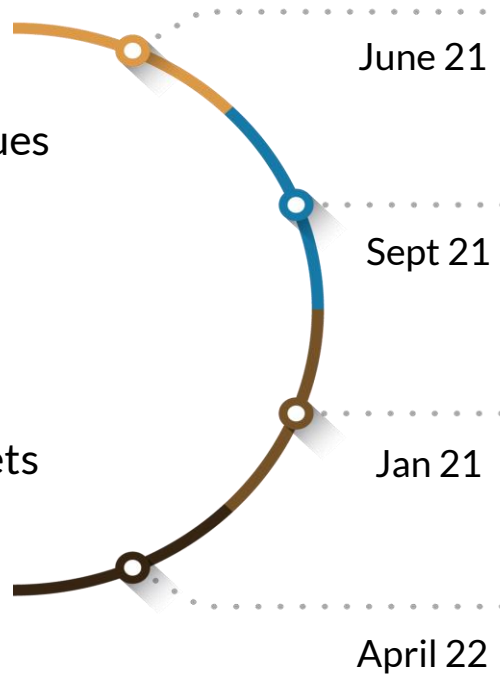
Elite Youth Hockey Leagues



Professional Teams



Expand into other markets



Gather Team, Partners, Funds & Data



Finish development of AI + Apps
≈ \$150,000



Limited Launch, Hardware Iterations
≈ \$100,000



Scale



The Ask



Thanks to non-dilutive funds, we have an Android-based full system MVP developed, designs for the next stage of development ready and early adopters waiting to test the platform.



Currently raising \$250 000 to give us a runway of 1 year with the talent needed to launch the entire system.



Looking for strategic investors with connections and experience in this space to help accelerate our growth.

It's time to pay closer attention to our most important organ



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