



A Commercializable Project

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LIGHT ***it up!***

Where Are We At

- Early Investment Stage
- Sales commercialization stage
- LED lit sport equipment technology type company



How will it make money?

Sports is a multi billion dollar industry. The application of 21st century technology to enhance the games that are played and the skills that are being promoted, has a global market. We did not create the games, instead we have found a way to electrify some of them; starting with basketball. We are growing a company that uses improved visual attention technology, to improve athletic performance and enjoyment.



Rationale and value created

Fortunes are won with the advanced skill of shooting round balls through round goals. Our “Light It Up” products help young athletes improve quicker, play longer, and find more enjoyment of the games they love to play. Darkness happens everywhere on earth once everyday. Our product provides lighting for basketball rims and sport courts, which adds value to every players night time experience.



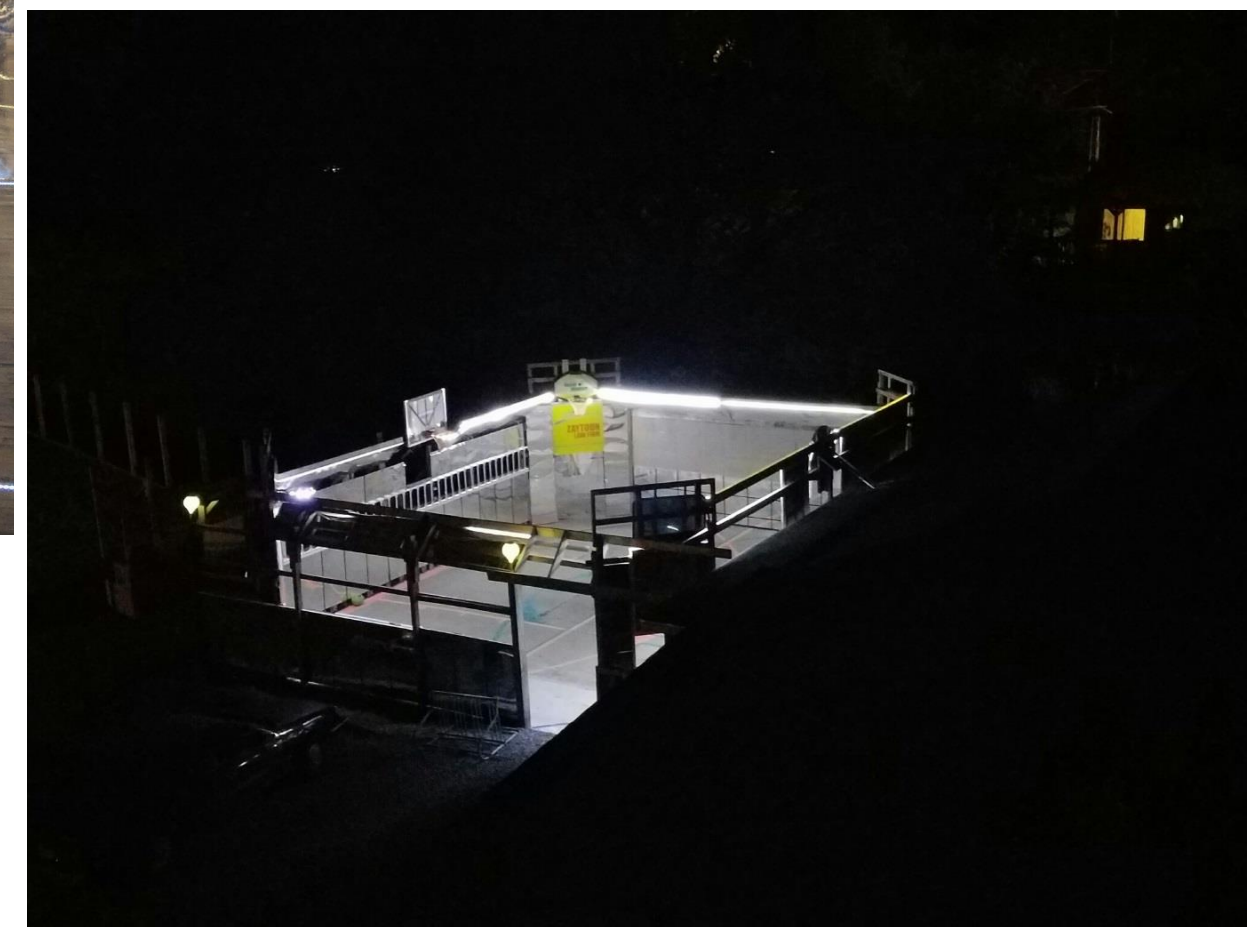
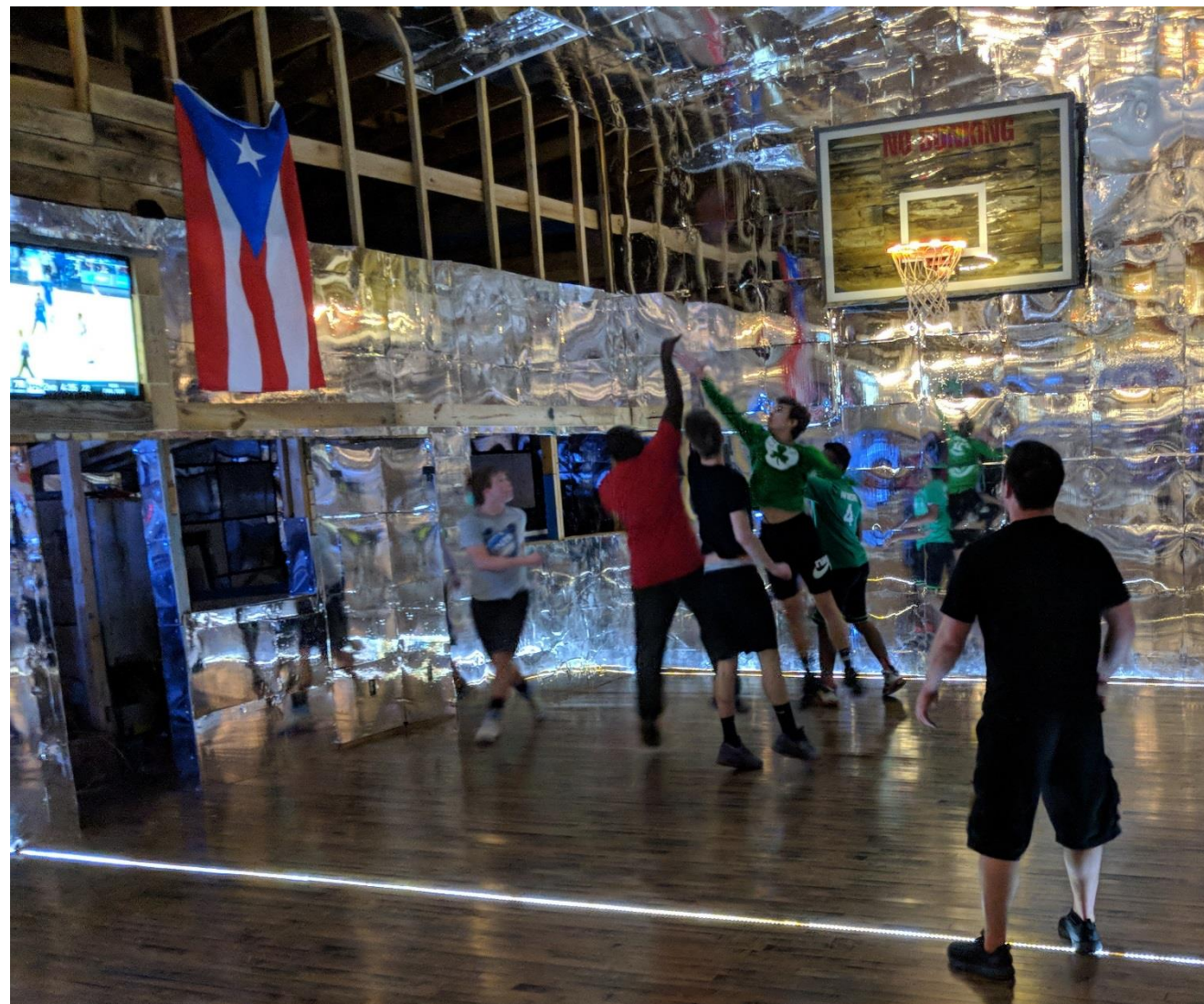
Product Process

This year we will be rolling out our proto type of roof ball, the newest tool in world of basketball. We have to apply for the design patent and prepare for 2019 Roof ball launch.



Customer Engagement, Market Identification, and Sales Strategy

- Sporting Goods Manufacturing
- We are working to find inroads to the youth basketball markets. The Jr. NBA and local basketball circuits are our first step. We need real help scaling the promotion
- A solid sales strategy is also an area where we need assistance



Competition, Risks, and Strategic Partners

- We are only product on the market, so no competition yet.
- We are under capitalized, so sales role not funded
- We have emerging partnerships with the Jr. NBA, JJ Barea Foundation, and a small number of youth basketball coaches.

