

MUSTARD COMPANY OVERVIEW
BE A CUT ABOVE



THE MUSTARD MANIFESTO

GREAT ATHLETES AREN'T BORN. THEY'RE MADE.

THEY'RE MADE ON FIELDS. IN DRIVEWAYS. IN BACKYARDS AND BULLPENS.

LEARN. PRACTICE. PERFORM. LOSE. WIN. REPEAT.

THE BEST ARE MADE, NOT WITH UNRELENTING PRESSURE AND UNREALISTIC EXPECTATIONS,
BUT WITH INCOMPARABLE MINDFULNESS AND PASSION.

THEY'RE MADE WITH GUIDANCE AND COACHING FROM SOME OF THE ALL-TIME GREATS.

THEY'RE MADE WITH DEDICATION AND DETERMINATION.

WITH INSPIRATION AND EMPATHY.

WITH EQUAL PARTS HEART AND HUSTLE.

(AND A DASH OF FUN ON THE SIDE.)

THE NEXT GREAT ATHLETES OF THE WORLD ARE ALREADY BORN.

THE NEXT GREAT LEGENDS OF THE SPORT ARE ALREADY AT PLAY.

NOW, THEY'RE READY TO BE MADE.

WITH MUSTARD.



PROBLEM



FAMILIES OVERPAY FOR SUBPAR COACHING AND INFORMATION

Youth sports have become big business and are very expensive, with families spending exorbitant percentages of their disposable income on coaching, travel, equipment and access to field space.

Too many kids miss out on the power of play, and the many physical and mental benefits of sports.

“Sports are games of failure, coached by negative people, in a misinformation environment,” famed NFL QB and MLB pitching coach Tom House.

\$6,000

Annual Spend per Family

The amount the average sports family must spend on their kids' sports per year.

<33%

Very Few Coaches Qualified

Less than a third of all youth coaches have even basic training for their sport, either on the physical or mental side.

70%

Drop Out of Organized Sports by Age 13

40M kids participate in sports each year, most drop out because of high costs or “it’s just not fun anymore.”



PERSONALLY ADAPTIVE PHYSICAL AND MENTAL TRAINING

- Sensorless, computer-vision based motion identification and analysis system
- Prescriptive, personalized programs from world-class coaches
- Algorithms trained by the most extensive biomechanics database in the world
- Game-changing, proven mental training protocols
- National network of elite athletes, coaches and partnerships

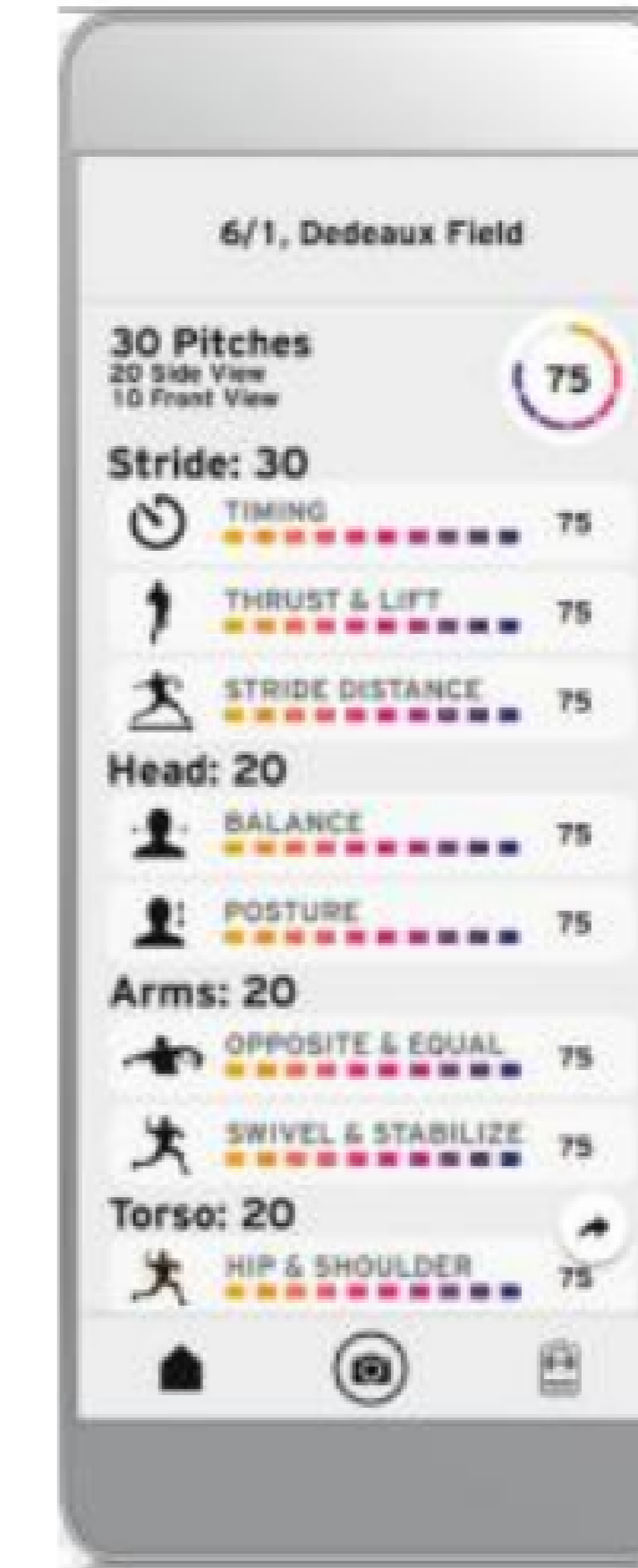
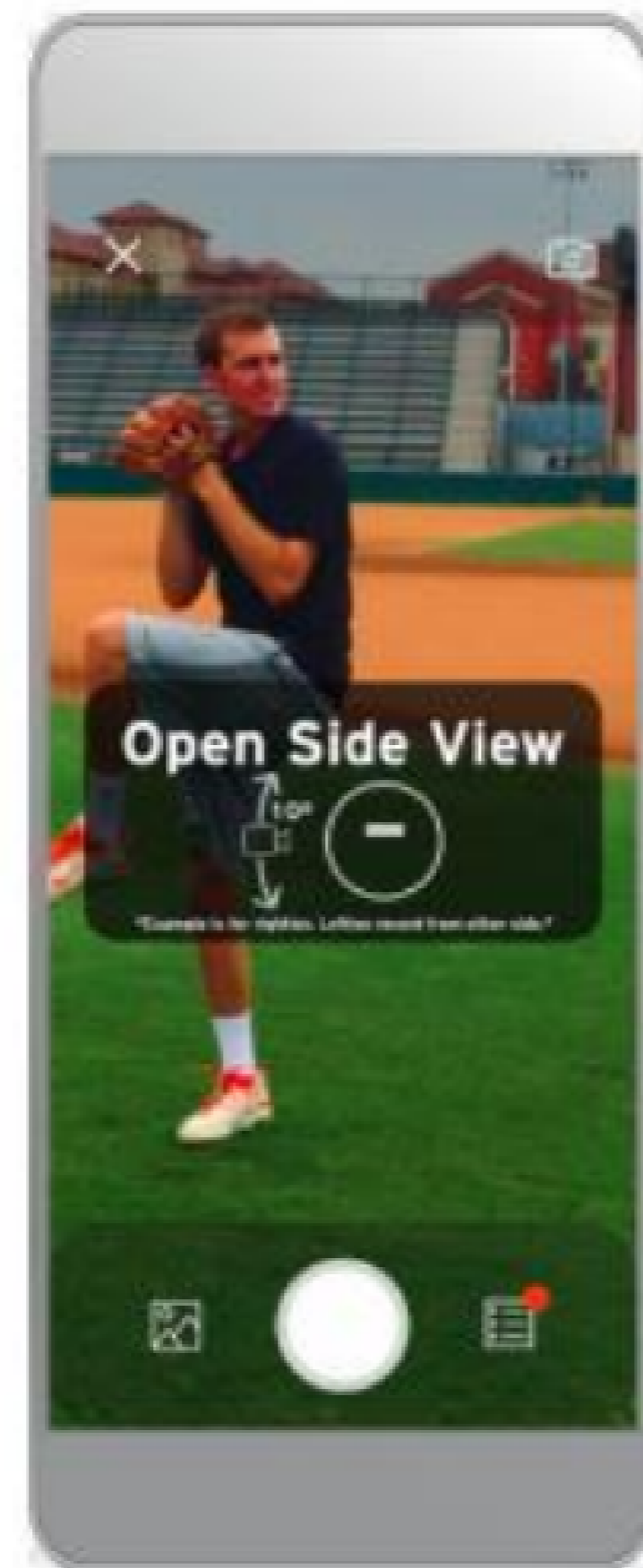
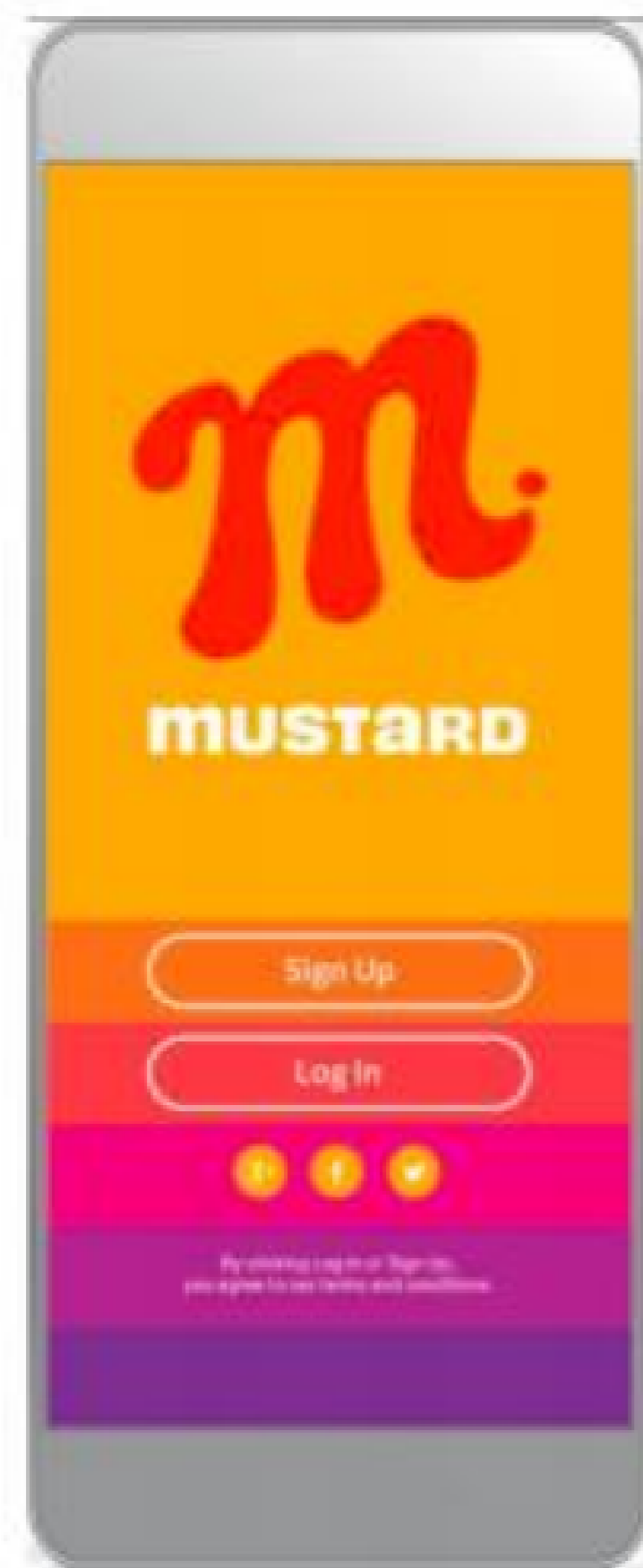
Mustard is the secret sauce applicable to all levels of sports performance and beyond.

Making elite personalized coaching accessible to all and thereby
Revolutionizing the Power of Play.



1. AI AND COMPUTER VISION MOTION ANALYSIS – DESCRIPTIVE + PRESCRIPTIVE

Motion captured from the user's mobile phone quickly runs through the proprietary Mustard AI Engine, providing complex analysis based on 40 years of data captured by famed coach Tom House. Feedback is delivered in easily understandable report cards to players along with actionable next steps towards improvement, offering instructional and inspirational content.





2. MENTAL PERFORMANCE TRAINING

The Mustard app will provide the world's best mental performance training content, as curated and directed by Tom House, Jason Goldsmith and our hall-of-fame board of advisors. These are the proven protocols used by the world's best athletes in baseball, football, golf, soccer, and tennis.

In addition to mental performance drills and techniques shared in the Mustard app, it will also optionally link with FocusBand, an athletic-style headband that provides real time neurofeedback. Users learn to achieve the optimal desired brainwave state using audible and visual feedback from the real-time avatar within the application.

FocusBand is easily and comfortably worn during athletic activity, either as its own headband or incorporated into headwear, such as caps or helmets. Partnerships will be developed with apparel companies like Nike and Titleist for their own innovation initiatives.



Olympic gold medalist, PGA Pro Justin Rose wears FocusBand, working with Mustard's Mental Performance Coach Jason Goldsmith





3. HELPING COACHES BE THEIR BEST (B2B2C)

Sports teams and leagues at all levels use the Mustard secret sauce to analyze motion analysis data, based on 40 years of data captured by Tom House, more accurately and faster than ever before with actionable insights for training, scouting, injury prevention. Applicable for all rotational sports, at all levels of the game. Because Mustard makes coaches better and their lives easier, it will get into athletes' hands faster. Data licensing to organizations will eventually be available, and make voluminous data from technologies like Hawk-eye Innovations more actionable and insightful.



Professional



NCAA



High School + Club + Academy



\$77.6B

Youth Sports Market Size by 2026

\$14.7B

**Spent annually on mobile app
subscriptions for instruction in
sports and fitness by 2026**

\$4B

**Spent in sports analytics,
scouting, and team performance
analysis by 2022**



TOM HOUSE – FOUNDER

Considered by many to be the father of modern pitching mechanics and motion analysis coaching applicable across all rotational sports, Tom has 40+ years experience in Major League Baseball as a pitcher and pitching coach as well as an NFL quarterback coach, with a PhD, two Masters and a Bachelors of Science degree. He has authored/co-authored 22 books and 20+ studies for sports/medicine journals.

Personal coach to some of the world's most iconic athletes including QBs Drew Brees, Tom Brady, Andrew Luck, Jimmy Garappolo, Cam Newton, Tim Tebow, Matt Ryan and pitchers Cole Hamels, Nolan Ryan, Randy Johnson, Kenny Rogers, Kevin Brown, Jamie Moyer and Robb Nen.

The ultimate sports science health and performance analyst, Tom is the only coach on the planet to have coached Hall of Famers in baseball, football, golf and all rotational sports.



JASON GOLDSMITH – FOUNDER & PRESIDENT

As a globally recognized high performance coach, Jason coaches in all sports, with an emphasis on the mental aspects that guide each person on an individualized journey that allows for peak performance, especially in high pressure environments.

Jason's practice has grown from golf to include the NBA, MLB, NFL, USTA, and U.S. and Great Britain Olympic teams. In addition to his coaching contributions in NCAA DI and DII collegiate programs including national champion teams, he works with world-ranked juniors, amateurs, Fortune 500 executives and professionals. In golf, he has coached 6 Major champions, multiple top 10 and world #1 players, including 2016 Olympic Gold Medalist Justin Rose.

A veteran of the Air Force, Jason proudly served overseas in Operation Desert Storm and stateside at Whitman AFB – 352nd MSS Convoy Section.



ROCKY COLLIS – Co-Founder & CEO

Co-founder of re-inc. (a VC-backed lifestyle and wellness brand co-founded with four members of the USWNT); partner at Acceleron Law Group, former counsel to startups, investors and the USWNT Players Association; former attorney at Boies, Schiller & Flexner; Cornell University graduate and baseball player; Georgetown Law (Editor-in-Chief *The Georgetown Law Journal*); MiLB (Seattle Mariners – drafted 2006 MLB Player Draft)



LUKE COLLIS – Co-Founder; Launch COO; Head of Product

Long time student of Tom House; Professional QB in the AFL for 7 years, winning 4 championships including in Philadelphia and China; Supervising Field Organizer for Stacey Abrams, running the largest office, overseeing 200 employees; Research Director for John Chiang for CA Governor, Analyst in California State Treasurer's Office; Occidental College

MUSTARD FOUNDING TEAM A CUT ABOVE



KEVIN PRINCE – CTO, SYSTEM ARCHITECT

Former VP of Major League Baseball's emerging technologies; helped to provide the technology that now drives MLB's Statcast, an automated tool that analyzes player movement and athletic ability by combining camera and radar technologies.



CARLOS DIETRICH – FOUNDING ENGINEER

Developed Statcast player tracking system for MLB Advanced Media (MLBAM); developed Umpire Training Tool for MLB; Data Scientist at Modelo Inc; Research Scientist at the NYU Tandon School of Engineering, responsible for the design/development of tools for info visualization and sports data analysis; PhD Cum Laude Federal University of Rio Grande do Sul (UFRGS) in Brazil.



JORDAN KUTZER – HEAD PRODUCT DESIGNER

First employee at Strivr, VR training software for athletes and enterprise companies, designed software for teams in NCAA, NFL, MLB, scaling to Fortune 500 customers like Walmart, Chipotle and Verizon. Helped Strivr achieve \$150M+ valuation. Founded social messaging company, Maybell, designed, built and scaled the service to 50K+ users with his cofounder. Stanford grad and baseball player, 10+ year student of Tom House.



MARILOU MCFARLANE – CMO, CRO

Sportstech startup leader specializing in growth strategy, product and brand development and revenue acceleration; former president STATSports N.A., bringing global leader on-field GPS tracking product to U.S. consumer market; former CEO of venture-funded Edufi/Coach Now, rapidly growing top line revenues leading to acquisition by Shotzoom; founder of non-profit Women in Sports Tech. UNC Kenan-Flagler business school graduate, varsity runner.

KIELAN PRINCE – HEAD OF PRODUCT MANAGEMENT

Expert in technology innovations as former product manager at Hawk-Eye Innovations managing relationships for all MLB teams; former broadcast Infrastructure Engineer at MLB Advanced Media. Graduate of Penn State with B.S. in Information Science and Technology



STEVE NELSON – FOUNDING ADVISOR

Co-founder and launch CEO of Carbon3D, a 3D printing company currently valued at \$2.4 billion; co-founder of Re-inc. (a VC-backed lifestyle and wellness brand with four members of the US Women's Soccer Team); co-lead investor in Diveplane Corp; ran a VC firm for 15 years.



MUSTARD ADVISORS – ELITE ATHLETES, COACHES, EXECUTIVES
A CUT ABOVE

MIA HAMM

REID RYAN

DREW BREES

FRED WHITFIELD

CAM CAMERON

ANSON DORRANCE

MIKE CANDREA

MEGHAN KLINGENBERG

KEVIN KIRK

ADAM DEDEAUX

TOM PENN



THANK YOU





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