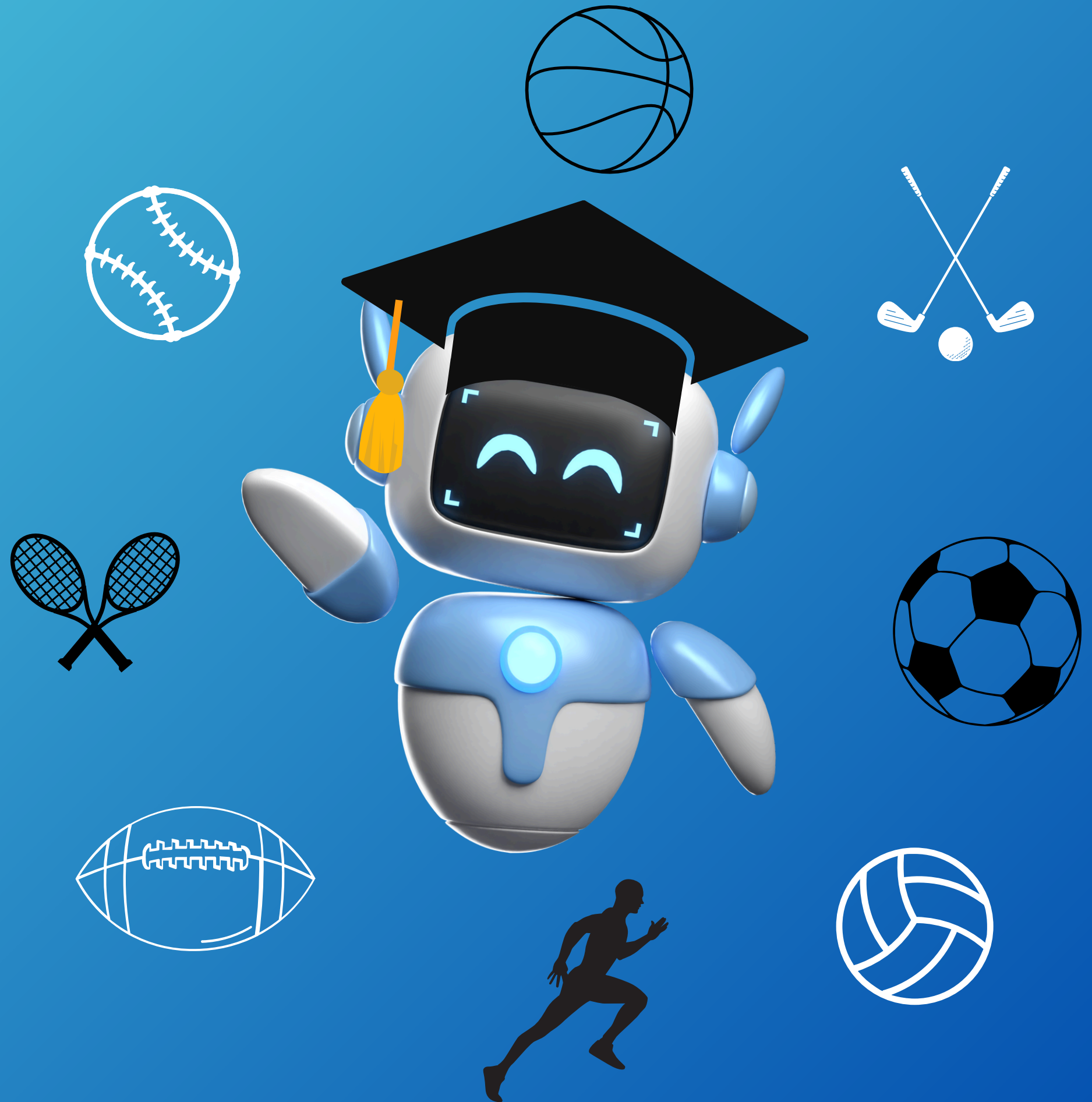


# ADĒ ATHLETIC SOLUTIONS

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## BEST MATE:

an athlete's best friend  
for sports and school



# OUR VISION:

At Ade Athletic Solutions, our vision is to **empower college athletes to excel both in their sporting and academic endeavors.** We understand the unique challenges they face by juggling rigorous training schedules with demanding coursework. Our flagship product, “**Best Mate,**” is a cutting-edge robotic companion designed to seamlessly integrate into an athlete’s daily life, providing personalized academic support and advanced athletic training assistance.

# OUT OBJECTIVE:

To create a symbiotic relationship between technology and athleticism, where 'Best Mate' not only **attends classes and helps with studying** but also **assists in training sessions**--offering realtime feedback and performance analysis. We aim to enhance the college experience for athletes, ensuring they have the tools and support necessary to succeed and thrive in all aspects of their collegiate career.

# MEET THE



# FOUNDERS

**Ade Athletic Solutions** is a father-daughter owned business run by Adegboyega and Adesewa Salawu. Their dynamic duo allows them to blend Adegboyega's background in management and his daughters collegiate athlete experience to support athletes in new ways. Together they are using their passions and individual expertise to build an organization that **focuses on nurturing the growth of student athletes, ensuring they have support to achieve excellence on the field and in the classroom.**



The market for sports technology and athlete's performance solutions is projected to reach **\$33.7 billion** by **2027**, which indicates a significant growth opportunity.

# OUR MARKET SEGMENT

Our **primary** target audience is **collegiate athletes** especially athletes that are having extra trouble balancing their tight sports schedule and academics. Best Mate can help them manage their time and improve their performance in both athletics and school.

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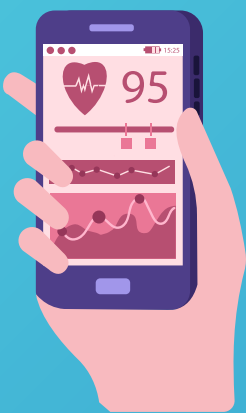
Our **secondary** target audience are **college teams** (including coaches, trainers, & athletic directors) and **universities** who would be interested in tools that help to analyze and optimize performance, track player data, and design effective training strategies.



# TRENDS IN THE MARKET

A noticeable trend in sports technology market is that lots of attentions are paid to data collection. Advanced analytic tools are revolutionizing the sports industry.

The need for data collection brought about the introduction of wearable technologies. Devices such as smartwatches and fitness trackers are becoming more popular by the day. Best mate is a step further, it offers data collection/analysis for sports and education development.



The opportunity for a company that can produce such game changing product is limitless

# KEY CHALLENGES: COSTS

## **The concern:**

Implementing advanced sports technology solutions can be very expensive, thus making it difficult for smaller companies to access needed raw materials/plans required to build the product (bots).

## **Our solution:**

We will explore partnerships with sponsors and investors to help provide financial support. We can also raise funds by generating high revenue through offering our customers flexible pricing plans. We will use the subscription model in order to ensure that Best Mate is more accessible to athletes and teams with varying budget.



# KEY CHALLENGES: INTEGRATION

## **The concern:**

Introducing this futuristic product into human spaces will require some adjustments from all parties involved. The bots will need to be built with lots of knowledge about how humans operate. Brief training will be needed for Best Mate's users to teach them how to make sure the batteries and software is up to date.

## **Our solution:**

We will use advanced technology to study human behaviors, interactions, and languages. Our bots will be built with the information gathered based on these pillars. They will also be equipped with technologies that can continue to learn from every human interaction.

# KEY CHALLENGES: USER ADOPTION

## **The concern:**

It will take some convincing for athletes, coaches, teams, and universities to adopt new technologies such as ours. Lots of people are skeptical to change especially when it is a foreign concept. They will require effective education and demonstration of benefits/value.

## **Our solution:**

Written, audio, and video instructions will be provided to users on how to successfully integrate Best Mate into their day to day lives. We will conduct several demo sessions to explain how they are meant to be used and what benefits they will provide to the users. We will also explain through ads the importance of this futuristic approach to school and sport.

# KEY CHALLENGES:

# PRIVACY & SECURITY

## **The concern:**

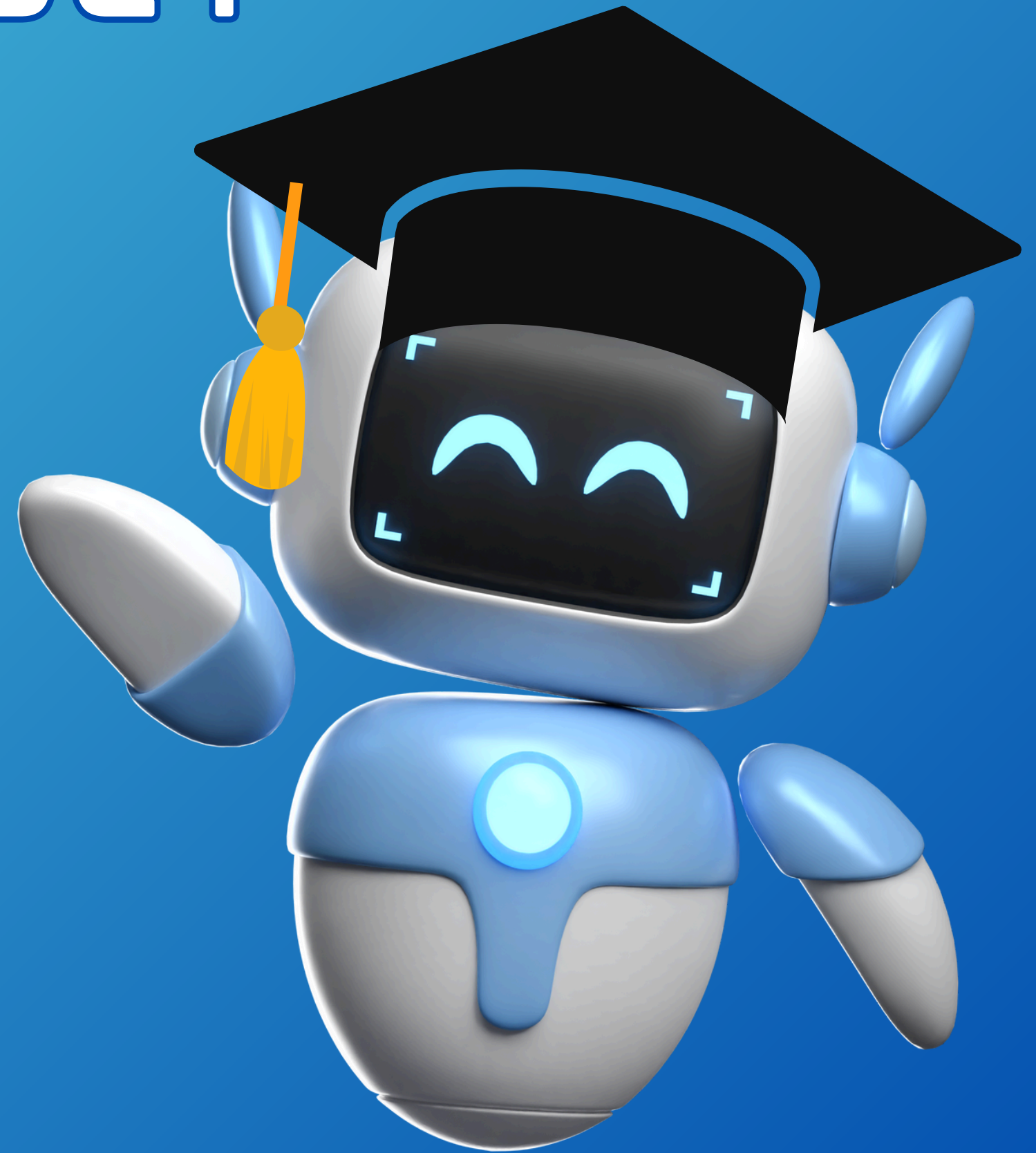
It is important to protect athletes data and ensure privacy & security measures are in place.

## **Our solution:**

We will encrypt our servers with multilayer protection against cybercriminals, where the users themselves are the only ones who can see their own personal data. Of course data leaks are somewhat inevitable, but we have a lot of firewalls in place and teams ready to tackle the problem if it arises. We will always notify the user (if there's any breach) and lock any data so that the information would be inaccessible to all.

# OUR PRODUCT

Ade Athlete Solutions provides a robotic assistant called **Best Mate**. It is designed for student athletes, and its' focus is to help them **achieve academic and athletic success**. Best Mate can attend classes and take notes for its users when they have sports obligations to go to and cannot make it to class. Another very helpful feature that Best Mate has is that it can help athletes **review for their exams**, so they can enhance their learning on and off the field.



# OUR COMPETITIVE ADVANTAGE

## Time Management:

Best Mate will help student athletes to manage their time effectively between academics and athletics. The bot will ensure that they succeed in both areas, not just one.



## Performance Enhancement:

Best Mate will assist student athletes by providing data analysis, training recommendations, & performance tracking in order to improve their on-field performance. It will also help them in the classroom through inbuilt features such as Chat GPT.

# OUR COMPETITIVE ADVANTAGE

**Dual focus:** It provides support for academic and athletic excellence.

**Personalized:** The robot can be customized to users' preference easily. It can also pick on their habits and then provide a personalized service to them.



**Translation:** Best Mate can also help international student athletes to learn their host country's language and understand their local dialects easily.

# MEETING OUR TARGETS NEEDS

Best Mate targets the collegiate athletes needs by providing academic support, time management assistance, performance enhancement, and a personalized approach to challenges college athletes face.



Best mate is beneficial to the Teams, Coaches, & Universities as well because of its insightful performance analysis that helps to prevent injuries by monitoring their physical data. It also facilitates 5 star recruitment & talent development (new/best technologies attracts top athletes) and also by promoting academic excellence.

# REVENUE MODEL

- Sell Best Mate directly to individual athletes or universities.
- Offer a variety of subscription levels for ongoing access to Best Mate Technology.
- Advertise our brand and the product at major and minor sporting events.
- Offer premium features for our product.
- Sell shares on the New York Stock Exchange
- If needed take out some long term loans.

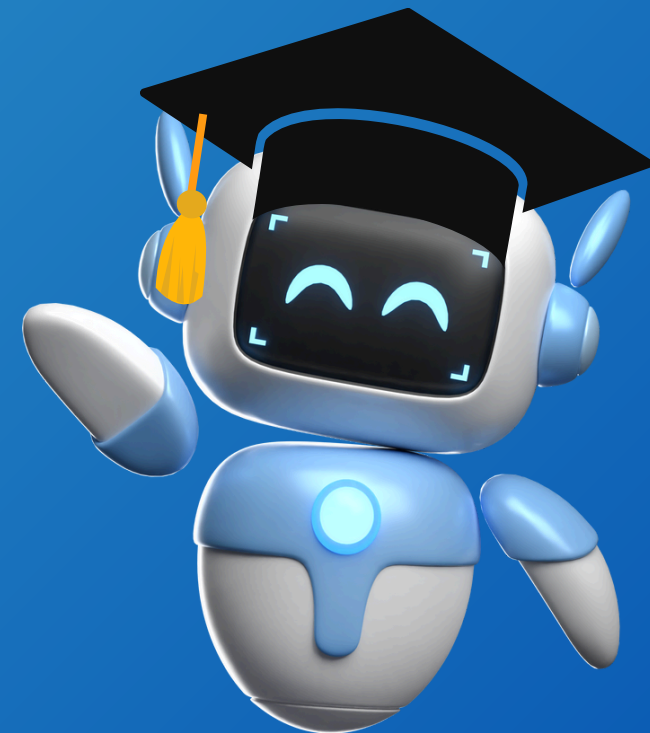




# PRICING STRATEGY

- We foster a value-based pricing strategy. Prices will be determined by how much value we believe the consumer will gain from using our product. The price will also vary based on the subscription that the user enrolls in or if they want to purchase their own individual Best Mate.

SUBSCRIBE



# PROJECTED FINANCIALS

- Cost of manufacturing the robots
- Marketing expenses
- Cost of labor
- Research expenses



# REVENUE STREAMS

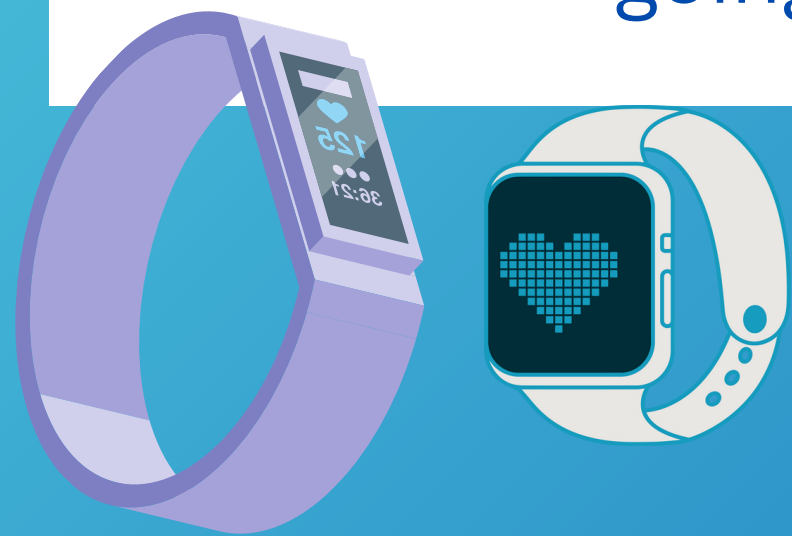
- **Direct Sales:** We will reach out to schools and coaches directly to market our products. We will offer demos so they can understand how they benefit from this innovation.
- **Licensing:** After contacting schools, we will partner with interested institutions to have licenses to use our technology.
- **Sponsorships:** We will also team up with major sports brands (who care about athletes' education) to sponsor our business.



# COMPETITIVE ANALYSIS

## ASSESSMENT OF KEY COMPETITORS IN THE MARKET

There are not competitors that match our exact product in the market yet. So far our biggest rivals would be the Fitbit and Chat GPT combined. Chat GPT can help people with schoolwork, but it is not going to go to class and take notes or help with physical performance at all. Fitbit can help with tracking your physical exercise data, but it is not going to help prevent injuries or help with schoolwork either.



# COMPETITIVE ANALYSIS

## DIFFERENTIATION STRATEGY

**Exceptional Customer Service:** Since our product is centered around helping people become their best self, our organization places an importance on customer satisfaction. We will be reachable every hour and every day. We will create a customer success department and their primary role is to ensure the customers are happy with their Mate.

**Unique Features:** There are some companies that provide assistance with athletic performance, while some provide assistance with educational activities. Our product will assist in both sectors.

**Customization:** Customers will have the opportunity to tailor their Mate to their personal preferences. Just about everything about the bot can be customized from its appearance, to its voice, to its communication method, etc.

**Sustainability:** The product will be built on mostly recycled materials. We will prioritize using materials that are easily recyclable.



# COMPETITIVE ANALYSIS

## BARRIERS TO ENTRY



One of the largest barriers to entry would be the price of funding. It will be very challenging for other companies to try and recreate this innovative technology. Another barrier to entry is accepting something different, some universities and teams might think they don't need this technology or that it is too large scale for their school.

# COMPETITIVE ANALYSIS

## SUSTAINABILITY OF THE COMPETITIVE ADVANTAGE

One of our competitive advantages is **continuous innovation**--we will constantly be making tweaks and improvements to enhance the user experience and increase the security of Best Mate.



**Brand recognition** is another of our competitive advantages. Being the first in the market it will be critical for us to make a lasting impression before other competitors enter the market. With Adesewa being a college athlete, it gives us a unique edge that a lot of companies would not have--the user being one of the founders. It will make Best Mate even more user friendly.

# MARKETING AND DISTRIBUTION CHANNELS



**Direct-to-customer website:** Through our official website, athletes, coaches, and colleges can place an order for Best Mate and we will deliver it to their doorstep.

## CUSTOMER ACQUISITION STRATEGY

**Social media:** We will utilize platforms such as Instagram, Facebook, and X (Twitter) to run targeted ads for our specific audience. We will also use these platforms to promote online content/challenges in order to increase the popularity of our brand and product.

**Referral Programs:** We plan to handsomely reward customers that refer our product to their family and friends. We will offer discounts for future purchases.

**Email or Direct Marketing:** We will send personalized emails to leads that we think are potential customers.



# PARTNERSHIPS AND COLLABORATIONS

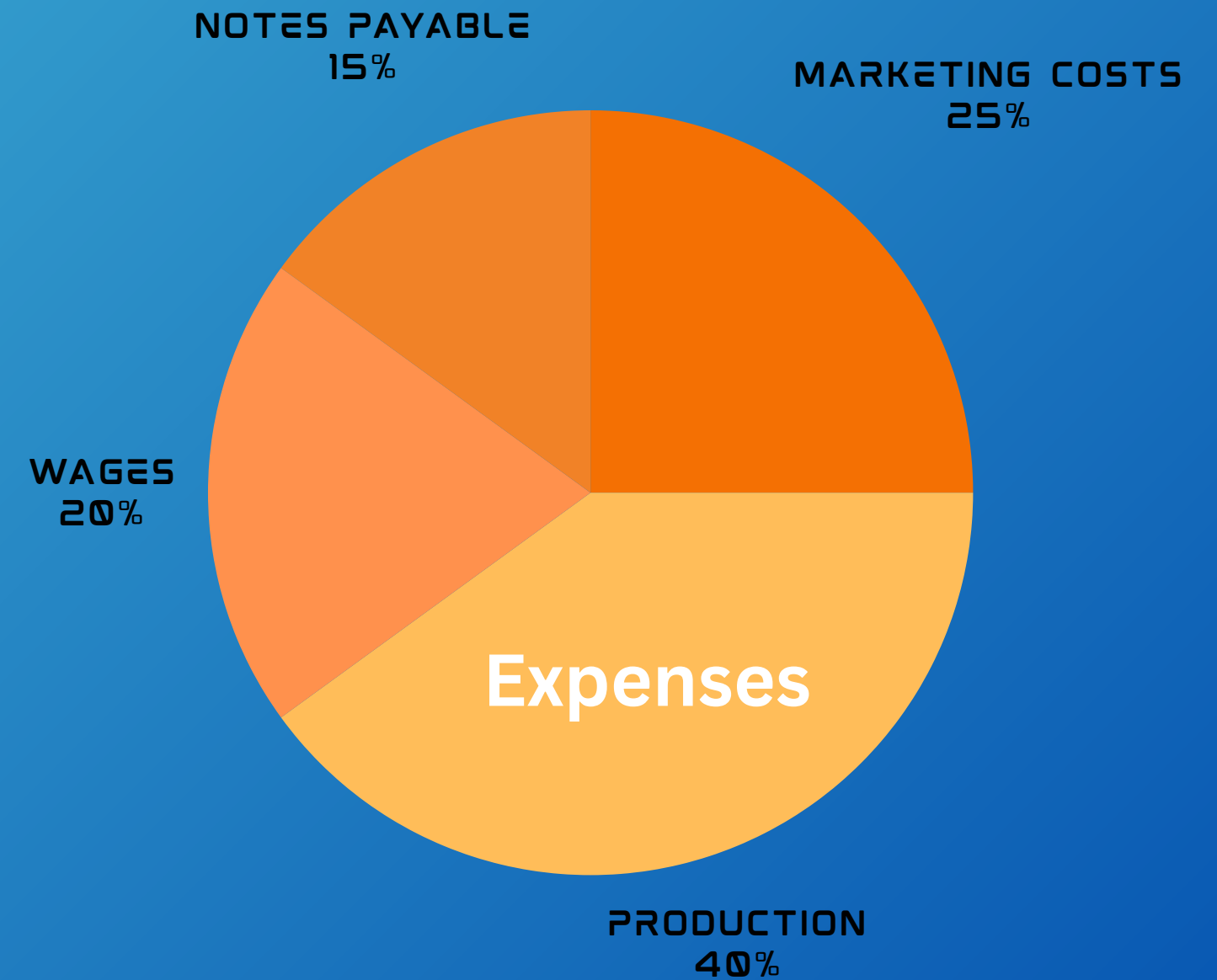
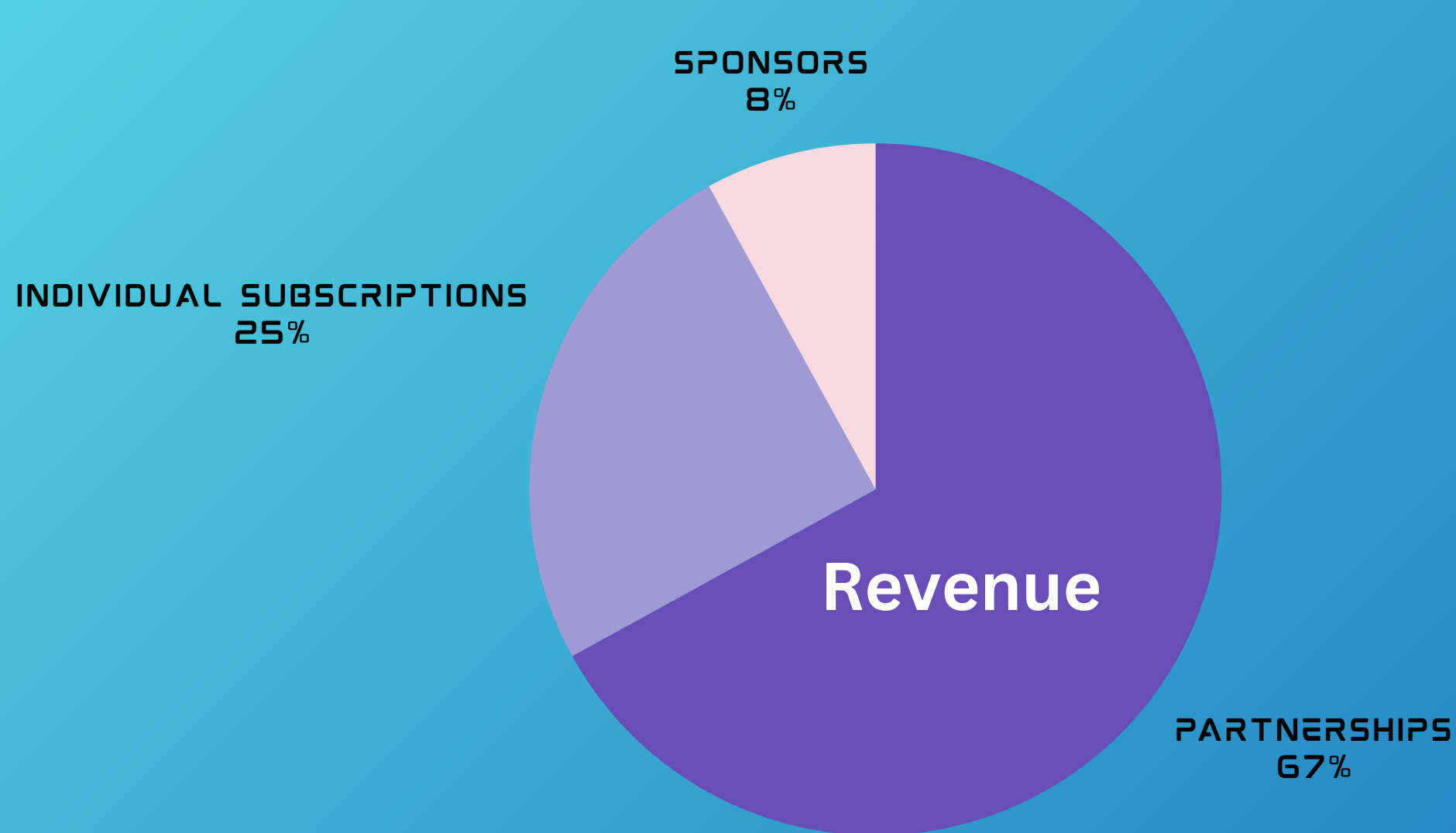


Our plan is to partner with schools whose athletes will use our product. This is very vital to our business because of the services that the bots will offer. We will need approvals from schools in order for the robots to be allowed on campus. We will also build charging stations on the campuses of our partner schools. We are not partnering with the school alone, we will partner with the coaching staff as well. Every athlete that is interested in our product will have to be approved by their respective coaches first, then by their schools.



# SUMMARY OF FINANCIAL PROJECTIONS

## REVENUE, EXPENSES, PROFITABILITY



Revenue \$6 million  
Expenses \$5 million  
Profit \$1 million

# FINANCIAL PROJECTIONS

## RETURN ON INVESTMENT POTENTIAL FOR INVESTORS

Ade Athletic Solutions has a 20% dividend policy. We will pay 20% of our Net Income to share holders--the amount each of them will receive depends on how many shares they hold.

The remaining 80% of the Net Income will be reinvested into the company as Retained Earnings--in subsequent years, we will reassess the dividend policy as the company expands.



# OUR GOALS

## SHORT TERM

To approach schools in Memphis starting with Christian Brothers University, then Rhodes College, and then the University of Memphis. We value serving our local community first before expanding to other regions.

## MID TO LONG TERM

Our mid to long term goals are to start off by introducing Best Mate to other schools in Tennessee and Mississippi and eventually branch further out to cities across the United States of America.



Note: While we grow in terms of presence and popularity, our aim is to grow our workforce simultaneously.

# SCALABILITY OF THE VENTURE

## PROJECTED TIMELINE FOR ACHIEVEMENTS

### Quarter 1 - 2025:

Approach CBU with our ideas and plan to implement Best Mate on its campus

### Quarter 3 - 2025:

Approach Rhodes College with our idea and implementation plan

### Quarter 2 - 2025:

Touchpoint with customers to receive feedback about their experience so far and adjust its qualities to better serve them.

### Quarter 4 - 2025:

Approach University of Memphis with our idea and leverage our potential success story from CBU & Rhodes

**2027:** Work on devising plans to extend to Tennessee and Mississippi Colleges.

**2029:** Approach major schools in major cities around the country.



# AMOUNT OF FUNDING SOUGHT

To start, we are asking for a total investment of over \$2 million in order to help with the initial costs of supply, labor, and production.

# EQUITY STAKE OFFERED TO INVESTORS

We will offer Investors a total of 58% stake in our business. However, we will ensure that we (the family) have the highest stake in our company at all times.

# EXIT STRATEGY FOR INVESTORS

Investors can sell their shares on the NYSE since Ade's Solutions is a publicly traded company.

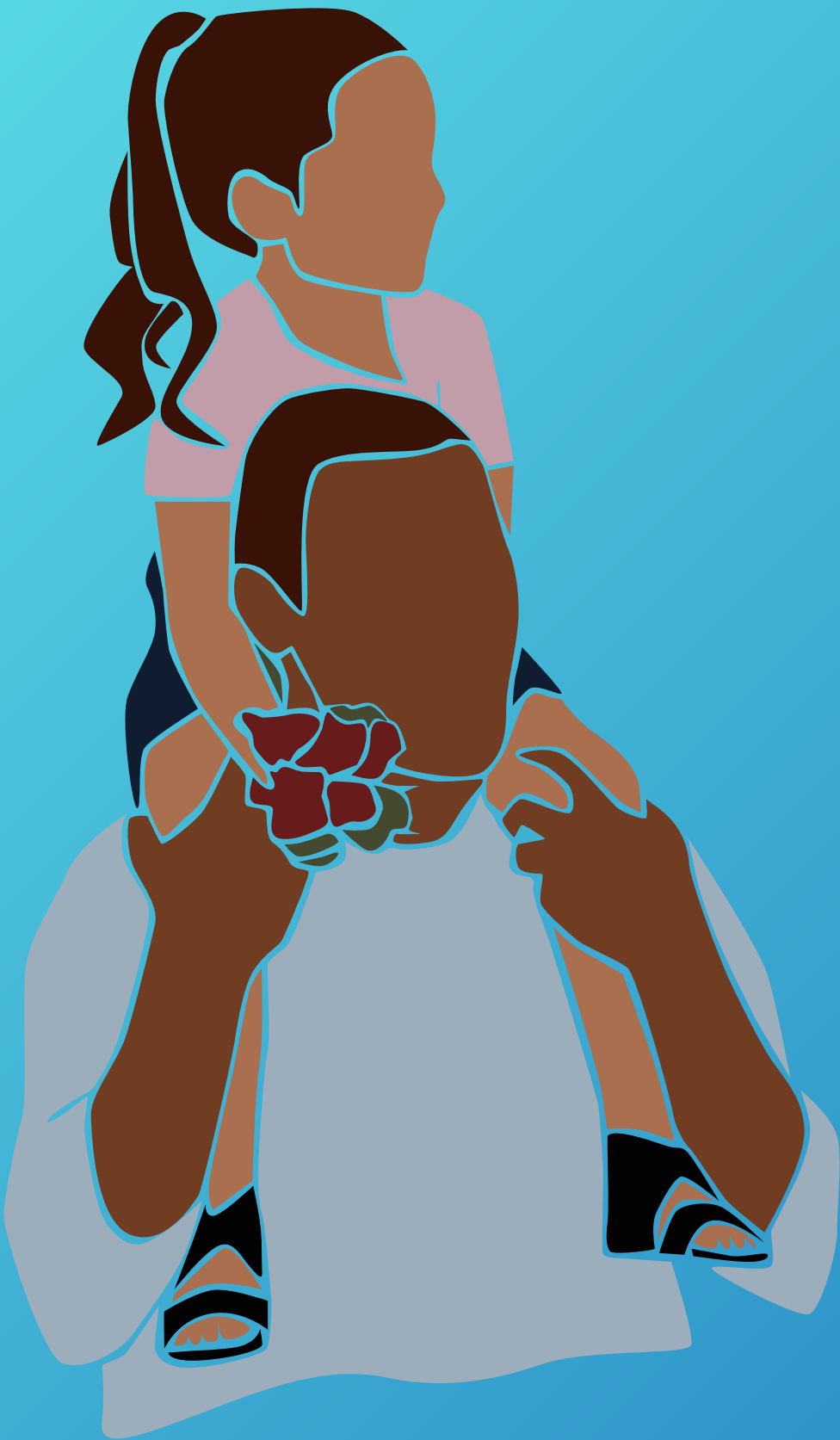


# MEET THE FOUNDING TEAM

Adegboyega has bachelor's and master's degrees in management. He has been in business management for the past 7 years and he has a passion for working with people in order to serve people. He is also a sport enthusiast who loves playing and watching soccer.

Adesewa is currently a senior, student athlete at Christian Brothers University. In addition, she is an avid entrepreneur who spends some of her free time networking or working on side projects. As a student athlete, she understands the struggles of her peers and is determined to make life easier for future student athletes.

The combination of a business minded father and a very passionate daughter birthed this incredible team



# MEET OUR MENTORS

**Dr. John R. Malmo:** Provided mentorship on how to successfully run a business and how to be a good leader.

**Dr. Bjoern Claassen:** Provided guidance on how to make sure our business' finances are always on the right track.

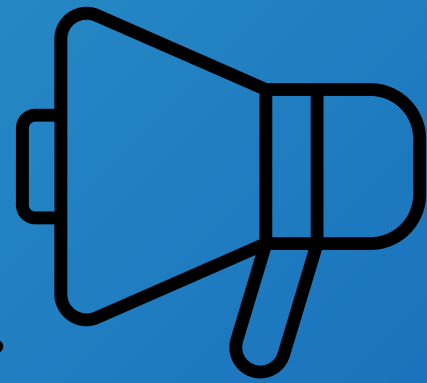
# RECAP OF KEY POINTS

- Our vision is to empower college athletes to excel both in their sports and academic endeavors.
- The sports market has a lot of potentials for growth.
- Our primary target audience is collegiate athletes
- Our secondary target audience are college teams and universities.
- Best mate's unique selling points are: dual focus, personalization, time management, performance enhancement & translator.
- We'll use value-based pricing strategy to determine price.
- Our short term goal is to serve our local community first.
- Our long term goal is to have our product present in colleges across the United States.
- We are asking for \$2 Million investment, and we're offering 42% stake of our company.
- We will also have a 20% dividend policy.



# CALL TO ACTION FOR POTENTIAL INVESTORS

JOIN  
US



Come onboard with us as we unlock the full potential of student athletes through our cutting-edge technology! Invest in our dedication, passion, and revolutionary robot that champions academic and athletic success. Be at the forefront of innovation and join us in shaping a smarter, stronger future for the next generation of student athletes. Act now and be a vital part of this game-changing journey!



DO YOU HAVE ANY  
QUESTIONS?

# CLOSING REMARKS

Thank you for taking your time to read and listen to our proposal !

For further information and inquiry, you can reach us at:



Email: [info@adesolutions.com](mailto:info@adesolutions.com)



Phone: 901-336-5984



Instagram & X (twitter): [solutions\\_by\\_ade](#)



CONTACT  
US

A blue rectangular sign with a dark blue border, hanging from a black metal hanger. The sign contains the text 'CONTACT US' in white, bold, sans-serif capital letters.