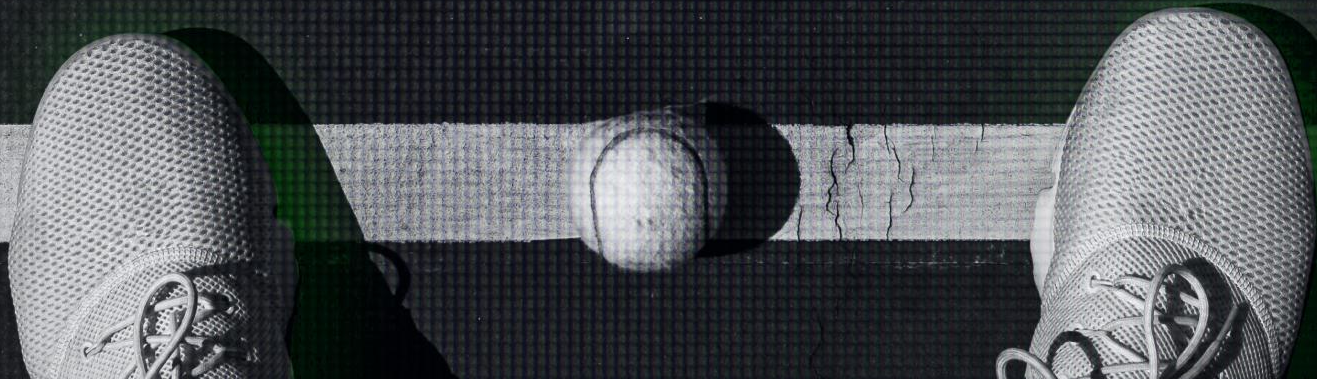


STAY IN THE GAME



## WHO'S OUR TARGET MARKET?

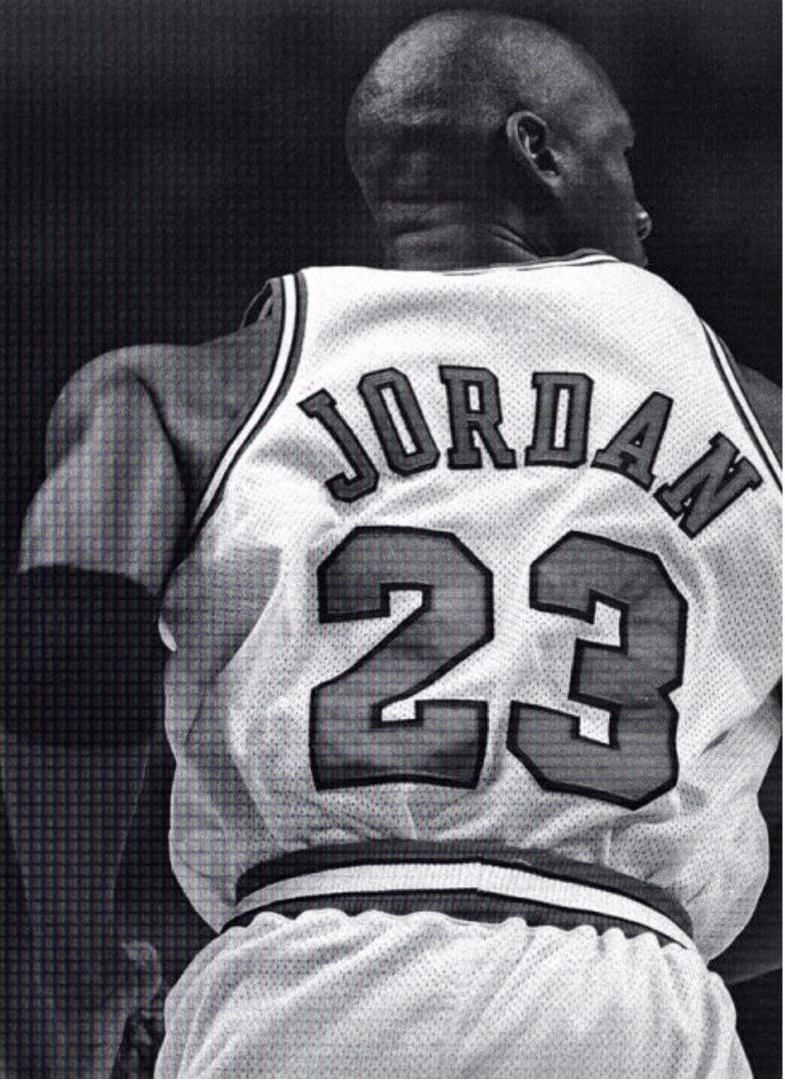
Early adopters over 40 years old who used to be former professional athletes & world champions. They still have the fire in them to compete, are mentally fit & ready but just need a little help physically.





## IDEA

Flubber gives retired athletes back their youth by helping them regain their former form and get back to doing what they love - competing





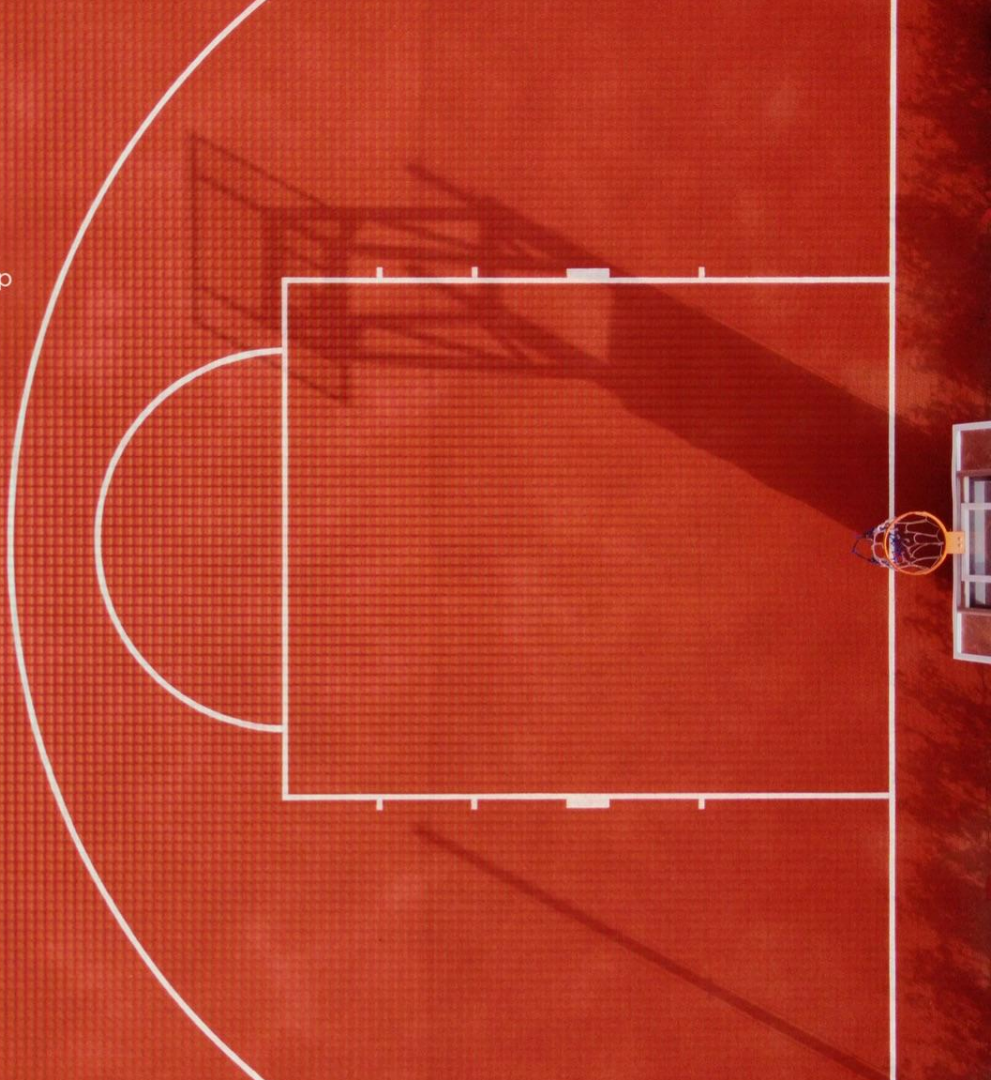
Pro athletes are almost forced to retire simply because age catches up and their bodies can no longer keep up with younger players or the pace of the game.

When that happens,  
they don't just give up their sport.  
They give up their passion.  
And their purpose in life.

Where their mind is sound.  
Skills intact.  
But their body just needs a little bit of help.

What if we can change that?  
Let's give them back their youth.  
Bring them out of retirement.  
All to help them

**STAY IN THE GAME.**







E X E C U T I O N

# HOW WILL WE MARKET THIS?

Sports are best experienced through LIVE matches.





## OLD MEETS NEW

Using tennis as an example, we'll get up-and-comer Emma Raducanu, who just won her first Grand Slam at the young age of 18, to play against tennis legend Billie Jean King, currently 78 years old with 39 Grand Slam titles under her belt and will use flubber tech shoes to prove that she's still got what it takes, regardless of age.



## BEAT YOUR YOUNGER SELF

Showcase a series of retired famous record-holding athletes and get them to compete using flubber to try and beat their previous world record achieved while they were young.

For example, we'll get American sprinter titled "Fastest Man in the World" Michael Johnson, at 54 years of age, to wear flubber tech shoes and run on a real track in a bid to beat his world record timing that he achieved when he was younger. This will be played out by showing him race in real-time against his old world record race projected as a hologram. People can watch and cheer virtually, voting who they think will win the race - Young v.s Old Michael Johnson.

