



# ***FIST BUMP***

***BREAK HEARTS, NOT HANDS***

***Drew Burns, Howard Chen, Emma Connolly, Tommy McLaughlin***



**PLAYERS ARE  
BREAKING THEIR  
HANDS FROM WILD  
PITCHES**

**THERE IS NO CLEAR  
SOLUTION ON THE  
MARKET**





# Opportunity

Baseball players are changing the way they swing by opening their bodies up to the pitch and exposing their hands to wild pitches.

We are determined to better serve batters by providing **protection of the hand and wrist** without sacrificing weight, cost, or range of motion.



# Whats The Problem?



## Thomas Johnson: High School All-State Player

### Pains

- Afraid of getting hurt
- Thin hand gloves

### Needs

- Maintain high batting average

### Motivations

- Remain injury free
- Increase in athletic scholarship

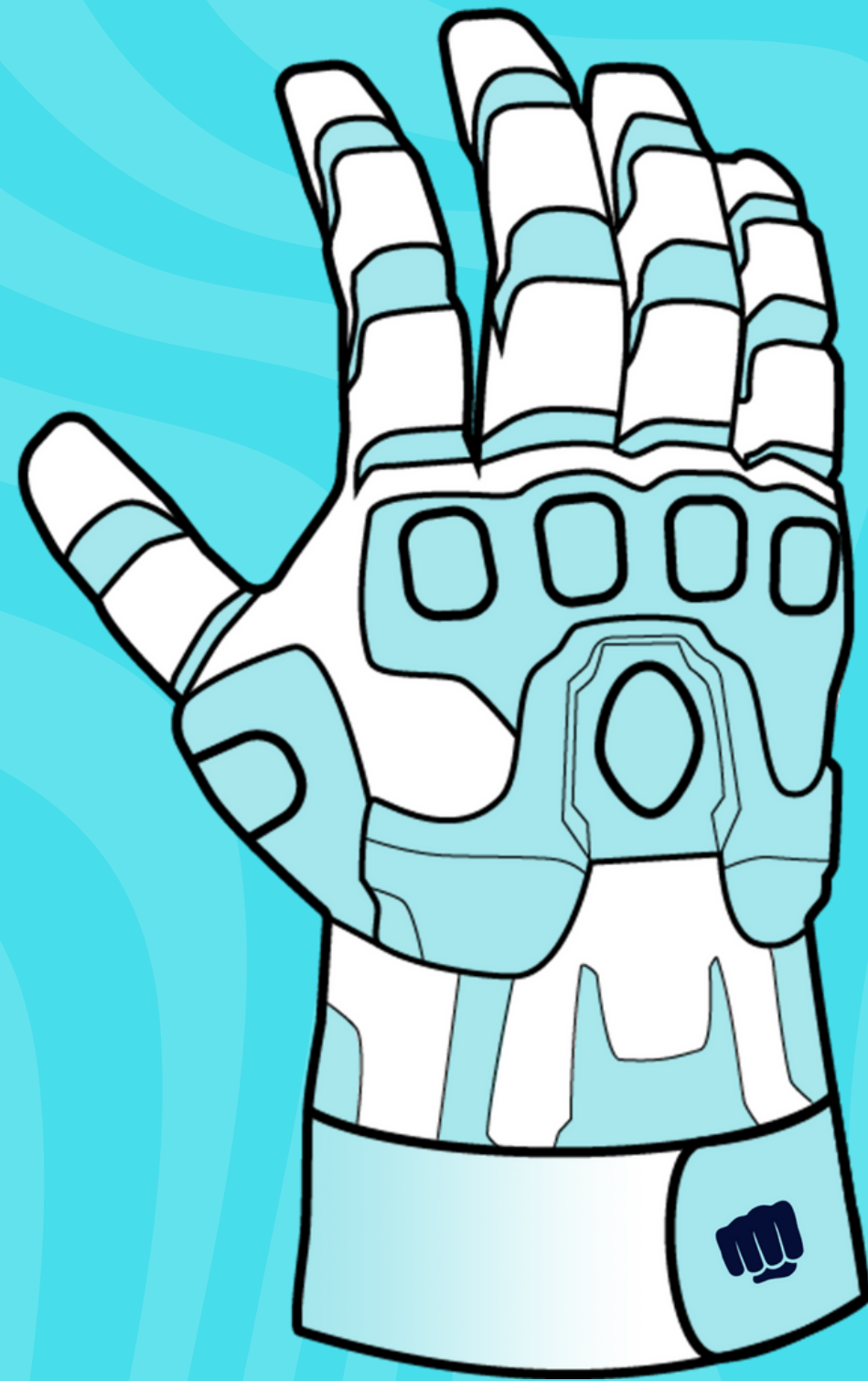
Players are being kept off the field and having their confidence shaken from being **hit on the hand** by pitches.

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MLB: From seasons 2011 - 2016, there were over 67,000 days lost which is equal to over 400 MLB seasons from hand injuries (National Library of Medicine)







# The Gauntlet

MSRP: \$60

## Benefits

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**Protective**



**Lightweight**



**All-In-One**



**Fair Cost**

# Traction

“I would wrap my kids in bubble wrap if I could. Safety is the number one thing I look for when purchasing gear for my kids.

-Becky W (mother to three baseball players)

“I wear Evo Shield protective guards, but is it annoying to carry extra equipment. I lose track of it! I would love a glove with built in protection.

-John Z (University of Scranton)

## Get

Paid media via digital campaigns  
Partner marketing

## Grow

Next selling: expand product line for more protective gloves

## Keep

Email marketing, surveys, discounts for repeat purchase

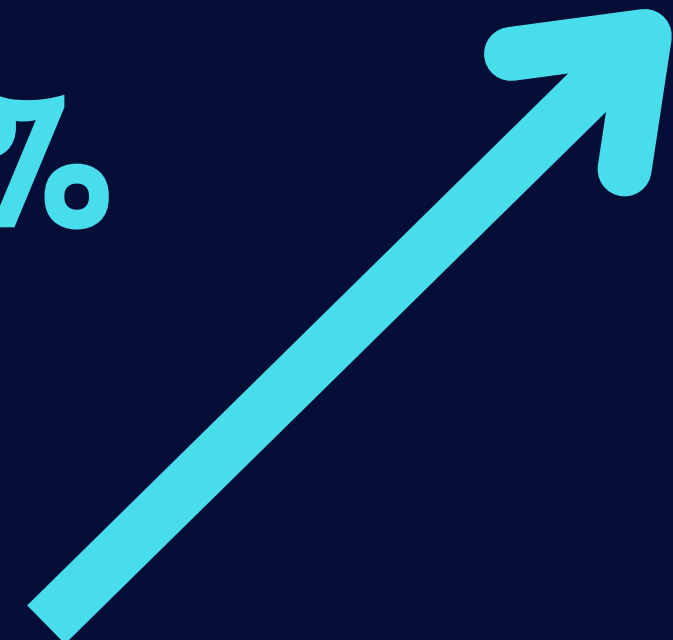
Baseball Glove Market: 3.6% CAGR

**40%**

Wholesale

**60%**

DTC



# Who are we Serving?

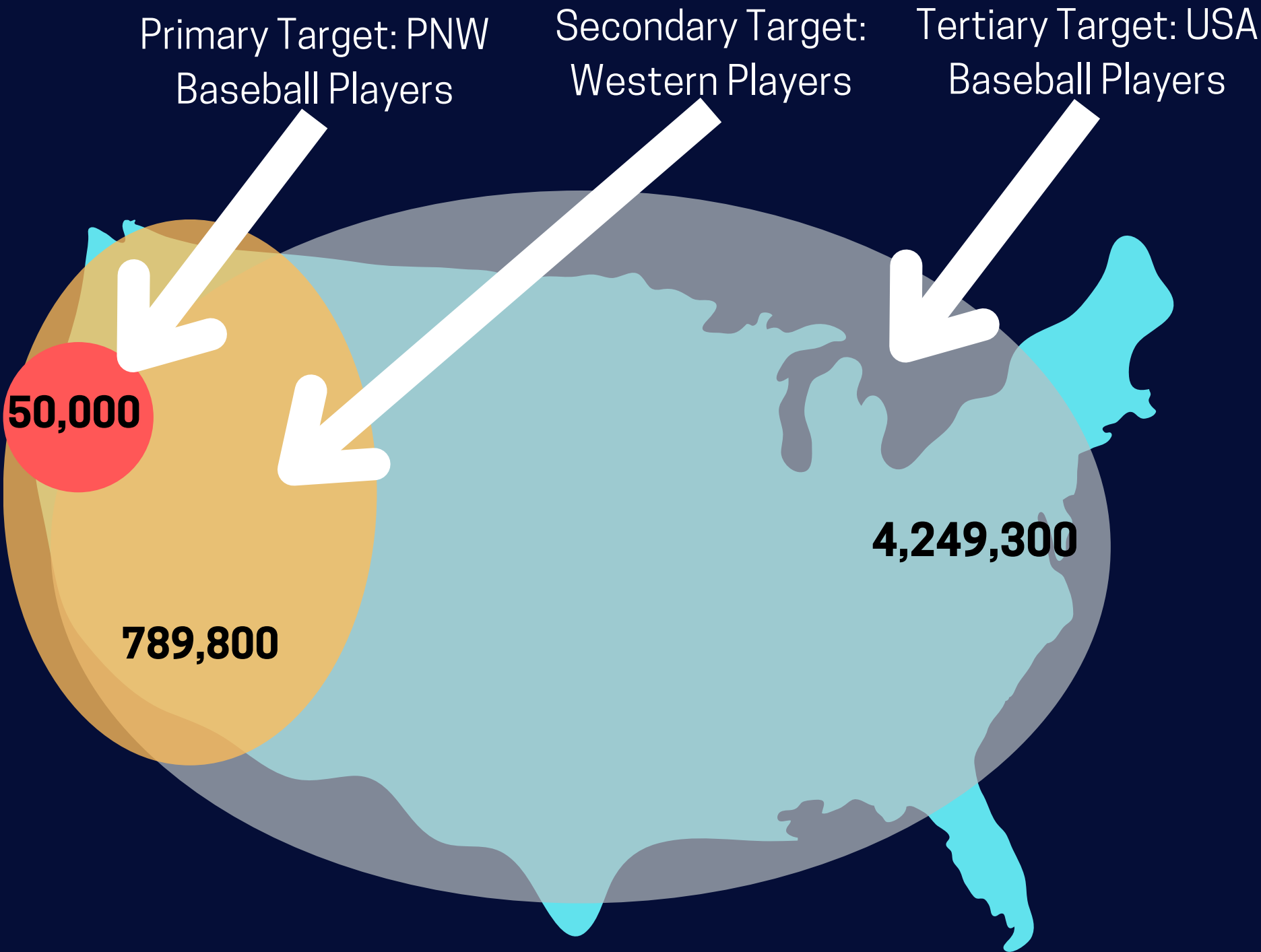


**4.9 mil**  
Player-pitch youth  
players (SFIA)

**500,000**  
High school  
players (NFHS)

**29,500**  
NCAA players  
(NCAA)

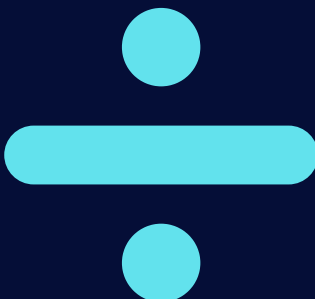
## Our Reach



# Customer Acquisition Cost

Marketing and Sales  
Expenses:

FY 26: \$4500  
FY 27: \$6063  
FY 28: \$8441



Estimated  
Customers:

FY 26: 610  
FY 27: 793  
FY 28: 1,031



Estimated  
CAC:

FY 26: \$7.38  
FY 27: \$7.65  
FY 28: \$8.19



# Competition



EvoShield  
Pro-SRZ 2.0



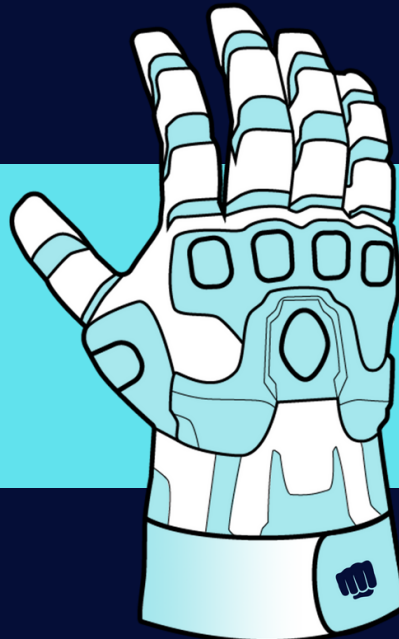
Bruce Bolt  
Short Cuff



Franklin  
PRT Protective



Nike  
Alpha



Fist Bump  
Gautlet

PRICE (\$)

\$59.95

\$105

\$29.99

\$25

\$60

PROTECTION



BUILT IN ONE



# Business Model

**66%**

Average Margin  
(DTC & WH)

**50 K**

Target Consumer  
Portland Oregon Area

**\$ 180 K**

2026 TTL Revenue  
(6% Available Market)

**30%**

2026 Net Profit

**12.1**

Monthly Burn Rate

**0.8**

LTV:CAC Ratio

# Leadership in Action

**Key Strengths:** Collaboration - Our team members worked cohesively, despite being in different time zones and locations.



**Drew Burns**

*Data + Analytics*

*Former collegiate athlete and driven teammate who helps deliver on strategic KPI's*



**Howard Chen**

*Merchandising*

*Former collegiate athlete with experience in understanding sport markets and products*



**Emma Connolly**

*Athlete  
Performance*

*Former collegiate athlete with fun vibes and a go-getter attitude*



**Tommy McLaughlin**

*Marketing*

*Former collegiate athlete\* with experience in driving results through marketing campaigns*



# What We Need

Risk Assessment:	Investment Type:	Projected ROI:
High Risk (see more in Appendix)	Convertible Note	+97.3% by end FY27



## Production Costs

With our current status, we can only afford one colorway and two sizes. We would like to **expand our product offering** between **four colorways** with **three size options** (Approx: \$15,000)



## Entry into DSG

Dick’s Sporting Goods has the highest exposure and highest annual sales of baseball batting gloves on the market (Fact.MR.) We need funding to apply for a Vendor Application fee, a New Vendor Fee, and the first round of listing fees covered. (Approx: \$3,500)



## Support Consultations

We would like experienced investors from wholesale, accounting, and product backgrounds to help us sustain long term growth. We would also like exposure to sell to NCAA and MLB teams.

# Support Fistbump!

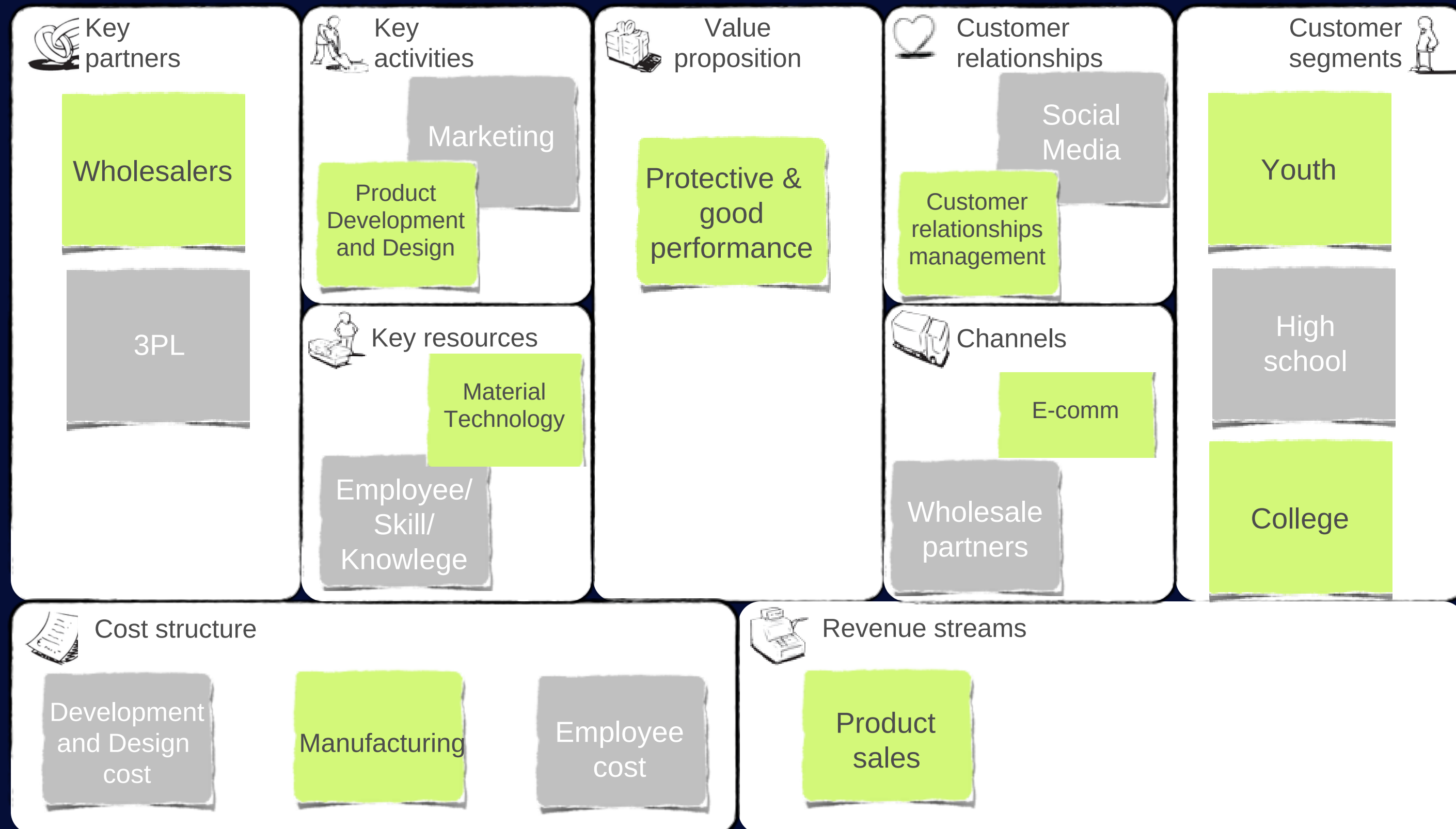


# Appendix



# FIST BUMP

## Business Model



# Financials and Key Metrics

**Market Data :** 4,249,300 participants and estimate \$25 Million

**Growth trends:** Parents are increasingly willing to invest in high-quality equipment to ensure the safety of their children and minimize the risk of injuries.

**Category Sales:** E-Comm & Wholesale partners (DSG & BIG5)

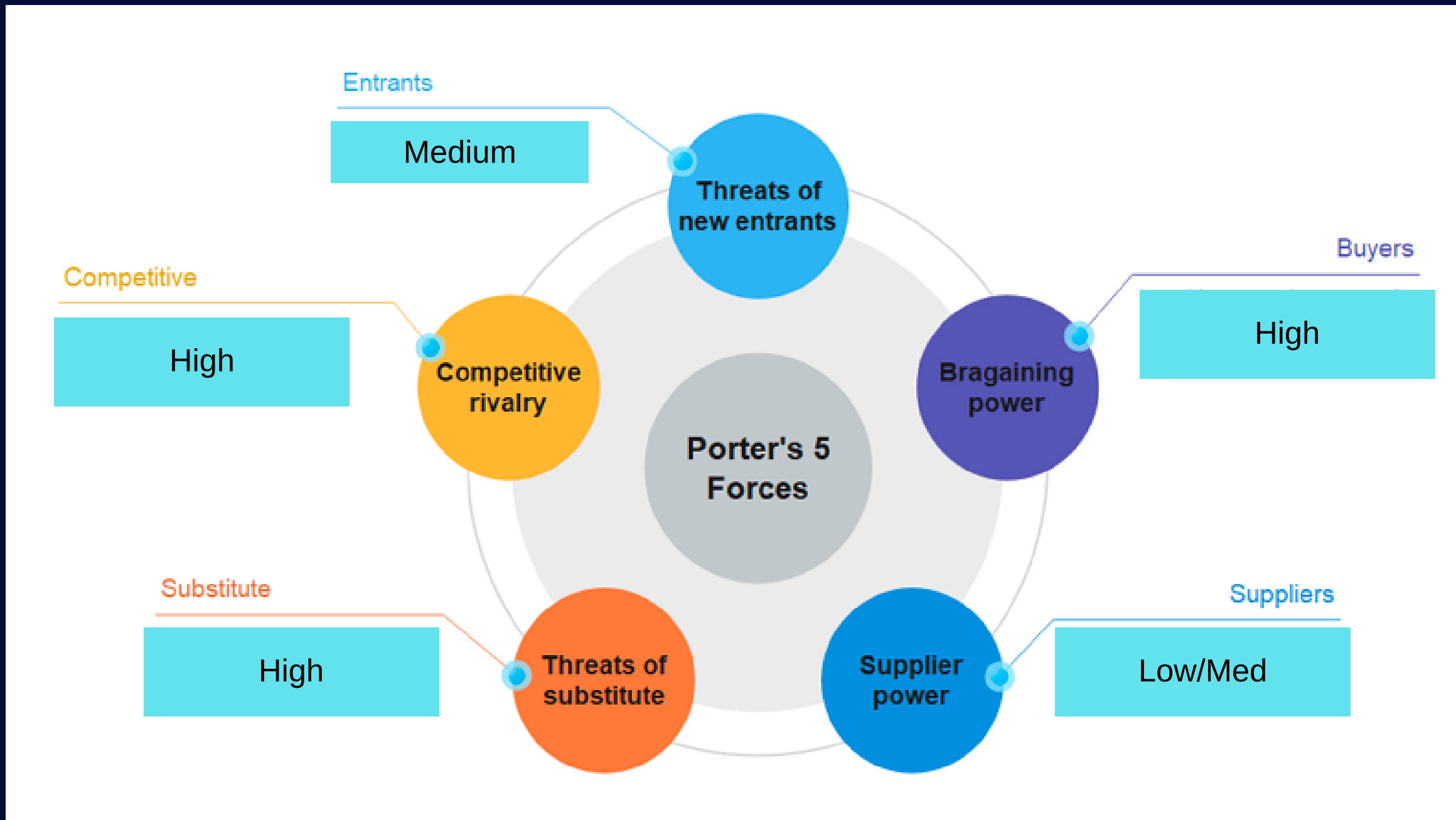
**Customer Sentiments:** Youth, High School, College Baseball batters

**COGS:**  $\$104,961 ((\text{starting inventory}) + (\text{purchases}) - (\text{ending inventory}))$

**Pricing:** MSRP \$ 60 , Wholesale \$ 30 , FOB\$ 15, and more affordable price point compare to same level of competitor at the target market.

**Growth Drivers:** Comfort and flexibility are also crucial factors to ensure that the glove don't hinder the player's performance while providing effective protection.

# Competitive Analysis



## Supplemental Risk Factors:

- **Management team:** New and inexperienced team
- **Financial strength:** High debt levels
- **Market opportunity:** Limited market size
- The company has a differentiated product that addresses a clear need in the market.
- The company has a large addressable market with significant growth potential.
- The company is financially sound with a strong balance sheet.

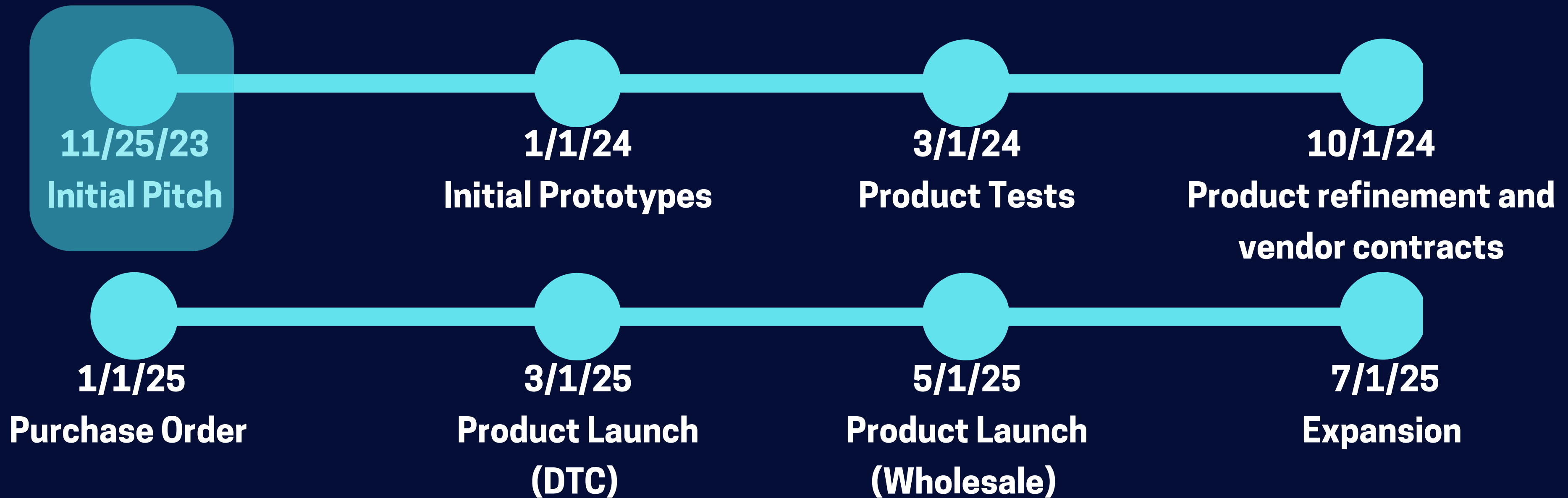
## ROI Calculation

- $ROI = (5 * FY\ 26\ Revenue / Total\ Investment) * 100\%$
- $ROI = (\$1,800,000 / \$18,500) * 100\%$
- **ROI = 97.3% by FY27**



# MATT - Milestones, Assumptions, Tests, Tasks

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**Assumptions:** 20% of revenue = landed costs, market size of 4,249,300, average margin of 66%

**Tests:** is  $CAC < LTV$ , product tests, employee performance

**Tasks:** anything to achieve our milestones

# References

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[https://www.espn.com/mlb/story/\\_/id/34459876/little-league-says-baseball-softball-participation-rise-season-pandemic](https://www.espn.com/mlb/story/_/id/34459876/little-league-says-baseball-softball-participation-rise-season-pandemic)