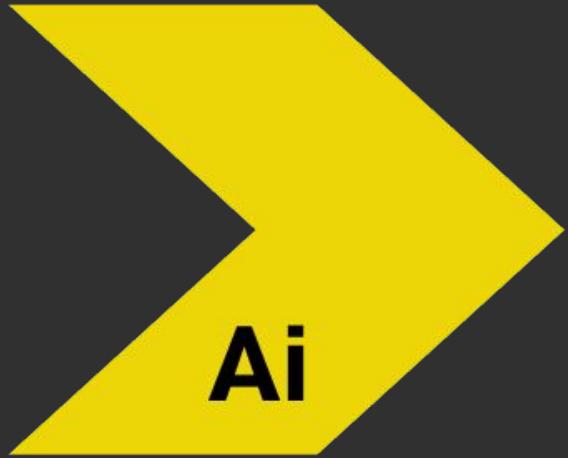


AthletesInnovate Venture Advisory



Presented by:

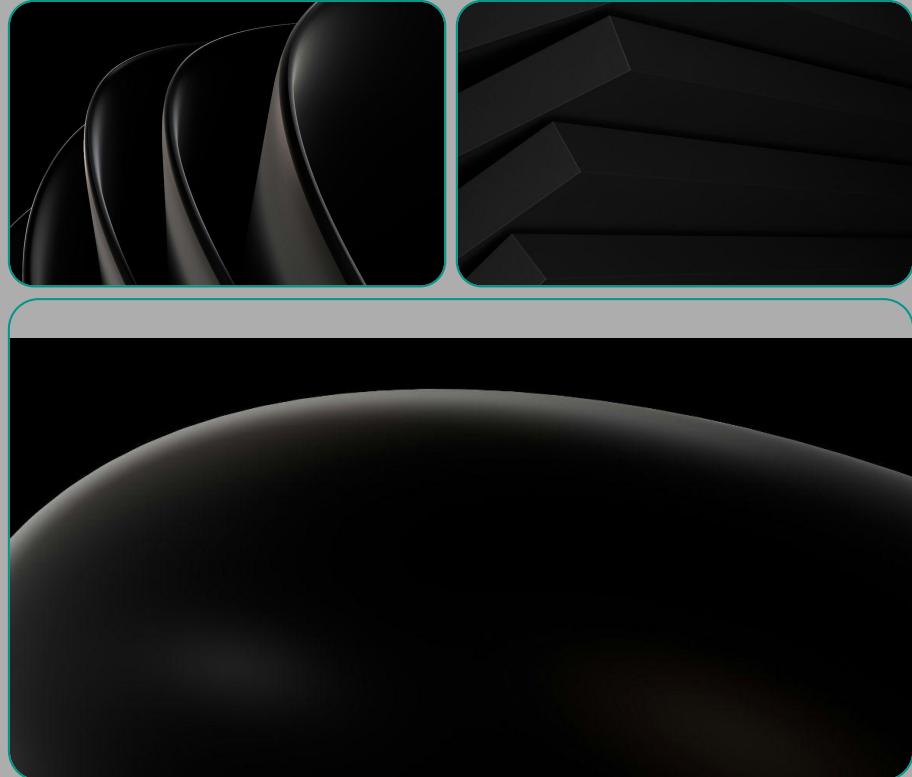
Adam H. Phillips - Managing Partner



We believe sports
make a difference.

We believe athletes
make a difference.

We believe that
difference creates
opportunity.



We thrive at the
intersection of:

- Venture Capital & Private Equity
- Sports Business & Athlete Investment
- Legal Expertise & Deal Structuring

Example: Venture Capital and Private Equity

- Currently building a venture offering for an existing RE Private Equity group building athletic facilities

Example: Sports Business

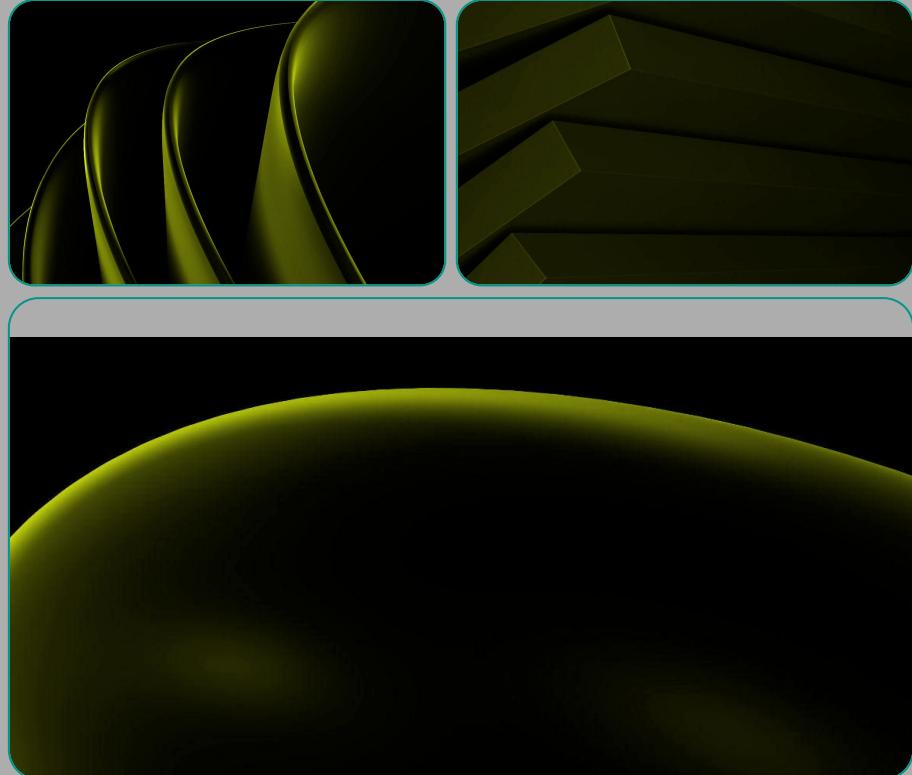
- Currently creating an athlete-ownership vehicle for an existing medical device manufacturer to facilitate creation of a sports brand

Example: Athlete Investment

- Currently building an advisor-equity vehicle for a client to allow professional and collegiate athletes to work directly with startups

We help finance
teams connect with
sports.

We help sports
organizations
connect with finance.



Core Offerings

1. Fund Structuring
2. Investment Offering Design
3. Capital Readiness
4. Athlete Investment-Readiness

Target Clients

- Family offices looking to add sports to their platform
- Growth VC/PE firms looking to add sports to their platform
- Sports-focused orgs
- Sportstech startups

Why Now

- Boom in athlete-led investing
- Sports-as-an-asset momentum
- Need for credible, structured advisory

Why us?

- 15+ years in startups
- Investment track record
- Deep sports + VC/PE network
- Legal expertise
- Operator-mindset



Adam H. Phillips

Managing Partner

- Investor and Attorney
- Almost 70 venture investments
- Former MD w/Techstars
- Serial founder (both venture-backed and non venture-backed)

Typical Engagement Models

- Retainer
- Project: Flat fee + success bonus
- Equity: 1–2% equity or carry

Thank you

Ready for what's next?
Let's talk

Adam H Phillips
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