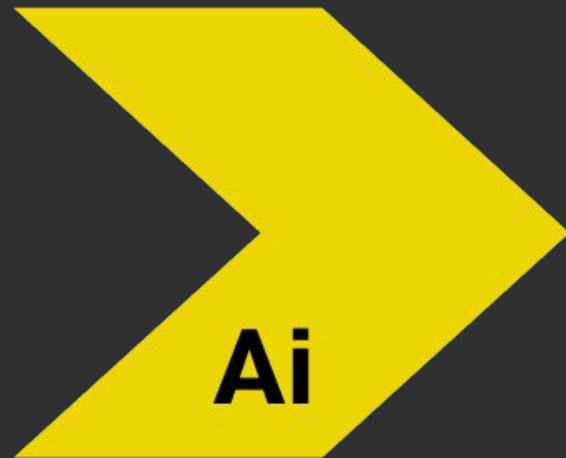


# AthletesInnovate Venture Advisory



Presented by:

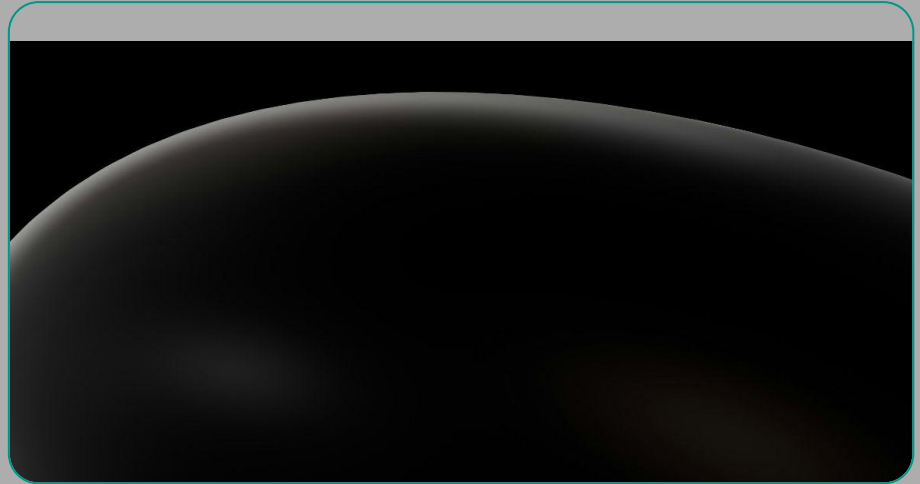
Adam H. Phillips - Managing Partner



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

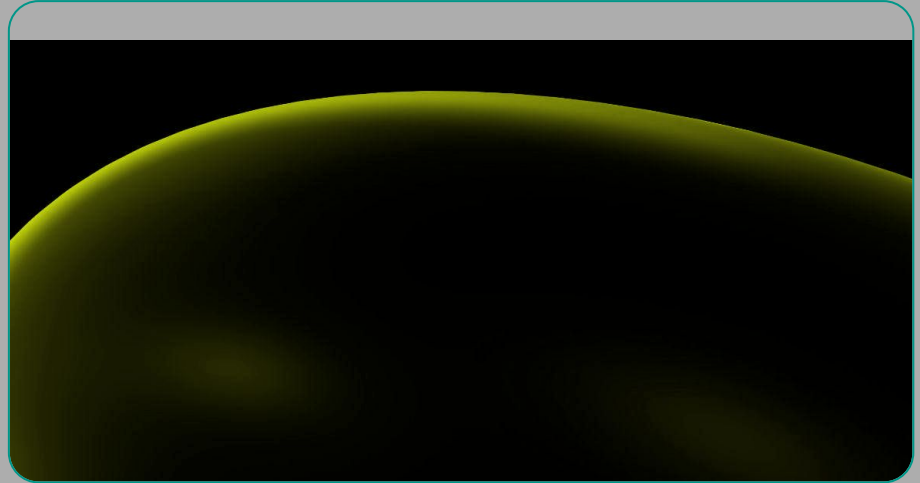
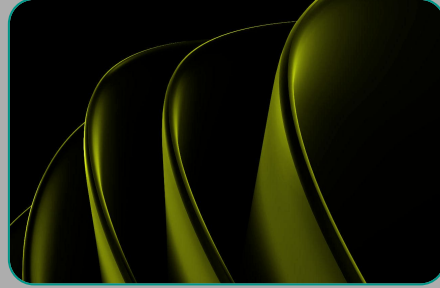
- Currently creating an athlete-ownership vehicle for an existing medical device manufacturer to facilitate creation of a sports brand

## 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

[adam@adamhphillips.com](mailto:adam@adamhphillips.com)