



Strategic Presentation Designer Portfolio

Specializing in Regulated Industries, Sustainable CPG, Startups, and Retail Storytelling





I bridge the gap between high-level business strategy and world-class visual storytelling. With over 10 years of design experience, I specialize in translating complex data, whether in Pharma, Biotech, Fintech, or the startup space, into persuasive narratives that command attention. I don't just design decks; I build the visual architecture that wins over investors and stakeholders.

\$25M+

Capital Raised

10+

Years Experience

100+

Presentations

Technical Utility

- **Static & Interactive:** Ai, Ps, Figma, PowerPoint
- **Dynamic & Motion:** After Effects, Premiere
- **The "Audio Finish":** Logic Pro (for presentations with soundscapes)



High-Stakes Results: Personally engineered the pitch decks and visual narratives used to secure \$25M+ in capital raises and drive millions in Year 1 revenue.



C-Suite Collaboration: Trusted partner to Founders, CEO's, and Executive Boards, operating as a "creative right hand" to turn technical jargon into digestible, high-fidelity presentations.



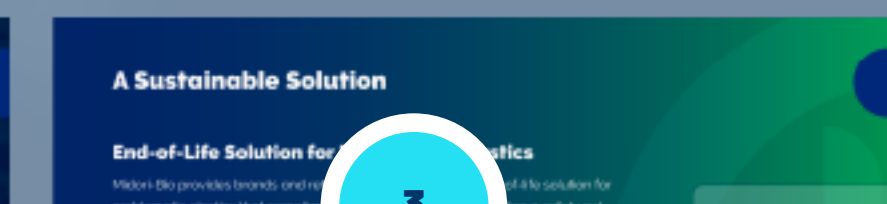
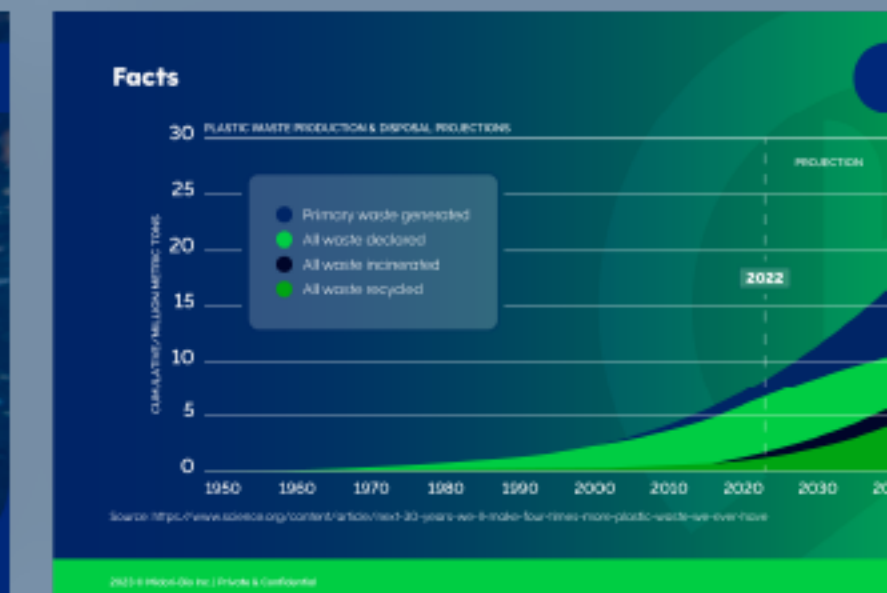
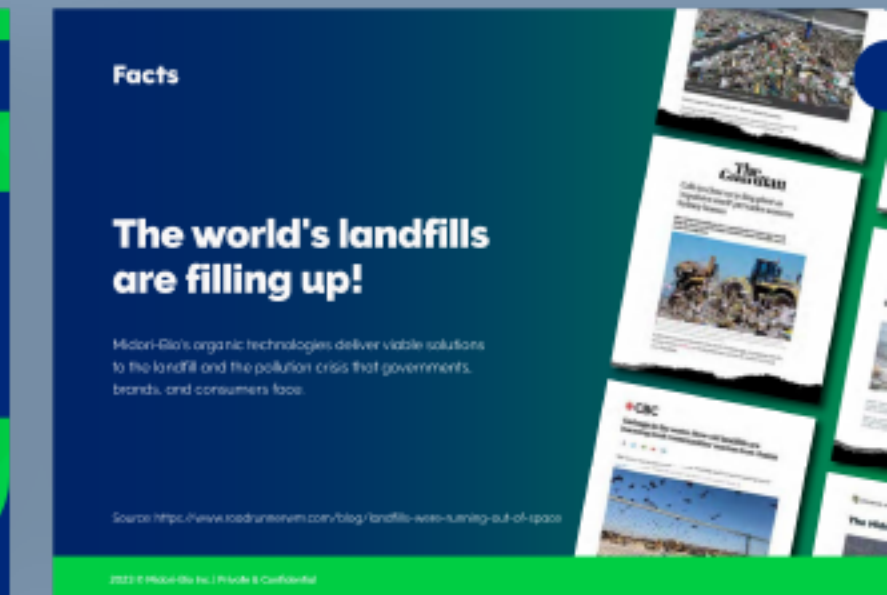
360 Degree Execution: Expert-level mastery of the Adobe Suite and Figma, combined with a background in motion design to create "living" presentations that stand out in a sea of static slides.

Midori Bio Inc. | Corporate Sustainability & Investor Presentation



Project Description:

Designed a core investor presentation detailing a revolutionary organic, carbon-based additive that transforms the end-of-life cycle for global plastic waste. The deck translates technical biochemical processes into highly persuasive visuals, demonstrating how the technology integrates seamlessly into existing manufacturing pipelines. By balancing data-heavy slides regarding FDA compliance and accelerated anaerobic decomposition metrics with sharp commercial market analyses, the presentation served as a primary fundraising tool to successfully secure \$3M in capital.



Midori Bio Inc. | Market Data & Executive Trends Deck



Project Description:

Designed a highly strategic market analysis presentation outlining global dynamics in the plastic packaging and logistics sector. The deck effectively visualizes dense macroeconomic valuations, compound annual growth projections, and industrial segmentation data to establish a clear commercial landscape. By translating complex material science and environmental statistics into straightforward visual narratives, the presentation details the commercial value proposition of a proprietary biodegradation technology that accelerates landfill decomposition to generate renewable energy.

ADVANCED BIORECYCLING™
A SUSTAINABLE SOLUTION FOR STRETCH FILMS AND SHRINK WRAP

Market Dynamics: What's Influencing Current Recycling Efforts

- Only a very small percentage of pallet wrap (stretch wrap) is actually recycled, with estimates suggesting that **less than 5% is recovered through recycling programs, meaning most still ends up in landfills.**
- Low Recycling Rates:** Due to challenges like contamination and the difficulty of collecting and processing plastic film, the overall recycling rate for pallet wrap is extremely low.
- Limited Markets:** A lack of consistent demand for recycled plastic film further hinders recycling efforts.
- Specialized Programs:** While some companies offer dedicated recycling programs for pallet wrap, these options are not widely available and often require specific collection methods.

Midori-Bio is an end-of-life solution for the 95%+ of stretch films that are discarded in landfills.

Overview: Plastic Stretch Films and Sheets Market¹

Global Market Valuation (2024): Approximately USD 141.72 billion.
Projected Growth: Expected to reach USD 196.22 billion by 2029, with a Compound Annual Growth Rate (CAGR) of 4.6% from 2024 to 2029.

Key Growth Drivers:

- Increasing demand in the **agricultural sector** for applications like greenhouse coverings and mulching.
- Expansion of the **packaging industry**, especially in food and beverage sectors.

U.S. Plastic Film and Sheet Market:

Market Size (2024): Estimated between USD 16 to 21 billion.

Market Share: Represents a significant portion of the global market, driven by:

- Advanced manufacturing capabilities.
- High demand from packaging and agricultural industries.

Global Market: Stretch Films (Pallet Wrap) and Shrink Films (Food & Beverage)¹

Global Market Valuation (2024): Approximately USD 18 billion.
Projected Growth: Anticipated to reach USD 21.1 billion by 2024, with a CAGR of 6.2% from 2019 to 2024.

Key Growth Drivers:

- Increased demand for **packaged food and beverages**.
- Growth in the **e-commerce sector**, necessitating efficient packaging solutions.

U.S. Stretch and Shrink Films Market:

Market Size (2024): Approximately USD 1 billion.

Market Dynamics:

- Growth fueled by the **food and beverage industries**.
- Adoption of **sustainable packaging** solutions.

Overview: Market Segmentation

By Material Type:

- Linear Low-Density Polyethylene (LLDPE)
- Low-Density Polyethylene (LDPE)
- Polyvinyl Chloride (PVC)
- and other materials

By Manufacturing Process:

- Gas Stretch Film
- Blown Stretch Film

By Application:

- Logistics & Transportation (includes shipping applications)
- Food & Beverage
- Manufacturing (Industrial Goods)
- Pharmaceuticals & Healthcare
- Retail & Consumer Goods
- and other applications

Generating Renewable Energy From Landfill Biogas Extraction

Advanced Biorecycling™ provides a unique solution to the environmental challenges of plastic waste. Our proprietary technology accelerates the natural degradation process in landfills for all plastics, including low-recyclable products like pallet stretch films. From construction to just a few years, this process ultimately yields a renewable energy byproduct.

American-Made **Midori Bio** Advanced additive offers an end-of-life strategy destined films providing renewable energy.

Supported Plastics Types (PGR and virgin plastics)

- Polyethylene (PE):** Low-Density Polyethylene (LDPE) and Linear Low-Density Polyethylene (LLDPE). These materials are extensively used for their flexibility and resilience, making them ideal for packaging applications.
- High-Density Polyethylene (HDPE):** Valued for its strength and durability, HDPE is commonly utilized in agricultural films and heavy-duty packaging.
- Polypropylene (PP):** Known for its clarity and resistance to moisture, PP is favored in food packaging and labeling applications.
- Polyvinyl Chloride (PVC):** Utilized in both rigid and flexible forms, PVC finds applications in construction, medical, and packaging industries.

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Overview: Market Segmentation

By Material Type:

- Linear Low-Density Polyethylene¹
- Low-Density Polyethylene (LDPE)

Kronic Relief | Investment Pitch Deck



Project Description:

Designed a comprehensive investment deck for a medical and recreational cannabis producer, translating complex agricultural operations and pharmaceutical data into a compelling financial narrative. The presentation structures detailed facility blueprints, perpetual harvest systems, and derivative product strategies alongside robust multi-year revenue projections to drive capital investment. Serving as a core fundraising tool, the visual architecture effectively highlighted the brand's competitive advantages to successfully secure over \$14M in capital.

The image displays a grid of 14 slides from the Kronic Relief investment pitch deck. The slides are arranged in a 4x4 grid, with the bottom-right cell containing a blue circle with the number '5'. Each slide features the Kronic Relief logo and is labeled with a slide number in the bottom right corner. The slides include:

- Slide 1:** INVESTMENT DECK (JANUARY 2023)
- Slide 2:** DISCLAIMER
- Slide 3:** KR 2021/2022 - HUGE ACCOMPLISHMENTS (Timeline from May 2021 to December 2022)
- Slide 4:** KR ADVISORY BOARD (Profiles of Alfred Apps, Dr. Dominic Rosso, Pat McCutcheon, and Marshawn Lynch)
- Slide 5:** KR 2023/2024 CASH FLOW PROJECTIONS (Line graph showing Revenue, Expenses, and Net Profit from Q2 2023 to Q4 2024)
- Slide 6:** KR 2023 - BUILDING AND DIVERSIFYING (A Year of Building Our Brand, Diversifying Our Product Offerings, and Increasing Production Capacity and Profit Margins)
- Slide 7:** KEY KRONIC ASSETS (List of 6 key assets including 35,000 sq ft facility, Full Health Canada cultivation, and proprietary genetic library)
- Slide 8:** KR COMPETITIVE ADVANTAGE (List of 6 advantages including strong management team, experienced grow team, and perpetual harvest system)
- Slide 9:** KR PERPETUAL WEEKLY HARVEST SYSTEM (7-step process: 1. Sowing, 2. Pre-Veg / Veg, 3. Flowering, 4. Drying/Curing, 5. Harvesting/Care, 6. Trimming, 7. Packaging)
- Slide 10:** KR GENETIC ADVANTAGE (List of 3 genetic advantages including genetics hold the key to effects, access to 800+ strains, and Pheno-hunting)
- Slide 11:** BUILDING LAYOUT & FIXTURE PLAN (Floor plan diagram with a legend for Nursery, Pre-Vegetation Room, Vegetation Room, and Flowering Rooms)
- Slide 12:** KR EDIBLES & TOPICALS (List of 7 product types: Medical Cannabis, Edibles, Topicals, Vapes, Tinctures, Oils, and Creams)

Midori Bio Inc. | Government Relations & Strategic Infrastructure Pitch



Project Description:

Designed a high-stakes strategic presentation tailored for government and enterprise stakeholders to showcase a pragmatic solution to the national plastic waste crisis. The deck translates macro-economic data, domestic manufacturing impacts, and material science into a compelling narrative centered on infrastructure resilience and energy grid optimization. By cleanly visualizing the biochemical conversion of single-use plastics into renewable energy, the presentation effectively positions a proprietary green-tech additive as a powerful tool for driving domestic job growth and large-scale environmental stewardship.

Mademoiselle x De Beers | TIFF Sponsorship Deck

Project Description:

Designed a high-end experiential partnership presentation for a luxury brand activation during the Toronto International Film Festival (TIFF). Co-branded with De Beers Jewellers and hosted at Mademoiselle Raw Bar & Grill, the deck elegantly packages a multi-tiered sponsorship program celebrating "Black Excellence". The visual strategy relies on premium, high-contrast imagery and clear, structured charts to communicate exclusive brand alignment opportunities, hospitality assets, media backdrop presence, and curated experiential marketing touchpoints to prospective luxury partners.



Theme

mademoiselle

Celebrating Black Excellence

Mademoiselle will be hosting a series of dinners and cocktail parties during the Toronto International Film Festival (TIFF) placing a spotlight on black excellence. This series will showcase and celebrate the accomplishments of several films, actors, musicians, artists, athletes, organizations and public figures.

Opportunity

To align with top level talent, organizations, brands and firms being showcased at TIFF, inside Toronto's most prestigious restaurant social club.

The proposed event will include two segments and take place on:

- Thursday September 8th, 2022
- Dinner - 6PM-9PM
- DJ Social - 10PM-5AM
- Food service 11:2AM
- (Extended licensed bar 11:44PM)

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Special Guest

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Why Mademoiselle At Tiff?

mademoiselle

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Food + Mixology

mademoiselle

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Why Mademoiselle At Tiff?

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Theme

Located in the heart of Toronto's downtown nightlife district with top tier seafood, staff, atmosphere and clientele. Since opening in May it has already established itself as the place to be on the King street strip.

mademoiselle

563 King Street West, Toronto
437-231-9067

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Sponsorship Opportunities

mademoiselle

Sponsorship Levels

	Platinum	Gold	Silver
Presenting partner, brand exclusivity	★		
Exterior signage opportunity	★		
Logo recognition on step and repeat media backdrop*	★	★	
Opportunity for customized social media campaign	★	★	
Interior signage opportunity	★	★	★
Event passes: x amount*	★	★	★
On-site activation(s)*	★	★	★
Opportunity for onsite-guest gifting	★	★	★
Prominent logo recognition on invitation	★	★	★
Opportunity for customized media campaign	★	★	★

*Based on limited events

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Thank You

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Project Description:

Designed a premium investor presentation for a patent-protected golf cart enclosure company disrupting the North American golf and Neighborhood Electric Vehicle (NEV) accessory market. The deck seamlessly translates complex engineering specifications and a 17-year patent strategy into an executive narrative aimed at capturing a significant share of a 600-million-dollar industry. By structuring clear addressable market segments, automotive-grade product features, and high-margin 5-year financial projections, the presentation effectively details a scalable commercial rollout strategy for venture capital engagement.

Krazy Wata | Seed Round Investment Deck



Project Description:

Designed a vibrant, high-impact investor presentation for an alkaline beverage startup entering the premium CPG market. The presentation translates initial market positioning, retail distribution pricing, and operational scaling costs into a clear commercial narrative for early-stage capital engagement. By structuring transparent financial forecasting models, break-even analyses, and an explicit use-of-proceeds breakdown, the deck effectively highlights a scalable market penetration strategy to secure a \$200,000 seed round investment.

INTRODUCTION

Krazy Wata, operating in the bottled water industry for two years, offers unique alkaline bottled water with a pH level of 8.3 for enhanced hydration. Registered as Krazy Wata under KT and AT Inc. since October 12, 2023, the company is based in Ajax, Ontario, and serves local grocery stores, convenience shops, and gas stations. To expand both in physical stores and online, Krazy Wata seeks financing of \$50,000 to \$200,000.

Mission:
To satisfy Canadian health needs with affordable real healthy bottled water.

Vision:
Our market focus is geared towards health conscious consumers, who seek a healthy and convenient lifestyle.

EXPANSION GOALS

To increase our annual sales by 50%. To achieve our goals we will need to:

- Acquire large warehouse space minutes from the GTA.
- Increase our production output with new automated filling machines.
- Expand our distribution network with delivery partners.
- Create an online presence through persuasive AI optimized campaigns.
- Increase cash flow through aggressive B2B bulk and wholesale deals.
- Invest heavily in targeted LinkedIn marketing and promotion.
- Increase accessibility to Krazy Wata through our new e-commerce website.
- Collaborations with renowned sports and hip hop celebrities.

PRODUCTS

- Single bottles are sold in stores - cases and pallets are sold online.
- Bulk pricing for orders >10 cases. Wholesale pricing available upon request.
- Shipping costs are assumed by the customer.

Cases:	Our Cost	Discount	Sale Price	Profit Margin
12 x 500ml	\$30.53	0%	\$24.99	48%
30 x 500ml	\$24.40	0%	\$44.99	48%
Bulk 12 x 500ml (x10 Cases)	\$30.53	15%	\$21.24	50%
Bulk 30 x 500ml (x30 Cases)	\$24.40	15%	\$36.24	26%
Wholesale 12 x 500ml (80 case pallet)	\$631.80	33%	\$374.99 (\$25.24/case)	17%
Wholesale 30 x 500ml (140 case pallet)	\$976.00	33%	\$339.99 (\$25.24/case)	35%

PRODUCT DESCRIPTION

Discover Krazy Wata Alkaline Water, an exhilarating drink meticulously crafted to quench your thirst and reinvigorate your body and mind. Boasting an optimal pH of 8.3, our alkaline water transcends basic refreshment, providing you with revitalizing hydration. Embrace the empowering essence of harmonious hydration and absolute purity with the essence of Krazy Wata.

MARKET ANALYSIS

In Canada, from 2010 to 2022, there has been a consistent drop in soda, juice, and soft drink consumption, while packaged water, enhanced water, and flavored water consumption have steadily risen. Retail sales for non-carbonated packaged water reached \$2.518 billion USD in 2015-2018, with a 3.7% annual growth rate. Projections for 2019-2022 estimate sales between \$2.89 and \$3.13 billion USD, with a 3.9% growth rate. This reflects a growing demand for innovative water products, particularly in the US and Canada.

MARKETING STRATEGY

LinkedIn advertising campaigns targeting small business owners, convenience store owners, grocery store managers and owners.

Campaign Element	Details
Ad Spend	\$3000
Ad Duration	60 days
Audience Size	5,000-10,000
Ad Copies	4 variations targeting convenience stores and grocery stores
Ad Creatives	4-5 Display ad designs
Call to Action (CTA)	"Discover Fresh Alkaline Water at Wholesale Prices!"
Images	Diverse mix of Krazy Wata bottles, store displays, and customer interactions

COMPETITOR ANALYSIS

The bottled water industry is highly competitive, with competitors of varying sizes, market shares, reach, and investments. Both direct and indirect competitors offer different types of bottled water products catering to diverse consumer preferences. Krazy Wata's direct competitors, based on alkaline pH levels, include brands like Great Value Water (7.0 pH), President's Choice Natural Spring Water (7.93 pH), Alkaline88 (8.6 pH), Icelandic Water (8.34 pH), Eska (8.25 pH), AQUAhydrate (9.5 pH), Essentia (9.5 pH), and Smart Water Alkaline (9.0 pH).

LOW PRODUCTION COST

Krazy Wata utilizes a smart 5-minute completion process to have the product ready for sale to the market.

The company uses pre-packaged imported water bottles, in 500 ml sizes. Using our state-of-the-art machine to complete the bottling process, water is sourced from our municipal system, the machines sterilizes, fills, cleans and filters the water, turning the water into alkaline water, then add caps and shrink wrap the caps. The bottled water is then packaged in sizes of 6, 12, 24 and 30 and is ready for immediate sale.

MARKETING STRATEGY

Gen Z shoppers will pay 50% more for a sustainability product.

A desire to help the environment is the primary reason consumers purchase sustainable products and brands. Almost 30% of

SWAT

Strengths:

- Strong branding and unique selling proposition.
- Competitive pricing.
- Celebrity endorsement.
- Sustainable packaging.

Weaknesses:

- Inexpansive entrepreneur.
- Limited geographical presence.
- Start-up costs and pains.
- Small team to cover all of Ontario and Quebec.

CONCLUSION AND FORWARD OUTLOOK

Krazy Wata's branding, website, and social media campaigns synergized to create a captivating narrative. It resonated with health-conscious consumers, unique identity, vibrant imagery, carbonated or

Useroo | Seed Offering Pitch Deck



Project Description:

Designed a high-fidelity investor presentation for a fintech payments platform specializing in transparent, cost-effective B2B and e-commerce transactions. The deck structures complex global market share data, payment gateway processes, and financial projections into a clean, intuitive narrative for venture capital engagement. By visually detailing the platform's API scalability, white-label capabilities, and Level 1 PCI-compliant point of sale architecture, the deck effectively positions the brand as a disruptive force in the digital transaction industry to drive early-stage seed funding.

useroo Payments Platform

SEED OFFERING

ABOUT:
We are a payments platform, powered by the Useroo Payments Platform, which is a secure, scalable, and transparent payments infrastructure designed to help merchants and consumers pay online with ease.

GLOBAL PAYMENT METHODS

BREAKDOWN OF LEADING PAYMENT METHODS

TECHNOLOGY	2015	2020
WALLET	3%	30%
CREDIT CARD	36%	30%
DEBIT CARD	37%	30%
BLACK PAYMENTS	1%	1%
CASH ON DELIVERY	7%	9%
PRE-PAY	2%	4%
MOBILE	2%	4%
BUY NOW PAY LATER	0%	1%
OTHERS	2%	2%
REVENUES	8%	1%

GLOBAL MARKET SHARE

LEADING PAYMENT TECHNOLOGIES SHARE ON THE WEB

TECHNOLOGY	RANK	MARKET SHARE	WEBSITES
PAYPAL	1	17.6%	1,081,718
STRIPE	2	4.0%	42,872
APPLEPAY	3	3.4%	18,119
GOOGLE CHECKOUT	4	1.3%	17,537
SQUARE, INC.	5	1.4%	37,518
CCAV	6	1.2%	11,100
CASHIER	7	1.1%	10,201
AMAZON PAYMENTS	8	0.3%	1,704
KLARNA	9	0.4%	7,474
BLUESNAP	10	0.2%	1,110

MARKET SEGMENT

UNITED STATES (2015)

ECOMMERCE PROJECTED GROWTH

ECOMMERCE MIX BY PAYMENT METHODS (2015)

Payment Method	Share
Credit Card	66%
Debit Card	20%
WALLET	23%
Bank Transfer	0%
Cash or Money	4%
Prepaid	1%
Others	3%
Postpay	2%

SERVICES

ECOMMERCE SOLUTIONS

ALL-IN-ONE PAYMENT SERVICE PROVIDER (ASP)

PERFORMANCE PRICING

SERVICES

ECOMMERCE SOLUTIONS

PAYMENT APPLICATIONS

MARKETS will have the option to utilize our POS application to accept various payment methods including a variety of credit cards and debit cards. Our application can be white labeled meaning each merchant can rebrand the application, online tool, merchant dashboard and all customer facing reporting to match their business branding. This creates a seamless and more engaging shopping experience, in-store or online.

With our POS application, merchants can enable customers to tap and pay with their phone or create a fast checkout experience for merchant mobile sites and applications.

Our POS Application is Level 1 PCI Compliant certified.

HARDWARE

PAYMENT SOLUTIONS

COMPETITIVE HARDWARE PRICING THAT ISN'T HARD TO UNDERSTAND.

Useroo will provide businesses with access to various PCI Compliant hardware solutions such as tablets, laptops, POS readers, printers and more - with clear, competitive pricing.

HOW IT WORKS

PAYMENT PROCESS

1. CUSTOMER
2. SECURE TRANSACTION NETWORK
3. PROCESSOR

Payment methods supported: CREDIT CARDS, DEBIT CARDS, GIFT CARDS, LOYALTY CARDS.

Payment methods not supported: CHECKS, MONEY ORDERS, INTERNATIONAL CREDIT CARDS.

VALUATION SCHEDULE

INVESTMENT INTO QUEST INTELLIGENT TECHNOLOGIES

SHAREHOLDERS	PRE-MARKET VALUATION			NEW INVESTMENT			POST-MARKET VALUATION		
	SHARES	%	USD	SHARES	%	USD	SHARES	%	USD
ANGEL INVESTORS	1,000,000	10%	\$1,000,000	1,000,000	10%	\$1,000,000	1,000,000	10%	\$1,000,000
SEED ROUND	1,000,000	10%	\$1,000,000	1,000,000	10%	\$1,000,000	1,000,000	10%	\$1,000,000
TOTAL COMMON SHARES	2,000,000	20%	\$2,000,000	2,000,000	20%	\$2,000,000	2,000,000	20%	\$2,000,000

PROJECTIONS

OPERATING EXPENSES, NET PROFIT

	2017	2018	2019	2020	2021
SALES COSTS	\$1	\$1	\$1	\$1	\$1
MARKETING COSTS	\$1	\$1	\$1	\$1	\$1
MANAGEMENT FEE	\$1	\$1	\$1	\$1	\$1
OPERATING EXPENSES	\$1	\$1	\$1	\$1	\$1
OPERATING INCOME	\$1	\$1	\$1	\$1	\$1
NET PROFIT	\$1	\$1	\$1	\$1	\$1

OUR CUSTOMERS

BUILDING OUR FUTURE

LOCOSHO!

LOCOSHO! provides a mobile commerce solution that helps users to find and pay for products online with ease. Its PCI compliant infrastructure, the first of its kind, is designed to ensure that all online shopping transactions are handled in a secure and transparent manner. LOCOSHO! is the only mobile payment solution that is designed to be used by merchants and consumers alike. LOCOSHO! was formerly known as LOCOSHO! (Card and payment by name to LOCOSHO!, Inc. in April 2014). The company was incorporated in 2017 and is based in San Francisco, California. LOCOSHO! is a registered trademark of LOCOSHO!, Inc.

Project Description:

Developed a high-stakes investor presentation for a disruptive sports technology company focused on concussion-reduction helmet liners. The deck translates complex industrial engineering and patented impact-attenuation science into a visually compelling narrative for venture capitalists and sports industry stakeholders. By structuring clear market opportunity analyses, financial forecasting models, and valuation schedules, the presentation effectively communicated the brand's commercial viability to secure a two-million-dollar funding round.

REVOLUTIONIZING HELMET SAFETY

October 2019 - Amazon US
www.airium.com

MISSION

AIRIUM nurtures ideas that create innovative products and solutions to improve human performance while generating growth returns for our investors in an environment that respects new concepts and hard work.

VISION

To combine science and technology to unlock human potential.

THE PROBLEM

Over 3.8 million sports-related concussions are reported in the USA annually with 51% unreported.

Existing helmets and safety standards are designed to reduce catastrophic head/neck injuries, not concussions.

Children are more susceptible and have longer recovery times.

Long term effects include cognitive impairment, depression, dementia and chronic traumatic encephalopathy (CTE).

IN THE NEWS

NATIONAL FOOTBALL LEAGUE

- The September 2019 NFL Commissioner's Report highlighted the impact of concussions and repeated blows.
- Announced an additional \$100-million in new equipment and program studies in the impact of concussions and repeated blows.

NATIONAL HOCKEY LEAGUE

- Announced at the General Manager's Meeting, four concussion specialists will watch all games from a centralized location. NHL also be spotted at each game to check for subtle symptoms.
- Part of the work will involve working with players to report symptoms, set the new concussion protocol in place and to take care of the player's decision-making and influence away. If players show any symptoms, the protocol dictates they will be forced to leave the arena and be the focus of attention the same.

SUBSTANTIAL IMPACT REDUCTION

LINEAR IMPACT
24% GREATER THAN FOAM

ROTATIONAL IMPACT
59% GREATER THAN SLIP FLAME

The greater the distance the skull has to decelerate within the helmet at the time of an impact, the lower the risk of a concussion.

AIRIUM air liner release system provides the greatest deceleration distance compared to other impact reducing helmet technologies.

SENSORS

When there is a serious impact, our air liners deform. This mechanical alert will be greatly enhanced with our in-helmet sensor systems - AIRIUM ALERT.

AIRIUM protects the air liners will substantially reduce concussion-causing forces to the brain. Since they are activated, our sensors will capture the severity and precise location of the impact. This will provide more accurate data for health professionals and aid in their diagnosis.

BUSINESS MODEL

INITIAL REVENUE

- Sales from target brands in each helmet category to integrate AIRIUM liners.
- Liners manufactured by AIRIUM in Asia and North America.
- Liners are sold and shipped to brand's helmet manufacturer.

RECURRING REVENUE

- All liners have 3-year life span requiring regular replacement.
- Liners not replace during major impacts and require replacement.
- Replacement liners are sold and shipped to brand's helmet manufacturer.

AIRIUM ALERT

- In-helmet sensors to be introduced for 2019 season.
- Will be part of liner package.

PRODUCT CYCLE

Brands: Links for new helmets, Replacement liners.

Retailers: New helmets, Replacement liners.

Consumer: Buys new helmet.

Player has serious impact and liner deforms, needs replacement. Needs liner before clear replacement.

CHANNEL: BRANDS

We will incorporate AIRIUM technology into many of the world's leading head protective brands.

MARKET OPPORTUNITY

MARKET	TOTAL MARKET	CURRENT MARKET	ADDRESSABLE	
			2019	2020
HOCKEY	100,000,000	\$50,000,000	10,000,000	20,000,000
LACROSSE	50,000,000	\$10,000,000	1,000,000	2,000,000
CYCLING	2,000,000,000	\$100,000,000	10,000,000	20,000,000
BASEBALL	1,000,000,000	\$50,000,000	5,000,000	10,000,000
POWER SPORTS*	1,000,000,000	\$50,000,000	10,000,000	20,000,000
SNOW SPORTS*	2,000,000,000	\$100,000,000	10,000,000	20,000,000

LINER SALES REVIEW

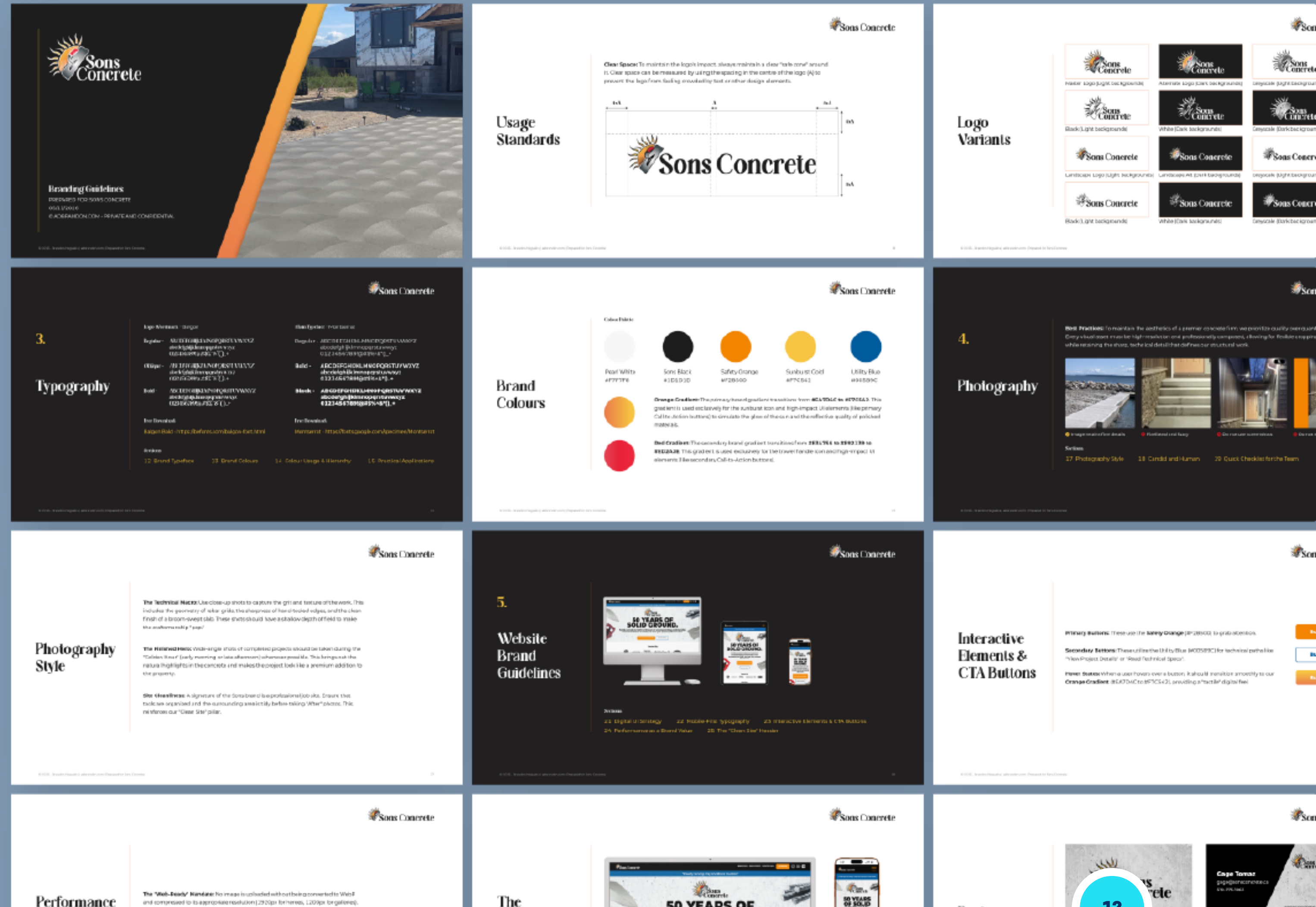
GROUP	SET OF 3	LINERS			
		2017	2018	2019	2020
WHOLESALE	SET OF 3	\$2,000	\$4,500	\$8,000	\$8,500
	SET OF 4	\$2,000	\$5,000	\$8,000	\$8,500
FACTORY INSTALLED LINERS	SET OF 3	\$2,000	\$4,500	\$8,000	\$8,500
	SET OF 4	\$2,000	\$5,000	\$8,000	\$8,500

Sons Concrete | Comprehensive Branding Guidelines & Visual Identity



Project Description:

Developed a robust corporate brand identity and technical style guide for an established multi-generational construction firm. The comprehensive guide establishes a cohesive, professional visual language across physical and digital touchpoints, including specialized business cards, heavy-duty yard signage, and high-visibility corporate assets. By balancing a rugged, industry-appropriate aesthetic with clean, authoritative modern typography, the system reinforces the company's 50-year heritage of reliability and craft while systematically preparing the business for a digital-first market expansion.



Ganja Glam | 'Lake N' Bake' Experiential B2B Event Deck



Project Description:

Designed a comprehensive B2B partnership proposal and event deck for a high-profile cannabis experiential marketing activation on Lake Ontario. The presentation packages a unique consumer engagement platform, outlining detailed sponsorship tiers, vendor booth integrations, and legal compliance structures for Ontario's strict 19+ adult-use market. By balancing data-driven ROI metrics and multi-channel marketing reach with a vibrant, lifestyle-centric visual identity, the deck effectively translates complex physical event logistics into a highly persuasive asset used to secure major corporate brand partnerships and industry sponsorships.

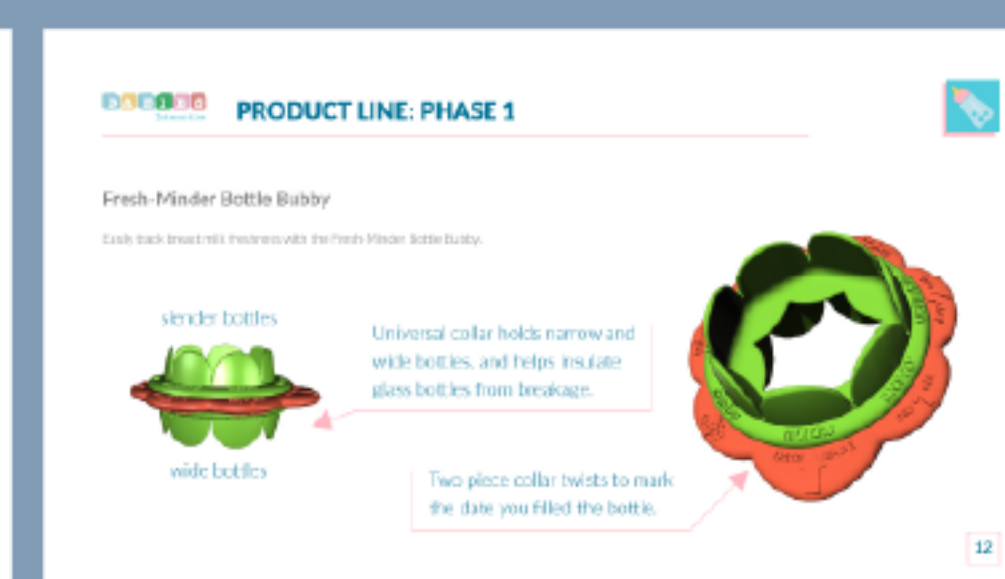
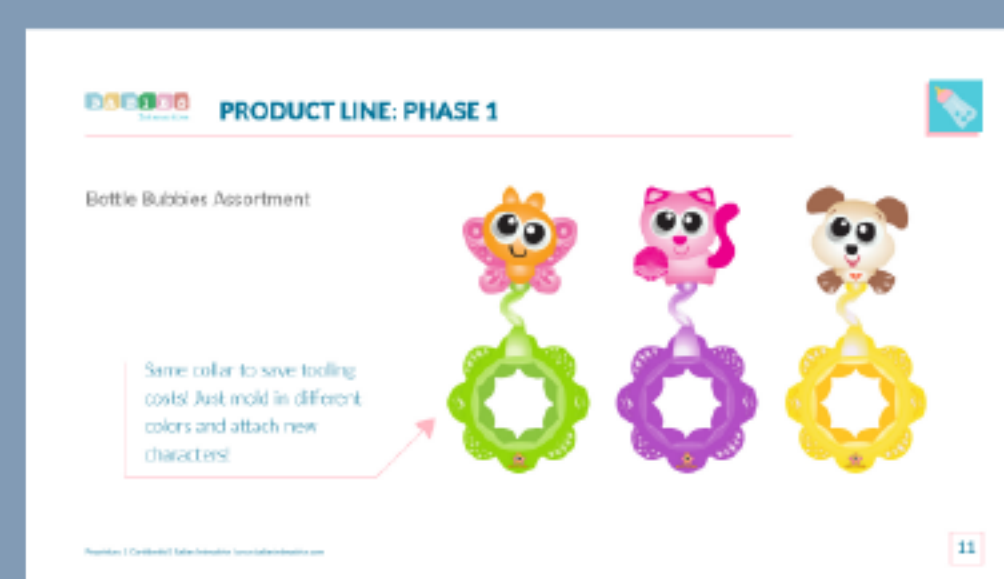
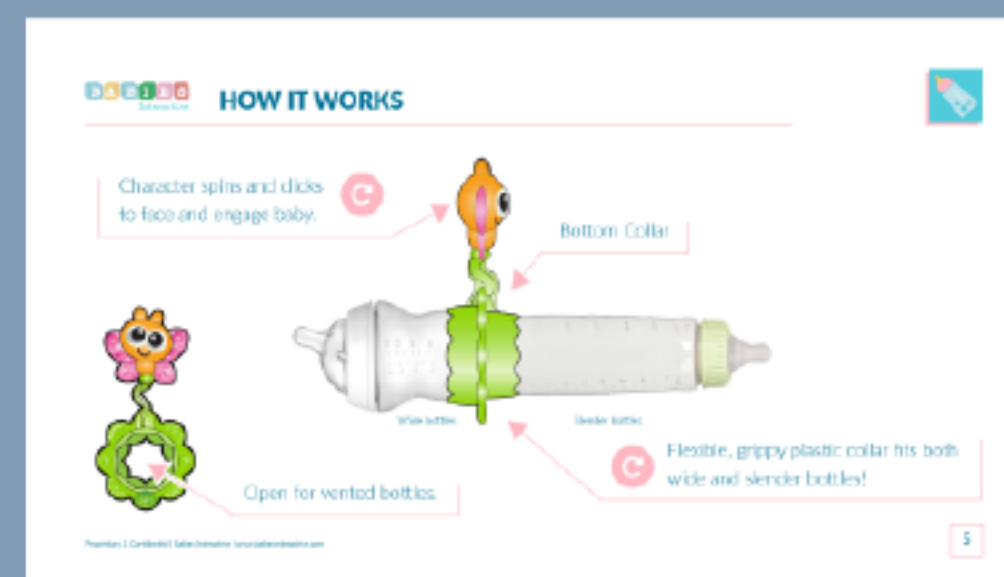
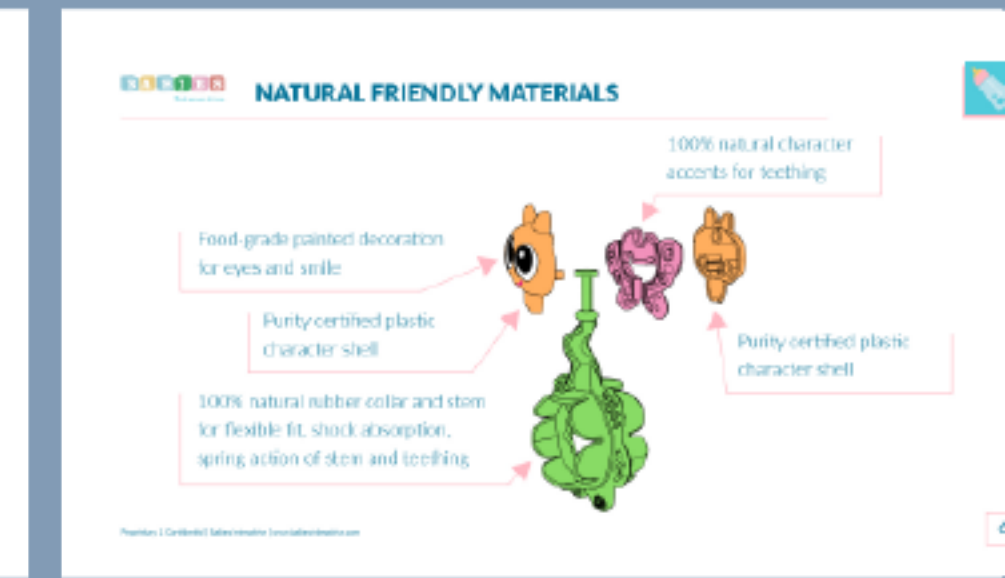


Babies Interactive | Seed Round Investor Deck



Project Description:

Developed a comprehensive seed round pitch deck for a consumer goods startup specializing in interactive baby products. The presentation outlines the commercial viability of "Bottle Bubbies," a proprietary bottle attachment designed to engage infants during feeding. The visual narrative effectively translates multi-phase product roadmaps, including future smart device integrations and licensed character opportunities, alongside robust financial projections to secure \$500,000 in early-stage investment.



Brands I've Worked With



Thank you!

Currently available for full-time roles in Toronto/Remote.

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