



**BOLDFACE** has reinvented the graphic t-shirt...  
in the form of a backpack.





## *Interchangeable Printed “Face” Panels*

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The Printed “Face” Panels are Interchangeable.

So just like your favorite t-shirts, you can now have a different cool graphic on your back every day.





*The Innovation that Changes Everything*

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US Backpack market: \$3 Billion annually without a custom graphic product

### **The Problem:**

To produce a custom printed premium bag, the panels must first be cut and printed separately.

Then the bag is sewn together.

Requires large Minimum Order Quantities (MOQs) for manufacturer and customers (expensive, high risk).

Requires manufacturer and customers to hold high volume inventory on all designs (high risk).

### **The Solution:**

The BOLDFACE innovation: Interchangeable “faces”

Backpacks and blank faces are made overseas at a very low cost.

Faces are printed-to-order at BOLDFACE (Los Angeles, CA), attached to the backpacks and shipped.

No MOQ for BOLDFACE customers – they simply order what they need when they need it (they love this).

Neither BOLDFACE nor their customers are required to carry large inventory on any designs (low risk).

And the end user gets one backpack and a multitude of faces – establishing a long term relationship



## *Face Design Strategies*

BOLDFACE will sell “face” designs already proven in the marketplace:

- Licensed properties (music, entertainment, sports, art, etc.)
  - Targeting obsessive fans
- Partnerships with t-shirt companies
- Corporate and promotional, schools, etc.
- Customized (upload your own image)

### Take-away:

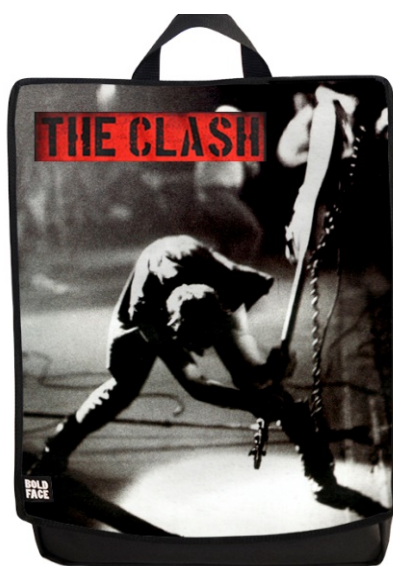
Anything done with t-shirts can now be done with BOLDFACE backpacks.





*Examples*

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## *Strategic Partnerships*

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BOLDFACE owns the artwork rights to Live Nation's roster of over 140 bands including:

U2

The Clash

Megadeth

Foo Fighters

Aguilera

Lynyrd Skynyrd

Beastie Boys

Fleetwood Mac

Stone Temple Pilots

Calvin Harris

Coldplay

Madonna

Nirvana

David Bowie

Bruce Springsteen

Eagles

Sound Garden

Pussy Riot

Deadmau5

Maroon 5

Sublime

Sex Pistols

Christina

Kurt Cobain

Journey

Wu-Tang Clan

Mac Miller

Poison



## *Strategic Partnerships*

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The Arizona Cardinals have already reviewed samples and want it (directly from the SVP of Merchandise).

- Samples provided to the Cardinals included designs of full action photographs of Carson Palmer and Larry Fitzgerald

BOLDFACE is now getting the backpack approved by the NFL.

Once scheduled, BOLDFACE will have all 32 teams.





## *Strategic Partnerships*

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CBS Radio will purchase BOLDFACE backpacks for their 137 radio stations across the country in every major city to sell at their music festivals, events, promotions, etc.

CBS Radio is also an affiliate sales partner to BOLDFACE, promoting our portfolio of Live Nation backpack across their websites and media channels (earning a sales commission).

Sports\* properties will be added as they come online.

\*BOLDFACE is working with CBS Radio to identify strategic professional sports licenses to maximize exposure across CBS's sports media channels (NFL, MLB, NBA, NHL, MLS, etc.)



## Strategic Partnerships

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### Partnership with Coastal Classics' Art Director and Artists



- Coastal Classics sells 100,000 surf art t-shirts per month through 800 surf and resort retail stores across the US.
- BOLDFACE owns the artwork rights to all of their designs.
- BOLDFACE has contracted their Art Director to curate the top designs onto the backpacks and help place them into all of their retail clients.
- Like Coastal does with t-shirts, BOLDFACE will create and sell “white label” backpacks into the stores (placing the store name into the design).
- See BOLDFACE’s 2016 Surf Art Catalog for details.



## *Strategic Partnerships*

Additional strategic partnerships:

- Cirque du Soleil (reviewing samples – in talks)
- Zazzle custom products site with 45 Million unique monthly visitors (agreement is signed – getting set up on their site)
- SSA, Inc. (runs retail for 43 zoos across the country – in talks)
- Mexican Football Federation (Tijuana Xolos already signed on)
- South American distributor of Vans, Hurley, DC and Quicksilver is onboard to distribute BOLDFACES's surf art collection
- Many others






*Customize Your Own by Uploading a File...*

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Customize your backpack by uploading an image of your own...

**BOLD  
FACE™**



### CUSTOMIZE YOUR BOLDFACE

1 [Upload Your Image](#) [See Image Requirements](#)

2 + - ↺ ↻ ↵ ⬅ ⬆ ⬇ ➡

3 **Add Background (optional)**

**Verify Ownership Of Images**  
☐ By checking this box I certify that I own the copyright to this image and agree to the [Terms of Use](#).

[Add to Cart](#) STANDARD BLACK Backpack w/ Printed Flap

**\$69.95**



Customization widget on BOLDFACE site



## *Sales Channels*

### BOLDFACE Sales Channels:

- Online Direct to Consumer
  - Email Marketing
  - Facebook, Instagram, Twitter, Snapchat, etc.
  - Google Adwords
  - Amazon
  - Etc.
- Brick & Mortar
  - Live Nation is connecting BOLDFACE with their top retailers including Urban Outfitters, Hot Topic, Zumiez, Guitar Center, etc.
  - Coastal Classics is connecting BOLDFACE with their retail network of 800 surf and resort stores across the US
- Corporate and Promotional, Schools, etc.
  - CBS Radio is just the beginning



## *Experienced Leadership*

- **Randy Fenton – Inventor, Founder, President**

- Visionary entrepreneur who founded and invented all Boldface and Freewell products
- Inventor of award winning SurfShelf that is #1 top selling product in its category on Amazon.com of over 10K products
- Expert in product development and design, business strategy, IP, manufacturing, operations and customer support
- Holder of 3 US patents and several patents pending

- **Jesse Torres – Chief Operations Officer**

- Former bank CEO with over 20 years of leadership experience
- Expert in small business growth and maximizing exit valuation
- Contributor to Entrepreneur.com, author, featured keynote speaker, weekly radio host (CNBC)

- **Greg Mills – Chief Branding Officer**

- Greg info here
- Greg info here

- **Jeff Koppelmaa – General Counsel**

- Over 20 years experience forming and representing start-up businesses. Member CA Bar since 1989.

Need to add Kayhan





## *Product Extensions*

BOLDFACE began by making guitar bags and pivoted to mainstream bags in 2016



### **Guitar bags:**

Acoustic and Electric

\$100 Million US market

90% of guitar players own 2+ guitars

### **Next up:**

- Travel / Sports bags (\$7 Billion US market)
- Messenger bags (\$1.5 Billion US market)

BOLDFACE will also revitalize its guitar bag line with the new Live Nation licensed artwork



## *Competition*

BOLDFACE will take market share from the following backpack companies:

- **Timbuk2**
  - Premium bag company with higher price points
  - Bags can be customized by the color and pattern of fabric panels
  - No custom printing available
  - No interchangeable panels
- **Sprayground**
  - Graphically enhanced backpacks with similar price points
  - No customization of any kind available
  - No interchangeable panels
- **General backpack companies such as JanSport, Hershel, Vans and others**
  - Backpack companies that currently own a significant share of the backpack market
  - Medium to high brand loyalty
  - No customization of any kind available
  - No interchangeable panels



*Uniquely Positioned*

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## **Boldface Advantages**

- First to market in each new product category
- Experienced team and strategic partners
  - Industry leaders with highest level of retail positioning
  - Established success promoting and selling consumer products
- Minimal inventory risk
  - No inventory on any particular design
  - All products are made-to-order thanks to the interchangeable “faces”
  - Manufacturing partner provides inventory at zero down and payment 60 days after our sale
- Patent Pending
  - Overall utility of product
  - In-store product customization sales system
- Trade secrets relating to custom printed “faces”





## *Working with Charities to Make a Difference*

Our mission statement includes helping others and working to make the world a better place.

- **10K Backpacks** is a BOLDFACE initiative to provide 10,000 backpacks filled with supplies to underprivileged communities and foster children. BOLDFACE is working with local businesses and institutions to donate to the program to help their in-need communities.
- BOLDFACE is also involved with national charities such as *Feeding America* as well as local charities, including *Rock N' Roll Camp for Girls LA*.
- In addition, we have created guitar bags for Bono for his *RED* and *ONE* charities, and BOLDFACE will donate net sales proceeds to these organizations.





*BOLDFACE Lifestyle*

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Thank you!