



The world's preeminent brain protection brand

Contact

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Investment Details

Current Round: \$750k-\$1M
Terms: On enquiry
Raise end date: 3/1/23
Previous Raise: \$220k
Grant Funding: \$75k

Use of Funds

\$140k :Manufacturing
\$187K: Marketing
\$126k: Tooling
\$55k: Legal/Accounting
\$155k: Overheads + salary
Raise will take us to revenue stage -
further forecast available on request.

Milestones Achieved

Built safest helmet in the world
Positive on-market feedback
2x \$20k overnight launch (AUD, USD)
\$0 marketing spend on launches

Management

Rob Joseph, CEO/Founder

Advisors

Todd Stockbauer (ex. Spyder, Brandbase)
Tony Mcwilliam (ex. Faction skis)

Partners

Legal: McCullough Robertson
Patent: Davies Collison Cave
Accounting: Wingr
Manufacturer: Spoton Sports Equipment
technology

Problem

Ski helmets, while becoming much more popular in recent years, are still the same hunks of foam they were in the 90's. They can be uncomfortable, bulky, annoying to use and sometimes even dangerous.

Solution

People who don't wear helmets generally wear beanies; and even many people who wear helmets wear beanies anyway. So we built a beanie that is also the safest helmet in the world. Initially bound for the ski hill, we built it to easily cross over into cycle and medical markets.

Revenue Streams

\$200 Helmet
\$30 interchangeable outer
Brand collaborations
Group sales
Cycle market
Medical market
Branding/merchandise

Market

\$17Bn: Snow Helmets
\$42bn : Cycle (secondary)
\$7bn: Medical

Competitors

Giro
POC
Smith

Traction

Mediums built
Safest drop test results of any helmet
seen
\$160k Kickstarter
2x successful soft-launches
Very positive on-mountain feedback