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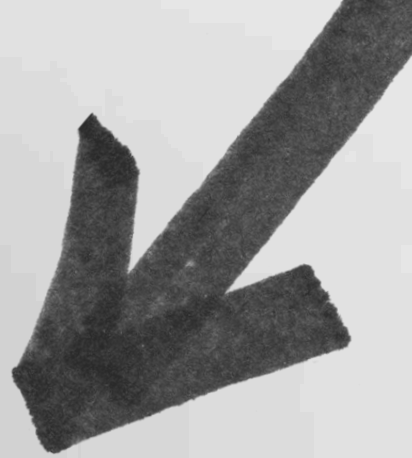
SCAP

RECOVER SMARTER. PERFORM STRONGER.

*FILLING THE GAPS IN ATHLETIC RECOVERY AND REHABILITATION,
ALLOWING ATHLETES TO PERFORM THEIR BEST, IN THE MOST
COST-EFFECTIVE WAY POSSIBLE.*

\$

PROBLEM



ARM PAIN IS SIDELINING ATHLETES EVERYWHERE.

THE EPIDEMIC OF SHOULDER INJURIES

Over 50% of overhead athletes experience shoulder pain or injury during their careers.

THE CAUSE

The subscapularis is a major contributor to many arm and shoulder injuries or dysfunction.

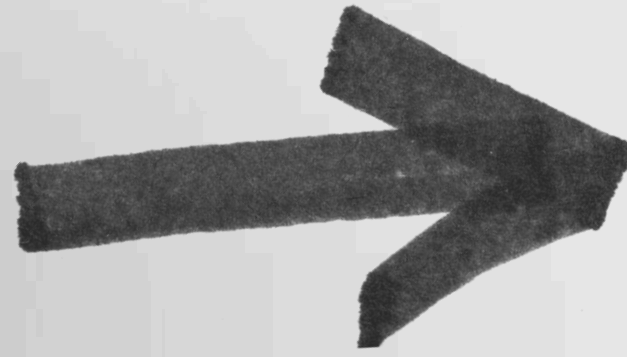


CURRENT SITUATION

Athletes are **forcing** baseballs, lacrosse balls, or even barbell ends into their ribs to try and find relief

9

HEALTH RISKS



DIY SOLUTIONS ARE PROVEN TO BE EXTREMELY DANGEROUS

NERVE IRRITATION AND LOSS OF CONTROL

WRONG PRESSURE
IN THE WRONG
SPOT CAN AFFECT
NERVE FUNCTION

TENDON AND SOFT TISSUE DAMAGE

HIGH RISK OF
MICROTEARS AND
INFLAMMATION

WORSENING SHOULDER MECHANICS

REINFORCES
COMPENSATION AND
POOR MOVEMENT
PATTERNS

S WHO?

Any athlete who repeatedly loads their shoulder.



TENNIS



BASEBALL



WEIGHT-LIFTING



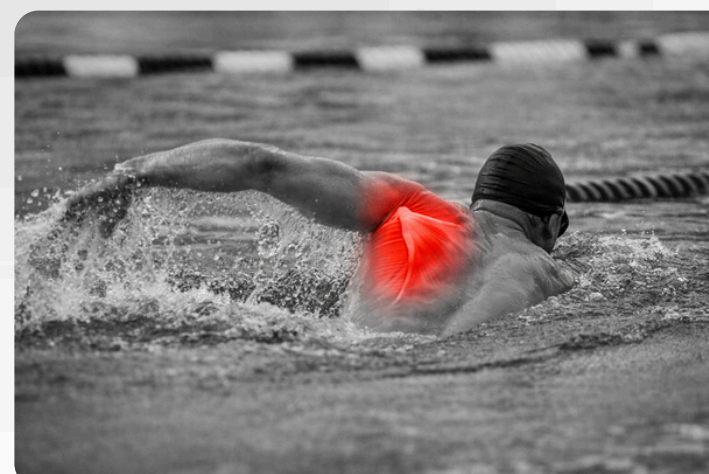
GYMNASTICS



SOFTBALL



QUARTERBACKS



SWIMMING



GOLF



MEET THE SCAPSTICK

TARGETS **PRECISION** PAIN POINTS

PROVIDES **CONTROLLED LEVERAGE** AND REACH

WORKS FOR **PRE-GAME ACTIVATION** AND **POST-GAME RECOVERY**

THE FIRST RECOVERY TOOL PURPOSE-BUILT TO **SAFELY** AND **EFFECTIVELY** TARGET DEEP SHOULDER MUSCLES

DESIGNED **BY ATHLETES**, FOR ATHLETES.

FITS IN ANY
STANDARD
SIZED
ATHLETIC BAG



PATENT PENDING 



\$

HIGH-MARGIN, SCALABLE DTC MODEL

SCAPSTICK PRICING

Unit Cost:

Retail Price:

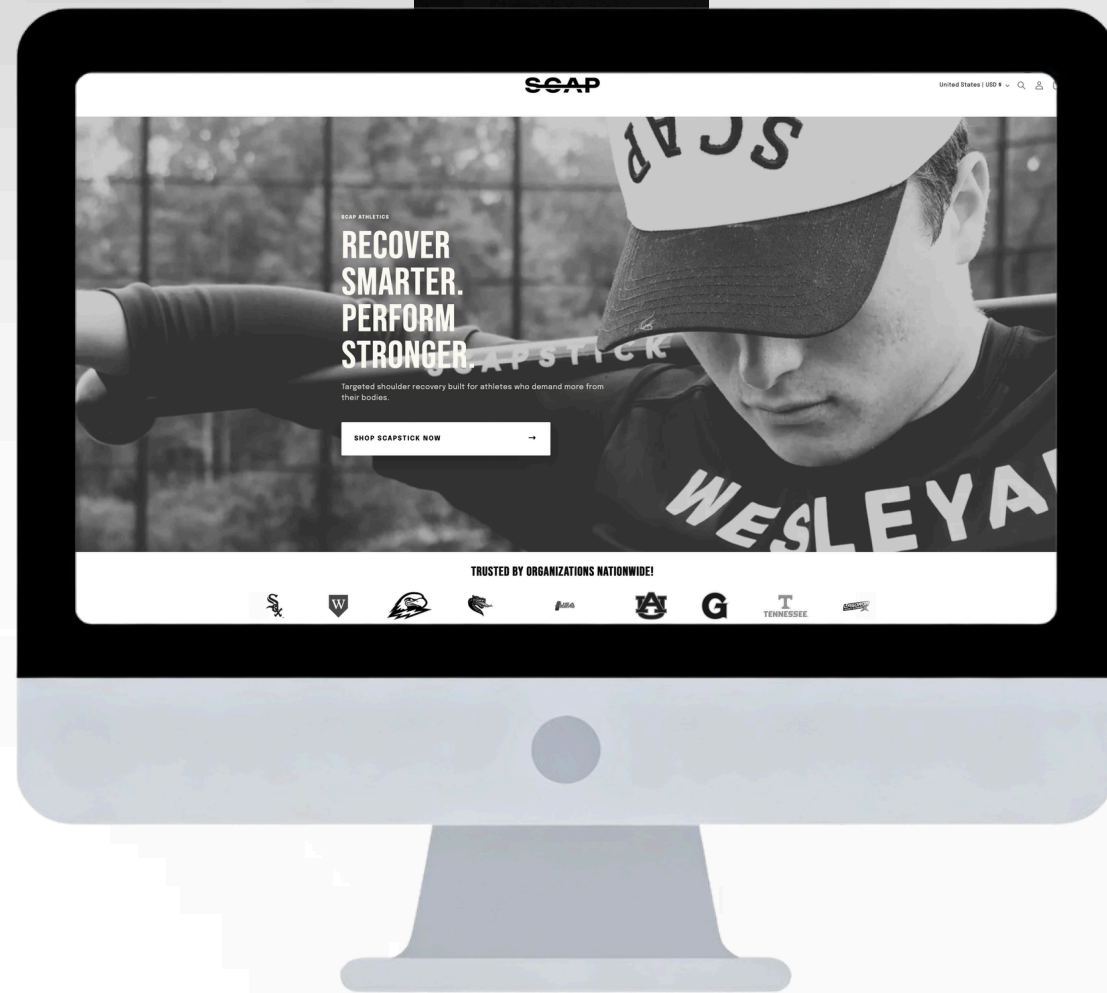
\$18

\$69.99

74.3%

PROFIT MARGIN

\$0.00 CUSTOMER ACQUISITION COST TO-DATE



BUSINESS MODEL

SALES CHANNELS



S

THE MARKET

THE GLOBAL AT-HOME ATHLETIC RECOVERY TOOLS MARKET IS VALUED AT \$6.5B TODAY AND PROJECTED TO EXCEED \$10B BY 2033.

A \$10B MARKET – AND NOBODY OWNS THE SUBSCAP.

GLOBAL AT-HOME ATHLETIC RECOVERY TOOLS MARKET

\$6.5–10B

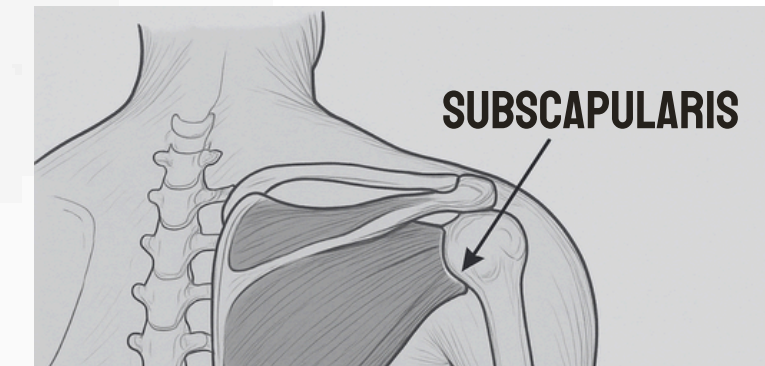
GLOBAL CATEGORY FOR SHOULDER-FOCUSED RECOVERY TOOLS

\$900M–\$1.2B

U.S. THROWING ATHLETES + SHOULDER-DOMINANT ATHLETES

~4–6M ADDRESSABLE USERS

AT \$70 AOV = \$14M–\$21M REVENUE OPPORTUNITY



SHOULDER INJURY RATES AMONG OVERHEAD ATHLETES CAN BE UP TO 90% DEPENDING ON SPORT AND LEVEL OF COMPETITION

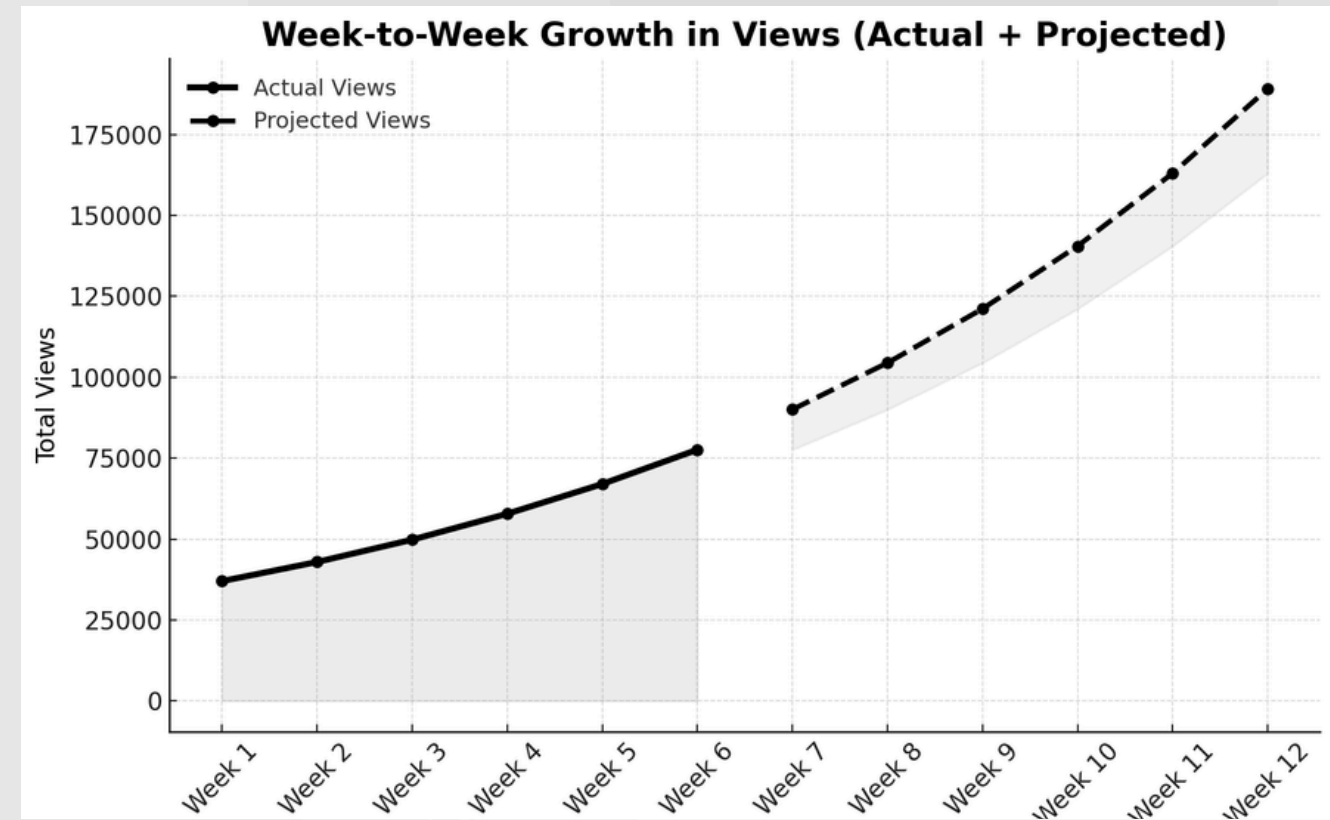


+17% Week-over-Week Community Growth

TRACTION

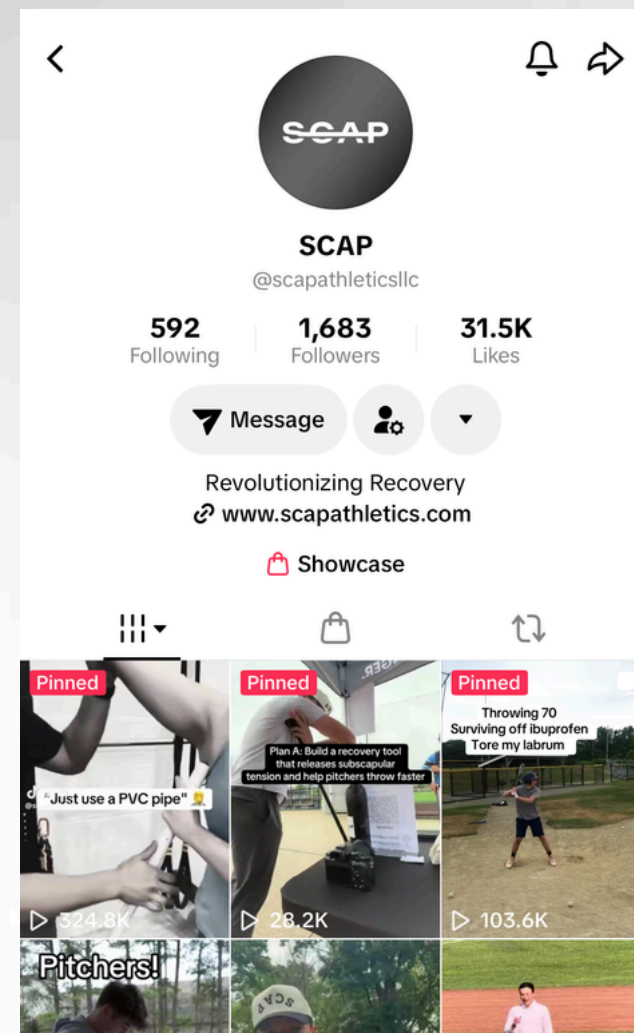
EARLY ORGANIC TRACTION VALIDATES DEMAND

11 MONTHS SINCE LAUNCH:



WEBSITE:
20,000+ unique visitors since launch
16.8 % Recurring visitors

ORGANIC SOCIALS:
5,200+ Followers Total
2 Million+ Social views



You can Find the ScapStick in:
 21+ Division 1 programs
 10 MLB programs
 50+ collegiate athletic programs



MARKET STRATEGY

MULTI-CHANNEL STRATEGY COMBINING VIRAL CONTENT, NIL INFLUENCE, AND DTC SCALABILITY.

DIRECT-TO-CONSUMER:

AFFILIATE & NIL PARTNERSHIPS

CONTENT MARKETING

COMMISSION BASED SALES TEAM

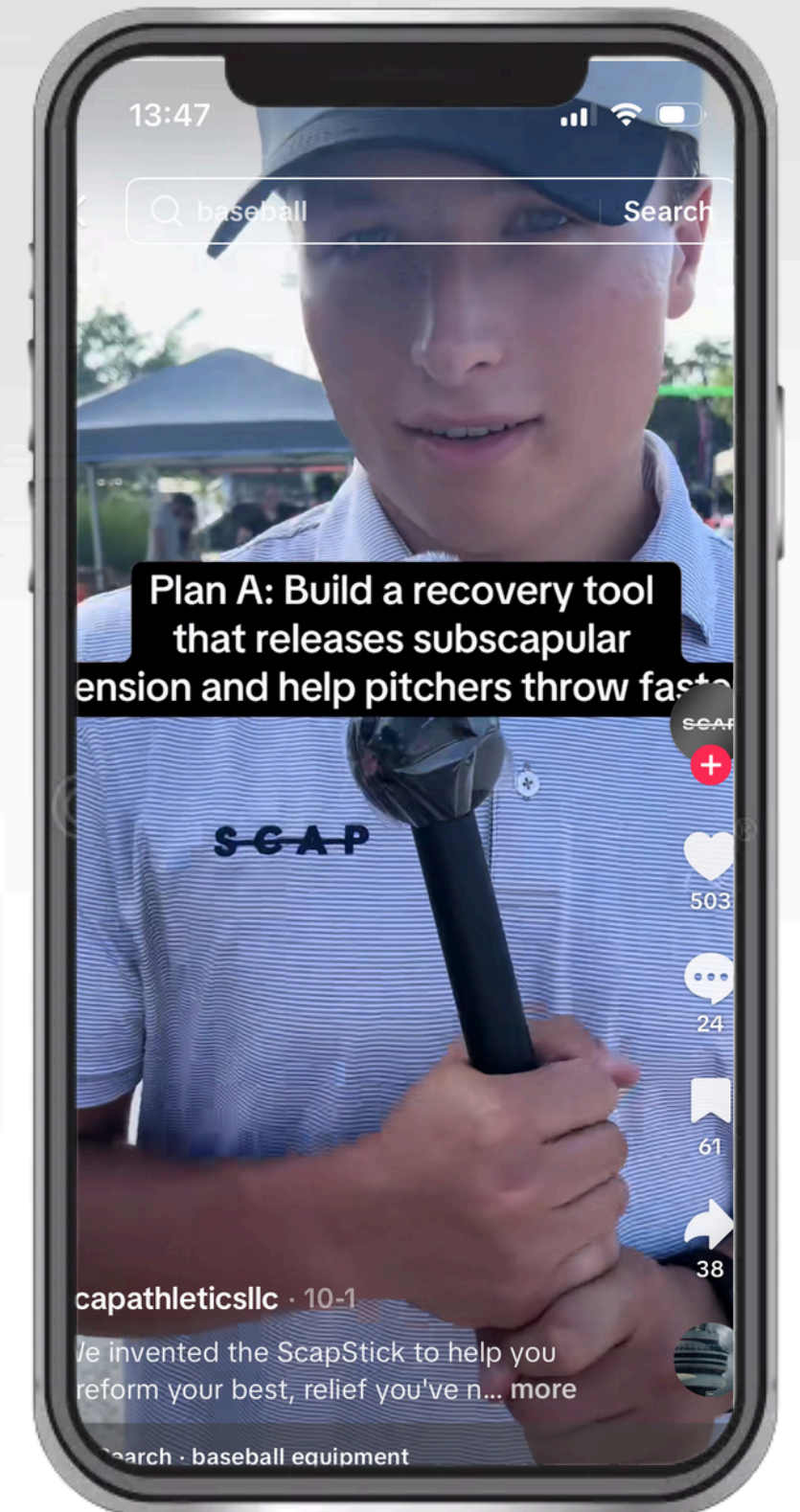
AWARENESS



CONVERSION



ANALYZE + SCALE





OUR TEAM



NICHOLAS DARGEL

CEO / CO-FOUNDER
WESLEYAN UNIVERSITY
VARSITY BASEBALL PLAYER



ADAM CARDINI

COO / CO-FOUNDER
AUBURN UNIVERSITY
HYROX ATHLETE



ANDREW DIBIASIO

VP - PRODUCT ENGINEER
WESLEYAN UNIVERSITY (3)
DARTMOUTH COLLEGE (2)
VARSITY BASEBALL PLAYER



THE FUTURE OF ATHLETIC RECOVERY STARTS HERE

CONTACT US:

Nicholas Dargel

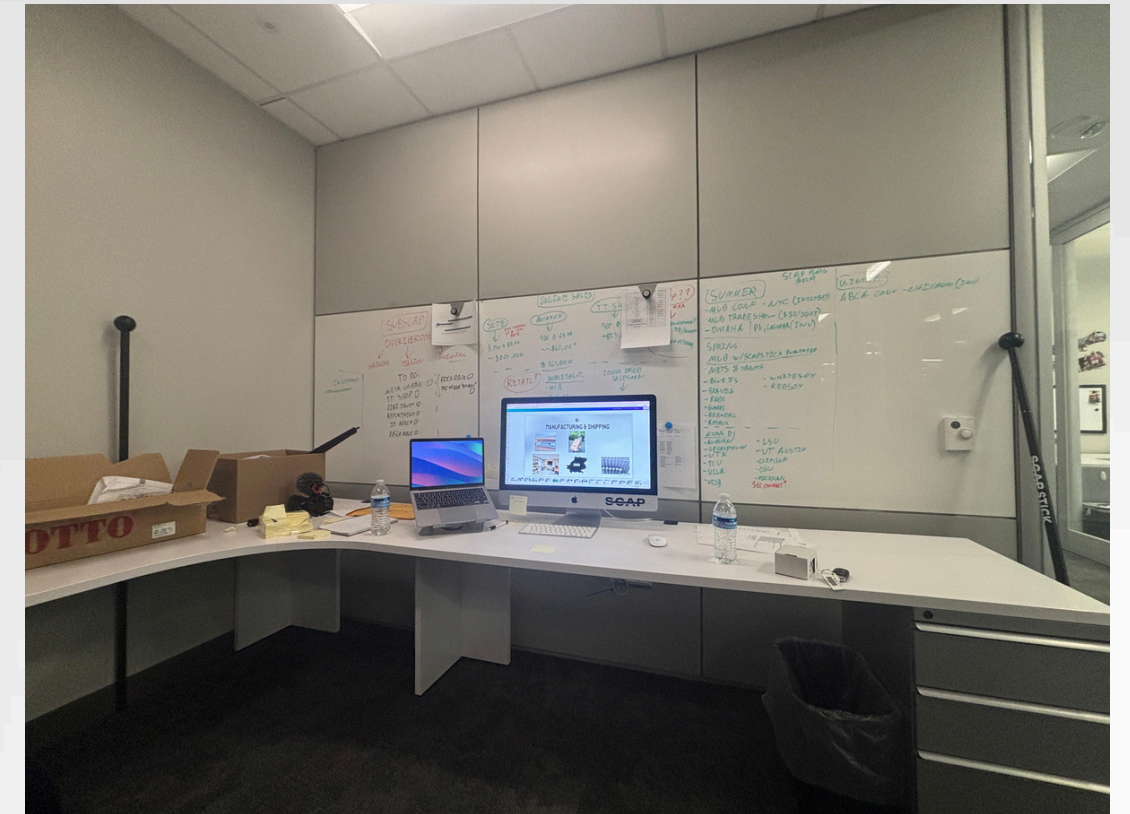
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§ APPENDIX - TESTIMONIALS

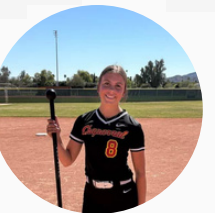
“I primarily work with overhead athletes... and **restricted anterior shoulder mobility is a constant limitation.** The ScapStick fills a real gap... giving controlled access to deep scapular tissue other tools can't reach... **this is what's been missing.**”



Patrick Leonard
DPT

“As a D1 pitcher... **shoulder health is one of the most important parts of my routine.** After dealing with tendinitis, recovery became just as important as training. The ScapStick has been a game changer... helping release tension and reach areas normal stretches can't. **Since adding it, I've regained lost velocity and significantly improved shoulder mobility.**”

Makenzie Leathers
Pitcher, Southern Utah University



“**I've tried everything** — bands, balls, sticks, you name it. Nothing actually hit the front of my shoulder the way I needed. The **ScapStick changed that.** I use it before I throw to get loose and after to flush it out. My arm feels fresher later in the week, and **that matters** when you're grinding through a long season.”

Duncan Davitt, Pitcher
Chicago White Sox Organization





APPENDIX - MARKET PENETRATION

From Zero to Elite Program Usage

PROGRESSION

0 → 400+

IN <8 MONTHS ORGANICALLY

PURE ORGANIC GROWTH

MARKET ADOPTION BY SEGMENT (composition of 400)

HS Baseball

200

200 Athletes
(from ~18,000 Addressable)

D1 Baseball

100

100 Athletes
(from ~2,600 Addressable)

MLB / Pro

50

50 Athletes
(from ~500 Total Key Players)

Overhead Athletes

50

50 Athletes
(from ~500,000 Addressable)

1M+

(from ~500,000 Addressable)

LARGE ADDRESSABLE MARKETS (FUTURE EXPANSION)

GYM LIFTERS: **3M+**

PT / RECOVERY: **1M+**

ADOPTION & OPPORTUNITY STATUS

400+ TOTAL ADOPTED ATHLETES
ZERO PAID ACQUISITION

CAPTURED

400+ TOTAL
ORGANIC ATHLETES

- Multi-market adoption
- No marketing spend

D1 BASEBALL (Remaining)

~2,500 Athletes
Unused

- Elite Tier Opportunity
- Highly Targeted

~0.01% OF FULL TAM PENETRATED

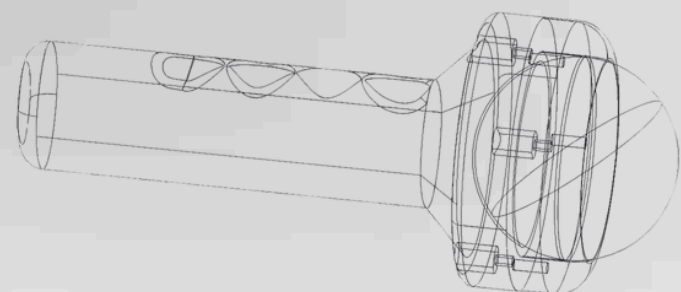
THUS FAR

Major League and Collegiate Athletes as early adopters

PURELY ORGANIC - NO AD SPEND



APPENDIX - PRODUCT ROADMAP



SCAP REVLO

REVLO IS SCAP'S NEXT PRODUCT - A SMALL HANDHELD MYOFASCIAL RELEASE TOOL DESIGNED FOR THE SAME OVERHEAD ATHLETE WHO USES THE SCAPSTICK, INCREASING AVERAGE ORDER VALUE AND BUILDING SCAP INTO A FULL BODY RECOVERY ECOSYSTEM.



SCAPSTICK ATTACHMENT PRODUCTS

BEYOND THE CORE UNIT, SCAPSTICK ATTACHMENTS UNLOCK NEW USE CASES - INTERCHANGEABLE HEADS AND ACCESSORIES DESIGNED FOR OVERHEAD ATHLETES, LIFTERS, AND PT PATIENTS WHO WANT MORE PRECISION, MORE VERSATILITY, AND MORE VALUE OUT OF EVERY SESSION.



APPENDIX - PROGRAMS USING SCAPSTICK

APPENDIX - “WHY THE SCAPSTICK?”

WHY ATHLETES SWITCH TO SCAPSTICK

Compare the leading recovery tools

	BEST OVERALL SCAPSTICK	FOAM ROLLER	MASSAGE GUN	LACROSSE BALL	THERA CANE
Reaches Subscap	✓	✗	✗	⚠	⚠
Pressure Control	✓	✗	✗	✗	✓
Nerve-Safe Subscapular Release	✓	✗	✗	✗	✗

[SHOP SCAPSTICK](#)



APPENDIX - ABOUT THE FOUNDERS



Nick and Adam are lifelong best friends who have been building businesses together since 6th grade.

After multiple ventures and lessons learned, we started DCD Labor LLC, a landscaping company, which we scaled to \$250K ARR in under 18 months while still in high school. That experience of finding customers, managing operations, and growing revenue from nothing is exactly how we approach SCAP.

When we saw a gap in the recovery space for overhead athletes, we didn't just identify the problem. We built the solution, put it in athletes' hands, and let the results speak.