



# CONFIDENTIAL INFORMATION MEMORANDUM



**WHO WE ARE**

**REALITY-BASED SELF-  
DEFENSE INSTRUCTION.**

**MADE FOR YOU.**

Five years ago, Wes Fox founded United Defense Tactical with the belief that training in a static environment will not prepare you for danger in a dynamic one; you can't do what you haven't been trained to do, and this belief has become the cornerstone of our brand.

Our first-of-its-kind firearms and self-defense training center's purpose is to empower, transform and protect communities by teaching civilians through Navy SEALs how to adequately assess a threat, remain calm under pressure and know the skills to lean on to save lives.



## UDT MISSION

**Empowerment through tactical training  
by providing the most comprehensive,  
reality-based tactical training experience  
to civilians, military & law enforcement.**



## THE NEED FOR UDT

**77% OF SHOTS FIRED  
MISS THE TARGET IF IT'S  
OVER 6 FT AWAY**

**A VIOLENT CRIME OCCURS  
EVERY 24.6 SECONDS**

**THE NUMBER OF SHOOTING  
VICTIMS HAS GONE UP 55%  
IN THE LAST 2 YEARS.**



# WHAT WE DO

**TRAIN TO BE SAFE.**

**TRAIN TO BE CONFIDENT.**

**TRAIN TO SURVIVE.**

Our curriculum-based training program provides a safe, controlled and supportive environment to **learn how to assess, communicate, de-escalate, move and function in high-pressure scenarios.**

Members discover their confidence and personal power as they **learn muscle memory, reflexes, and situational awareness**, utilizing current self-defense tactics to defend themselves and their families in a life-threatening situation.



# HOLISTIC SELF-DEFENSE SOLUTION

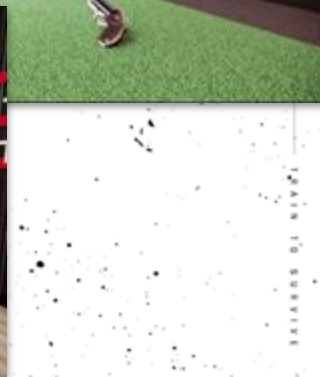
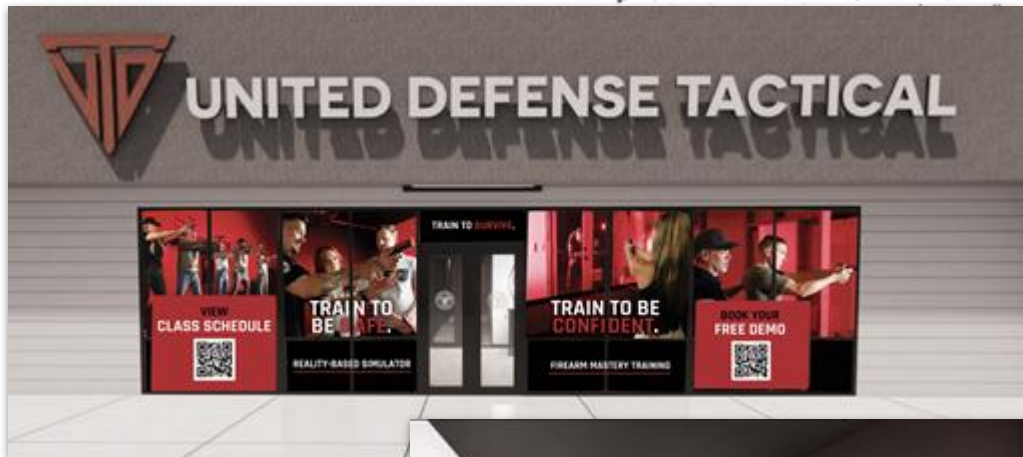




# STATE-OF-THE-ART FACILITIES

Our multi-modality training center brings the most comprehensive self-defense needs under one roof:

- **Simulator Concepts**
- **Firearm Mastery**
- **Combatives**
- **Force on Force**
- **Law Enforcement/ Security**





# MARKET DEMAND

A REAL-WORLD  
***SOLUTION***  
SERVING A  
REAL-MARKET  
***NEED***

## TRAINING

The firearms training industry has experienced significant growth in states like California where handgun sales increased by 65.5% in 2020.

[READ MORE](#)



## SELF-DEFENSE

Hundreds of thousands of people sign up to learn self-defense each year with training rates as high as \$200 per hour.

[READ MORE](#)

## GUN OWNERSHIP

46% of US homes own at least one firearm. Yet, research shows 39% of gun owners without any firearm safety training.

[READ MORE](#)



PHOTO: GETTY IMAGES / JEFFREY M. HARRIS





# PANDEMIC & RECESSION PROOF BUSINESS

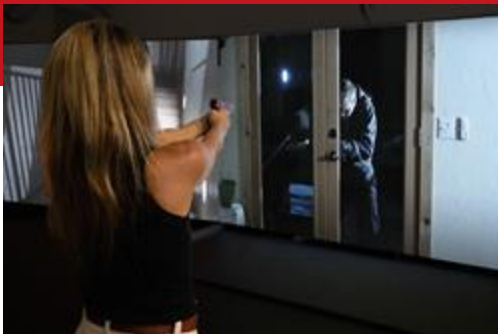
- 76% growth during pandemic shutdown
- Turn on the news, open any social media platform - Our world continues to become more dangerous and more of a threat
- Safety is essential in any situation - protection is priceless





# THE GAME CHANGER

Step inside the most common threat-based scenarios and work on improving your autopilot threat-response. Walk back through each scenario to learn better strategies for surviving high-pressure threats.



**HOME INVASION**



**CARJACKING**



**ACTIVE SHOOTER**



# MEMBER ADVOCACY

**Charles T.**  
Costa Mesa, CA  
👤 0 🗨️ 5

★★★★★ 1/28/2023

I have always wanted to improve my firearm proficiency but was afraid that training might be intimidating or "gung-ho" with a free training session at UDT, and I knew UDT has taken the guesswork out of it.



**Tanya W.**  
Garden Grove, CA  
👤 0 🗨️ 4 📅 2

★★★★★ 3/7/2023

I chose UDT because I had never taken a firearms course safely for future employment. UDT has instructors from multiple backgrounds of experience, male, female, novice (me) and those with combat training and everything in between. All questions answered expeditiously, I'm always prepared for the week and you will too!



**Angi Long**  
👤 20 🗨️ 42 📅 16

★★★★★ 1/28/2022

My husband booked a free introductory session. I figured it would be something I could expect. I better than I expected. Our instructor, Steve, gave us other notable accolades. It was very professional with practice target shooting and discussion. Then we went into simulations that were realistic. I would recommend this to anyone wanting to take a step in their defense.



★★★★

Great instructor! I took my fiancé and we did not know anything about guns and firearms. We learned more than just how to hold the gun. They set up interactive scenarios of home invasions and a robbery. We went through drills and adjustments. Definitely recommend this place for first timers.



**Anthony M.**  
Mission Viejo, CA  
👤 2 🗨️ 2

★★★★★ 8/19/2020

You can not beat UDT for true firearms training. Most well rounded training program. With their state of the art video equipment, Quarters Combat, and Yoga classes. UDT is the best training center in the area. The atmosphere is friendly and professional. With all that's going on in the world, it's easy to see why UDT has become a go to for many.



**Rachel D.**  
Tustin, CA  
👤 46 🗨️ 15 📅 9

★★★★★ 5/27/2022 · Updated review

I have been a member of UDT for 1.5 years and have learned so much! Being a 5'2" female, defending yourself in a bad situation is an extremely scary concept. Learning how to handle and care for a weapon, what to look for and how and when to react has been life changing! Extremely knowledgeable instructors and friendly staff. Different membership levels help with my budget. Shoutout to John, David, Vince, Wes and Greg for the unwavering patience and great training classes!

👍 Useful

😄 Funny

😎 Cool

★★★★★ 2/15/2021 · Previous review

My husband and I have been training at UDT for 6 months now. I am so happy we made this decision and investment! What I am learning is invaluable - from proper techniques, controlling my own anxiety and how to protect myself and my family. Every instructor has been just amazing! I work primarily with John and he has provided training techniques that are tailored to the way I can understand them. I am much more confident and am learning in every class.

PHOTOGRAPH BY JILL GARDNER



# BUSINESS LINES

## 1. COMPANY-OWNED TRAINING CENTERS

Membership Fees  
Private Trainings  
Law Enforcement Programs  
Merchandise, Tactical Gear

## 2. FRANCHISE TRAINING CENTERS

Online University  
Executive Services  
Certifications

## 3. Technology & IP

Simulator  
Training Guns  
Simunition Round



# FLAGSHIP COMPANY-OWNED FACILITY OVERVIEW

**Opened:** 2018

**Members:** 1,400+

**Member Demographics:** 66% Male, 34% Female

**Member Age Range:** 77% Ages 25 - 55

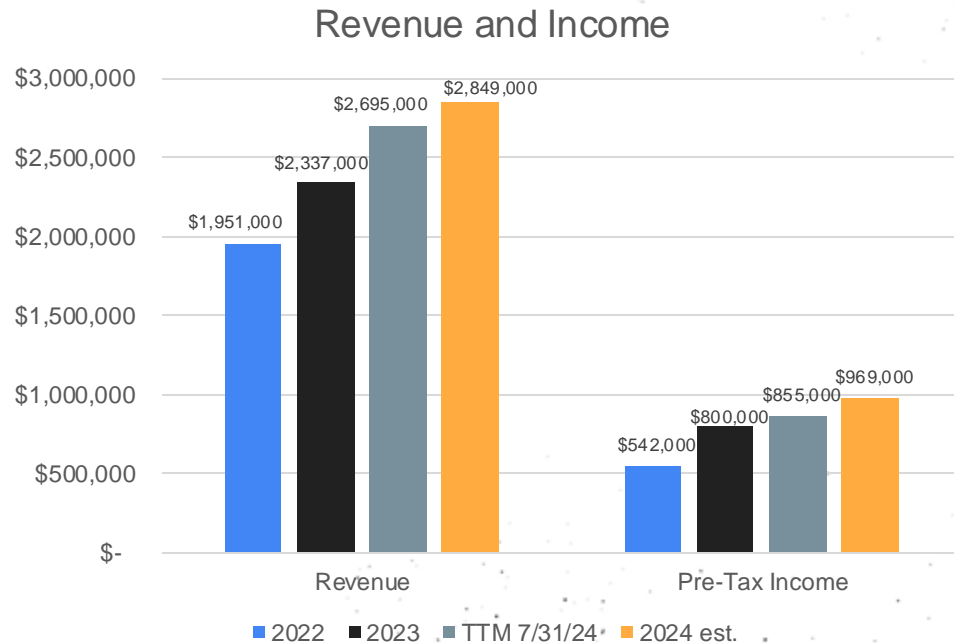
## Business Highlights:

- High Membership Recurring Pricing, with Private Coaching Upsells
- Utilization of Immersive Reality Technology + Tactical Training Experts
- Merchandise Upsells





# FLAGSHIP COMPANY-OWNED FACILITY OVERVIEW, CONT'D





# FRANCHISE OPERATIONS OVERVIEW

**Average Annual Member Revenue: \$2,800**

**Franchise Fee: \$45,000**

**Training Fee: \$15,000**

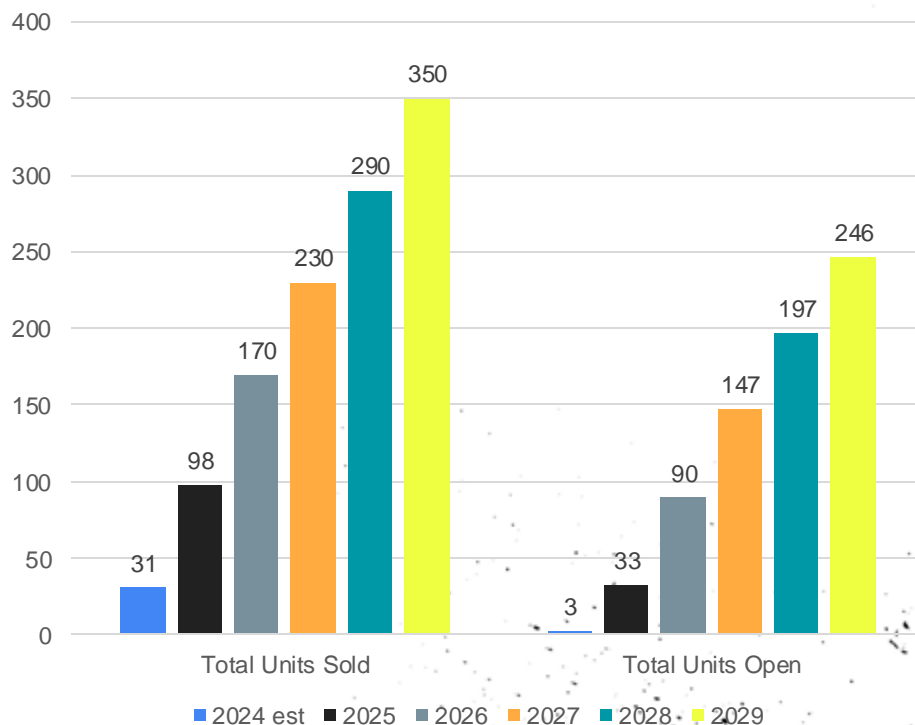
**Equipment/Set Up Share: \$45,000**

**Technology Fee: \$399/mo.**

**Royalty: 7% of gross revenue**

**Advertising Fund: 2% of Gross Revenue**

## Franchise Sales





# FRANCHISE OPERATIONS OVERVIEW, CONT'D

## 5-Year Economics

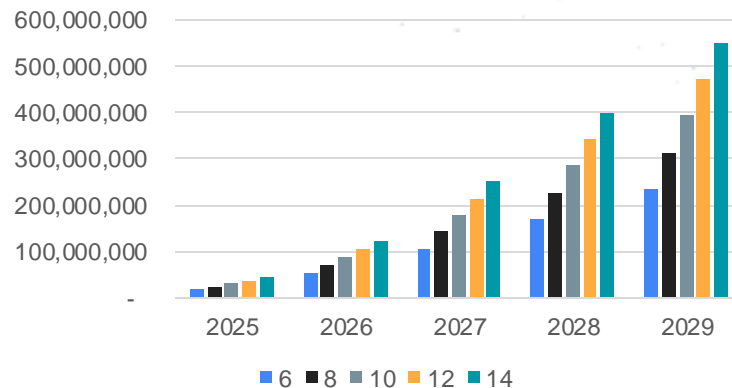
Revenue: \$59.9MM (Royalties \$35.6MM)

EBITDA: \$39.3MM

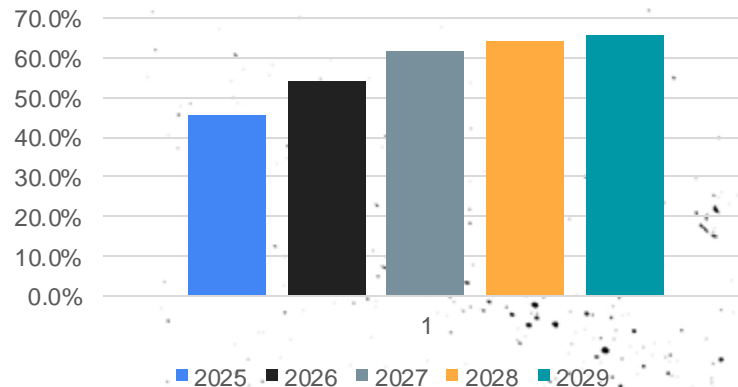
EBITDA %: 65.7%

Value at 10x: \$393MM

### Valuation (EBITDA Multiple)



### EBITDA Percentage

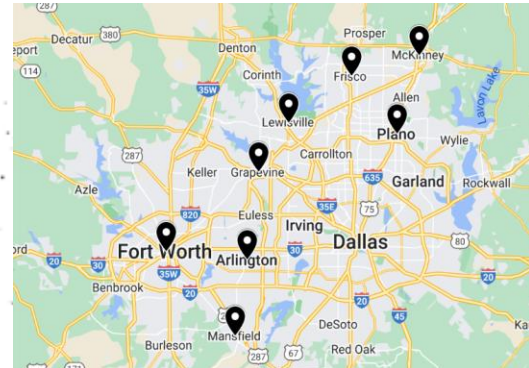
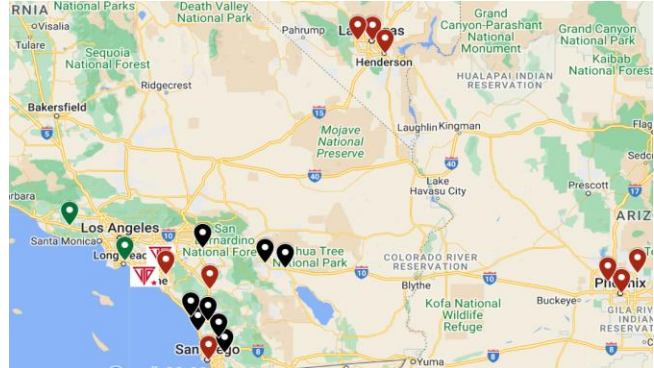
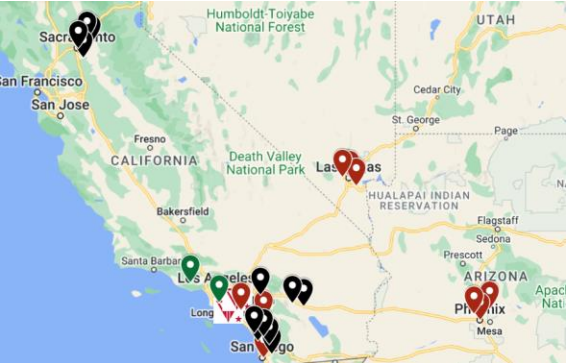






# FRANCHISE OPERATIONS OVERVIEW, CONT'D

Status	Locations	Notes
Open	2	(UDT Logo)
Pre-Sales	2	(Green)
Site Selection/ Lease Neg.	9	(Red)
Approved	24	(Black)





# TECHNOLOGY OVERVIEW-Scientific Shooting Tech.

## 3-Year Economics

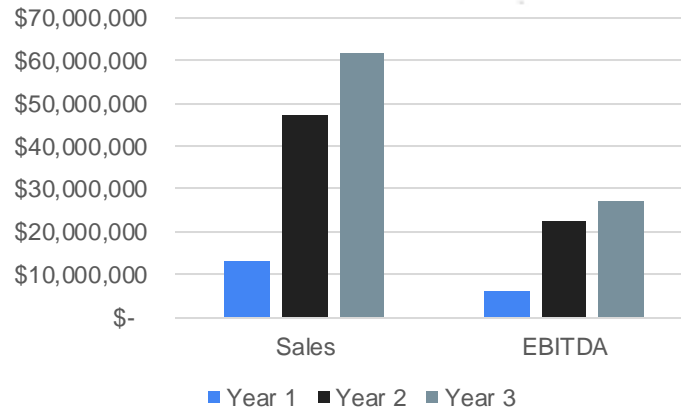
Revenue: \$61.8MM

EBITDA: \$26.9MM

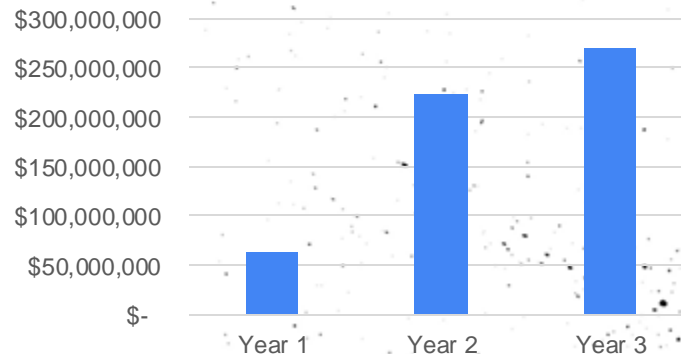
EBITDA %: 44%

Value at 10x: \$269MM

## Technology Forecast



## Valuation (EBITDA Multiple 10x)



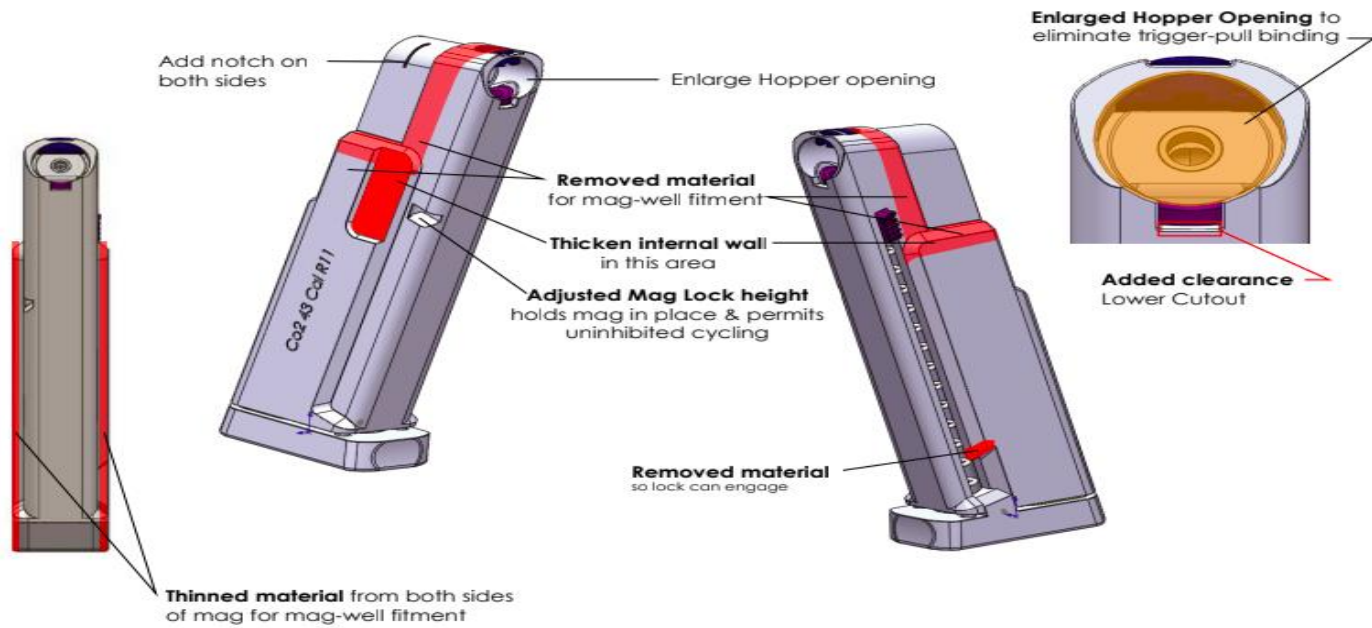
# UDT TRAINING PISTOL

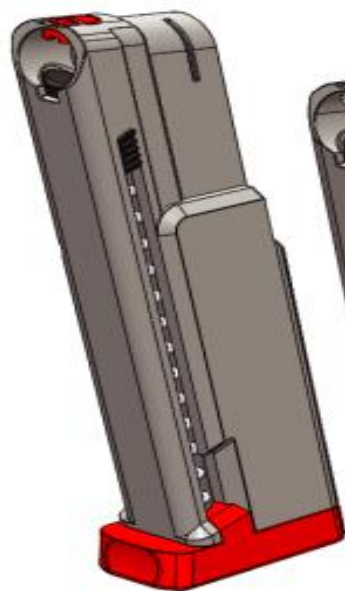


The UDT training pistol is the first training pistol of its kind.

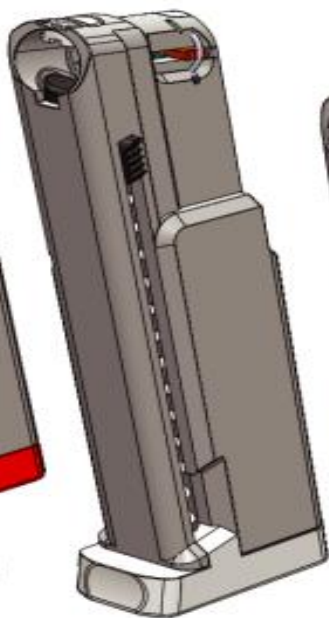
With the ability to shoot live projectiles and Infrared lasers with accurate recoil, our customers will be able to practice recoil management and their marksmanship skills. All powered by refillable Co2 magazines made from the highest grade aluminum that are charged from a standard Co2 tank located in every training lab.

These training pistols shoot a .43 caliber rubber projectile that is non-lethal and can be used for force on force or range training.

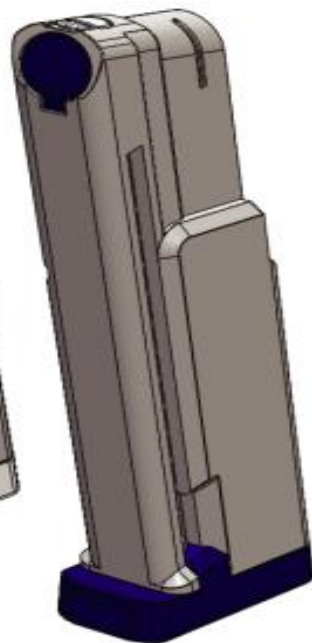




Co2 + .43 CAL mag



Load/ Unload  
practice mag

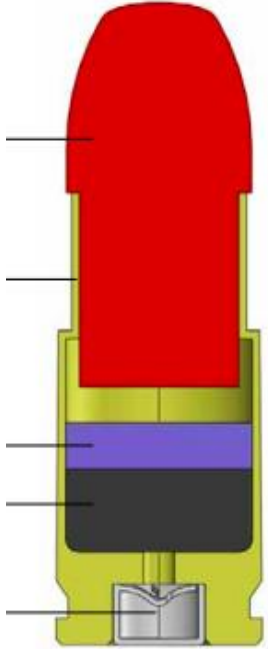


Co2 mag



An added accessory to the UDT Training Pistol, the UDT charging dock is a sleek charging station that recharges the infrared laser located inside the training pistol.

# SIM ROUND



The UDT Training round is a less lethal alternative to live ammunition. The first of its kind, this innovative technology will require little to no modification to your firearm and will be a safe alternative to live fire training while still providing a realistic shooting experience that our competitors cannot provide. These rounds will be able to provide close to 100 percent of the recoil felt on a standard 9mm round, making it not only beneficial for the civilian market, but also for law enforcement and military sectors as well.



# SIMULATOR




# Scenario Setup

Video Library ▶ Playlists

> 3D

▼ Active Shooter

-  Angry Office Guy
-  Arrest Warrant Service ⊕
-  Back Yard Home Inspection
-  Boat Investigation
-  Bolo Suspect Male

> Assaults & Fights

> Burglaries & Robberies

> Disk 24

## Session Videos

-  Angry Office Guy
-  Arrest Warrant Service
-  Back Yard Home Inspection
-  Boat Investigation

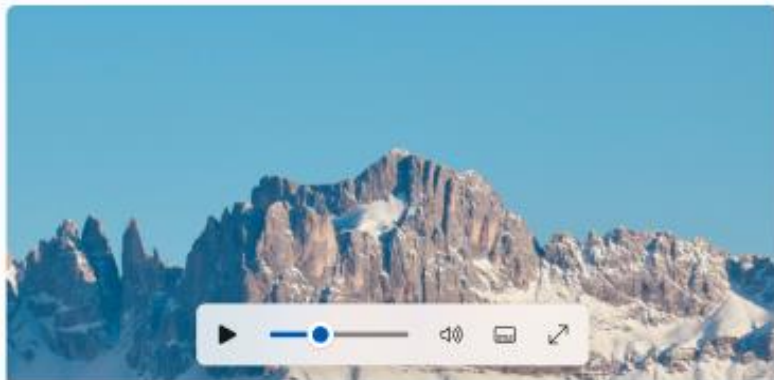
Add to Playlist

Playlist #1

Playlist #2 👤

Playlist #3

Add to New Playlist



### Scenario Details

The trainee is called to a hostage situation. Upon arrival the trainee can see a male suspect holding a gun to a female victim's head. Zoned for firearm reaction only. Note: A live situation that mirrors the scenario plays directly after the scenario ends.

Instructor Branches:

Hostage Killed: The male suspect shoots the female victim

-  Picture in Picture
-  Low Light
-  Fall of Shot
-  3D
-  Aim Trace

Session Preview

Clear All

Go Back to Trainee Setup

# Session Debrief

## Debrief Event Log

[Pause On Events](#)

008.06 Branch Option 2 Pressed

012.89 Generic 1  
Pistol Fired

013.77 Generic 1  
Pistol Fired

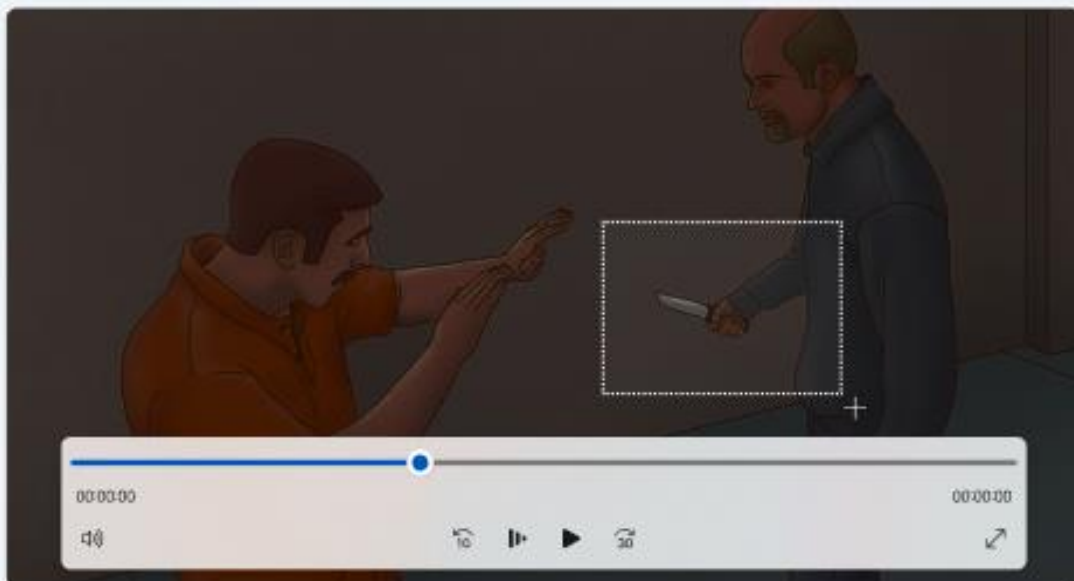
014.11 Generic 1  
Pistol Fired

014.30 Generic 1  
Pistol Fired

014.56 Generic 1  
Pistol Fired

014.78 Generic 1  
Pistol Fired

015.00 Generic 1  
Pistol Fired



Notes > Theodore T.C. Calvin Angela Bower Sledge Hammer

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

## Advanced Debrief

> Badges

> Case Law

> Documents

Document-1.pdf

Document-2.pdf

Document-3.pdf

Document-4.pdf

> Photos

> Policies

> Statistics

> TASER

> Weapon Operation

← Return

Restart Playlist

Next In Playlist

Repeat Scenario

New Scenario

Print

Save Changes

Reset

**The UDT simulator offers the most immersive simulator and training experience to ever come to market. With over 100 reality based scenarios expected at launch, our students will be able to perfect their de-escalation and threat engagement skills to further increase their chance of survival in a real life threat engagement**

**Our simulator will be able to provide real time biometric data on our students heart rate and blood oxygen levels. Along with biometric data, our simulator will be able to track student recoil and shot patterns to provide real time shooting adjustments to perfect our students' technique.**

**Integration with AI will also be a feature in the simulator. Our AI scenarios will be able to detect student body language, tone, and choice of words to dictate what way the scenario will branch to.**



# EXECUTIVE/ADVISORY TEAM

## WES FOX, CEO

Seasoned entrepreneur

Certified Private Military Contractor

2004 California Business Man of the Year

BJJ Practitioner and Instructor; Amateur MMA Fighter; Integrated Combat Systems Advanced Instructor; Rapid Assault Tactics Instructor (SEAL Team 6 system); Combat Krav Maga Instructor; XPT Certified Breathing Coach; Gracie Survival Tactics Instructor  
Certifications in security, land based operations, firearm, small team tactics, CQB, training with former SEAL Team Operators; former Alpha Group Spetsnaz; fmr MARSOC; (Midsouth Curriculum- Tier 1) firearms training program

## MIKE MELBY, CHAIRMAN OF THE BOARD, EXECUTIVE DIRECTOR

Co-Founder @ Fit Lab

Co-Founder @ Mayweather

VP @ Evolution Ventures

Head of Business Development & International @ UFC Gym

Former Private Equity Investor & Investment Banker



# EXECUTIVE/ADVISORY TEAM

## **BRIAN EID, CPA, CFO**

His career spans nearly 25 years in accounting, finance and operations. He has held positions of Controller, VP of Finance, and CFO of privately-held companies ranging from start-up to \$100+ million in annual revenue with operations throughout the world. His industry knowledge and experience covers manufacturing, lending, homebuilding, retail, and family office, among others. He has consulted companies in building and optimizing finance and accounting operations, ERP implementations, and administration and has served as an expert witness on a variety of matters. He holds a BA from California State University Fullerton, and MBA from Pepperdine University.

## **CHRIS MEIBERS, FRANCHISE OPERATIONS**

CFO+ Director of Business Development for Taste of Belgium

CFO for St. Gregory Development Group

CFO for Cycle Bar

Co-Founder of The Franchise Dept.

Franchise Owner at Focus CFO

Director of Finance and Development for Pure Sweat Studios

CFO for LYMBR

CFO for Go Saga

Director of Franchisee Onboarding for United Defense Tactical

250 + franchise units supported and opened



# **JAMES LUY, DIRECTOR OF FRANCHISE SUPPORT**

Director of Real Estate and Construction for Cycle Bar

Director of Operations for St. Gregory Development Group

Director of Franchise Programming for The NOW Massage

Co-Founder of The Franchise Dept.

Director of Franchise Programming for Pure Sweat Studios

CRO for LYMBR

CRO for Go Saga

Director of Franchise Support for United Defense Tactical

250 + franchise units supported and opened

# **KEN LYNCH, DIRECTOR OF FRANCHISE SALES**

Ken is a disciplined entrepreneur, result oriented and a tenacious sales management executive with more than 25 years' experience and success in a wide range of Franchise and Senior Sales Management leadership roles.

He possesses a strong track record of building and developing bottom line, results oriented teams generating new business and profitability.

Ken began his career as an Indirect Retail Sales Representative with Verizon while gradually rising to the position of Senior Business Sales Manager, Direct Sales (SoCal) while having managed every major distribution channel in Southern California.

Since then, he has continued to excel in progressive leadership positions as Executive Director/VP of Sales representing (Franchisors) United Defense Tactical, The United Franchise Group, Mathnasium, Fit Body Boot Camp, Mayweather Boxing + Fitness, Rollin Smoke BBQ and as an Executive/Partner at 1CallClosers.com



## **TARA BESEDA, VP OF MARKETING**

With 20 years of marketing and branding experience, Tara Beseda has learned to navigate any situation with proper planning, perseverance and the drive to deliver impact. From domestic and international corporate, to franchising, start-up environments and everything in between, her leadership, vision, love of collaboration and work ethic have helped her secure roles with brands like Rolling Stone Magazine, Bosch, Western Digital, UFC Gym, Xponential Fitness and more. Coming on to lead United Defense Tactical's Marketing efforts, Tara is excited to put her expertise to work, helping lay the foundation for scalable marketing success, establishing systems/tools for workflow efficiency, and creating best-in-class Franchise Marketing Support to drive lead generation and member retention.

## **JESS BUCKLEY, VP OF OPERATIONS**

Jess Buckley joined United Defense Tactical as the VP of Operations. In her previous roles, Jess has demonstrated a keen understanding of franchise operational strategy and revenue growth across multiple industries. She has over seven years of experience in the franchise space, including building several start up franchisor models from the ground up. Her key strengths lie in her ability to cultivate positive relationships, foster operational excellence, and implement transformative process improvements.

Beyond her accomplishments in franchise growth and operational development, Jess is a highly motivated individual driven by her passion for health and fitness. She currently coaches strength and movement, teaches yoga, and continues to play hockey in the Metro Detroit area after completing her collegiate career playing for the University of Michigan.





## **NICK PIFER, VP OF OPERATIONS**

Nick is a seasoned business executive with over 20 years of experience scaling operations and leading high-performing teams. In addition to running his own marketing agency that has generated over 9 figures in client revenue, he has partnered on several business ventures. Most recently he helped take a team of 8 to a team of 45 and added over \$3m / mo in revenue in less than 6 months. His broad base of experience in operations, marketing and systems will play a key role to the success of our team as we move to the next stage of growth in our business.

## **DOM RIZZO, BUSINESS DEVELOPMENT/CONSULTANT**

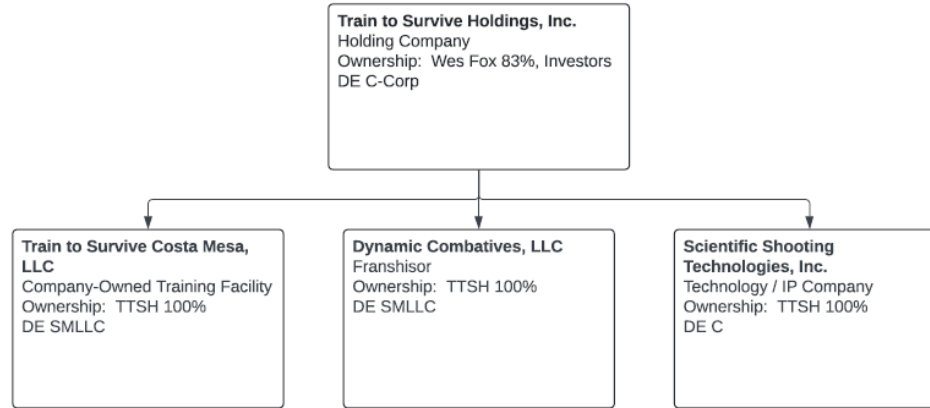
Dom is an Experienced entrepreneur and business consultant -Former master territory developer for UFC Gym in Manhattan NY -Founding team member of Tough Mudder Bootcamp, built Operational Support system for franchise network -Founding team member of Mayweather Boxing & Fitness, sold record number of franchise units (200) in first year -VP of Operations/Development at Fitlab. Designed, developed and currently building Nike Fitness studios



# INVESTMENT



# INVESTMENT OVERVIEW

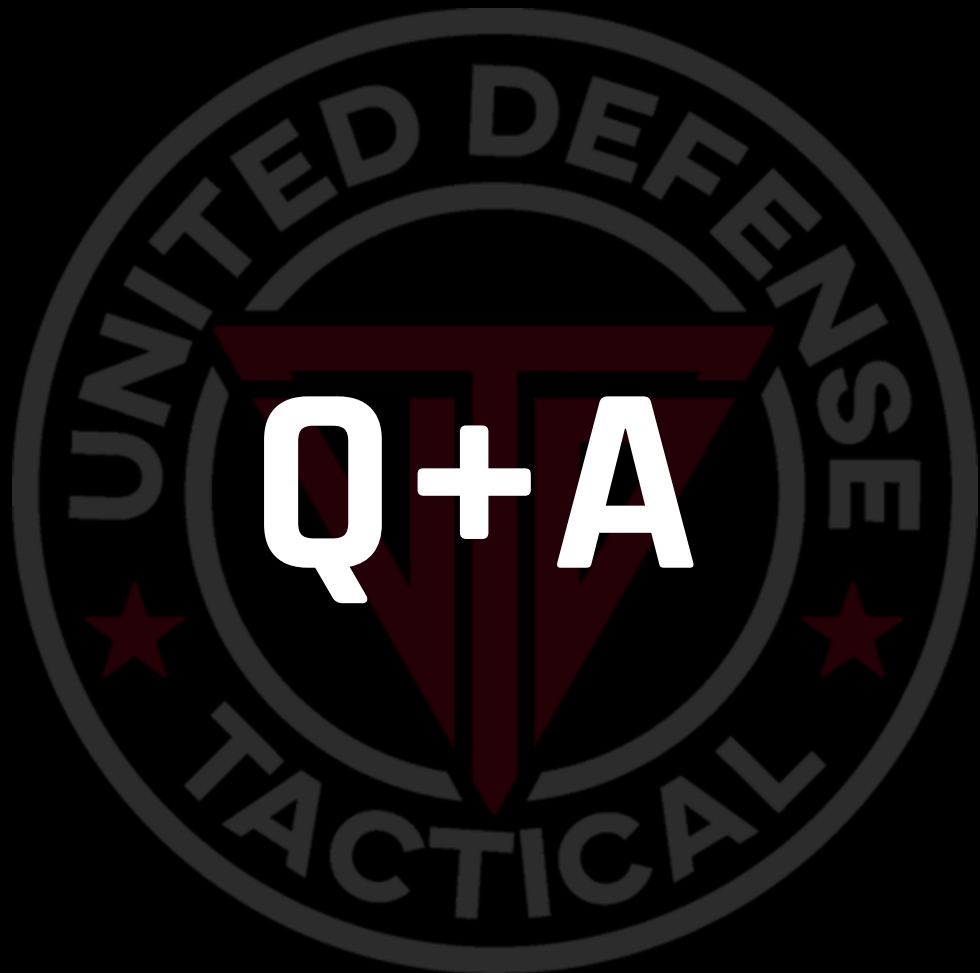


## Investment in Train to Survive Holdings, Inc.

	<u>Existing Investments</u>	<u>Proposed Investment</u>	<u>Use of Proceeds</u>
Equity:	\$1,260,000	\$1,000,000	Technology: \$381K
Investors:	8	Min \$100,000	Facilities: 34K
Investor Profile:	Non-Institutional	Accredited or Institutional	Inventory: \$130K
Shares Out:	10,189,739	400,000 (3.93%)	Franchise Sales: \$75K
Per Share Price:	\$2.50	\$2.50	Franchise Ops: \$380K
Valuation:	\$25,474,348	\$1,000,000	

\*Founder has invested an additional \$750k

UNITED DEFENSE TACTICAL



**Q + A**