



Cooper Groove Grips

Innovative Grip Technology for Sports Equipment

(and other
applications)

Investor Presentation

Presented by Carlo Cooper, Founder

February 18, 2025



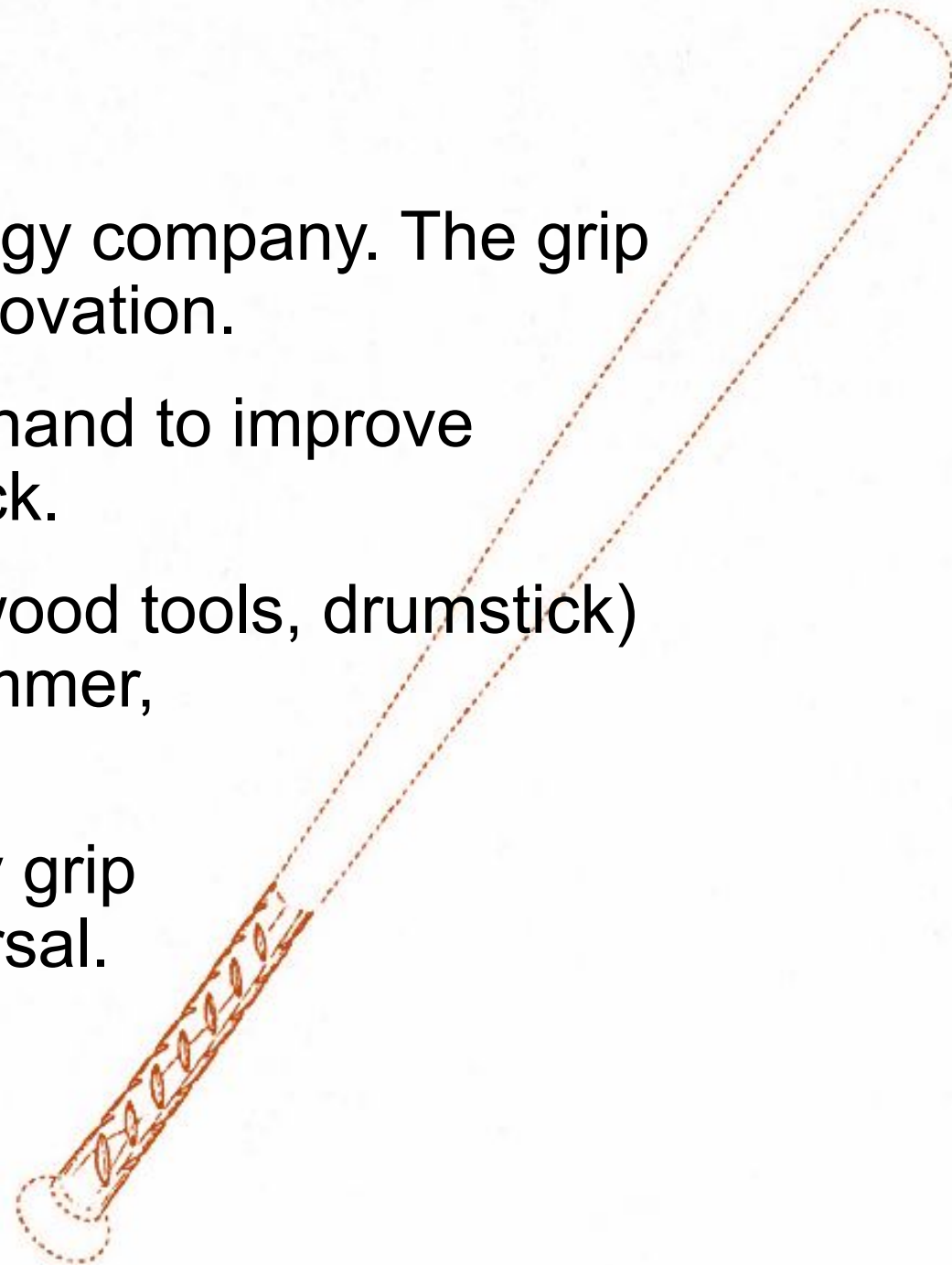
Overview

Cooper Groove, LLC. is a grip technology company. The grip market is a \$2b+ industry and lacks innovation.

Grooves work with the physiology of a hand to improve grip by reducing fatigue, pain, and shock.

Grooves can be cut (e.g., bat handle, wood tools, drumstick) or can be molded into a wrap (e.g., hammer, pickleball racquet, metal baseball bat).

The design is highly transferable to any grip applications, but the benefits are universal.



Disrupting the Market

Cooper Groove Grips has developed the most innovative technology improvement in the hitting experience SINCE THE INVENTION OF BASEBALL!

- Bat **handle** design has not changed in 184 years!
- We solve the two biggest problems of hitting using **Addition by Subtraction**:
 - **NO STING** from contact with the baseball
 - **PERFECT GRIP** – No gloves, pine tar or wraps needed
- Connection + Control + Confidence =
Maximum Performance


COOPER
GROOVE

GROOVE GRIP™ TECHNOLOGY



Our Ask

We're asking for funding to bring this technology to market at scale.



Current Equity Funding
\$100K (2015-present)



Target Funding
\$1.0M

Product Development
Initial Market Messaging
Website
Operations
Initial Customers

Scale
Sales & Marketing

Expanded Marketing
Product Testing
Product Inventory
Update Website
Accelerate Prospecting
Develop Retail Channels

Increase Staff

Hire Sales Execs
Hire Marketing Manager
Contract Operational Resources



Problem

- The hitting experience is compromised by the mechanics of hitting a baseball, causing pain and disruption.
- To remedy this, add-on accessories are applied to the bat.



- Accessories ensure the batter can swing the bat as hard as possible, while eliminating pain and ensuring a “locked” grip on the bat.
- The connection to the bat is muffled by the accessories and forcing the player to adapt their swing to the accessories.

Solution

- CG's grooved grip technology optimizes the batting experience by connecting the batter's hands directly to the bat.
 - Grooves contact the nerves in the batter's hands, causing them to relax.
 - Grooves displace the shock of the hit, eliminating stinging in the hands.
 - An available latex coating increases bat tackiness.
 - Accessories like pine tar and gloves can still be used if desired.
- The same benefits occur whether the grooves are cut into the bat or using the grooved wrap.



Basic Facts

Hundreds of testimonies demonstrate the Groove Grip design is the most innovative grip in existence

There are three features of any grip

1. size and shape
2. material (rubber, plastic, combo, etc.)
3. tactile surface, sensory feedback

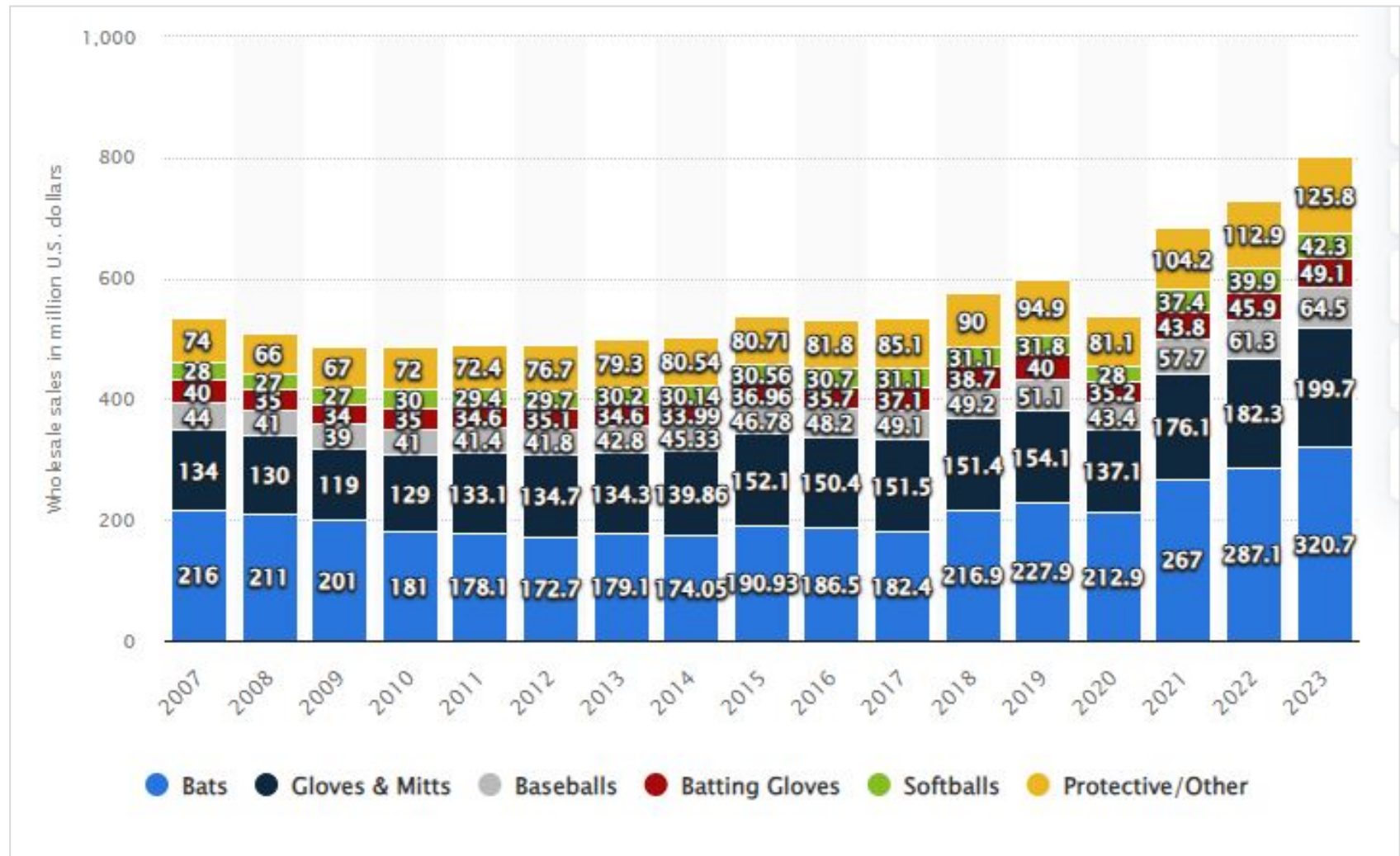
#3 is missing in all other grips, wrap, tape, handles, etc.

The Groove Grip design can not be made better. 9 years of beta testing along with the reviews of all other grips demonstrate this

Current Progress

- 10,000+ pairs of grooved Drumsticks have been sold since 2015.
- Hundreds of 5-star endorsements for the Groove Grip design
- Patents issued for both drumstick (\$40m market) and wood baseball Groove Grip design (\$400m market). Usage patent pending for the Groove Wrap (\$1b market).
- Member of Mhub Chicago, hard tech manufacturing accelerator www.mhub.com
- Discussing licensing for bat grip design with baseball bat companies
- Research completed demonstrating this breakthrough innovation

Market Opportunity



- CG's primary focus is on gripping a bat to optimize hitting.
- \$321M was spent on baseball bats in 2023.
- The target customers are ~30 manufacturing firms representing 90% of bat purchases.
- Market access is also enabled via sporting goods retailers and distributors.

Market

- While the ultimate consumer of baseball equipment is a baseball player, players (or their proxies, such as parents) buy equipment from retailers.
- **Bat manufacturers** control implementing the technology and marketing products to retail and consumers. These firms will be CG's primary target customers.
- **Retailers** and **Distributors** offer a channel to sell wraps direct to consumers.

Top Ranked

Manufacturer
Adidas
Amer Sports
Birdman Bats
Chandler Bats
Cooperstown Bat Company
DeMarini
Dove Tail Bats (DTB)
Easton
Franklin
Infinity Bats
Marucci/Victus
Mattingly Sports
Mizuno
Old Hickory Bat
Rawlings
Sam Bat
SKLZ
Trinity Bats
Warstic
Worth

Brands Ranked by MLB

Usage	Brand	Count
1	Victus	66
2	Marucci	62
3	Louisville Slugger	44
4	Chandler	33
5	Old Hickory	20
6	Tucci Lumber	8
7	DTB	8
8	B45	6
9	Overfly	3
10	Trinity	2
11	Max	2
12	SSK	2
13	Rawlings	2
14	Tater	2
15	BWP	1
16	Pheonix Bats	1
17	Dinger Bats	1
18	Birdman	1
19	Anchor	1
20	Asics	1
21	Homewood Bats	1
22	Warstic	1
23	Under Armor	1
24	?	1

Competitors

Six firms manufacture and sell baseball bat grips/wraps with the majority of market share and brand attention.



- Lizard Skins dominates the market, selling more than all others combined.
- Competitor sales messaging focuses on unique wrap materials, color/design customization, grip quality, durability, ease of installation.
- No competitor sells or markets groove technology or addresses the physiological

Business Model

CG has defined three GTM strategies to penetrate the bat market and diversify our revenue model.

A red dollar sign (\$) icon centered within a rounded rectangular box with an orange border.

Direct Sales – Sell product to early adopters and innovators off the website. Foundational Messaging to support technology evangelism. Looking for feedback and positive customer endorsements.

A red double dollar sign (\$\$) icon centered within a rounded rectangular box with an orange border.

OEM Sales – License technology to OEM Bat Manufacturers to permit them to customize their bats with groove grips. Leverages OEM's current mfg capacity, minimal capital investment, access to retail and marketing/ promotion capabilities.

A red triple dollar sign (\$\$\$) icon centered within a rounded rectangular box with an orange border.

Retail Sales – Sell grip wraps directly via retail by setting up direct or retail distribution agreements. Sell wraps in volume, provide marketing and promotional support.

Proposed Organization

Carlo Cooper, Founder



Carlo Cooper will continue to focus on business operations and product development. His involvement at Mhub Chicago will allow him to focus on the bat design, manufacturing and licensing. The Groove Wrap will be rolled out parallel to the wood bat design.

John Johanneson
Sales Advisor



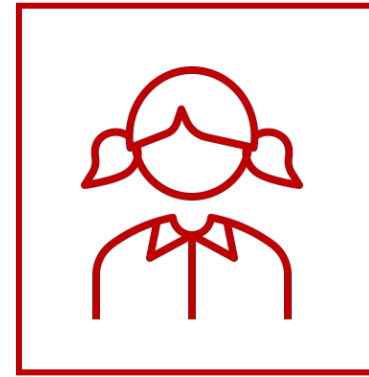
John Johanneson is based out of Chicago, Illinois, and has worked at Microsoft as Director - U.S. National Sales Team, U.S Enterprise Consulting Services. John has also had great success in consulting.

Chris Harang-Director
of baseball



Chris is a former D1 baseball player and has extensive experience in coaching baseball and developing MLB players. His background also includes finance at JP Morgan Chase as well as Wintrust.

Marketing Manager



To increase marketing output, it will be necessary to hire or outsource marketing tasks, including content, website, ads, promotions and PR.

Contracted Staff



Staff or contracted resources are needed for accounting/financials, order processing/logistics and technology support. This group also includes the two currently contracted customization resources.