



BYRD®

The logo features the word "BYRD" in a bold, white, sans-serif font. A white lightning bolt graphic is integrated into the letter "Y". The entire logo is set against a solid red rectangular background. A registered trademark symbol (®) is located to the right of the word "BYRD".

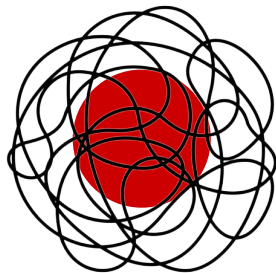
Stay focused, play better.

OCTOBER 2025

VISION STATEMENT

The Byrd Golf is committed to revolutionizing the golfing experience by providing innovative accessories that enhance focus and performance. Our mission is to streamline gear organization, allowing golfers to better concentrate on their game and improve their skills.

TOO MUCH STUFF



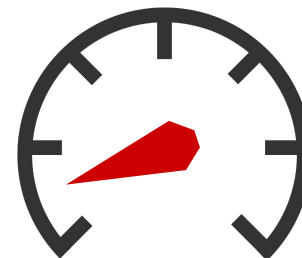
CLUTTERED MIND

Golfers often struggle with keeping their essential gear organized, leading to distractions during play.



TIME WASTAGE

Searching for tees, ball markers, divot tools and other accessories can waste valuable time on the course.



PERFORMANCE IMPACT

Distractions from disorganized gear can negatively impact a golfer's performance and focus.

SOLUTIONS

Fashionable & Functional Smart-Gear





THE BYRD SMART-GEAR

You don't see tour pros digging through their pockets looking for tees, ball markers, and God forbid, repairing their own divots. That's for the caddie to handle. But we all can't have caddies with us every round so we made one for you that is compact, secure, ridiculously functional, and a little bit fashionable.





\$95B

GOLF INDUSTRY

\$24B

GOLF EQUIPMENT

\$15B

GOLF TOURISM

\$5B

GOLF APPAREL

BUSINESS MODEL

- ⚡ Multi-channel sales via website, Amazon, and retail
- ⚡ High-margin products (belts >89% D2C margin)

KEY DIFFERENTIATORS

- ⚡ Proprietary multifunction design with patents pending
- ⚡ Fast go-to-market and industry recognition
- ⚡ Superior unit economics for scalable growth

MARKET OPPORTUNITY

- ⚡ Targeting 80M+ golfers in a \$24B equipment market
- ⚡ Rising niche trends in golf accessories





MARGINS

Our product line provides strong gross margins to distributors, retailers, and D2C businesses and enables us to make significant profits on Amazon.

Product	COGS	MSRP	D2C Margin
Byrd Clyp	\$3.93	\$20	80.75%
Divot Clyp	\$4.55	\$24	81.38%
Webbed Belt	\$5.80	\$50	89.32%
Braided Belt	\$5.74	\$55	89.56%
Glove	\$4.15	\$30	86.16%

COMPETITION?



Dartee Golf

Dartee Golf makes golf utility belts similar to The Byrd Belt but they only make leather and do not hold divot tools.



Nexbelt

NexBelt makes nice belts, but their golf effort is weak at best with a heavy buckle that only holds a ball marker inside.



Lost Wedge

The Tee Clip holds two tees and has a store-bought ball marker magnet. It can only hold specific tees and can only be clipped on your hat.



Kaddi

This is clearly an effort to get into the market. The tees fall out, the divot tool is store-bought and falls out because the magnet is too weak.



THE BYRD TEAM



KRISTOPHER DREY

Founder / CEO / Inventor

- ⚡ 20 years in product development
- ⚡ Multi-patent holder
- ⚡ 3x entrepreneur



STEVE TYRER

Founder & CEO, ClubPro Golf



SCOTT AFENS

CEO, Inside The Leather Golf



JON FLATT

CEO, Guardian CEO



CHRISTOPHER GUERRERA

CEO, The Modern Inventor



INTENDED USE OF FUNDS

Targeted Marketing

GET THE WORD OUT! Implement targeted marketing campaigns focusing on golf enthusiasts as well as the amateur and collegiate levels to increase brand awareness and product adoption.

Meta | Amazon | Google | Etsy | Influencers

Partnerships

Build upon our partnerships with GT Golf and Charter to solidify relationships with big box retailers to extend our reach with a wider audience. Leverage sponsorships with key pros who embody our brand.

Scheels | Dick's/Golf Galaxy | PGA Superstore
| Rickie Fowler | Bryson Dechambeau

R & D

Expand into new, high TAM verticals further exposing our brand as we become a full-fledged lifestyle brand offering innovative, high quality, fashionable and functional accessories and apparel.

Pickleball | Fishing | Surfing | Outdoor

Innovation

Everything we do is predicated upon a foundation of creativity and quality as The Byrd establishes a brand known for innovation and invention which piques interest and drives adoption both with consumers and businesses.

DIVERSIFICATION



MARKET OPPORTUNITY

SECTOR

TAM

Golf Tech / Gear

\$12B

Multi-sport / Outdoor

\$300 - 500B

EDC / Travel

\$40-96B

Lifestyle / Apparel

\$475B - \$1.7T

NEW PRODUCT DEVELOPMENT



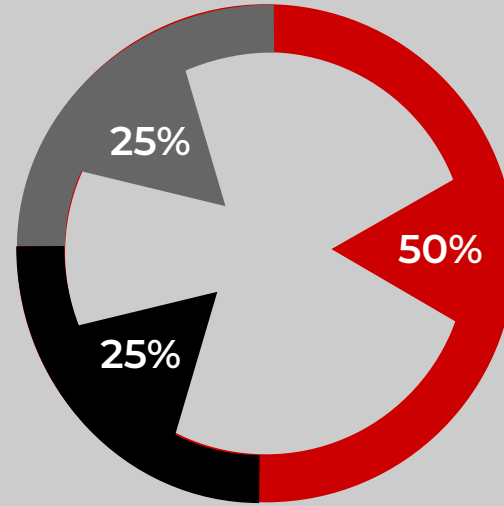
The first hardware/software play leveraging AI that bridges gear, movement & gamification*



* See slides at the back of the deck for more detail on the software/hardware play.

FUNDING

\$500,000 Seed
\$500,000 Credit Line



50%

MARKETING & SALES

Increase brand awareness and drive customer acquisition.

25%

PRODUCT DEVELOPMENT

Enhance and expand our product line with new innovations.

25%

OPERATIONS & HIRING

Strengthen our team and improve operational efficiency.

THE BYRD, LLC SAFE NOTE TERMS

- ⚡ Instrument: **SAFE** Note with 8% simple interest
- ⚡ Valuation Cap: **\$5M** pre-money
- ⚡ Discount: **15%** to next equity round
- ⚡ Maturity: **2 years**
- ⚡ Conversion: Converts to equity at next **Qualified Financing** or upon **Maturity**
- ⚡ Change of Control: Greater of **2× principal + interest** or equity value at **\$5M cap**
- ⚡ Use of Proceeds: Sales & Marketing, product development, working capital (opps)



FIERCE



BOLD

**MINDFUL
STYLISH
FIERCE
FUN
BOLD
EDGY**





THE BYRD CADDIE APP

AI-powered mobile app that delivers personalized swing coaching, clutter-reduction insights, and gamified performance tracking.

THE BYRD SMART-GEAR TM

Byrd Belts, Clyps, Hats, and Gloves affixed with discreet, low-power tech modules to analyze swing mechanics, posture, movement, and gear load.



PRODUCT OVERVIEW

The Byrd performance stack

HARDWARE:

- ⚡ Embedded IMU, GPS, Bluetooth, Battery
- ⚡ Tracks hip motion, spine angle, mobility, gear load
- ⚡ Rechargeable, minimalist design

SOFTWARE:

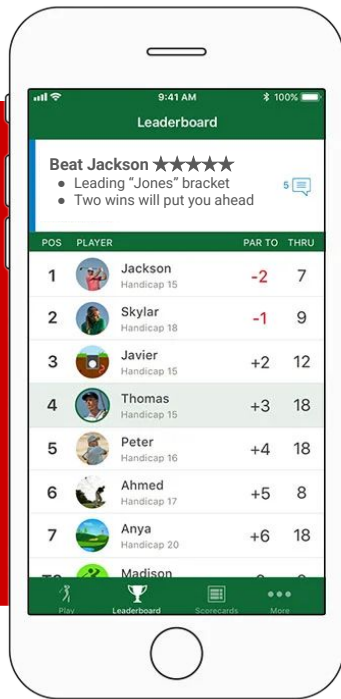
- ⚡ AI-generated Freedom Score™
- ⚡ Gear Quiz - Loadout recommendation
- ⚡ Swing Coaching Report with improvement roadmap

GAMIFIED ENGAGEMENT

Golf gets a gameplan: Social gamification



- ⚡ Leaderboards for Freedom Score™
- ⚡ Points: gear use, swing uploads, referrals
- ⚡ Badges + monthly gear rewards
- ⚡ Higher scores unlock exclusive deals



Social: post your score, strokes

Likes: like your friend's score

Up-votes: rate & vote for friends

Shares: Real-time scores

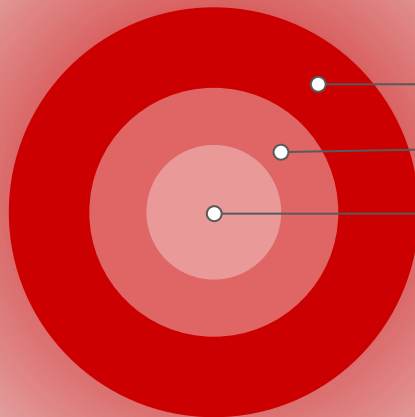
MARKET OPPORTUNITY

\$8B+ Golf Gear & Tech Market is Ready for Improvement

⚡ 40M+ recreational golfers

⚡ Explosive growth in golf fitness,
data, and minimalist trends

⚡ Untapped market: tech for
mid/high-handicappers who
want to improve



TAM: \$12B - Global Golf Tech & Gear

SAM: \$1.5B - Active Golfers with Swing Tech Spend

SOM: \$25M - The Byrd Reach in 5 Years



BUSINESS MODEL


Hardware + SaaS + Gamified Commerce

- 1** Hardware: Smart-Gear belt or Clyp bundle or complete set (\$149 - \$349 retail)
- 2** App: The Byrd Caddie Freemium and Pro (Upto \$19/mo)
- 3** Commerce Boost: Unlock gear drops, loyalty discounts, exclusive gear
- \$** Average annual LTV (\$300 - \$400)



COMPETITIVE LANDSCAPE

The Byrd Golf: Pioneering the unified golf experience

Brand	Hardware Type	Swing Feedback	Gamification Features	Lifestyle Integration
WHOOP®	Wristband (Fitness Tracker)	✗ No swing analysis	✓ Recovery gamification	✗ Fitness-focused
GARMIN	Watches & Club Sensors	✓ Swing metrics via TruSwing	✗ Limited gamification	✗ Tech-oriented
ARCCOS	Club Grip Sensors	✓ Shot tracking & analytics	✗ No gamification	✗ Data-centric
BLAST®	Club-Mounted Sensor	✓ Swing analysis	✗ No gamification	✗ Training tool
Shot Scope	Club Tags & Watches	✓ Performance tracking	✗ No gamification	✗ Performance-focused
 BYRD SM/RT/GEAR	Smart-Gear Sensors, Belts, Clyps, Hats & Gloves	✓ AI-driven swing & posture analysis	✓ Points, badges, leaderboards	✓ Stylish, minimalist design

THE BYRD SMART-GEAR™



Primary sensor is the size of a standard ball marker while satellites are smaller

Primary Sensor



Satellite Sensors





HAT: Satellite Sensor



FULL BODY VIEW

CLYP: Satellite Sensor



BELT: Primary Sensor



GLOVE: Satellite Sensor



FASHIONABLE / WEARABLE TECH

Sensors on your hat, shirt, belt wrist, pocket, sock, shoe

wristband

wristband

wristband

wristband

wristband

magnet

magnet/
sensor

BYRD

BYRD

BYRD

BYRD

THE BYRD CADDIE APP

Software design





CORE SWING METRICS TO BENCHMARK

Data collection for *real time* user feedback

Tempo & Timing

- Backswing time
- Downswing time
- Tempo ratio

Body Kinematics

- Hip/Shoulder rotation
- X-Factor
- Weight shift
- Wrist angles

Club Motion

- Clubhead speed
- Attack angle
- Club path
- Face angle
- Loft
- Plane

Impact Consistency

- Strike location
- Face-to-path
- Smash factor

Outcome Proxies

- Estimated launch
- Spin tendency
- Consistency dispersion



CONFIDENTIALITY

Business Confidentiality Agreement The outlined Non-Disclosure Agreement (the "Agreement") enters into agreement between By The Byrd, LLC (or "Company") as the Disclosing Party ("Disclosing Party") and the party reviewing and receiving the information in this business plan and presentation ("Receiving Party"). The purpose of this agreement is to prevent unauthorized disclosure of Confidential Information of the Company as defined below. Both parties enter this relationship with respect to the disclosure of certain proprietary and confidential information ("Confidential Information"). Definition of Confidential Information "Confidential Information" includes all information or material that has or could have commercial value or other utility in the Company in which the Disclosing Party is engaged. If there is Confidential Information in written form then the Disclosing Party must label or stamp the material with the word "Confidential" or a similar warning. If the Confidential Information is conducted verbally then the Disclosing Party must provide a written document that indicates the verbal communication of Confidential Information – include the date, time and with whom. Exclusions from Confidential Information The obligations of the Receiving Party under this Agreement do not extend to any of the following in terms of information that is: (a) known publicly at the time of disclosure or becomes subsequent public knowledge that is no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) Receiving Party legitimately learns from someone other than the Disclosing Party or representatives of the Disclosing Party; or (d) receives written approval by the Disclosing Party. Obligations of the Receiving Party The Receiving Party must maintain the Confidential Information in the strictest confidence. Receiving Party must be careful to restrict access to Confidential Information to employees, contractors, and third parties and requires that those persons sign nondisclosure restrictions. Receiving Party shall not, without prior written approval of Disclosing Party, use for Receiving Party's own benefit, publish, copy, or otherwise disclose to others, or permit the use by others for their benefit or to the detriment of Disclosing Party, any Confidential Information. Receiving Party shall return to Disclosing Party any and all records, notes, and other written, printed, or tangible materials in its possession pertaining to Confidential Information immediately if Disclosing Party requests it in writing. Time Periods Due to the non-disclosure provisions of this Agreement, everything in it will endure past the termination of this Agreement and the Receiving Party's duty to contain Confidential Information in confidence are still in effect until the Confidential Information is no longer considered a trade secret or until the Disclosing Party sends the Receiving Party written notice to release the Receiving Party from this Agreement. Relationships For all purposes, nothing in this Agreement constitutes the Disclosing Party or the Receiving Party as a partner, joint venture or employee of the other party.

Severability If this Agreement is found to be invalid or unenforceable by a court of the State of California, the remainder must be interpreted to best effect the intent of the parties. Integration Both parties understand the entirety of this Agreement and agree that it supersedes all prior agreements. This Agreement may not be amended, unless both parties sign in writing that an amendment is necessary. Waiver This Agreement and each obligation of both parties is binding, and each party (or an authorized representative) has signed the agreement. By Proceeding you agree to all terms and conditions of this nondisclosure and confidentiality agreement.