



## **Agenda Item 2**

### **Featured Start-Up – Grip Boost, LLC**



**BOARD OF REGENTS**

SUMMARY OF ITEM FOR ACTION  
**INFORMATION** OR DISCUSSION

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**TOPIC:** Featured Start-Up – Grip Boost, LLC (information item)

**COMMITTEE:** Economic Development and Technology Commercialization

**DATE OF COMMITTEE MEETING:** January 28, 2016

**SUMMARY:** UMCP chemical engineering students teamed with a Terps football player and a business mentor from the Dingman Center to form Grip Boost, LLC in Spring 2014. The company’s product, developed using technology exclusively licensed from the University of Maryland, is a quick-drying polymer-gel that restores grip in worn down football gloves.

Grip Boost used seed funding from the founders and from the Maryland Innovation Initiative (MII) Phase III to finalize product development and launch the company. Direct online sales of the Grip Boost Gel began in August 2014. Since then, it has become a dominant product on Amazon, selling more than 9,500 bottles and creating a social media following of over 50,000 people.

**ALTERNATIVE(S):** This item is for information purposes.

**FISCAL IMPACT:** This item is for information purposes.

**CHANCELLOR’S RECOMMENDATION:** This item is for information purposes.

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COMMITTEE RECOMMENDATION:

DATE:

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BOARD ACTION:

DATE:

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SUBMITTED BY: Joseph F. Vivona (301) 445-2783

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# **Committee on Economic Development and Technology Commercialization**

**Featured Start-up – Grip Boost**

**January 28, 2016**

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# MARYLAND™



## GRIP BOOST

NEW GLOVE GRIP. EVERY USE.

# THE PROBLEM

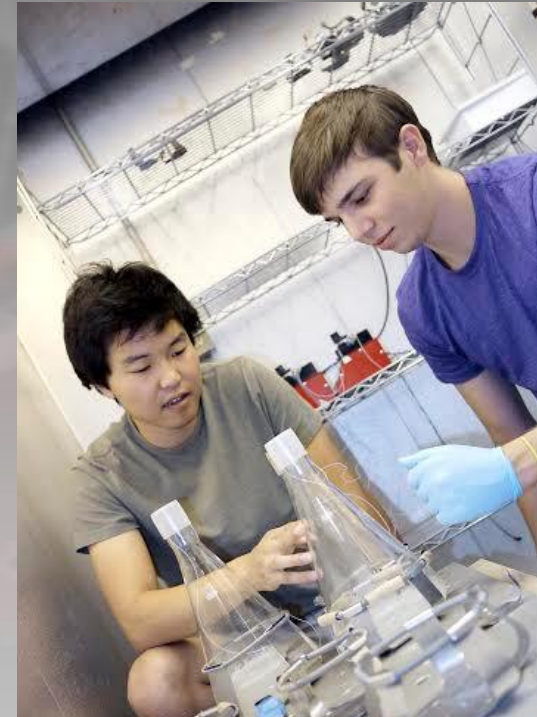


**Pair of new  
football gloves  
costs \$30-60**



**After a few days of use...  
most of the grip  
has worn down.**

# TEAMING TO DEVELOP A SOLUTION



**UMD & BALTIMORE RAVENS  
FOOTBALL PLAYER**

**UMD CHEMICAL  
ENGINEERS**



**UNIVERSITY OF  
MARYLAND**

# THE SOLUTION: GRIP BOOST

GRIP BOOST RESTORES GLOVES TO BRAND NEW



**BRAND NEW  
GLOVE GRIP  
EVERY USE**

GB IS A NON-TOXIC, QUICK DRYING GEL  
BASED ON A MODIFIED BIOPOLYMER  
DISSOLVED IN ETHANOL

# A TOP INVENTION FROM UMD

## 2013 INVENTION OF THE YEAR FINALIST

*GripBoost: A Quick Drying and Tacky  
Coating for Athletic Gloves*

*Kevin Diehn*

*Chandamany Arya*

*Karl Engel*

*Matthew Furstenburg*

*Srinivasa Raghavan*

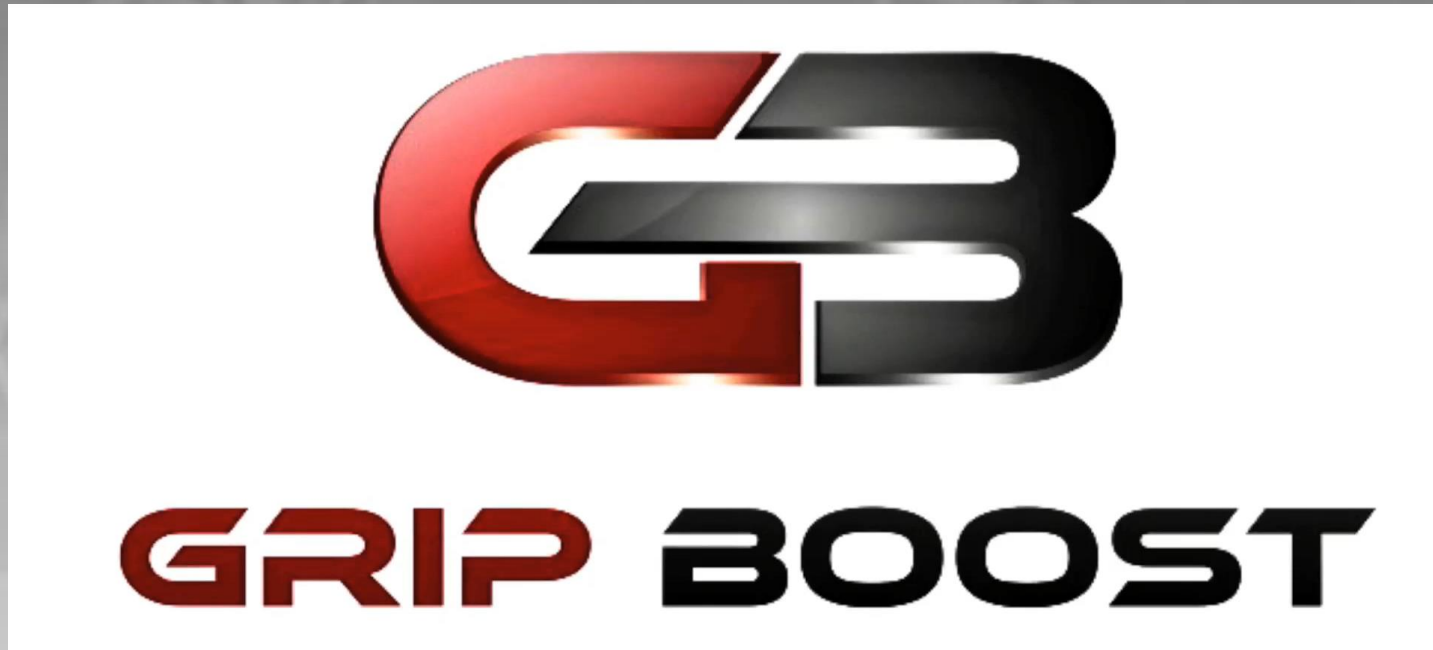


OFFICE OF TECHNOLOGY COMMERCIALIZATION



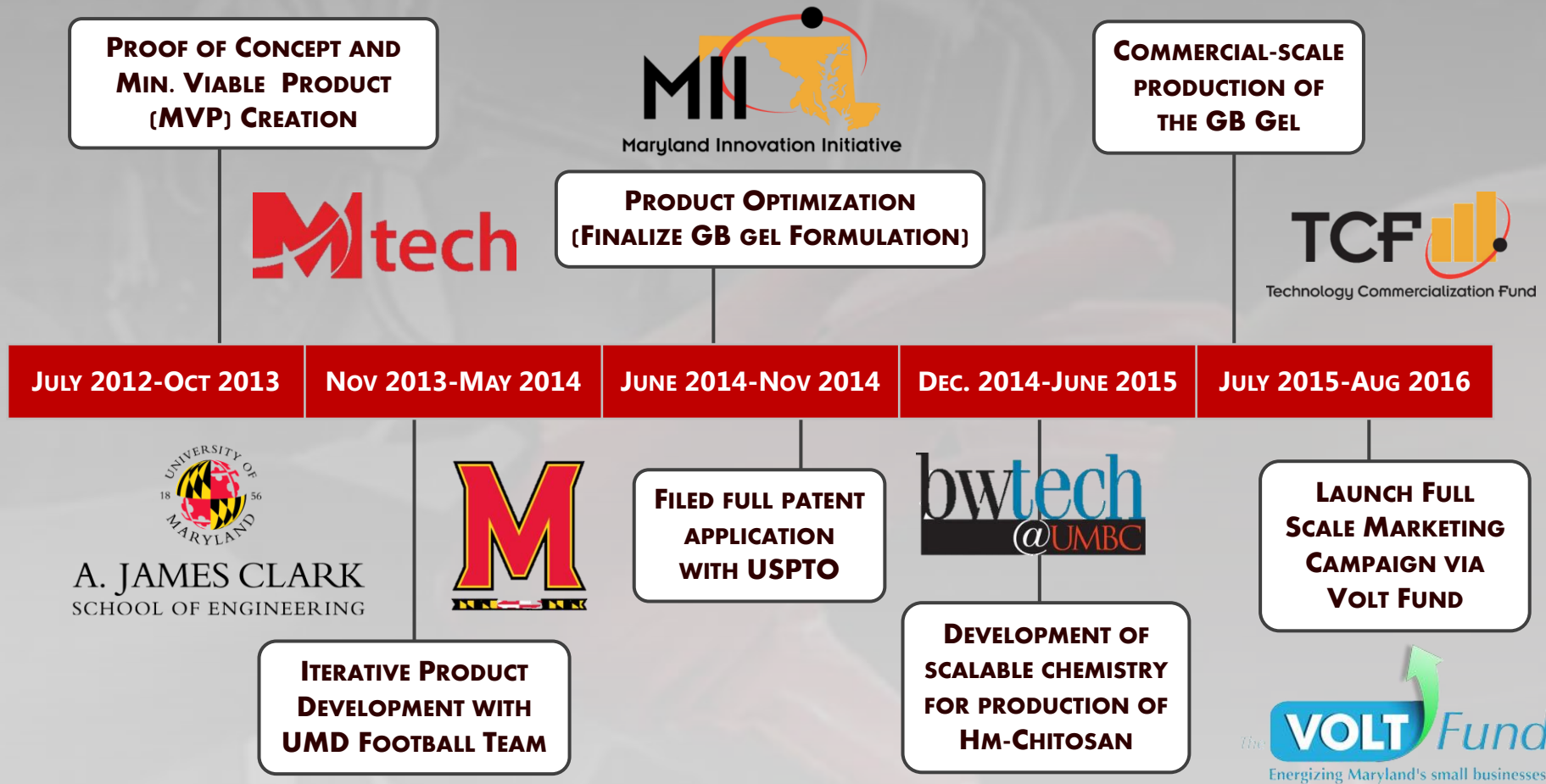


# GRIP BOOST PRODUCT DEMO VIDEO



GRIP BOOST RESTORES GLOVES TO BRAND NEW

# COMMERCIALIZATION TIMELINE



Note: Sales of the Grip Boost gel started in Fall 2014.

# PRODUCTS IN THE MARKETPLACE



**Stick-um™**

**LEAVES  
RESIDUE ON  
THE BALL**



**Glove Juice™**

**ONLY  
CLEANS  
GLOVES**



**Grip Boost™**

**RESTORES GRIP  
& NO RESIDUE  
ON BALL**

# COMPETITIVE LANDSCAPE (CTD.)

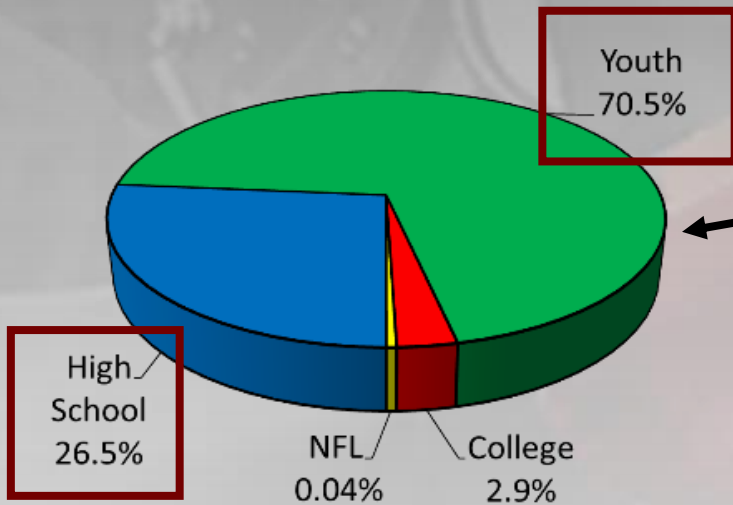
	GRIP BOOST FOOTBALL GEL™	STICKUM™	GORILLA GOLD™	GLOVE JUICE™
RESTORES GRIP	✓	✓	✓	✗
RESTORES SHINE	✓	✗	✗	✗
LEAVES NO RESIDUE ON THE BALL (I.E. GAME LEGAL)	✓	✗	✗	✓
QUICK AND EASY APPLICATION	✓	✓	✓	✓
LONG SHELF LIFE	✓	✓	✗	✓

The Grip Boost gel is the only product that can restore tack without leaving residue on the ball (i.e. restore grip legally).

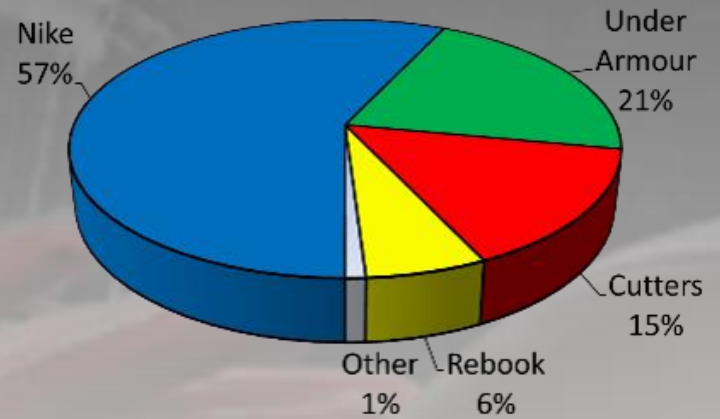
# MARKET OVERVIEW

## U.S. Football Glove Market

**\$200 MILLION**



**95% MARKET = YOUTH & HS**



### Breakdown of Players by Competition Level

**5 MILLION PLAYERS TOTAL**

**Addressable Market Segment Estimate for Grip Boost**

**\$50 MILLION**

# GO TO MARKET STRATEGY

**Direct Online Sales  
(2014 -present)**

**Tournament Partnerships  
& Industry Trade Shows  
(2016 and beyond)**

**Big Box Retail  
(2017 and beyond)**

Using VOLT Fund support for this B2C and B2B marketing campaign:



**GRIP BOOST**  
[www.GripBoost.com](http://www.GripBoost.com)



**w/ Potential Partners**



- 1) Build grassroots following via direct sales online & tournament/camp partnerships
- 2) Leverage grassroots popularity and tradeshow presence into B2B channels

# GB MARKET TRACTION (2014-2015)



Grip Boost Football Glove Grip Bottle (2oz)

by Grip Boost  
 ★★★★★ 198 customer reviews  
 | 7 answered questions

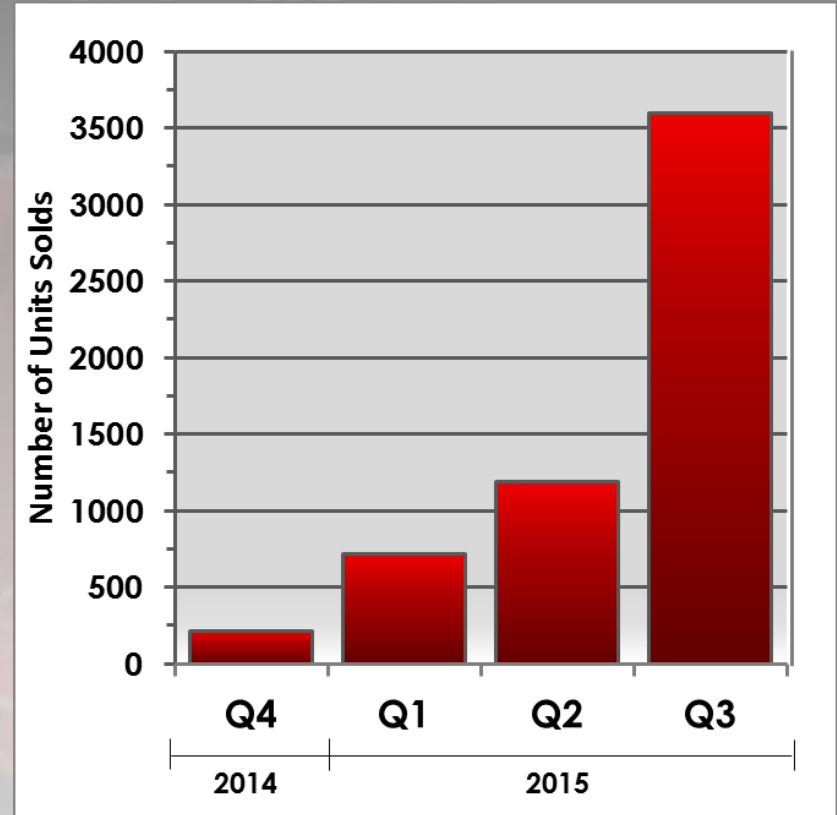
Price: \$12.95  
 Sale: **\$10.95** Prime  
 You Save: \$2.00 (15%)

**In Stock.**  
 Want it Wednesday, Jan. 20? Order within **54 mins** and choose **Two-Day Shipping** at checkout. [Details](#)  
**Business Seller** \* | Sold by Grip Boost and Fulfilled by Amazon. Gift-wrap available.

- Keep your football gloves brand new
- 100% Legal, Works with all brands of gloves
- Non-toxic and bio-degradable
- Quick-drying and easy to apply
- Hear the Grip - get the most out of your football gloves

Roll over image to zoom in

Over 9,500 bottles sold from August 2014 – December 2015



Over 50,000 Followers on Social Media

# SECONDARY MARKETS

- **Customized Solutions for Other Sports**
- **Baseball** (*Launched Fall 2015*)  
**Grip Boost Gel for Batting Gloves**  
**Market Size = \$300 Million**
- **Basketball** (*R&D Phase*)  
**Grip Boost Sponge for application to basketball shoes.**
- **Other glove sports**  
**Lacrosse, Golf, etc.**





# GRIP BOOST TEAM



**Matt Furstenburg**  
Former NFL Player  
*Chief Executive Officer*



**Chanda Arya**  
Ph.D. Chemical Engineering  
*Chief Operating Officer*



**Alex Langrock**  
Ph.D. Chemical Engineering  
*Chief Technical Officer*



**Kevin Diehn**  
M.S. Chemical Engineering  
6 Publications; 5 Patents  
*Co-Founder, Executive Vice President*



**Harry Geller**  
Experienced Entrepreneur  
*Co-Founder, Business Director*  
Sold his first start-up  
TO THE DEUTSCHE POST



**Anjan Shah**  
Former Director of Marketing  
and Sales at IKEA  
*Chief Marketing Officer*

# GRIP BOOST HIGHLIGHTS

- Proven Technology with **strong product-market fit & steady sales growth**
- Unique team with expert level skill set: **Athletics + Engineering**  
→ **UMD Invention of Year Finalist**
- Achieved all past commercialization milestones with support from **TEDCO, UMD, and bwtech**
- Volt Fund Investment **\$250,000** will be used to rapidly spread the Grip Boost gel in the marketplace through a full scale marketing campaign and supporting production resources.



# QUESTIONS?



**GRIP BOOST™  
FOOTBALL GEL**

**GRAB THE WIN.**

Thank you for your attention.