Agenda Item 2

Featured Start-Up – Grip Boost, LLC
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.

COMMITTEE RECOMMENDATION: 

BOARD ACTION: 

SUBMITTED BY: Joseph F. Vivona (301) 445-2783
Committee on Economic Development and Technology Commercialization

Featured Start-up – Grip Boost

January 28, 2016
New Glove Grip. Every Use.
Pair of new football gloves costs $30-60

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

Coefficient of Friction drops over 60% from brand new to used gloves.
Teaming to Develop a Solution

UMD & Baltimore Ravens Football Player + UMD Chemical Engineers
The Solution: Grip Boost

Grip Boost restores gloves to **BRAND NEW**

GB is a **Non-toxic, quick drying gel** based on a **modified biopolymer dissolved in ethanol**

Note: The modified biopolymer originates from crab shell waste.
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 Furstenberg
Srinivasa Raghavan

Office of Technology Commercialization

The Grip Boost gel is a patent pending invention and exclusively licensed from the University of Maryland by Grip Boost, LLC
Grip Boost Product Demo Video

Grip Boost restores gloves to brand new
COMMERCIALIZATION TIMELINE

**Proof of Concept and Min. Viable Product (MVP) Creation**
- **July 2012-Oct 2013**

**Iterative Product Development with UMD Football Team**
- **Nov 2013-May 2014**

**Product Optimization (Finalize GB gel Formulation)**
- **June 2014-Nov 2014**

**File Full Patent Application with USPTO**
- **Dec. 2014-June 2015**

**Development of Scalable Chemistry for Production of Hm-Chitosan**
- **July 2015-Aug 2016**

**Commercial-Scale Production of the GB Gel**

---

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

<table>
<thead>
<tr>
<th></th>
<th>Grip Boost Football Gel™</th>
<th>Stickum™</th>
<th>Gorilla Gold™</th>
<th>Glove Juice™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restores Grip</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Restores Shine</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Leaves No Residue on the Ball (i.e. Game Legal)</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Quick and Easy Application</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Long Shelf Life</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Competitive Landscape (ctd.)**
Market Overview

U.S. Football Glove Market

$200 MILLION

Breakdown of Players by Competition Level

5 MILLION PLAYERS TOTAL

95% market = Youth & HS

Addressable Market Segment Estimate for Grip Boost

$50 MILLION

IBISWorld Industry Report 45111: Sporting Goods Stores in the US;
http://usatoday30.usatoday.com/sports/story/2012/09/14/football-hands-it-off-to-the-gloves/57778530/1
Go to Market Strategy

Direct Online Sales (2014-present)

Tournament Partnerships & Industry Trade Shows (2016 and beyond)

Big Box Retail (2017 and beyond)

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

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

www.GripBoost.com

Tournament Partnerships & Industry Trade Shows

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

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

www.GripBoost.com

Tournament Partnerships & Industry Trade Shows

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

Over 50,000 Followers on Social Media

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

Grip Boost Football Glove Grip Bottle (2oz)
by Grip Boost

Price: $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

Number of Units Sold

Q4 2014 | Q1 2015 | Q2 2015 | Q3 2015
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.
UMCP Professor Srinivasa Raghavan is also one of the original inventors of Grip Boost and is currently a scientific advisor.
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.

Investment in Grip Boost will lead to the next big success story for MD Technology Entrepreneurship.
Questions?

GRIP BOOST™
FOOTBALL GEL

GRAB THE WIN.

Thank you for your attention.