

Software: Concussion Tracker

Concussion evaluation and tracking system. A complete infrastructure for auto racing to provide quick and easy concussion evaluation for racing drivers and sanctioning bodies (Canada)



Advisors:

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www.concussiontracker.ca

Company Summary

Using a simple to administer and innovative cognitive evaluation algorithm, participants in auto-racing series around the world store a baseline cognitive assessment that can be quickly compared with a post accident assessment to identify new concussions and ensure racers receive appropriate medical attention.

Executive Summary

Management

- CEO - Damon Surzyshyn, Senior digital marketing executive and professional race car driver.
- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior healthcare IT professional.
- Other - TBD

Customer Problem

- Currently there is no quick and easy way to determine if a driver has experienced a new concussion from a racing accident
- Delays in diagnosis can result in significant cost to the driver and race team, while incorrect diagnosis can create long-term health risks to the driver

Product/Services

- Cloud software, including web dashboards for race series operators and sanctioning bodies
- Mobile app for drivers

Target Market

- Professional and amateur racing series and sanctioning bodies around the globe.
- There are over 5,000 auto racetracks in the world with each one hosting multiple events with multiple sanctioning bodies and thousands of drivers.
- There are millions of race drivers in the world in everything from drag racing, auto racing, dirt track racing, rally racing, go kart racing, drifting, and many other categories.

Business Model

- Free app that sanctioning body members can download and make mandatory for racers
- Monthly \$50 fee for racers to track their own concussion data and meet track regulations

Customers/Users

- The customers are the race organizers, and sanctioning bodies
- The end-users are the drivers as well as the organizers and sanctioning bodies

Sales and Marketing Strategy

- Direct personal selling to sanctioning bodies and race organizers
- Social media/web to drive direct sales to drivers
- Brand building using social media, website, and earned trade media

Competitors

- Concussion Ed
- Head Check Health

Competitive Advantage

- Simple and intuitive to use, does not require training
- Stand-alone functionality, does not have to integrate with sanctioning body license
- Designed specifically for auto racing

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 540,000	\$ 1,350,000	\$ 2,970,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 473,368	\$ 865,107	\$ 915,107
OpX	\$ 6,500	\$ 6,500	\$ 65,500	\$ 75,500	\$ 75,500
Total Expenses	\$ 124,000	\$ 124,000	\$ 631,368	\$ 1,033,107	\$ 1,083,107
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 126,000	\$ 2,000	-\$ 89,368	\$ 227,526	\$ 2,114,419

The goal is approximately 5,500 users (less than half of 1% of NA market) at \$50 by year 5 (less 10% deduction on total revenue to account for volume and promo discounts etc.)

Licensed Technology/Product

- Cloud software/Mobile App

Technology/Product – Current Status

- Proof of Concept/R&D (TRL3)