



ABLE
MADE®

THE ORIGINAL OFF PITCH
SOCCER STYLE BRAND

Suzanne McKenzie
Founder & CEO

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INSPIRATION

While playing a soccer game in Boston, my husband, Ucal McKenzie, suffered cardiac arrest and passed away at age 32.



- **436,000 Americans die from a cardiac arrest**
- **Over 350,000 cardiac arrests occur outside of the hospital each year**




NBC NEWS

Nearly 60% of families say youth sports are a financial strain



**THE UCAL MCKENZIE
 BREAKAWAY FOUNDATION**
For soccer. For life.

- Nonprofit foundation continues his work with underserved communities
- Accessible and affordable youth camps
- Merges soccer with health education, including hands-only CPR and AED awareness

PARTNERS INCLUDE



**Boston
 Children's
 Hospital**



FOR-PROFIT, SOCCER-INSPIRED LIFESTYLE BRAND IS BORN

- Aligned to Foundation mission: team mindset, sport, healthy lifestyle
- Ready-to-wear, runway-inspired brand, focusing on an elevated soccer heritage through apparel and accessories
- Responsible fabrics and ethically produced

COLLABORATORS

BURBERRY

project
RUNWAY





CONSCIOUS APPROACH TO OUR FOOTPRINT



- Fabric library includes certified organic cotton and cruelty-free Merino wool
- Partner with Burberry to utilize and upcycle unused fabrics
- Screen factories for qualifications including measurement, quantification, and verification of safe work environment and fair pay claims



UNITED NATIONS

**The fashion industry is
one of the world's most
polluting industries**

MARKET OPPORTUNITY | CUSTOMER

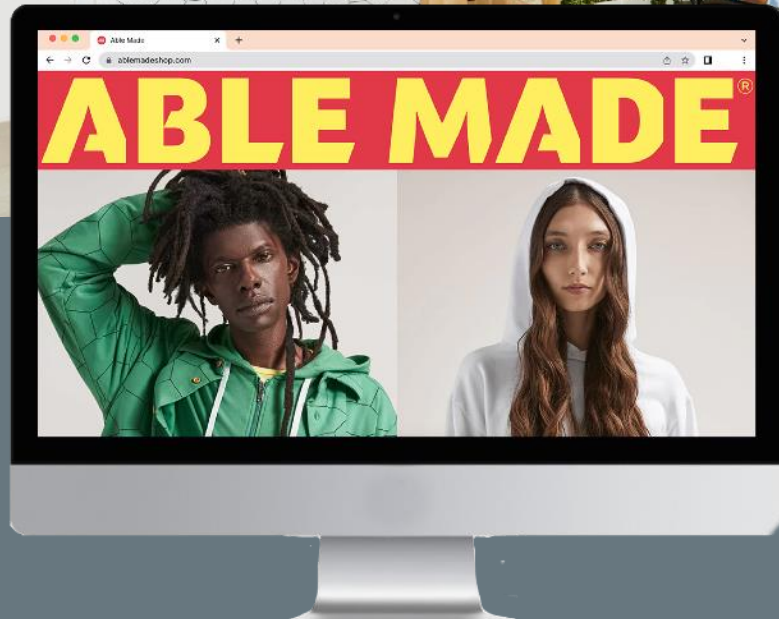
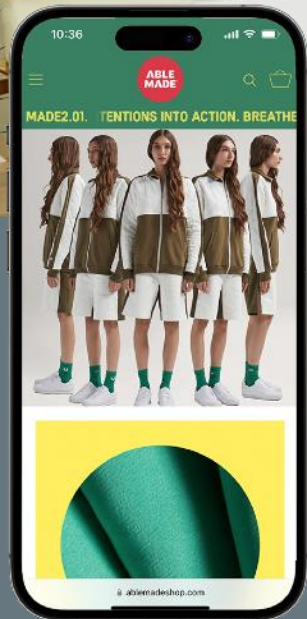
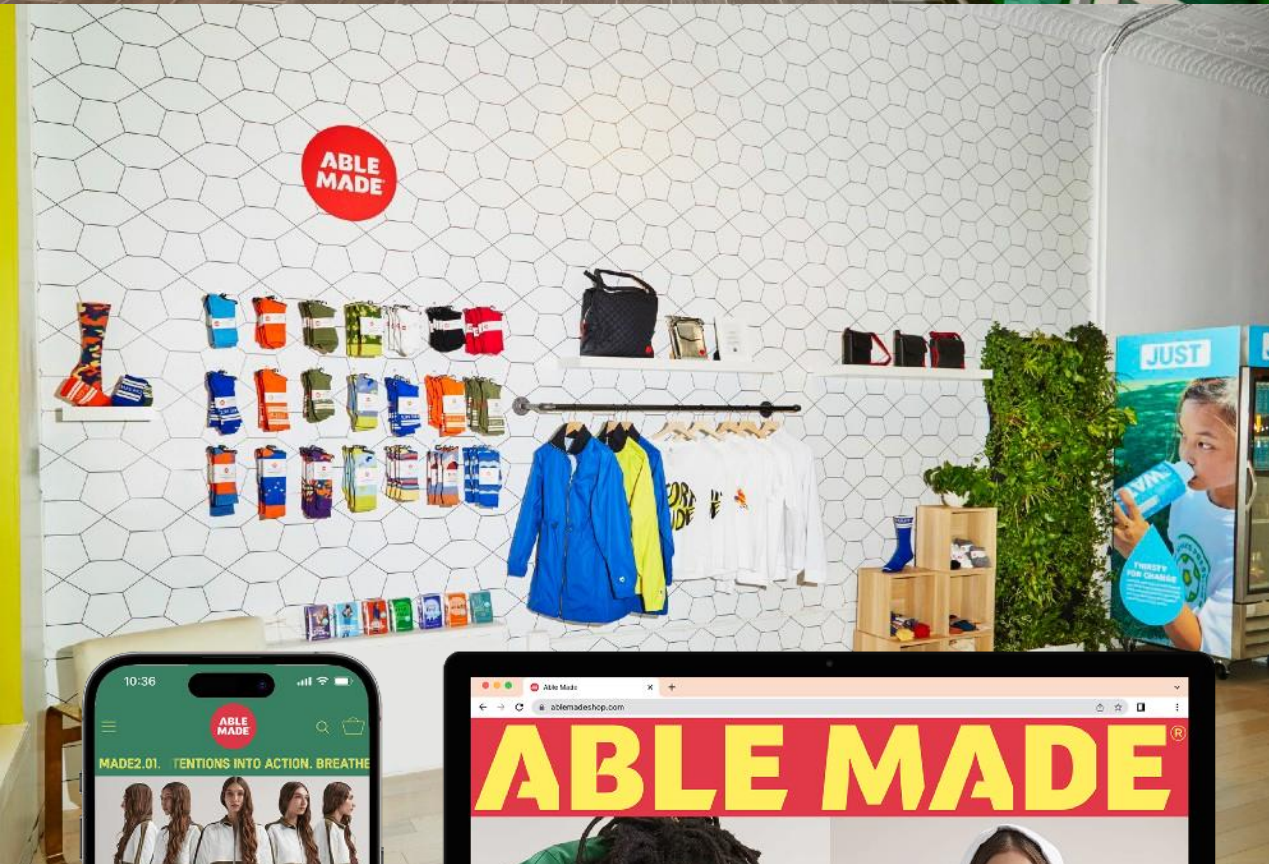


MARKET OPPORTUNITY

- \$10B global ethical fashion industry (2023 Statista)
- \$185B global streetwear industry (2024 PCW)

CORE CUSTOMER

- Age 30-45
- A love of sports and/or sports style
- Annual income \$200k+
- High-achiever and highly ambitious
- 50% women / 50% men
- Lives in urban areas
- Sophisticated style
- Sustainability consciousness



DISTRIBUTION



2022-2023

- Launched retail with Nordstrom
- Opened first brick-and-mortar in West Hartford, CT
- Completed our 6th shop with the luxury 1 hotels
- Relunched website/ecommerce experience

2024-2025 RETAIL ACTIVATIONS

- Pharrell's Good Time Hotel in Miami
- MLS team NYCFC collab pop-up in NYC
- Global Citizen Festivals
- Top tier fashion retailers

NORDSTROM



the goodtime hotel

GLOBAL CITIZEN



ORGANIC INFLUENCER TRACTION

- \$0 ad or influencer spend
- Style, wellbeing, and culture influencers

WORN BY PLAYERS, COACHING STAFF, AND FRONT OFFICE OF:



Melissa Ortiz (former Colombia National Team)



Seattle Reign FC (NWSL)



DJ Petrovic, Chelsea (Premier League)



Sue Bird (WNBA)



SOCCER-INSPIRED LIFESTYLE BRAND

- Average Product: \$200
- Margins: 65-70%
- Customer Acquisition Cost: \$0
- Average Order Value: \$325



COMPETITIVE LANDSCAPE

- Sophisticated sport through soccer lens
- Unique heritage story deepens brand authenticity
- Elevated ready-to-wear soccer-style
- Quality and sustainable fabrics
- Responsibly made
- Portion of proceeds fund Breakaway Foundation





Seattle Reign FC Captain,
Lu Barnes

ABLE MADE Ren Tee, Mika Track Pant
NWSL semi final game
Nov 6, 2023, San Diego



2025 \$2M REVENUE OPPORTUNITY

- Strategic marketing campaign
- Online ad spend
- Event and activations
- Influencer and athlete engagement
- Creating team arrival looks





FOUNDER & CEO SUZANNE MCKENZIE



- Two decades of experience in leading global brands and startups working as a senior designer and strategist, including top ad and design consultancies
- Channeling her culture and competitive mindset with her background as a three-sport athlete

WORKED WITH TOP BRANDS, INCLUDING:



TOM FORD



OLYMPIC GAMES

MoMA



SARA TOUSSAINT

Co-owner of NWSL team NC Courage,
Underdog Ventures, Sports Marketer



DAVID THIEBES

Former adidas executive with decades of
operational experience for scaling retail



KWEKU MANDELA

House of Mandela, Chief Vision Officer
Global Citizens



JUDY COLLINSON

Former EVP at Barneys, Dior, Burberry
Chief Merchandising Officer



JOE ELSMORE

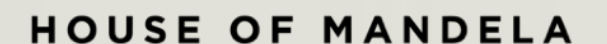
Nike Director, 32-year veteran as
NA Nike Soccer Sports Marketing



SENIOR MANAGEMENT & ADVISORS

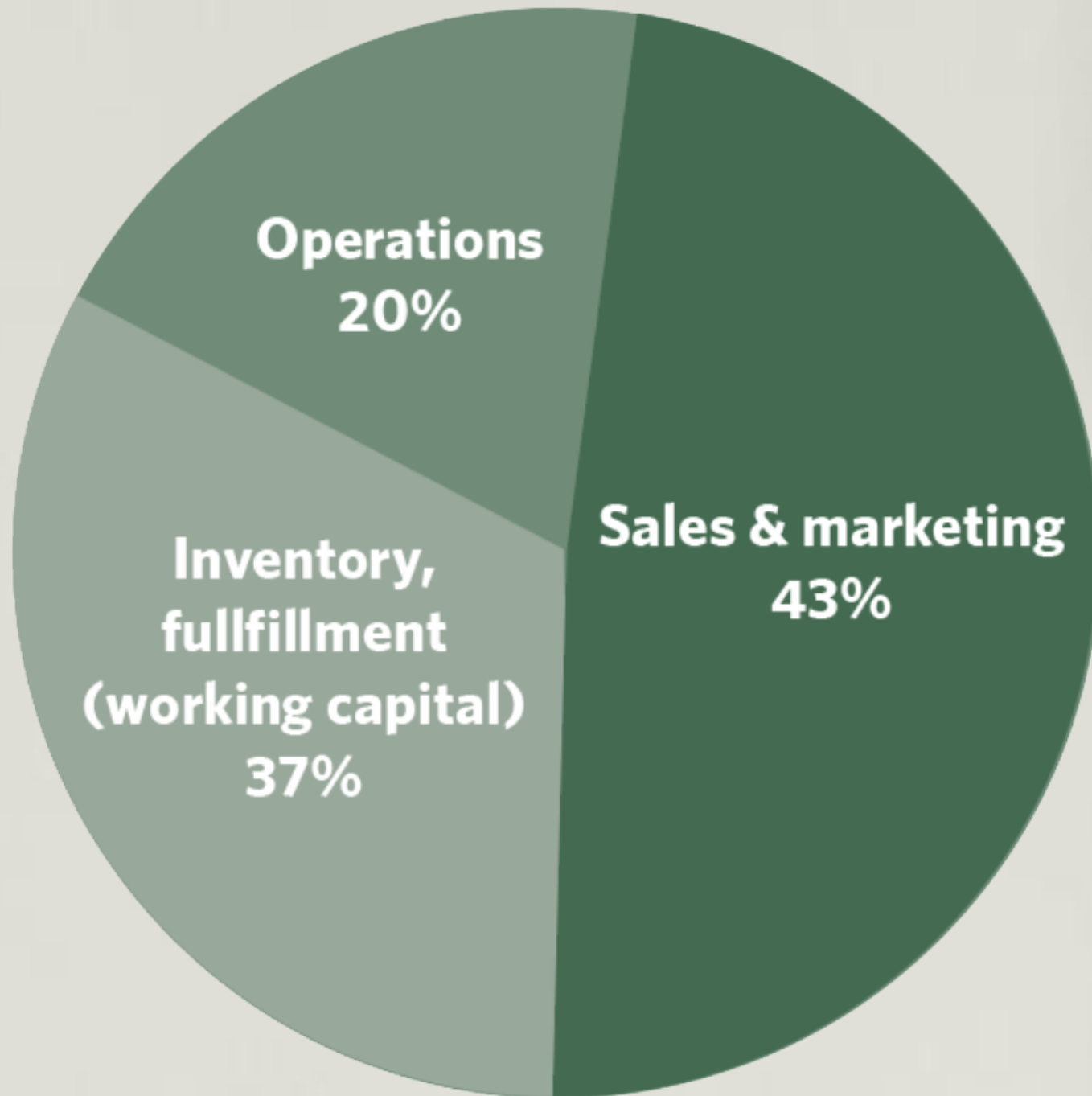
- Combined team experience over 100 years in retail, sports and social impact

GLOBAL BRAND EXPERIENCE, INCLUDING:





RAISING \$1.2M SEED ON CONVERTIBLE NOTE WITH \$5M VALUATION



\$1.2M secured, round oversubscribed due to interest

FUNDING FOR:

- Launch digital ad campaign
- Activate upcoming retail events
- Produce upcoming apparel and bag collections
- Deepen influencer engagement



“A stylish windbreaker from athletic company Able Made should be your go-to.”

Sports Illustrated

“Able Made has brought its sport-inspired brand story to its Soho New York City location.”

WWD

“Able Made is a powerhouse sustainable brand known for its eco-friendly product apparel lines.”

BUSINESS INSIDER

“The entire bag collection is sustainably made in the USA to support local jobs, and proceeds help empower city-youth.”

Forbes



NEXT STEP MILESTONES

Q4 '24

Brand campaign
& ads/in-shop events

New RTW,
Sport Bag
Collection, &
Baby Launches

SF MOMA
"Get In The Game"
exhibition retailer

NWSL
KC Current collab

Ongoing:
Influencer campaigns
(pro sports, wellness)

Q1 '25

New collection drop

1 hotels Central Park pop-up

Breakaway Foundation
NYC clinic activations
with NYCFC

Burberry partnership collection
#2 launch

Ongoing:
Influencer campaigns
(pro sports, wellness)

Q2 '25

New collection drop

Pharrell's Goodtime
Hotel runway activation

Brand campaign
& ads/in-store events

Breakaway Foundation
Boston & Hartford camp
activations

Launch brick-and-mortar NYC

Ongoing:
Influencer campaigns
(pro sports, wellness)

Q3/4
'25

New collection drop

NYC/LA/Miami/
London/Paris
pop-ups

Fall & holiday
campaigns

Ongoing:
Influencer campaigns
(pro sports, wellness)

ABLE
MADE

CONSERVATIVE 5-YEAR PROJECTIONS

**2025
REVENUE
\$5M**

**2026
REVENUE
\$20M**

**2027
REVENUE
\$50M**

**2028
REVENUE
\$80M**

**2029
REVENUE
\$150M**

- First brand marketing campaign and marketing budget
- Engaged ambassadors
- Blended distribution model strategy
- 1 hotel, Global Citizen, Dover Street Market and B2B collections with pro teams

- Retargeting customer efficiencies
- World Cup activations in USA host cities
- Pop-ups in key European cities and three new locations with 1 hotels
- Building into luxury retail partnerships with cost-effective repurposed fabric and collaboration

- Men's World Cup in North America: pop-ups
- Major ambassador partnerships
- Ecomm D2C model, with strategic brick & mortar
- B2B increasing
- South American pop-ups in Argentina and Brazil

- Collaboration with key stakeholder
- Continued growth through creative branding campaigns
- Added commitment to digital and store / pop-ups

- Continued growth through creative branding campaigns
- Innovation in sustainable product
- White-glove retail customer experiences for retention and new customer acquisition.

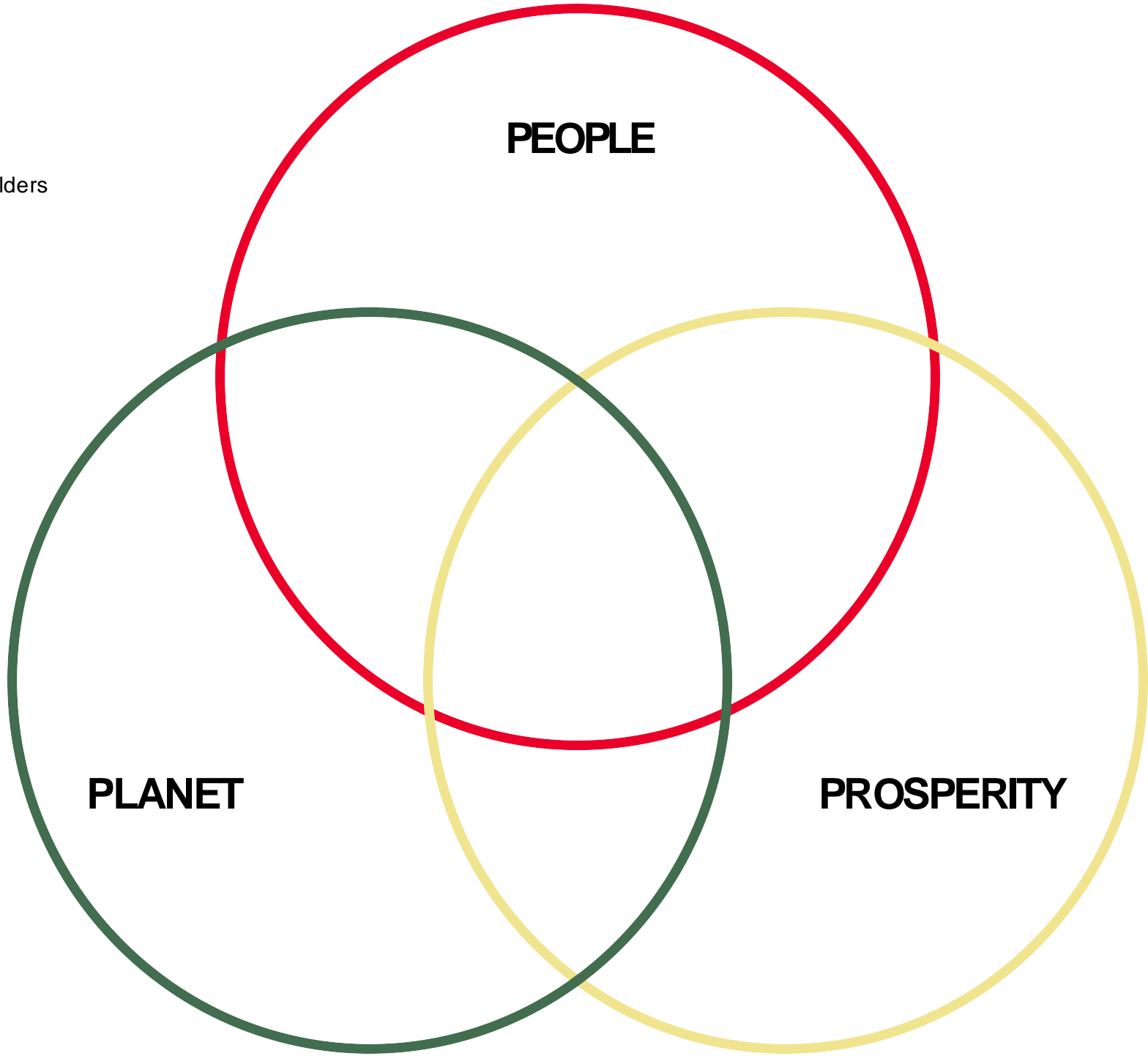
MARKETING & AMBASSADORS SAMPLE



advertising and activation
creative preview

WE ARE A PUBLIC BENEFIT CORPORATION

—
Employees
Customers
Communities
Suppliers
Foundation Stakeholders



—
Limited Run Collections
Responsible Materials
Local Production

—
Fair Wages
Local Jobs
Foundation Programming



RESPONSIBILITY IS OUR PRIORITY

MATERIAL SELECTION

Diligence in selecting the highest-quality and innovative fabrics and yarns for our collections.

INCLUSIVITY

From our investors to management, to interns to our models, diversity in age, background, and point of view is how we have built our brand since day one.

MANUFACTURING

We working alongside factories that prioritize high worker and eco standards.

PARTNERSHIPS

Better together. We collaborate with other brands, fabric and material makers, and factories to make a collective impact and move the fashion industry forward.

COMPARABLE ACQUISITIONS

Sport-inspired and sustainable consumer apparel and accessory brands scale quickly and become acquisition targets

Rowing Blazers

In February 2024, Burch Creative Capital acquired a majority stake in preppy, sporty streetwear brand, Rowing Blazers

Off-White™

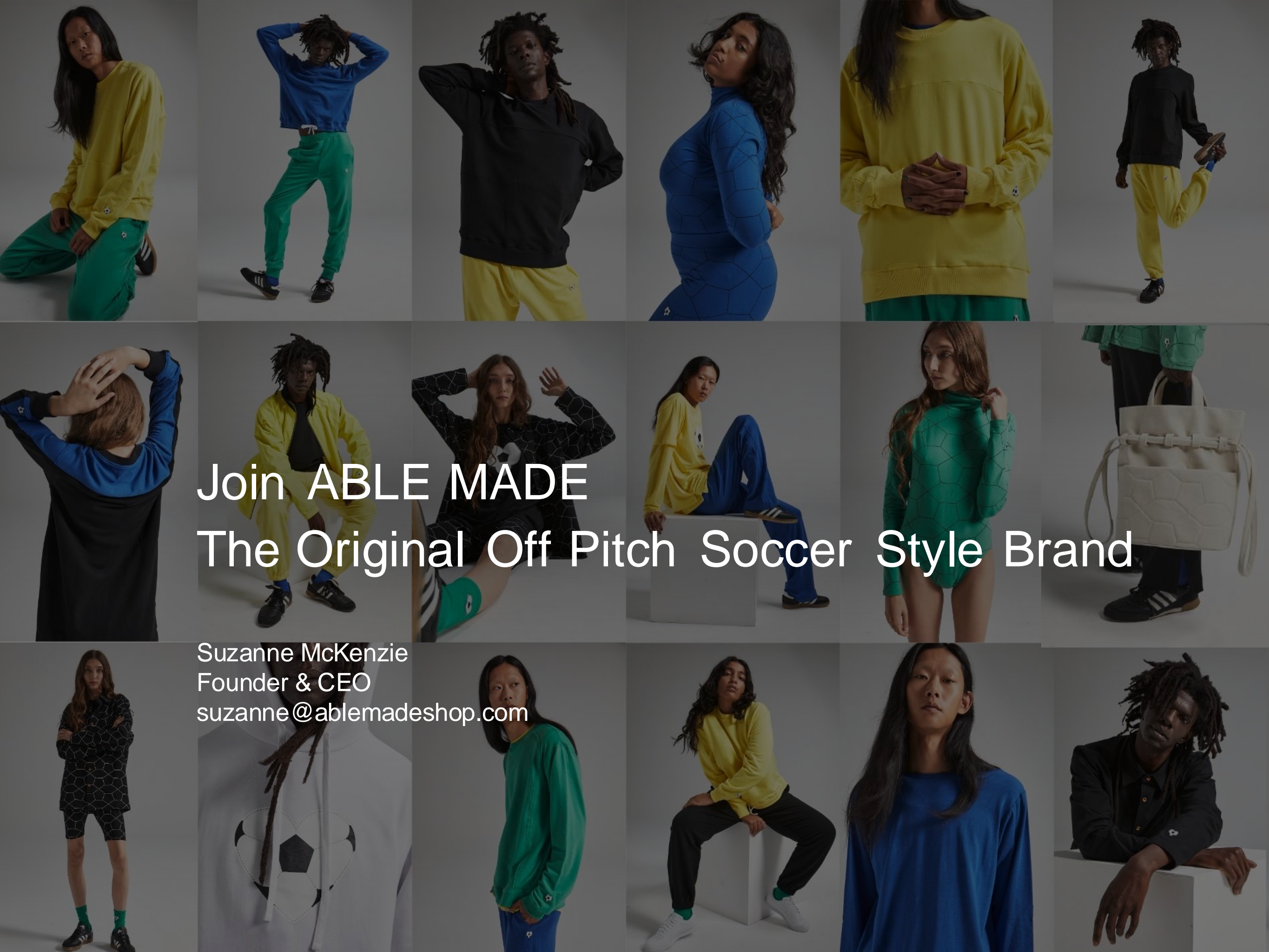
In July 2021, LVMH Moët Hennessy Louis Vuitton announced it would be taking a 60% stake of sport and streetwear brand Off-White

AIMÉ LEON DORE

January 2022, LVMH Moët Hennessy Louis Vuitton purchased a stake of sport-inspired, "ALD"

Reformation

Permina purchased its majority stake in sustainable fashion brand Reformation in 2019; sales \$300M and is profitable



Join ABLE MADE
The Original Off Pitch Soccer Style Brand

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