



EXECUTIVE SUMMARY



PROTECT THE FORCE

Flex9 Armor

Protect The Force, Inc. (PTF) is a company dedicated to bringing innovative products, manufacturing and the entrepreneurial spirit together into one unified business. The focus of PTF is to develop and sustain strong relationships within the protective products industry and provide premier products using experienced manufacturing as well as new product development and sales capabilities to both internal and external customers.

PROBLEM

Standard hard armor plates and soft armor vests leave individuals with several vulnerable areas which include upper chest, upper back, deltoids, and neck. The traditional solution is to add ancillary armor panels to protect said areas. These ancillary armor panels prove to be bulky, heavy and impede movement to individuals. This leaves individuals with choosing between exposing vital areas or being so overburdened with additional armor panels that their ability to effectively operate is impeded.

SOLUTION

The Flex9Armor™ Shirt uses an advanced technique to position ballistic panels on the shoulders to act as an exoskeleton, increasing protection without sacrificing mobility. The Flex9Armor is 30% lighter than conventional armor, with the large sized Flex9Armor shirt weighing 3.2 lbs. Housed in a breathable, anti-microbial material with moisture wicking properties offers comfort during wear while removable modular ballistic panels assist with ease of cleaning.



**TOP 10 ARMY
MODERNIZATION 2016**

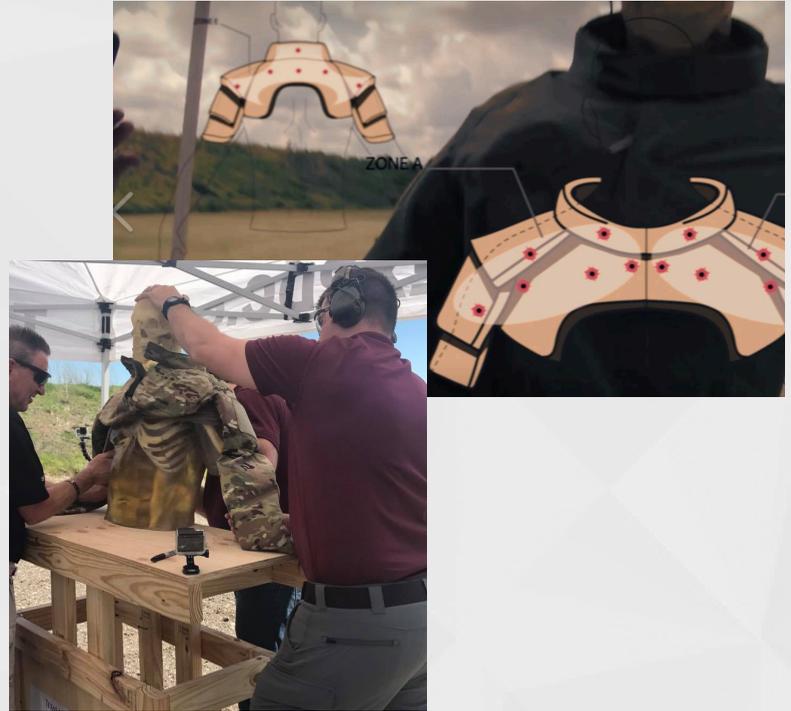
MARKET



Through a Quicklook™, D2R outlined use and sales of body armor and identified national industry standards required to sell body armor in the United States. The Quicklook™ outlined and assessed the various potential markets for the Flex9Armor™ shirt, including Law Enforcement, Defense, First Response, Security and more. Potential challenges and benefits for PTF were identified and market intelligence generated recommendations for next steps in the commercialization process. The D2R program also created a competitive landscape document to drive the marketing strategy for PTF based on the analysis of competitive product portfolios and pricing analysis.

TESTING

Market intelligence indicates that the U.S. traditionally relies on the National Institute of Justice (NIJ) for ballistic testing protocols. PTF was able to obtain a II and IIIA certification for their ballistic material. Due to the unique design of the Flex9Armor™ Shirt utilizing multiple small armor packages in conjunction, combined with three dimensional protection of the Flex9Armor™ shirt proved difficult to receive traditional ballistic resistance verification. Therefore a different method of ballistic verification was developed. TEEX PDC and Texas Center for Applied Technology (TCAT) executed a verification method to showcase the ballistic resistant capabilities of the Flex9Armor™ shirt to both .44 and .357 Magnum, Level IIIA Protection. Flex9Armor™ Shirt has been TEEX TESTED® to Ballistic Protection Level III A.



MARKET INTRODUCTION

D2R developed multiple aspects of market introduction for the Flex9Armor™ Shirt. D2R developed a specific ballistic verification plan to verify the ballistic resistant claims in a full three dimensional and operational space. Flex9Armor™ is TEEX TESTED® to Ballistic Protection Level III A. In addition, D2R utilized high speed cameras, at 10,000 frames per second, during ballistic verification to produce a number of marketing videos that demonstrated the capabilities of the Flex9Armor™ Shirt. This aided greatly in demonstrating the concept and viability of the product. In addition, D2R displayed the Flex9Armor™ shirt at both national and state level law enforcement conferences, gaining interest and feedback from various law enforcement officers.



Currently, PTF has sold Flex9Armor™ shirts to various Law Enforcement entities and is working on a growing network of distributors to carry the product. It was noted that the ballistic verification and the marketing material provided by D2R had a pronounced impact on sales of the Flex9Armor™ Shirt.

CONTACT

To Learn more about the Defense to Response Program visit

TEEXPDC.com/D2R

For more information about Protect The Force visit

ProtectTheForce.com