

Core Defense

High-Performance, Clean Personal Care for Urban Athletes

1. Executive Summary

Core Defense is a premium natural personal care company built for **high-sweat, high-intensity urban athletes**. Our flagship **mineral + prebiotic deodorant** delivers performance that consistently outperforms mainstream “natural” brands, while maintaining clean, edible-grade ingredient integrity.

The company is launching with deodorant, followed by a **waterless leave-in hair tonic** designed for athletes, hospitals, and care environments where traditional bathing is impractical. A third product category—**all-in-one facial sunscreen + lip balm**—is planned **only upon successful completion of a future funding round**.

This round seeks **\$500K** using a **Convertible Revenue Note (Hybrid)** that provides investors **near-term cash returns** plus **long-term equity upside**.

2. The Problem

The Urban Sweat & Safety Gap

Urban sports (streetball, MMA, bouldering, breaking, drifting) demand **far more odor protection** than office or lifestyle use.

Consumers today face three compounding problems:

Performance Gap

- Conventional deodorants perform but rely on harsh synthetic chemicals.
- Natural deodorants are cleaner but routinely fail under real athletic stress.

Safety Gap

- Underarms and groin areas have some of the **thinnest, most absorbent skin** on the body.
- Many mass-market deodorants are now marketed for “whole body use,” despite formulations not designed for prolonged contact with sensitive skin.

Cultural & Market Gap

- Large incumbents continue to prioritize margin over formulation integrity.
- Affluent minority consumers with disposable income are frequently marketed *to*, but not truly served with premium, safe, high-performance products.

Core Defense exists to close **all three gaps simultaneously**.

3. The Solution: Core Defense Deodorant

Why This Matters

Core Defense is designed to be **safe enough for sensitive areas** while delivering **real athletic performance**, using **edible-grade minerals and prebiotics** that support the skin’s natural microbiome rather than overpowering it with fragrance.

This positions Core Defense as a **safer, smarter alternative** for full-body freshness—without compromising health or performance.

4. Product Roadmap & IP Scope

Included in This Funding Round

- **Deodorant (Flagship Product)**
→ IP assigned to the corporation at close

- **Leave-In Hair Tonic (Launch: 3–6 months post-deodorant)**
→ IP assigned to the corporation at close

Conditionally Included (Future Funding Required)

- **All-in-One Facial Sunscreen + Lip Balm**
 - Capital-intensive category
 - Multiple SKUs required (skin tone inclusivity)
 - Regulatory and testing complexity

Sunscreen IP will only be developed and assigned to the company upon successful completion of a subsequent funding round specifically allocated for that purpose.

If no second round occurs, sunscreen IP remains excluded and is not part of the company's asset base.

5. Hair Tonic: Expanded Market Opportunity

Originally designed for athletes wearing helmets and hats, the **waterless leave-in hair tonic** addresses a significantly underserved market:

Secondary Market: Hospitals & Care Facilities

- Patients under sedation or limited mobility are bathed infrequently
- Traditional shampooing is labor-intensive and costly
- Leads to scalp irritation, odor, flaking, and discomfort

The formulation is being designed with **ingredients permitted in hospital and care settings**.

Even where institutions do not purchase directly, **family members can use it on loved ones**, unlocking a powerful caregiver-driven market.

6. Market Opportunity

Core Deodorant Market

- **Global Deodorant Market:** ~\$15B
- **Clean / Natural Segment:** Fastest-growing (~10% CAGR)
- **Premium Urban Athlete Segment:** Estimated **\$500M+**

Major incumbents continue to under-serve:

- Athletes outside traditional team sports
 - Urban and culturally driven sports communities
 - Affluent minority consumers seeking **both performance and safety**
-

6A. Target Customer & Cultural Insight

The Overlooked Consumer

Core Defense targets **affluent, urban, performance-driven consumers**, many of whom are minorities with disposable income and high product standards.

Large CPG companies historically:

- Monetized legacy brands with harsher formulations
- Increased fragrance intensity rather than ingredient quality
- Used celebrity endorsements instead of product innovation

This created an opening for a **premium, culturally authentic, health-forward alternative**.

7. Go-To-Market: Underserved Sports with Disposable Income

Rather than chasing oversaturated mainstream athletics, Core Defense focuses on **underserved, high-sweat, culturally influential sports**.

Streetball / 3x3 Basketball

- Olympic sport since Tokyo 2020; returning for **LA 2028**
- Appeals to busy professionals due to shorter, high-intensity format
- Strong urban credibility and community-driven visibility

Bouldering

- Eco-conscious, wellness-oriented demographic
- Underserved by personal care brands
- Ideal for aluminum-free, skin-soothing positioning
- Strong gym-based community distribution opportunities

Breaking (Breakdancing)

- Olympic debut has expanded global visibility
- High sweat, movement-heavy performance needs
- Strong alignment with culture, music, and authenticity
- Opportunities through battles, ambassadors, and branded events

Competitive Turntablism (DJ Battles)

- High-heat, nightlife performance environments
- Long-duration sweat with professional presentation needs
- Minimal personal care sponsorship saturation
- Strong crossover with events and content

Drifting

- Extreme heat and gear-intensive environment
- Affluent enthusiast base
- Underserved by natural or premium deodorant brands
- Clear performance narrative (“fresh under fire”)

MMA

- Extremely performance-driven
- Health- and skin-conscious athletes
- Fighters often underpaid but have loyal followings
- Ideal for ambassador-based seeding and credibility-building

Owned Events

Core Defense plans to host **branded events**, combining:

- Athletic competition
- DJ battles
- Cultural experiences

This creates **owned distribution, content, and community** rather than rented attention.

8. Business Model

Pricing

- **Deodorant MSRP: \$14.99**
(Above Native, in line with Schmidt's, below Salt & Stone)

Channels

- Direct-to-Consumer (primary)
- Select gyms, barber shops, athletic venues
- Subscriptions for repeat purchase

Unit Economics (Target)

- Gross Margin: ~65%
 - Subscription repeat rate: 25–35%
-

9. Funding Structure: Convertible Revenue Note (Hybrid)

This round prioritizes **near-term ROI** while preserving **equity upside**.

Investor Receives:

1. Revenue Share

- Percentage of gross revenue
- Paid quarterly
- Stops once **1.5× invested capital** is returned

2. SAFE (Equity Upside)

- Post-Money SAFE
- Valuation cap consistent with seed-stage norms
- Converts at next priced equity round

If an acquisition occurs **before** the 1.5× return is achieved, the remaining balance is **paid in full at closing** prior to equity distribution.

10. Intellectual Property & Confidentiality Policy

- **Formulations are not shared** without commitment to join the corporation (as investor, partner, or service provider).
- Prior to commitment:
 - Only **label-declarable ingredients** may be disclosed
 - **No measurements, ratios, SOPs, or processes** are shared
- If patentability validation is required:
 - **Attorney-to-attorney review only**
 - Under NDA
 - No direct investor access to formulations

This protects both the company and investors.

11. Risk Disclosure

Investing in Core Defense involves risk.

- The business may fail
- Products may not scale as projected
- Investors may lose part or all of their investment
- Returns are **not guaranteed**

The company and founder will act in good faith and with best efforts, but **neither the company nor its officers guarantee outcomes or assume liability for business failure.**

Closing

Core Defense is positioned at the intersection of **performance, safety, and culture**, targeting markets large brands overlook due to inertia and margin bias. By focusing on underserved sports and affluent urban consumers, the company builds authentic demand before scaling into broader retail channels.

Founder Story

Roger Lwin is an entrepreneur with over 25 years of experience building businesses at the intersection of **culture, performance, and consumer products**.

He began his career in 1994 by launching *CE (Cutting Edge)*, an online and print magazine focused on emerging trends in culture and technology. In 2000, he designed and launched translucent speakers to complement Apple's iMac G3, gaining early experience in product design and consumer branding.

In 2002, Roger co-founded **ASVC (Asia-Silicon Valley Connection)** and created the **Silicon Valley Gong Show**, an early platform connecting startups, investors, and innovators across regions. That same year, he founded **RA Creative**, a web design and event production firm focused on digital branding and experiential marketing.

Over the past two decades, Roger has produced fashion shows, concerts, nightlife, cultural, fraternity, and sorority events through **Nexus Events** and **Set It Off Entertainment**, working with artists including **Lady Gaga, E-40, Baby Bash, Snoop Dogg, Keyshia Cole, and many more**.

Roger later opened and operated a **sports bar and lounge**, which hosted branded events for companies including **Yelp, Ubisoft, Ford Motor Company, and Hendrick's Gin**. The venue also hosted private events and milestone celebrations for notable figures across entertainment and public service, including music executive **Suge Knight** and **Fiona Ma**, the current **California State Treasurer**.

Alongside his creative and hospitality work, Roger built deep experience in **fitness and performance**. He worked as a personal trainer, coaching clients on training, nutrition, and supplement protocols, competed in **MMA smokers**, and later opened a fitness center and studio led by an **ex-UFC fighter** and members of the **Jabbawockeez dance team**. These experiences gave him first-hand exposure to extreme sweat, skin stress, and recovery demands.

In 2015, Roger entered **cannabis cultivation**, followed by **product development in 2018**, creating cannabis- and hemp-based **edibles, beverages, and topical lotions**. This work provided hands-on experience with formulation, regulatory compliance, and manufacturing in controlled consumer product environments.

In 2016, Roger's son was born with a severe case of eczema. While developing a CBD-based skin cream to help manage his son's condition, Roger began researching ingredient safety and historical approaches to skin care. Summer of 2019 as his son grew older and they spent time outdoors—at parks, beaches, and on camping trips—Roger became increasingly concerned about the chemical load in modern sunscreens. He developed an all-natural sunscreen based on ingredients used by ancient civilizations, deconstructing them into their core chemical components and rebuilding them with modern formulation science. While exploring commercialization, he recognized that launching sunscreen responsibly would require multiple SKUs for different skin tones, making it impractical without significant capital. Then the lock down started.

In 2024, Roger's son contracted a rare and life-threatening form of pneumonia and was placed under sedation for two weeks. During his hospitalization, bathing was infrequent and shampooing even more so, leading to significant scalp buildup and odor—compounded by his eczema. This experience echoed an earlier one, when Roger's father was in a coma following a stroke and later received hospice care at home, where shampooing was a lengthy, difficult process requiring careful handling.

After his son's recovery, Roger revisited historical research into how ancient civilizations—including those of **Egypt, Africa, Rome, India, Burma, and China**—managed hair and scalp hygiene without water. By breaking these methods down to their core chemical components and combining them with modern science, he developed a **leave-in hair tonic** designed to meet stringent hospital and care-facility standards.

Applying the same approach to odor control, Roger drew on his background in supplements and mineral synergy, combining select **minerals** with **prebiotics** to support the skin's microbiome rather than overwhelm it with fragrance. The result was a novel, multi-mechanism deodorant concept. After consulting with a patent attorney, he spent all of **2025** developing, refining, and testing the formulation.

Now, in **2026**, Roger is prepared to take the next step—bringing **Core Defense** to market.

Roger brings a rare combination of **athletic insight, formulation experience, cultural credibility, and operational execution**, positioning him uniquely to build and scale performance-driven, culturally authentic consumer brands like Core Defense.