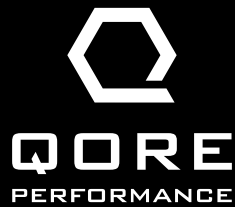




QORE

PERFORMANCE

MEDIA KIT



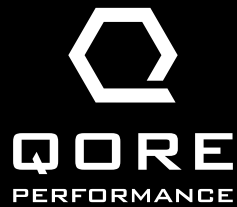
OUR ROOTS AND MISSION

We are Qore Performance, and our mission is to actively enhance human performance with wearable technology. We have developed the first ever athletic apparel that increases your performance by actively boosting your hydration while you work out, keeping you in the action and performing your best.

Our proprietary Wearable Hydration technology extracts heat from the body at the pulse points, reducing thermal stress and the amount of heat the body needs to otherwise offload through sweating and aspiration. During independent clinical study, researchers found athletes were a remarkable 40% more hydrated and performed longer when exercising with Wearable Hydration Technology.

Inspired by tried-and-true emergency responder protocols, Inventor Justin Li initially thought to combine first aid science with athletic base layers while on duty as a sworn law enforcement officer in the California desert. Faced with difficult terrain, a formidable adversary, heavy protective gear, and high altitude, Justin was looking to improve his odds in the field. Unwilling to add more weight to his kit, he realized that efficiently offloading heat to stay hydrated was the best way to boost his endurance, strength, focus and recovery.

After the mission, he realized that solving this problem could have implications far beyond just law enforcement. Improving performance through hydration could help any human who sweats—especially athletes seeking a competitive performance advantage and the military (particularly near and dear to Justin given how many close friends he has lost, were deployed or are still downrange in Active Duty service). Armed with Otter Pops, a sewing machine he barely knew how to turn on, and his favorite compression shorts, he set out to build the first prototypes.

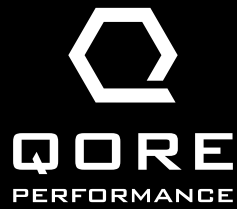


THE SCIENCE OF HYDRATION AND HEAT

During exercise, up to 75% of the body's energy is used to offload heat generated by the muscles. The body's natural mechanisms for this, sweating and aspiration, both require an incredible amount of water to work effectively (and are largely ineffective in humid conditions).

Numerous studies show conclusively that performance falters when an athlete becomes dehydrated. Performance is significantly impaired with as little as 2% of body water loss, and with 5% water loss, the body loses up to 30% of its work capacity. Dehydration also leads to fatigue, lack of focus, lost power, increased injury risk, and weaker overall performance. Until now, the only means to fight dehydration was to exit the playing field and replenish fluids on the sideline.

To combat this, our apparel and lightweight HydraQore Inserts target the pulse points: places on your body where large quantities of blood flow close to the skin. By efficiently extracting excess heat from your blood at these points, we help you maintain your hydration levels by reducing the body's need to draw down its own water supply.



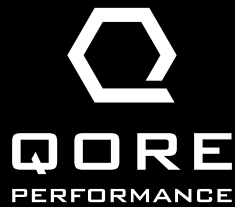
TESTING AND VERIFICATION

We developed our technology with input from professional athletes and competitors, elite tactical units, and top amateur athletes at leading universities. Our gear has been engineered and battle-tested to their demanding requirements; as a result, it has been endorsed and put into use by elite users across the spectrum.

To quantify the benefit, in 2015, we commissioned a crossover study with a team from George Mason University to do an independent lab-based exercise test of 17 subjects. Researchers found and verified a statistically-significant 40% drop in water loss for athletes wearing Wearable Hydration Technology over the duration of the test, as well as a statistically-significant increase in exercise duration. The study is currently going through the peer-review process and will be released in full in 2016.

On Average
40%
More Hydration

More Than
100x
the Heat Absorption



MATERIALS AND DESIGN

All Qore Performance products have two parts: Apparel and Inserts. The Inserts are designed to provide the most efficient hydration benefit possible, while the apparel features custom pockets to securely hold the Inserts. All garments are engineered to both stand up to the demands of elite athletes while also providing the comfort necessary for everyday use.

1 RECHARGEABLE HYDRAQORE INSERTS

Our most popular form factor is the Rechargeable HydraQore Insert. They charge up in a freezer, cooler, or ice water. In ice water, they recharge in less than 15 minutes. We often get asked how long the Inserts will last, but this really depends on the particular person, activity, and environment. We can safely say that one full charge delivers the entire hydration benefit, and swapping depleted Inserts for fresh ones takes almost no time at all, meaning that with access to a cooler or our Charge-and-Go bag (see more below), you can obtain the benefit for hours on end.

The Rechargeable Inserts are engineered to hold their charge at 58 degrees Fahrenheit and are extremely lightweight (1.8 ounces), safe, and durable. With a sealed polyurethane casing, we have tested them in hostile climates, with extreme movements, and even run over them with trucks and they come through as good as new no matter the challenge. They are also anti-microbial and anti-condensation, meaning you can charge them and use them again and again (and again) without worrying.

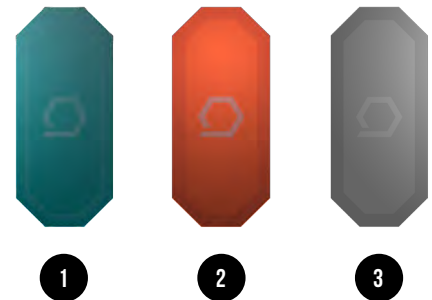
The hexagonal-inspired design of the Insert is to facilitate ease of operation, as the tapered shape helps you quickly pop a fresh Insert into the tailored pockets in less than a second.

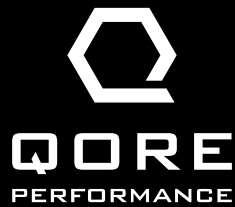
2 HEATING

Our products can also be used during winter months to help keep you warm – simply use a standard handwarmer in the pockets for a full-body benefit.

3 FUTURE INSERT VARIATIONS

Initial testing has been completed on Instant-activated Inserts; these will be released to the military community in 2016.





APPAREL

Our current apparel line is made from a nylon/spandex blend for comfort and durability. These premium fabrics are moisture-wicking, four-way stretch, anti-odor and UPF 50+. Pockets are ergonomically designed to facilitate breathability and movement. Targeted elastic is integrated at specific stress points for security, comfort, and consistent alignment. Flat stitching throughout virtually eliminates chafing.

All Qore Performance gear is proudly 100% Made in the USA. 

THE HYDRATION SHIRT

releasing on Kickstarter November 2015

features a full-panel mesh back for supreme comfort and breathability, open-pocket design, and a quarter-mock collar to block chafing from equipment such as backpacks and body armor. It will be available in both a Half-Sleeve and a Full-Sleeve variant.



HYDRATION SHORTS

include a full mesh center panel for breathability, a two-inch soft elastic waistband for security, and an articulated nine-panel design to move with your body and eliminate 'ride-up'.



HYDRATION SLEEVES

have an open-pocket design to facilitate quick reload of HydraQore Inserts.



HYDRATION ARM BANDS

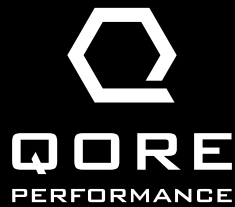
have a hood pocket and gripper elastic to work with overhead and high speed arm motion activities.



CHARGE-AND-GO BAGS

Accessory for those without access to a cooler or ice water. With the Charge-and-Go bag, you can keep up to 12 additional inserts fully charged for up to 24 hours, so they are ready when you need them.





TEAM

JUSTIN LI

Co-Founder, Inventor, Chairman



Justin began his career with Oakley Inc., managing distribution in the Asia/South Pacific region then moved on to run a real estate firm, Intermarket Investment Group, after his father's passing in May 2008. In 2010, Justin joined the San Diego County Sheriff Department as a Reserve Deputy Sheriff. He is an avid outdoors and crossfit enthusiast.

J.D. WILLCOX

Co-Founder, Innovation, Operations



J.D. pitched for the Stanford Baseball team from 1999-2002. He worked in Baseball Operations at the Red Sox under Theo Epstein and later joined DC Energy, where he actively managed trading portfolios and led recruiting and professional development. J.D. is also the Board President for the nonprofit Giving Circles Fund. He actively seeks innovation to challenge existing conventions.

DOUG BURR

Sales, Business Development



Doug has a strong background in various startups leading sales training, development, and management. He originally joined Qore Performance because of his love for athletics and his desire to gain a competitive advantage in everything he does. As an avid golfer and basketball player, Doug uses and tests Qore gear nearly every day.

SCOTT STERN

Logistics, Web Development



Scott also worked at DC Energy prior to joining the Qore Performance team. He now leads technical and logistical efforts. Scott is an expert in streamlining processes, and is drawn to the power of Qore gear to make the body operate more efficiently. He enjoys keeping the Qore Performance team healthy with daily meal choices and workout itineraries.

SPENSER LINNEY

Creative, Marketing



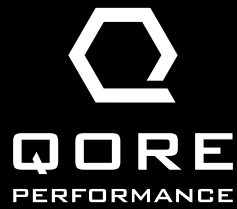
Spenser works to develop the Qore Performance brand, including full creation of its media content. A California native, Spenser enjoys exploring Washington D.C. and uses Qore Performance to help him withstand the dehydrating East Coast summers.

STEPHEN HOWE

Marketing, Team Sports



Prior to joining Qore Performance, Stephen spent five years working with local youth sports leagues as an official and referee trainer. Stephen helps spread the word about how Qore can improve athletic performance in team sports. When he's not in the office, he can usually be found in the weight room or out playing team sports.



CONTACT

Qore Performance operates out of Fairfax, VA, just outside of Washington, DC. We scoured the nation to find the best in technical design and quality. After an extensive search and many rounds of prototyping, we are extremely proud to say that all our products are fully Made in the USA.

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