



Ovilk

HEALTH



Grant Thornton

Our Team Vet



Emma Decker
Eng. Consultant
Industrial
Engineering
Alpharetta, GA
Sophomore



Jie Garner
Ops Consultant
Chemical
Engineering
Greer, SC
Senior



Alex Pillart
Financial Analyst
Finance &
Accounting
Philadelphia, PA
Junior



Kate Schwab
Ops Analyst
Spanish & Int.
Business
Shreveport, LA
Junior

Our Team Sports



Courtney Collins
Mgt Consultant
Management
Clemson, SC
Senior



Preston Weller
Mkt Consultant
Mgt/Mkt
Charlotte, NC
Senior

Preston Weller
Marketing Consultant
Management/Marketing
Charlotte, NC
Senior



Hayden Moore
Acct. Consultant
Accounting
Dallas, TX
Junior



Elizabeth Rogers
Financial Analyst
Finance & Acct.
Greer, SC
Junior



Cooper Gill
Advs Consultant
Health Science
Richmond, VA
Junior

Our Grant Thornton Partners



Scott McGurl

Principal, Advisory
Services
Tampa Bay



Alex Kalra

Director, Growth
Advisory Services
New York



Adam Bowen

Managing Director,
Growth Advisory
Chicago



Kathleen Marsh

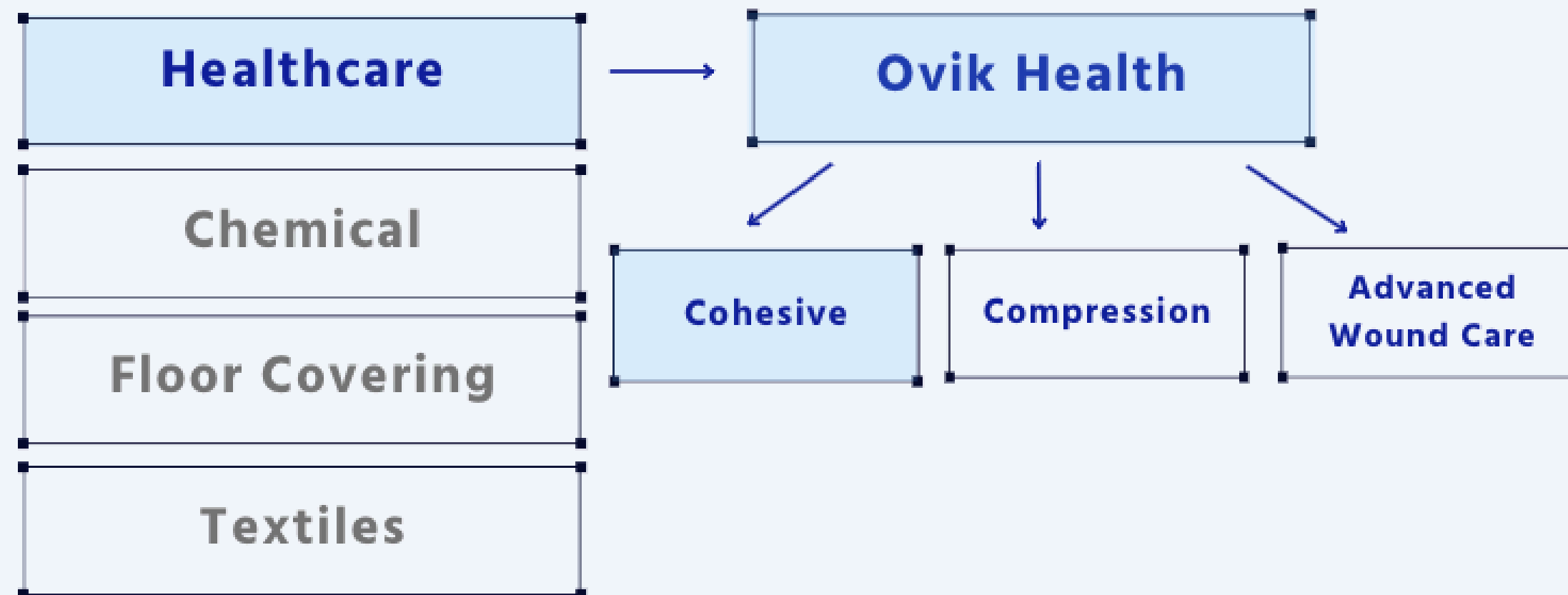
Senior Associate,
Growth Advisory
Los Angeles

AGENDA

- 1 Engagement Overview
- 2 Timeline and Current Updates
- 3 Veterinary
- 4 Youth Sports
- 5 College Sports
- 6 Professional Sports

Milliken™

"WE MAKE A WORLD OF DIFFERENCE"



Engagement Overview

Within Ovik's three product categories—advanced wound care, compression bandages, and cohesive bandages—our engagement focuses on evaluating the cohesive bandage market and identifying innovative growth strategies to drive the success of Ovik's cohesive bandage products.



Ovik

HEALTH

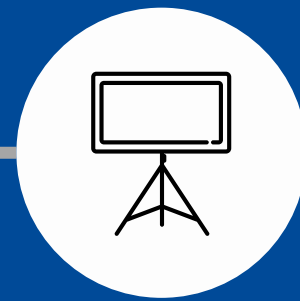
Constant innovation and progress are at the heart of Ovik Health's mission to protect, heal, and support. Their range of scientifically advanced products includes cohesive bandages and wraps, each designed to deliver optimal care and performance

Executive Summary

Timeline of Work



Crafted
hypotheses



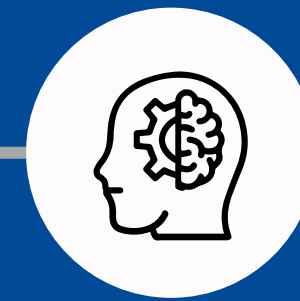
Presented Slide
Deck #1



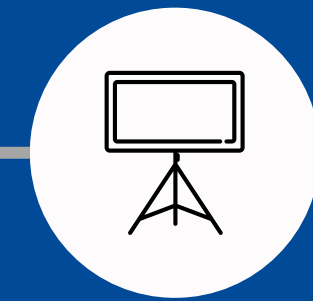
Researched
market size



Conducted
interviews in
Upstate SC and
Orlando, FL



Developed
insights



Final
presentation



Current Positioning

Revenue per Channel

		Revenue Impact
Mass Merchant	Walmart + Walmart.com	
	Target	
Drug Store	CVS	
	Walgreens	
Independent Drug Distributor	Amerisource Bergen	
	Cardinal	
Grocery	Ahold (Shaws, Hannaford, Stop + Shop)	
	Aldi	
	DeMoulas	
	HEB	
	Hy Vee	
	Kroger	
	Meijer	
	Publix	
	Wegmans	
Dollar Stores	Dollar General	
	Dollar Tree	
	Family Dollar	
Sporting Goods	Academy Sports	
	Dick's	
Animal Health	PetCo	
	PetSmart	
	Tractor Supply	
Online	Amazon	
Private Label Sourcing	TopCo	

	Highest Impact
	Medium Impact
	Medium - Low Impact
	Lowest Impact

Veterinary



Veterinary Hypothesis

The current market for professional veterinary care, including equine and cattle care, are forecasted to grow significantly and may result in an increased demand for injury prevention and at-home care solutions for pets, athletic animals, and agriculture. As well as growth in both traditional and specialty veterinary care

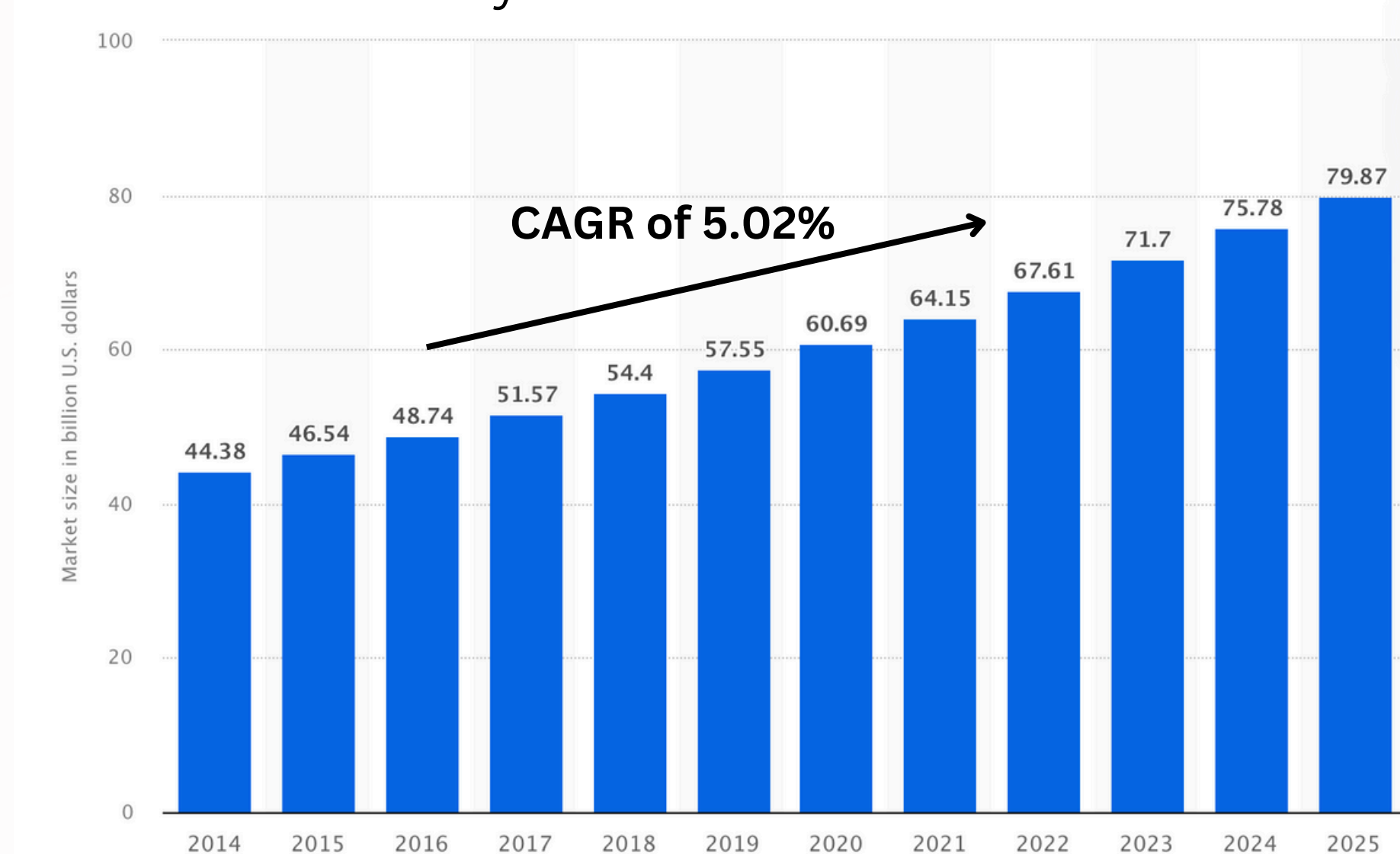
Veterinary Market Size

The pet industry has been growing rapidly, reaching over **300 billion** in revenue in 2023 with a **CAGR of 16 percent**

This is a reflection of consumers' continuously increasing expenditure on pets and pet products

As of 2023, over 66 percent of Americans, meaning about **87 million homes**, reported that they owned at least one pet (1)

Size of North American Veterinary Services Market 2014-2025 in Billions of Dollars (2)



Veterinary Interview Findings

Clemson Equine Center Farm Manager - Julia Gentry



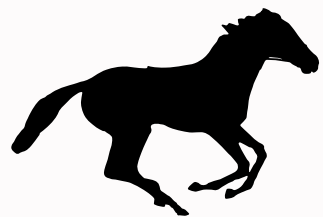
Impact of Price

- Julia emphasized the importance of affordable pricing to organizations/individual farmers
- Implement targeted marketing to highlight Ovik's advanced technology will support higher pricing
- Tariffs on imports can narrow price gaps with competitors, boosting Ovik's premium product appeal



Flexibility in Considering Alternatives

- Julia noted farmers and vets are open to new brands
- Vets and farmers use what is familiar to accomplish their goals/requirements
- Use it to OVIK's advantage to capture significant market share due to their unique technology and ease of use



Frequency of Use

- Large animals require substantially more wrap for injuries and surgery treatment
- Clemson's Equine Center uses a box of 30/month, rewrapping horses once a day
- Household pets require less wrap per animal, but veterinarians see a higher patient volume



Purchasing

- Clemson's farm manager orders through a purchasing agent via distributors like MWI Animal Health
- Veterinary product orders require a DBM (Dealer or Distributor of Biological Material) license
- Most farms discover products through dedicated sales teams and samples

Veterinary Recommendations

Recommendation

1

Build strong relationships with distributors through a veterinary sales team

2

Begin a targeted marketing campaign promoting OVIK's advanced technology

Specific Initiatives

- Develop relationships with veterinary distributors
 - Utilize a dedicated sales team to educate and introduce OVIK products to veterinary practices similar to the medical field
 - Offer samples and trial periods allowing farms and vets to experience the quality of OVIK firsthand
-
- Emphasize moisture wicking treatment of post operation care for all animals, benefits of anti-chew wraps, and the durability and easy tear technology.
 - With raised awareness on the benefits of OVIK's products vets and farmers would most likely tell their ordering agents or distributors to order OVIK's products.



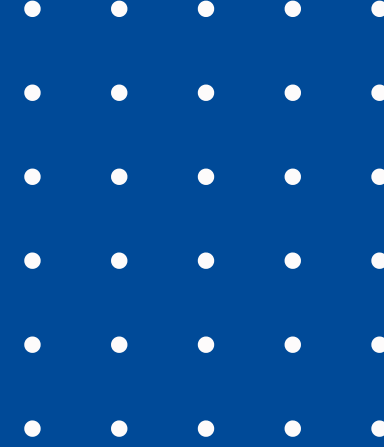
Youth Sports



Youth Sports Hypothesis

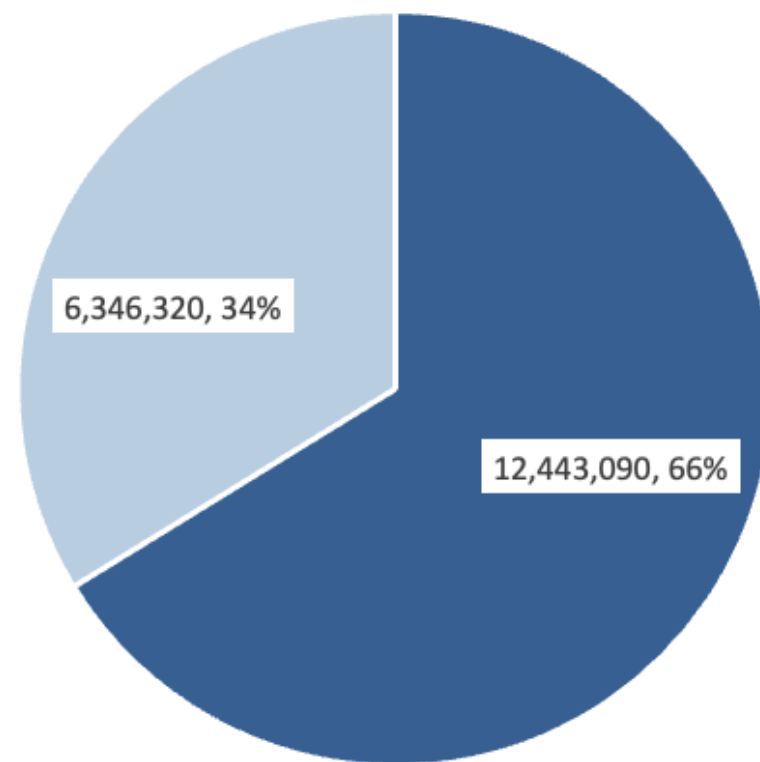
The youth sports market for injury prevention and treatment is largely untapped and is growing as parents are increasingly willing to spend more for their kids to stay healthy and avoid injury

Youth Sports Market Size



Number of participants in regular kids' sports in the U.S.
2022 (2)

■ Sports with High Cohesive Wrap Use ■ Other



1) Statista - Size of the youth sports market worldwide in 2022 and 2030
2) Statista - Number of participants in regular kids' sports in the U.S. 2022

The global market for youth sports was estimated at **37.5 billion** U.S. dollars in 2022 and was forecast to increase at a **CAGR of 9.2 percent** until 2030 (1)

With increased outreach, availability and expansion of sports programs, participation and activity will continue to spread and grow

Sports with high cohesive wrap use were identified to be contact sports and sports with repeated stress/injuries including: Basketball, Baseball, Soccer, Gymnastics, Tackle Football, Volleyball, Ice Hockey, Lacrosse and Wrestling

Youth Sports Interview Findings



Quality

- In youth sports, price seems to be a larger factor than quality
- However, Joe Crawford from AAU notices parents increasingly more willing to purchase decent quality products for their athletes



Brand Loyalty

- Youth athletes will become loyal to a brand they use for a long time
 - Youth athletes who experience minor injuries and use the same brand for recovery 3+ times are 65% more likely to continue using that brand into adulthood (Science Daily)



Frequency of Use

- Frequency of injury/type of injury depends a lot on the athlete and what sport they are playing
 - AAU has sports ranging from track and field to pickleball
- AAU's Volleyball tournament- the building is rented and hundreds of teams compete



Purchasing

- Gamepoint Volleyball purchases the cheapest wrap/tape (Mueller)
- AAU outsources trainers and medical staff from Advent Health in Orlando for their largest tournament, and those trainers bring their preferred wraps



Youth Sports Recommendations

Recommendation

1 Explore potential product endorsements by popular athletes with good character

2 Incorporate an educational aspect to reach the youth sports market

3 Focus on large medical distributors and their sales forces

Specific Initiatives

President of OVIK Health expressed interest, has connections with Steph Curry

Implement an app, demonstration videos, or an injury prevention workshop

Collaborate with medical distributors/hospitals to incorporate OVIK's cohesive bandages into their sales training programs



College Sports

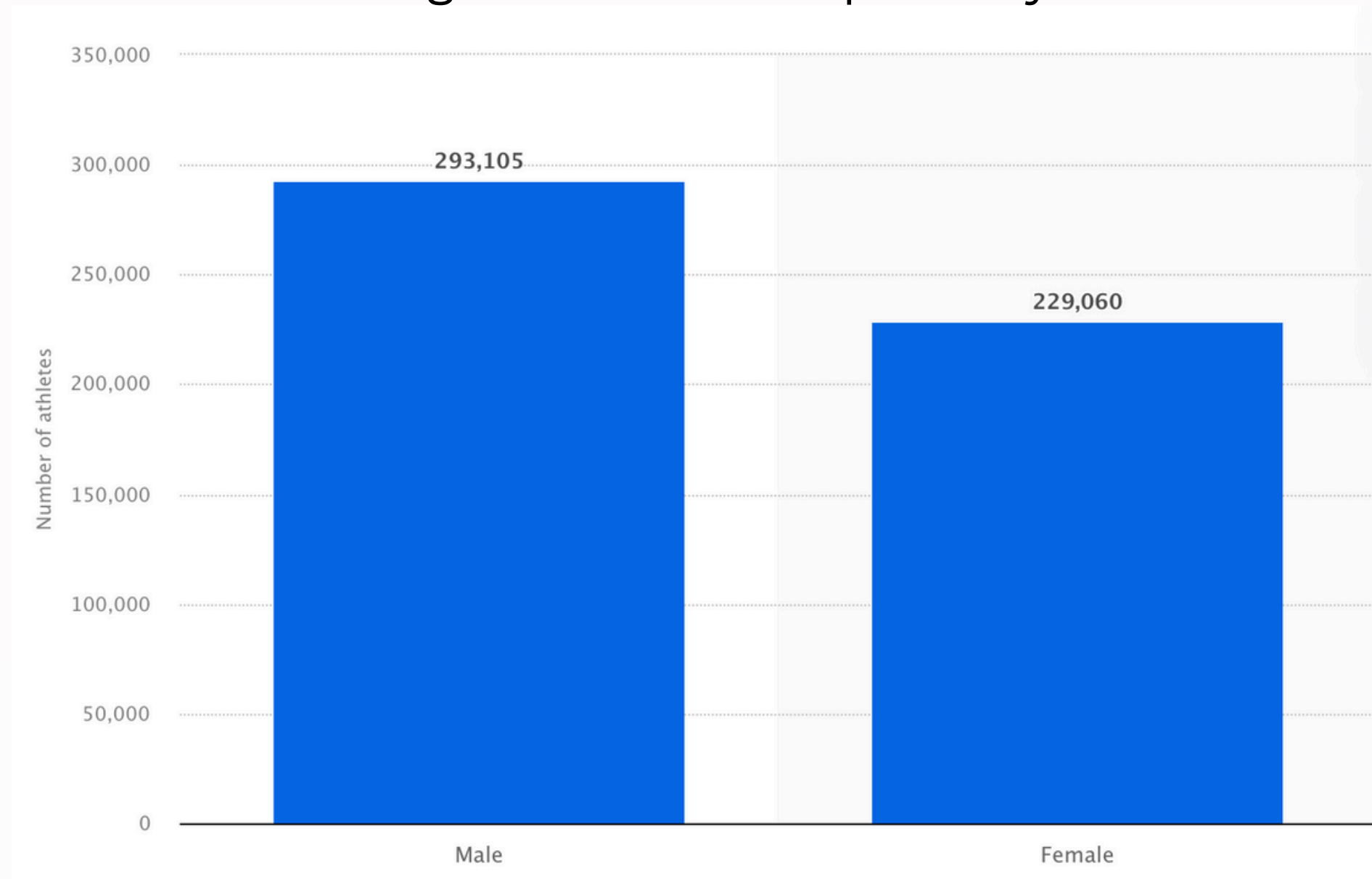


College Sports Hypothesis

The loyalty and widespread use of OVIK products among collegiate athletic programs, like Clemson Athletics, is driven by superior product quality, daily use, and exceptional customer service. To further expand market share, the focus should be on addressing price sensitivity and leveraging the product's reputation for reliability, particularly in high-performance sports environments

College Sports Market Size

Number of College Athletic Participants by Gender 2022 (1)



522,165 participants

2021-22 report shows uptick of nearly 30,000 participants (2)

Division III saw the largest growth, with 17,515 additional student-athletes, followed by Division II (7,212) and Division I (4,488)

1) Statista - Number of NCAA student athletes in the United States in 2022, by gender according to NCAA

2) NCAA - NCAA student-athletes surpass 520,000, set new record

College Sports Interview Findings



Quality

- OVIK is the best on the market
- The quality of the latex free bandage is just as good as the regular kind
 - Latex free is used very often and holds up
- No complaints with the product's quality, wouldn't change anything



Brand Loyalty

- Clemson Athletics is loyal due to the quality of the product
- "I couldn't see Clemson using anything else" (Donna Bullock)
- Main concern others would have is price



Frequency of Use

- Used on athletes every single day
- The wrap lasts a whole practice
 - This is important because there is not enough time to re-tape
- When players are wrapped depends on what sport they play



Purchasing

- Buys it in cases
 - Through vendors in a bid process (Henry Schein, Medco)
- Salesmen from Milliken that attend state athletic trainers meeting
 - Many trainers must attend this meeting

College Sports Recommendations

Recommendation

1 Trainer Presence and Product
Demonstration

2 Utilize Product “Ambassadors”

3 Sideline Advertisements

Specific Initiatives

Increase presence at state athletic trainer meeting

Leverage current trainer connections to improve
brand awareness across universities

Provide tents, posters, sponsorships for the universities



Professional Sports

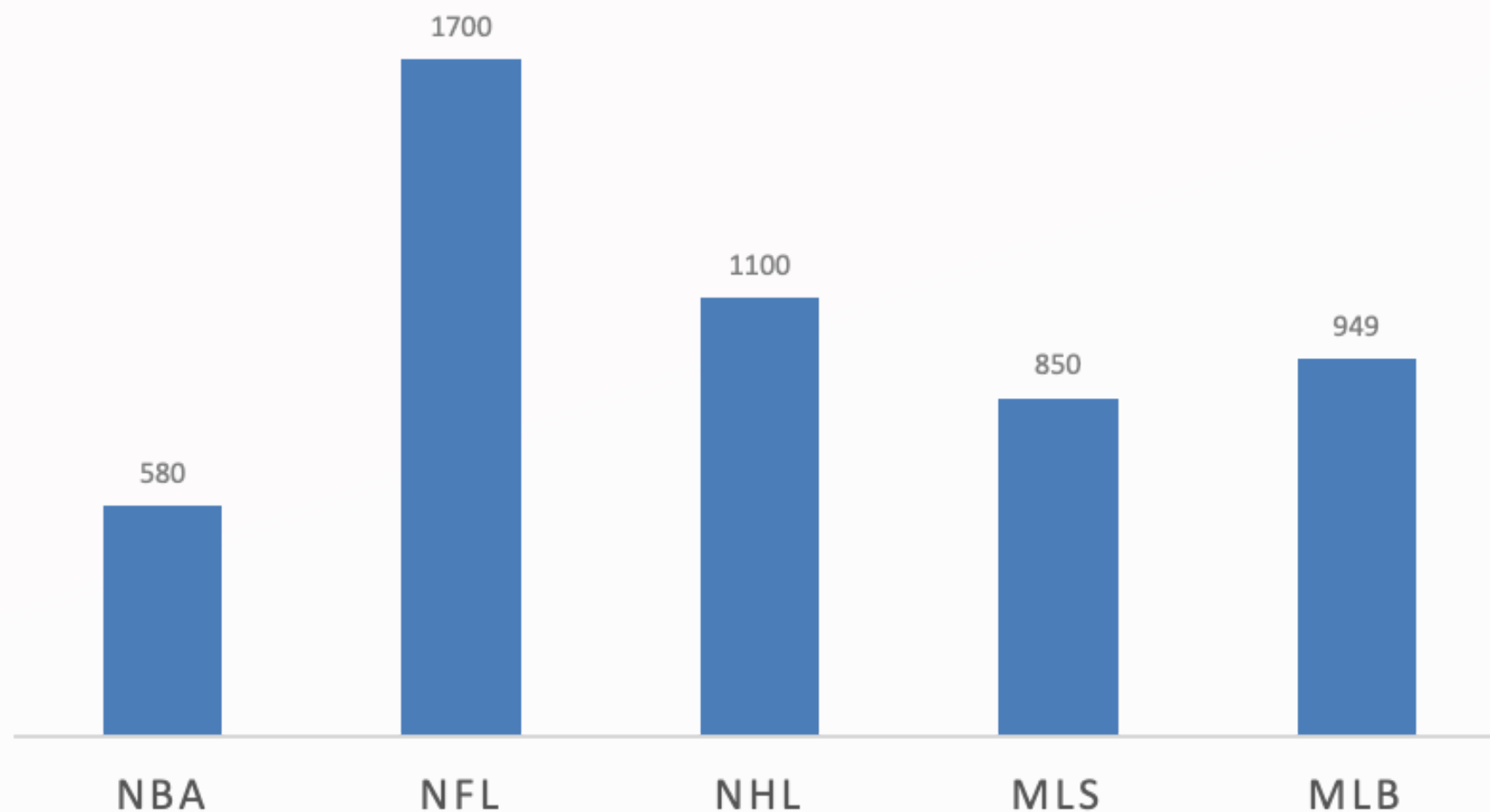


Professional Sports Hypothesis

The large population of athletes in professional sports presents a significant opportunity to develop new products and address new customer segments beyond the core market OVIK Health currently serves

Professional Sports Market Size

NUMBER OF MENS PROFESSIONAL SPORTS PARTICIPANTS



Approximately 5179 participants in mens professional sports

15 owners of professional football teams own/involved in other professional sports leagues

This cross-ownership between leagues provides a possible route to expansion and capturing market share in other sports, leagues and teams

*Not including, women, junior and international leagues. Also the rise of professional volleyball, pickleball and other sports are identified to be potential markets

Professional Sports Interview Findings



Quality

- Highest level of athlete will get the highest quality of care in the pricepoint space
- Quality is a much larger factor here



Brand Loyalty

- Athletes could have loyalty to one brand over another
- If athletes come in with a “team” helping them, then it is more likely that they already have brands they like/use



Frequency of Use

- Professional athletes use cohesive wraps in many scenarios, including injury prevention, injury management, and finger taping
- In high impact sports, many athletes use cohesive wraps very regularly (daily/multiple times a day)
- OVIK wraps found in Orlando Magic practice facility



Purchasing

- Some athletes know specifically what brand of wrap they want to use
- If not, doctors get say on what wraps they want, regardless of price
- “Doctors know best and we want to respect that opinion” (John Schmidt)



Professional Sports Recommendations

Recommendation

1

Potential NBA-OVIK research partnership with the NBA Ankle Sprain studies

2

Enhance product adoption among trainers and teams

Develop OVIK insoles

Specific Initiatives

This will help validate OVIK's efficacy at the highest levels as well as strengthen their relationship with the NBA and increase brand awareness

This will help educate parents and trainers on the benefits of OVIK's superior product

Q&A



Elizabeth Rogers
(Jr)



Jie Garner
(Sr)



Emma Decker
(So)



Courtney Collins
(Sr)



Hayden Moore
(Jr)



Preston Weller
(Sr)



Kate Schwab
(Jr)



Cooper Gill
(Jr)



Alex Pillart
(Jr)