

TAM:
8.52 Million Athletes in the U.S.

SAM:
2.975 Million High School and College Athletes

SOM:
Targeting 1.5% of the SAM (44,625)

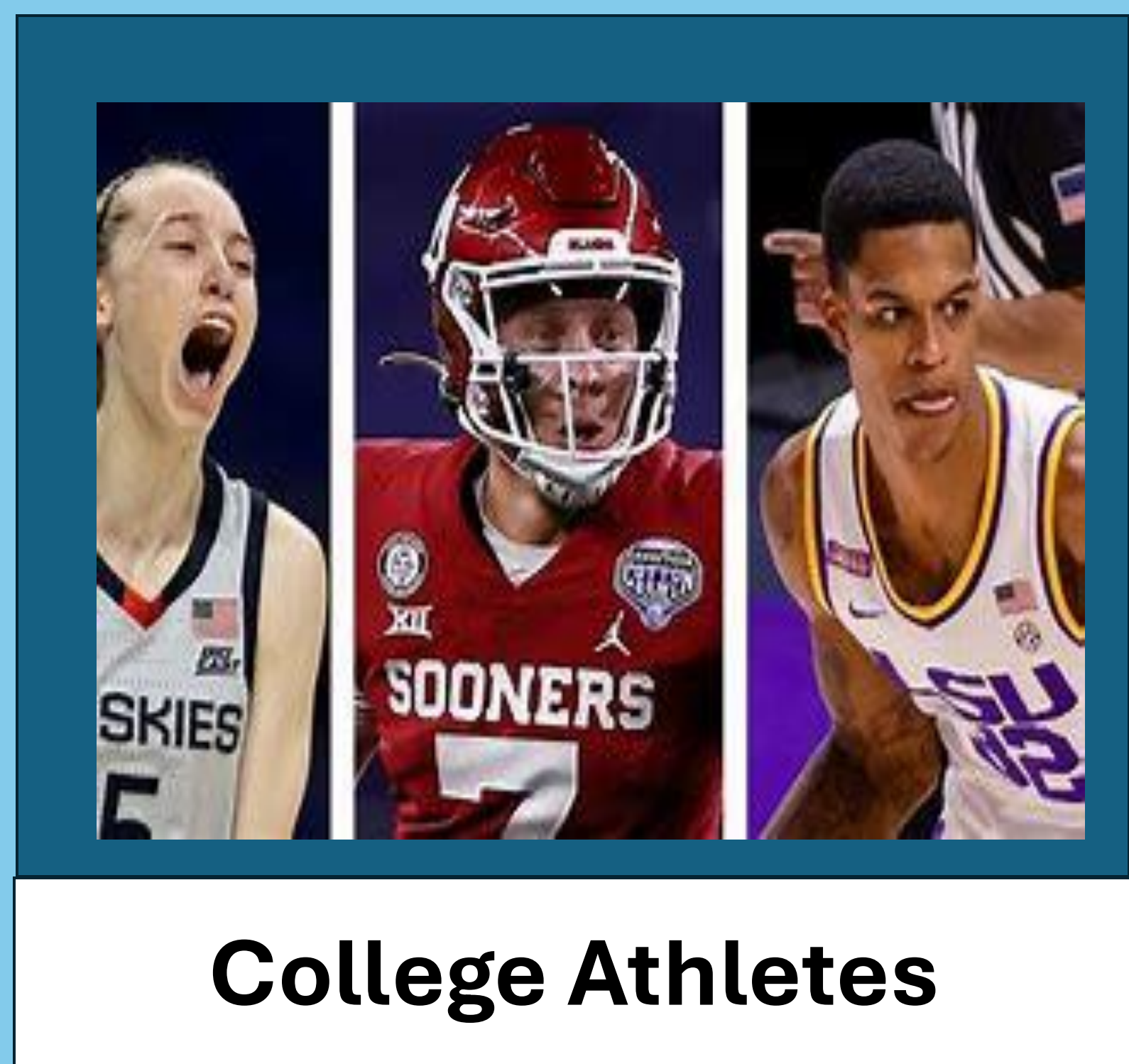
A cooling sleeve designed to reduce pain, swelling, and inflammation with cold therapy, ensuring even temperature distribution and comfort during movement.

- Why the cooling Sleeve?**
- Comfortable
 - Transportable
 - Affordable *\$112.49*
 - Reusable
 - Convenient
 - Effective



Year 3 Revenue=\$3.67M

Feature	Function	Benefit
Portability	Built in rechargeable batteries allow the user to move freely while using the product.	The user has the option of using the device while performing other daily tasks, instead of having to sit immobile until the session is completed.
Universal Sizing	Sleeve can be used for different sized muscle groups.	Users of all sizes can apply the device to basically any extremity or location where they need pain relief.
Compatible with Braces	The device is thin enough to be worn under arm or leg braces.	Users who experienced a recent injury that requires a brace can use the device simultaneously with little to no worry of hindering the function of the brace.
Water-tight	The device will be watertight internally and can draw water from various reservoirs of the user's choice.	The user doesn't have to worry about water leaking out of the device while using it.



College Athletes



High School Athletes