



Executive Summary  
EquineX Global Corp  
November 12, 2019

**Introduction:** *EquineX* is a privately held Canadian technology company registered in Canada. The company intends to revolutionize the Equine Industry by offering an industry-wide solution that brings together state-of-the-art software, hardware, and performance assessment technologies, and combines it with computational intelligence (artificial intelligence and machine learning), to address the most pressing issues faced by horse owners and service providers (“*Subscribers*”). Currently, *EquineX* is in the final stages of testing its integrated software and hardware platform (called “*AspireX*”) and is scheduled to commercially launch in Q1/2020 as a subscription offering to horse owners and service providers; generating its first revenue. The Company is also on-track to commercially launch advanced versions of *AspireX*, and its health and performance assessment hardware (*MedX/PerformX*) in Q3/2020. The company’s potential for expansion and growth within the equine industry is vast and untapped.

*EquineX* is managed by seasoned veterans with more than 100 years of combined business experience and more than 35 years directly involved in horseracing. The management team has a proven track-record of technology development and successfully growing start-up companies into multimillion-dollar enterprises that have resulted in acquisitions, mergers, private exits and/or become listed on public markets through IPO/RTO transactions.

**Industry Background:** The global equine industry is a very significant sized market; representing 60M+ horses, 1.6M full-time jobs and an annual spend that exceeds USD \$300B<sup>1</sup>. The largest market is North America (Canada/United States); representing over 10M horses and \$38.8B<sup>2</sup> in goods and services sold each year. Notwithstanding these impressive numbers, the industry is fragmented and is in need of a technology-driven transformation that brings it into the twenty-first century. The equine sector does recognize its short-comings and has begun to embrace new business concepts and adopt new technologies (e.g. the requirement to place an RFID chip in all performance race horses), in order to modernize one of the greatest and most popular industries that dates back centuries. In addition, there is a desire to attract younger and broader audiences to the sport while transforming it into a ‘*family friendly – family & horse safe*’ leisure entertainment sector. As such, the industry has also started to impose new rules and regulations that will have a positive effect on all treatment and wellbeing of horses ranging from recreational riding horses to the top ranked and most expensive thoroughbreds.

*EquineX* is poised to revolutionize today’s global equine industry by directly addressing the unmet needs of the industry. Specifically, *EquineX* is on-track to introduce the following advanced products and services to the equine market over the next three years:

**AspireX / RDIFX / SecureChain:** *AspireX* is an easy-to-use, comprehensive software Platform that captures, consolidates and records a horse’s current and ongoing records, including its registration and identification, its ownership, its interactions with equine staff (e.g. farriers, trainers, veterinary), expenses and **medical records**. As a result, the owner will be able to produce a lifetime historical synopsis of a horse’s life, including its health and wellbeing as well as its performance. *RDIFX* is a patent pending (world’s first) wristwatch technology that reads a horse’s unique implanted identification number (an RFID Chip) and uses that number as an “*integrity key*” to ensure that any material record



RDIFX  
Wrist  
Watch

#### Company Profile:

- URL: EquineX.com
- Industry: Equine/Entertainment/Software
- Employees/Consultants: 9

#### Management/Board:

- Parminder Singh** – Founder & CTO/COO
- Paul Simmonds** – Founder - Chairman
- Peter Karroll** – Founder & VP Corp Dev.
- Hayley VanSickle** – Customer Engagement.

#### Advisory Board:

- Jimmy Takter** – Hall of Fame Horse Trainer
- Bryan Montgomery** – Industry Expert (Equine Insurance)

#### Professional Services:

- Attorney – Peterson McVicar -Dennis Peterson
- Trademark – Devry Smith Frank LLP
- IP Attorney - TURK IP LLP (Carl K. Turk)
- Global Structure Advisors – Sovereign Trust
- Accounting – Heather VanSickle CPA

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(e.g. veterinary, performance) for that horse can only be created and recorded while in its presence. Each material record created is tracked by a modified, simpler and more effective Blockchain structure called SecureChain; a technology developed by EquineX. SecureChain time stamps and captures all original records - creating a secure and tamperproof historical archive of all transactions associated with that specific horse.



PerformX  
Performance  
Assessment  
Boot

- 1. PerformX / MedX (see attached):** EquineX combines advancements in science, micro-sensor technology and computational intelligence (cloud based Artificial Intelligence, Machine Learning, and Deep Learning) to assess and improve, in real time, the health, wellness, and performance of a horse. PerformX and MedX are hardware sensing products that are being developed by EquineX. They are designed to integrate and work with AspireX, RDIFX, and SecureChain. [NA launch slated for Q3/2020]
- 2. EquineX Horse Foundation:** EquineX is committed, through its Platform, to assist in protecting the long-term health and wellbeing of horses from cradle to grave. Too often, the most expensive thoroughbreds and standardbreds are callously discarded once it is determined that they haven't lived up to expectations or once they are past their prime. Through the EquineX Horse Foundation (EHF), 2.5% of all future profits of the Company will be distributed to entities whose sole focus is the long-term care, placement or re-purpose of retired horses. Many of these horses can be retrained and embark on new and productive careers, such as working with autistic children or residing at other facilities for disadvantaged individuals. As such, EquineX will be at the forefront of such initiatives and will work closely with well vetted and credible organizations world-wide to improve the quality of life and longevity of horses.
- 3. DataX:** EquineX estimates it will collect approximately 75Mb/yr. of data for each horse and each Subscriber registered on its system. By the terms of use, all collected and generated data will be jointly owned by the horse owner and EquineX. As such, EquineX will be authorized to use the collected data for research, development and commercial purposes (anonymously). The collected data will be stored so that it can be segmented into more than 200 different key Subscriber/horse characterises of geography, behaviour, personal information, and demographics. EquineX is building an open data management and data query system (API) to easily create target lists and port Subscriber data to third party platforms. EquineX believes that because its Subscribers are all affiliated with the equine sector and the Platform's targeting capability, its Data as a Product ("DaaP") solution will be highly sought after as soon as AspireX is launched.
- 4. Global Membership Card:** A global membership card that offers special benefits, sector specific discounts, and unique opportunities to EquineX Subscribers. CardX is expected to create local, regional and national communities of like-minded individuals; all affiliated with the equine industry. A natural by-product will be the creation of social and communication frameworks that allow Subscribers to connect with each other, and to suppliers of product and services within the equine industry at a local, regional and national level. CardX will work symbiotically with DataX and EquineX's website to target values and offers to select Subscribers. [NA launch slated for Q2/2020].



**Technology/Patents:** EquineX has filed a comprehensive provisional patent that addresses the utility, design and functionality of the software and hardware products and systems of the Platform. This single provisional patent will be filed as a PCT application and is expected to be divided into 5-8 individual patents (all with the same priority date as the provisional patent) after it is adjudicated by the United States Patent Office. This strategy was deliberately chosen to keep costs down, while retaining flexibility of securing patent rights in 152 countries. Separately, EquineX has been awarded the work and logo trademark for "EquineX" and has secured domain rights to EquineX.com, EquineX.info, and EquineX.org.

**Platform Launch:** *EquineX* will begin to bring products and services to market that will generate high-margin revenues in Q1, 2020. The first of these products are the Bronze (\$6.99/mo) and Silver (14.99/mo) subscription-based software versions of AspireX. These will be followed by Gold and Platinum versions, which are advanced platforms that include features that allow the Subscriber to capture, track and analyze performance data and records. The EquineX software platform is designed to meet the needs of all horse owners, from the recreational horse owner, to competitive riders in dressage, show jumping, cross country as well as owners of the most expensive Standardbred and Thoroughbred racehorses. In the first quarter of 2020, the Company, in partnership with a leading racing association, will be announcing a series of races to be sponsored by EquineX. These races are specifically for 4 year old's. To be eligible, horses will be required to subscribe to the EquineX Silver category for a minimum of 30 months. This initiative will result in a tremendous boost to subscriptions in March 2020, which is the deadline for eligibility to these races. Company financial projections are available on request. Pricing for *EquineX* SaaS services is as follows:

### AspireX

For Horse Owners				For Service Professionals
<i>Bronze</i>	<i>Silver</i>	<i>Gold</i>	<i>Platinum</i>	<i>Service</i>
<b>AspireXc</b> <small>Capture</small>	<b>AspireXi</b> <small>Interact</small>	<b>AspireXa</b> <small>Analyze</small>	<b>AspireXp</b> <small>Predict</small>	<b>AspireXs</b> <small>Service</small>
<b>\$9.99</b>	<b>\$19.99</b>	<b>\$29.99</b>	<b>\$59.99</b>	<b>\$19.99</b>
<b>\$6.99</b> <small>introductory rate</small>	<b>\$14.99</b> <small>introductory rate</small>	<b>\$19.99</b> <small>introductory rate</small>	<b>\$49.99</b> <small>introductory rate</small>	<b>\$9.99</b> <small>introductory rate</small>
Global Membership - \$49.99 Value				
Contribution to the EHF - 2.5%				

[1] Steve Elliot, Alltech, <http://www.alltech.com/blog/posts/todays-equine-industry>.

[2] The Horse Industry by the Numbers, <https://www.ridewithequo.com/blog/the-horse-industry-by-the-numbers>

## Disclaimer

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