



BUSINESS OVERVIEW

FOR OUR NEW ACCESSORIES, APPAREL,
FOOTWEAR AND TACTICAL GEAR SUBSIDIARY

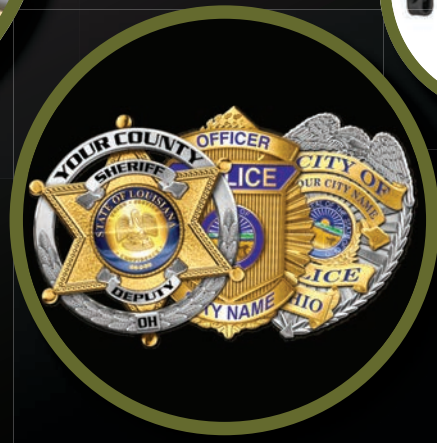
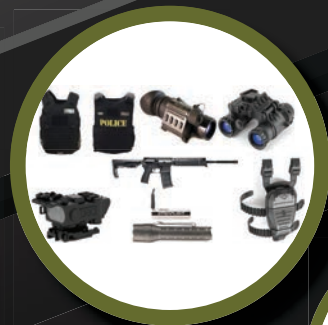
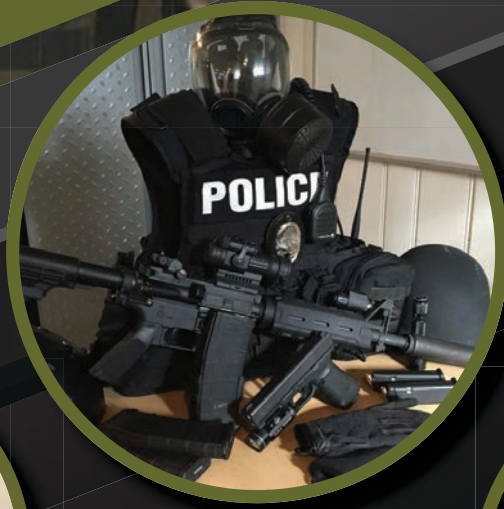


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INTRODUCTION



Thank you for taking the time to read our newest Business Overview for a new division of our business. Overwatch Defense, hereafter referred to as OWD throughout this presentation, has chosen to evolve our business by creating subsidiaries which operate under the umbrella of our Parent Company, while remaining independent.

OWD is a licensed retail firearms, accessories and ammunition establishment with a base of operations in Hendersonville North Carolina. This Business Overview has been custom written and designed to share information about our first subsidiary "Overwatch Defense Accessories, Apparel, Footwear and Tactical Gear" that will operate in the same retail space we currently occupy.

A considerable amount of time, energy and resources have been put into building this new division of our operations and we are very excited about the symmetry that will naturally evolve. Our goals are to maintain retail firearm, firearm accessories and ammunition sales while scaling up our business through contract sales. OWD has identified multiple local and state level law enforcement, fire fighter and emergency medical agencies who want to work with us.

For short, our new "Apparel" subsidiary is a division of OWD that will focus on providing agencies in a multi-county area in close proximity to Henderson County North Carolina a local retail resource for their needs. The common complaint that has given rise to our new subsidiary is that online resources are impersonal and very difficult to communicate with, and a more intimate local resource is needed.

This Business Overview is a snapshot of what we are doing and is not intended to be a full business plan. Every effort has been made to protect our IP (intellectual property) while also providing ample information to the Public and those we seek to do business with. We welcome your reply communications and thank you for your interests!

Respectfully,

Travis and Ginney Rector
Principal Owners of Overwatch Defense
E: info@OverwatchDefense.com
P: 828-708-4073



OUR UMBRELLA COMPANY



Our primary services are encompassed into the following 5 categories;

- 1 Ammunition and Firearm Sales
- 2 Customization and Gunsmith Work
- 3 Certifications and Training
- 4 Survival and Tactical Gear
- 5 On-site Defense Services

Overwatch Defense has built incredible relationships with individuals, businesses, law enforcement, military professionals, organizations, civil servants, emergency and medical service professionals and the public and as a result our business is growing.



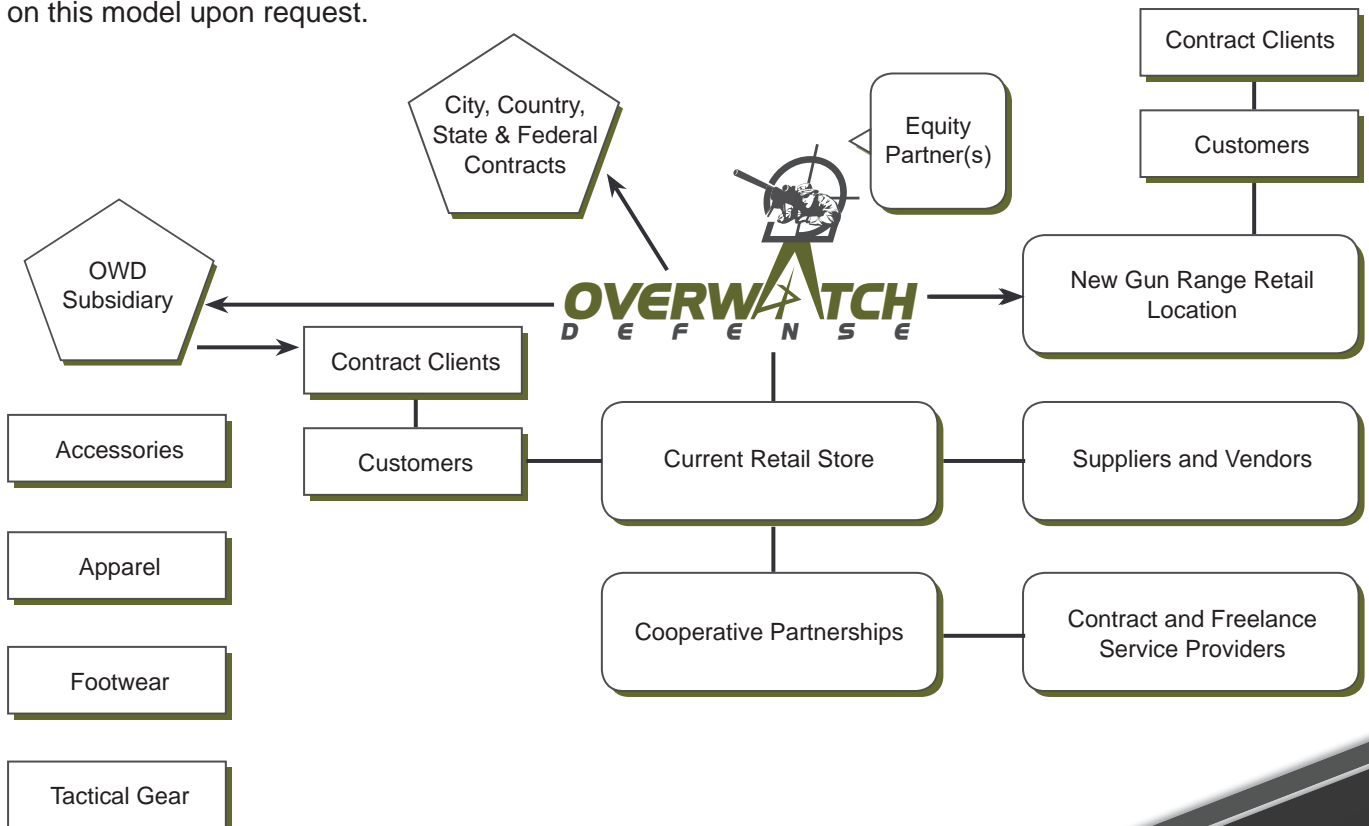
Overwatch Defense is located at;
1926 Spartanburg Hwy., Hendersonville, NC
28792 and the image shown is a Google Earth
view of our retail facility.



OUR ORGANIZATIONAL MODEL



The model below visually represents how Overwatch Defense is currently structured relative to the elements of our organization. The model also shows the addition of the planned gun range. We will be happy to elaborate on this model upon request.



INVENTORY

Our “Apparel” division for OWD will cater to the individual needs of the contract customers we serve and will include, however not be limited to, the grid of images below that represent just some of our offerings.



Officer
Uniforms



Footwear



Tactical
Gear



Firefighter Apparel



Accessories



Badges

FACILITY & JIT



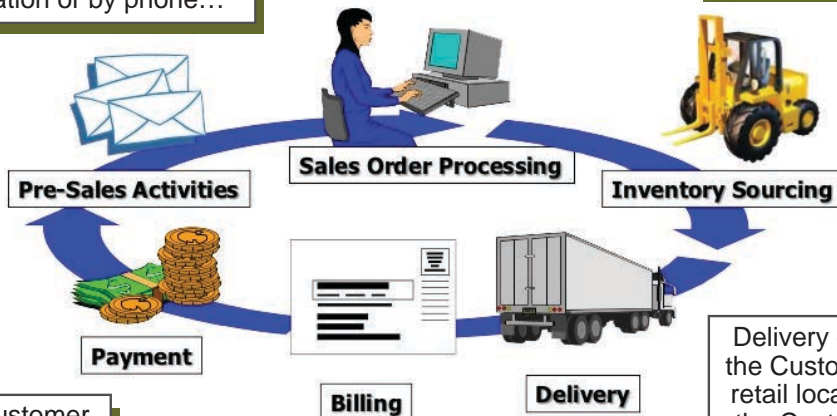
The visual below is an indication of how OWD will generate and process orders from our Customers. We are fluent in JIT (just in time) inventory control and can cater to each of our Customers needs individually. OWD will provide our Customers with an intimately personal ordering, payment and receiving process.

OWD will have a dedicated Sales Team to work directly with each Customer we serve...

OWD will process orders on-site at the Customers location, in our retail location or by phone...

Order Cycle

OWD has a network of high quality Vendors with whom we source from and they are prompt...



OWD will accept Customer checks, credit or debit card payments and we are exploring other options now...

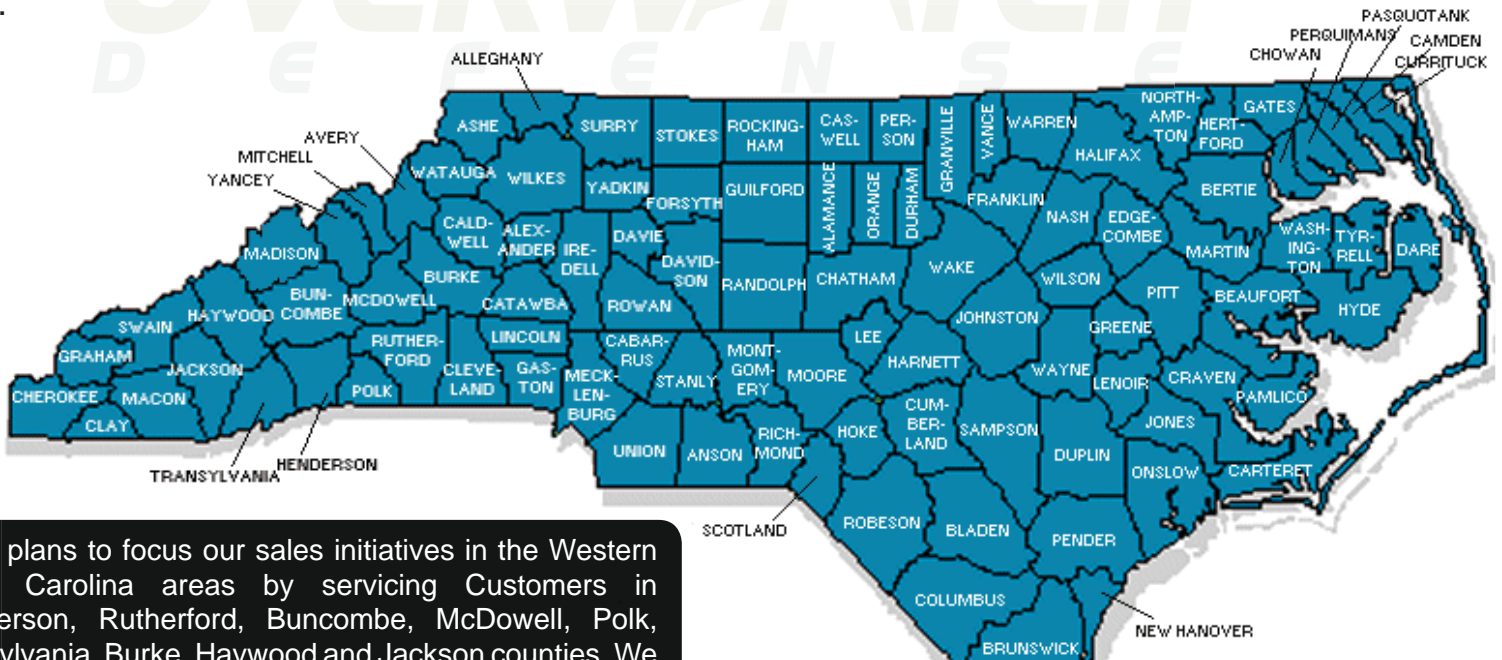
OWD will offer a number of payment options for our Customers to ensure ease of process...

Delivery options will be to the Customers door, to our retail location or based on the Customers request...

GEOGRAPHIC FOCUS AREAS



The map below and the text box accompanying it references where OWD will focus our initial Customer acquisition efforts within the first 12-24 months of our expansion. As the word spreads about our high level of customer service we are confident the demand for our services will allow us to expand into other areas.



OWD plans to focus our sales initiatives in the Western North Carolina areas by servicing Customers in Henderson, Rutherford, Buncombe, McDowell, Polk, Transylvania, Burke, Haywood and Jackson counties. We will seek to quickly expand into upstate South Carolina as well as other North Carolina counties once we have established ourselves in these primary areas first.

COOPERATIVE SUPPORT

OWD plans to serve the individual needs of local city, county and state law enforcement, fire and emergency medical services as well as agencies who provide budgetary oversight. Our intentions are to build cooperative relationships with our Customers that are mutually beneficial. The “support” we will receive from each individual entity we serve will be diverse because they will be very happy to share their experiences with others.



CUSTOMER PROFILES

Our new “Apparel” division will serve a diversity of city, county, state and federal law enforcement, emergency management personnel and fire and rescue personnel. OWD will seek contractual agreements with individual departments and collective groups.



CAPITALIZATION



There are three primary options OWD for securing capital for our new subsidiary and they are;

- 1 Attraction of one or more Equity Partner(s) who have an invested interest in our new Apparel Division, as a silent or active partner. They will receive a non-dilutive share of our pre-tax, post expenditure profitability over a period of time we pre-negotiate.
- 2 Obtaining one or more Private Loan(s) where OWD provides a predetermined rate of return over a period of time.
- 3 A combination of Corporate Credit and/or the filing of a PPM (private placement memorandum) to raise capital. We can also work with a credit partner who can help us qualify for credit line(s) and loan(s).

In addition to these three options OWD may be able to “Factor” one or more of our purchase orders received from entities we have a contract with. OWD will be exploring all of our options and will make the best decision possible.

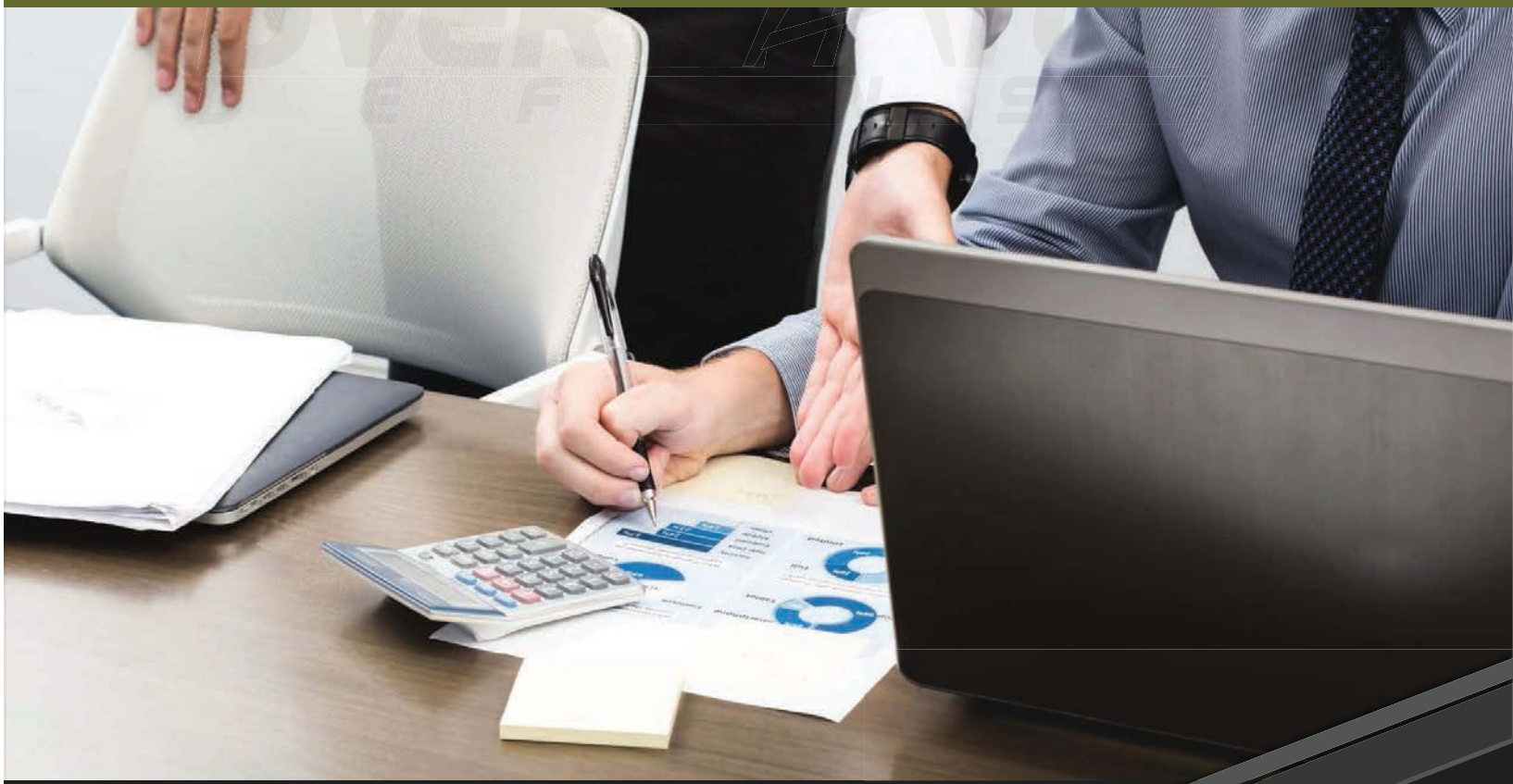
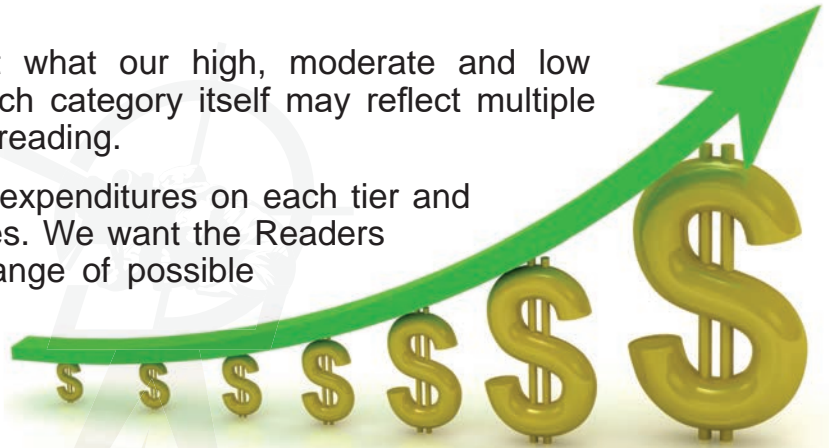
FINANCIAL ASSUMPTIONS

On this page of our financial assumptions OWD will give a basis for the projections we offer so that the Readers can determine if the logic is sound.

On page 11 (the next page) OWD has created a financial income forecast for the next two years based on what we believe our 100% sales capacity is for each revenue stream individually. Since we cannot substantiate a finite set of figures we then tier down those assumptions into a range of income potentiality of 80%, 70% and 60% to show what may actually be our reality. This range of figures shows a realistic approach.

On page 12, using percentages, we forecast what our high, moderate and low expenditures will be using categories where each category itself may reflect multiple types of expenditures. We do this for the ease of reading.

On page 13, we cross reference income minus expenditures on each tier and each level to, again, show a range of possibilities. We want the Readers to see the logic on their own by providing a range of possible outcomes, not a finite set of figures we could never prove. OWD stands ready to answer any specific questions about our formulas and we are confident they will make good sense to you.



FINANCIAL ASSUMPTIONS

2019 through 2020 Revenue Projections

Revenue Stream	@ 100%	@ 80%	@ 70%	@ 60%
Apparel	\$200,000	\$160,000	\$140,000	\$120,000
Footwear	\$150,000	\$120,000	\$105,000	\$90,000
Tactical Gear	\$125,000	\$100,000	\$87,500	\$75,000
Accessories	\$100,000	\$80,000	\$70,000	\$60,000
Totals	\$575,000	\$460,000	\$402,500	\$345,000

2021 through 2022 Revenue Projections

Revenue Stream	@ 100%	@ 80%	@ 70%	@ 60%
Apparel	\$450,000	\$360,000	\$315,000	\$270,000
Footwear	\$225,000	\$180,000	\$157,500	\$135,000
Tactical Gear	\$250,000	\$200,000	\$175,000	\$150,000
Accessories	\$225,000	\$180,000	\$157,500	\$135,000
Totals	\$1,150,000	\$920,000	\$805,000	\$690,000

The 100% capacity for each revenue stream is based on what OWD believes to be our maximum capability for that year



FINANCIAL ASSUMPTIONS

2019 through 2020 Expenditures

Expenses	High	Moderate	Low
Inventory	50%	45%	40%
Payroll	10%	9%	8%
Advertising	4%	3%	2%
Operations	6%	5%	4%
*Fulfillment	3%	2%	1%
Totals	73%	64%	55%

2021 through 2022 Expenditures

Expenses	High	Moderate	Low
Inventory	45%	40%	35%
Payroll	11%	10%	9%
Advertising	3%	2%	1%
Operations	4%	3%	2%
*Fulfillment	3%	2%	1%
Totals	66%	57%	48%

*Fulfillment: This category encompasses a diversity of knowns and unknowns relative to extra expenditures OWD may have to allocate.



FINANCIAL ASSUMPTIONS

2019 through 2020 Profitability

Revenue Tier	- High Expenditures	- Moderate Expenditures	- Low Expenditures
@ 100% Revenue	\$155,250	\$207,000	\$258,750
@ 80% Revenue	\$124,200	\$165,600	\$207,000
@ 70% Revenue	\$108,675	\$144,900	\$181,125
@ 60% Revenue	\$93,150	\$124,200	\$155,250

2021 through 2022 Profitability

Revenue Tier	- High Expenditures	- Moderate Expenditures	- Low Expenditures
@ 100% Revenue	\$391,000	\$494,500	\$598,000
@ 80% Revenue	\$312,800	\$395,600	\$414,000
@ 70% Revenue	\$273,700	\$346,150	\$418,600
@ 60% Revenue	\$234,600	\$296,700	\$358,800

The figures shown above represent a pre-tax (before taxes are paid) and post expenditure (after all expenses have been paid) profitability.

As an example, say one of our Equity Partners receives an 11% non-dilutive equity stake in our pre-tax, post expenditure profitability... In year 1 if we reach 70% revenue expectations and the moderate expenditures, the Equity Partner would receive a payment of \$15,939. That is 11% of \$144,900 paid prior to OWD paying its taxes.



SUPPLIERS & VENDORS

OWD has established wholesale relationships with a number of national and international brands that provide the highest quality to the Customers we serve. Our relationships allow us to meet or beat the competitors pricing while the level of our customer service will be unmatched. OWD is working with other quality inventory suppliers to establish mutually beneficial relationships that will allow us the ability to exceed the expectations of our Customers while providing an intimate personal touch.



OVERWATCH
DEFENSE



DOING BUSINESS WITH US



Overwatch Defense is excited about opening and operating this new subsidiary and we will be circulating this Business Overview to give others a snapshot into what our plans are. As previously indicated this document is not designed to be a full business plan because in our retain firearms sales we have learned a lot about not setting too many details into stone.

We are confident that our existing firearms parent company will complement our new apparel subsidiary allowing OWD to become a full range turnkey solutions provider.

Our Apparel division is a separate subsidiary and we will be keeping our financial records and inventory control compartmentalized for ease of expansion.

Both OWD Firearms and OWD Apparel will occupy the same retail space and provide the same high end customer service so our Customers will not know any separation exists. We welcome you to consider doing business with us as we expand our operations so your reply communications are very much appreciated.

OWD is dedicated to mutually beneficial relationships and we know that this is the right time to take these steps towards our expansion.

Have an incredible day!

Travis and Ginney Rector
Principal Owners of Overwatch Defense
E: info@OverwatchDefense.com
P: 828-708-4073