

# OUR BUSINESS OVERVIEW





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**OVERWATCH DEFENSE**



OVERWATCH  
DEFENSE

Hello and thank you for taking the time to read our Business Overview. Overwatch Defense is an FFL (federal firearm licensed) retail gun dealer specializing in the services outlined on pages 4 and 5 of this presentation. In short, Overwatch Defense sells firearms, ammunitions, survival and tactical gear. We also specialize in firearm customization and gunsmith work. We have been in business for over 2 years now and our current retail location is in Hendersonville North Carolina.

The purpose of this Business Overview is to outline what we are currently doing and our expansion plans into opening and operating an indoor gun range.

Our Team is small however highly effective and we can either merge our existing retail gun store into the new gun range or keep the two entities separate while occupying the same retail space. We understand the need for flexibility and although this document will be used to solicit potential cooperative partners, this document is not a formal solicitation to sell or promise any form of securities unless accompanied by the proper legal documentation.

As a family owned business we take pride in delivering high quality products and services to our customers. We are going to expand this into operating an indoor gun range and we are excited about our potential. Your reply communications, after reading this Business Overview are welcomed.

Have an incredible day!

*Overwatch Defense*

*P: 828-708-4073*

*E: [info@OverwatchDefense.com](mailto:info@OverwatchDefense.com)*

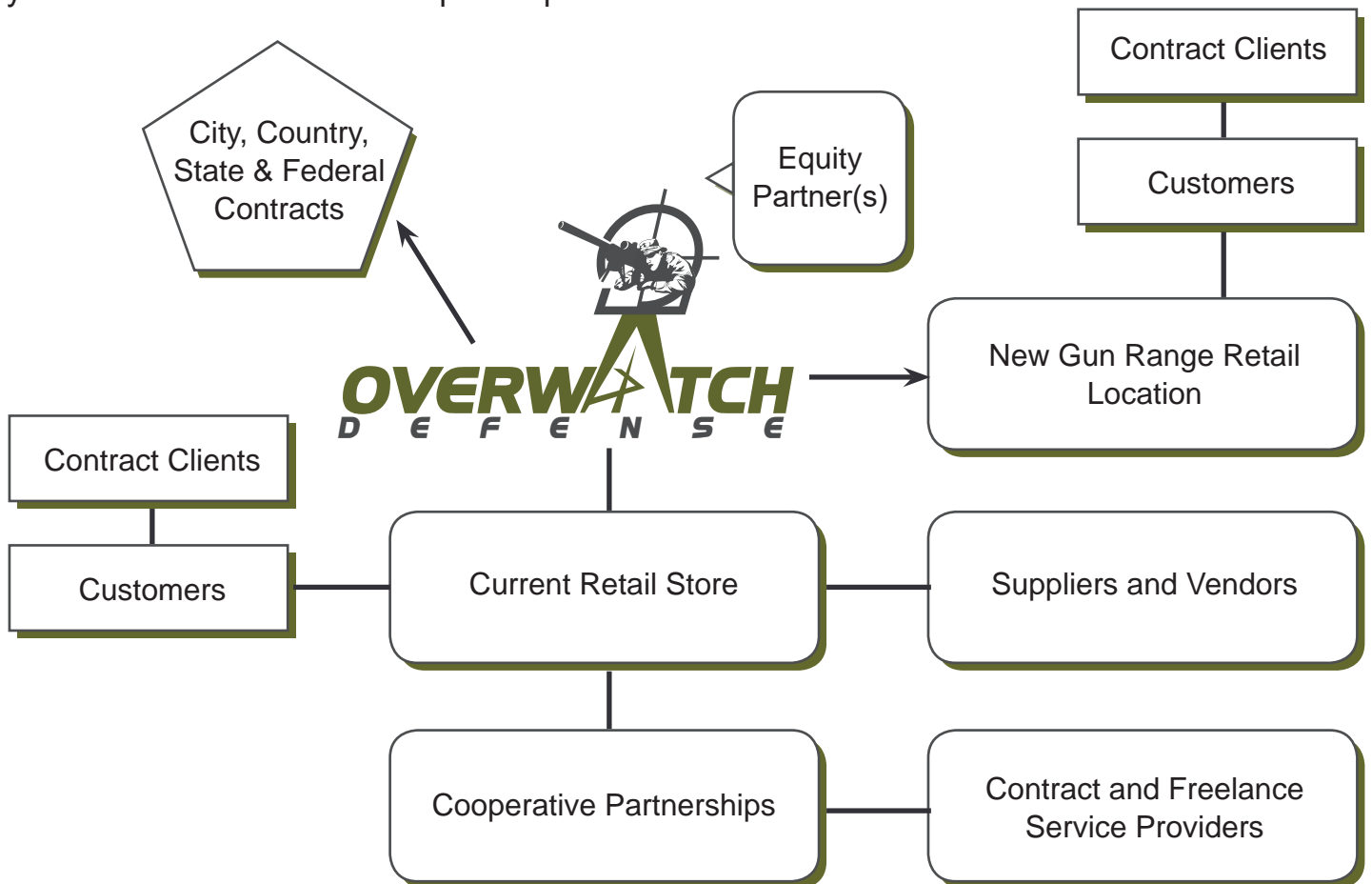
*W: [www.OverwatchDefense.com](http://www.OverwatchDefense.com)*



# 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.





## OUR TEAM

Overwatch Defense has four different categories that make up our small, yet growing Team and they are;

- 1 Owners Ginney and Travis Rector and our Partners.
- 2 Our Retail Store Personnel that will expand into our Gun Range.
- 3 Our Contract and Freelance Team members who work for us as needed.
- 4 Our Trainers who usually wear many hats within our organization.

Many of those we work with are either Veterans, current or previous Military and current or previous Law Enforcement. Overwatch Defense proudly serves all of our Customers with a high level of customer service.





## OUR SERVICES



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.



## OUR SERVICES



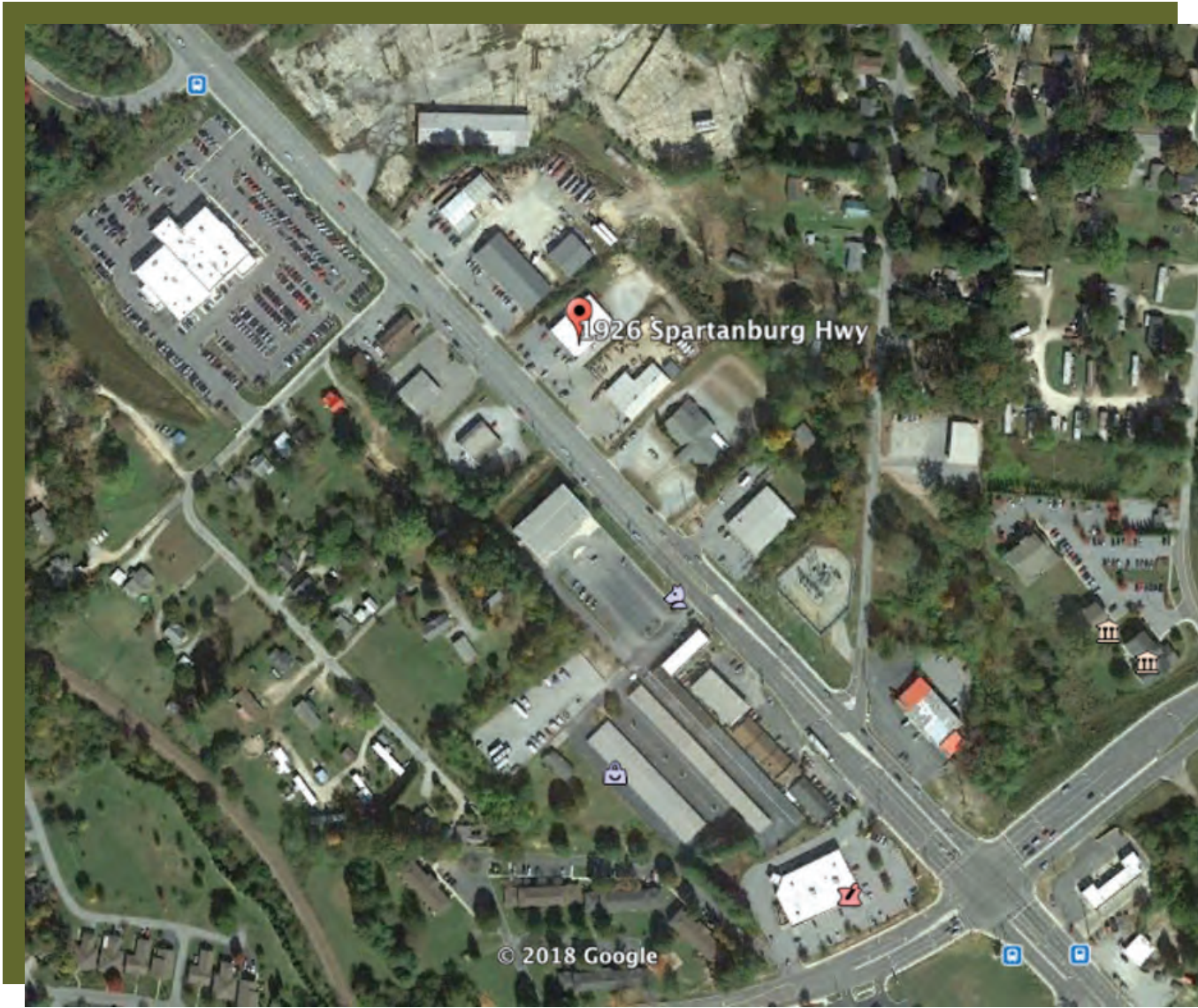
Our new gun range will allow Overwatch Defense to scale up the sale and delivery of our primary products and services while offering new gateways to increased profitability through;

-  Enhanced Training Courses and Classes
-  Advanced Certifications
-  Competitive Shooting
-  Cooperatives with local City, County, State and Federal Agencies
-  Gun Range Time Rental
-  Firearm Rental and Ammunition Sales
-  The Manufacture and Sell of Class 3 items



# **CURRENT RETAIL LOCATION**

Overwatch Defense is currently located at 1926 Spartanburg Hwy., Hendersonville North Carolina and as shown on the map below, it is located in a high traffic area. Our plans are to move into the new gun range and operate our retail space from the new location.





# **PROPOSED NEW RETAIL LOCATION**

Overwatch Defense plans to remain in Henderson County North Carolina and has two options for our new gun range;

- 1 We can lease or purchase an existing warehouse type building located in an area properly zoned for an indoor gun range.
- 2 We can custom build a new indoor gun range using metal building construction with approved building standards.

Henderson County North Carolina is located in the western part of the state close to Asheville North Carolina and borders the South Carolina State line.





## **PROPOSED NEW RETAIL LOCATION**



Overwatch Defense has a close relationship with a licensed general contractor who is willing to custom build our indoor gun range and who is also considering a cooperative partnership with us. This cooperative relationship, as the others we are forming and have already formed, is beneficial to our operations and our bottom line.



# EXPANSION PLANS



Overwatch Defense has the ability to expand from our retail gun store into a new retail gun store with indoor gun range by;

- A** Merging the two operations or
- B** Keeping both operations separate while operating under the same roof.

The Principal Owners of Overwatch Defense, Ginney and Travis Rector are open to both scenarios.



# OUR ONLINE PRESENCE



Overwatch Defense has a fully operational website live on the world wide web that is being enhanced and upgraded on a regular basis to get us to a point where we can generate leads as well as sales. Our website will be edited to represent our new indoor gun range only if we merge our current retail gun store with the new indoor gun range. If we do not merge both entities, we will create a new website just for the indoor gun range with links back and forth between our retail gun store.



# OUR ONLINE PRESENCE

Currently Overwatch Defense is very active on both Facebook and Instagram, however we both acknowledge and realize the benefits of being on all of the platforms. As we continue to grow and expand, Overwatch Defense will become more active on other platforms to ensure our ability to attract new customers and build new mutually beneficial relationships. We have a game-plan to implement and our intentions are to do so moving forward.





# EVOLUTION OF ADVERTISING AND MARKETING



## WHAT HAS WORKED:

Our exposure campaigns on Facebook and our local event and festival presence has had the greatest impact on our advertising and marketing so far. We plan to continue these efforts.

## WHAT IS LIKELY TO WORK:

Sponsorships by Overwatch Defense within the firearm and ammunition industry, such as competitive shooting, has proven beneficial and we are likely to scale that up in a diversity of ways.



## CUSTOMER ENGAGEMENT:

As a part of our intimate IP (intellectual property), we have plans to engage our customers in different ways that will give them more awareness of what we offer.

## EXPLORATION:

Overwatch Defense will continue to explore new advertising and marketing initiatives such as email campaigns, mail-outs and other things that have a high probability of generating real results. We have already tried a number of things that have not worked and we do understand this is part of the process.



# PRODUCTS AND SERVICES DISCONTINUED

As a natural part of our ongoing evolution and growth, Overwatch Defense will continue to try new things, dropping some of them along the journey of success. What we do not carry in our retail location or new indoor gun range we can always order for our Customers upon their request.

Overwatch Defense had an active Archery department and even though we are discontinuing that division, we can still order bows and archery equipment for our Customers.

Likewise we had entered the prepping gear and survival food supply space and have chosen to discontinue those efforts as well. We can still place orders for our Customers anytime.



★★★★★  
MAMBA 35 RDS TF



★★★★★  
MAMBA 38 RDS TF



★★★★★  
VIPER NANO TF



★★★★★  
VIPERA KJ

# **NEW PRODUCTS AND SERVICES**

Our new indoor gun range facility will allow Overwatch Defense to expand upon existing services offered by our current retail gun store, expanding upon them. Our product offers will remain as they currently are, highly advanced with specialized options for the Customers we serve.

Additionally Overwatch Defense will implement new ways of engaging local law enforcement, EMS and other government entities to create mutually beneficial relationships that will help us expand.

Overwatch Defense will have four new primary service delivery categories to add to our operations, each with other elements within;

- 1 Gun Range Time for Shooters...
- 2 On-site Training and Certification Classes...
- 3 Cooperative Advanced Training Classes...
- 4 Gunsmith and Firearm Customization...

Our current retail store offers three of the four listed however our new facility will allow Overwatch Defense to greatly increase our activities in all four areas.



**CONCEALED  
CARRY**







# PROFIT AND LOSS SNAPSHOT



Overwatch Defense has a CPA who can provide our exact profit and loss financials upon our request. In 2018 we expanded our operations, increased our in-stock inventory and began to generate monthly profit. Our plans are to open an indoor gun range in 2019, or sooner, and we are confident that this will positively impact our profitability. We are willing to disclose all of our financials with one or more Equity Partners who have an interest in doing business with us. This page is a clear indication that Overwatch Defense will provide our profit and loss statement(s) upon request.





# FINANCIAL ASSUMPTIONS



Overwatch Defense has two primary options for evolving our business that we will discuss with our new Equity Partner(s) one on one and they are;

- We can keep our indoor gun range “division” separate from our retail gun store while both occupy the same space.
- We can merge our retail gun store and indoor gun range as one business however due to the fact that we have built up the business, we will need to cash-out a portion of the equity owned by the Principal Owners.

Overwatch Defense needs money to scale up our operations, not just as an indoor gun range, but also to advance our specialized services, training and inventory selection. Once we accomplish this we can easily generate a surplus income that can be shared with our Partners.

Step one, relative to our financial assumptions, will be to determine how we buildout Overwatch Defense from this point forward, selecting from one of the two options above.





# FINANCIAL ASSUMPTIONS

revenue



After our new indoor gun range is open and operational, Overwatch Defense will be able to increase the revenue from current streams and add new ones. Below is a representation of what we believe to be feasibly possible. We have custom created a 3 tier system, where we show what our 100% operational sales capacity will be per revenue stream, then we tier those figures down into 80%, 70% and 60% to show a range of potentiality. We do this because it is impossible to substantiate a finite set of financial projections however we believe that we will be within this range.

Revenue Streams	@ 100% Capacity	@ 80% Capacity	@ 70% Capacity	@ 60% Capacity
Guns and Ammunition	\$1,200,000	\$960,000	\$840,000	\$720,000
Custom and Gun Smith	\$300,000	\$240,000	\$210,000	\$180,000
Classes and Training	\$300,000	\$240,000	\$210,000	\$180,000
Gun Range Time	\$75,000	\$60,000	\$52,500	\$45,000
Contract Fulfillment	\$200,000	\$160,000	\$140,000	\$120,000
Accessories	\$400,000	\$320,000	\$280,000	\$240,000
<b>TOTALS</b>	<b>\$2,475,000</b>	<b>\$1,980,000</b>	<b>\$1,732,500</b>	<b>\$1,485,000</b>

Overwatch Defense believe that we can reach these figures within the first 12-18 months of our operations in our new indoor gun range with retail and training space.



# **FINANCIAL ASSUMPTIONS**



Overwatch Defense realizes that the complexity of a balance sheet format can be confusing so we have chosen to simplify the math in a manner that is far more feasible. The chart below shows the potential income, per tier, minus the assumed expenditures showing various profitability margins and this gives a good example of what we can expect realistically.

<b>Profitability Margin</b>	<b>@ 100% Capacity</b>	<b>@ 80% Capacity</b>	<b>@ 70% Capacity</b>	<b>@ 60% Capacity</b>
@ 25% Profitability	\$618,750	\$495,000	\$433,125	\$371,250
@ 30% Profitability	\$742,500	\$594,000	\$519,750	\$445,500
@ 35% Profitability	\$866,250	\$693,000	\$606,375	\$519,750
@ 40% Profitability	\$990,000	\$792,000	\$693,000	\$594,000

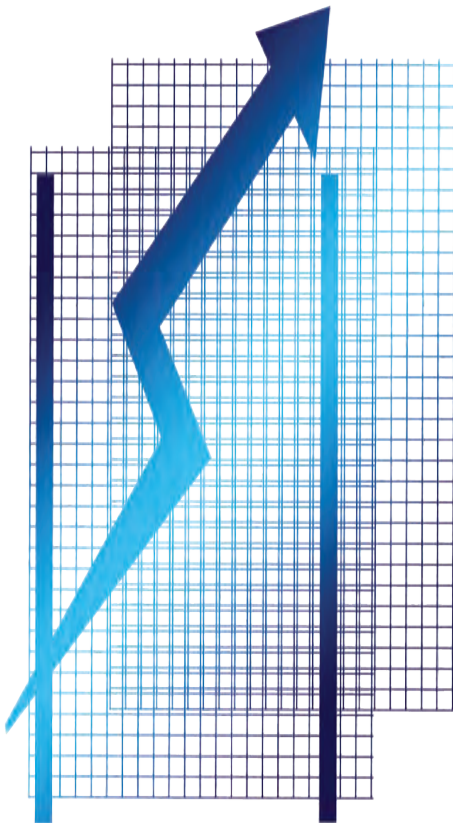
**Formula: The 70% income capacity, minus 75% expenditures, results in 25% a pre-tax, post expenditure profitability of \$433,125, as an example.**

With the proper financial resources Overwatch Defense can meet, and possible exceed, the worst case scenario of 25% profitability at 60% our income capacity.



# FINANCIAL ASSUMPTIONS

Our new indoor gun range facility will give Overwatch Defense the ability to expand on what we have already built as well as grow new offerings.



Obtaining one or more local city, county, state or even federal contracts will enable Overwatch Defense to increase revenue as well as attract a new customer base. We already have pending agreements for this.



Forming Cooperative Partnerships with local public, private and governmental entities will provide Overwatch Defense an incredible opportunity to attract more people to our facility and this will lead to new relationships and new customers.



Our new indoor gun range will have training classroom facilities and ample room to increase our inventory offerings. We will be able to increase our capacity to offer new classes and other events in-house.



# CAPITALIZATION



To expand our operations into a new gun range facility Overwatch Defense needs a strategic partner with an equity stake in our business, who will want a long term mutually beneficial relationship with us. At this stage of our business evolution, it is not feasible for us to take on a conventional debt obligation as the risks are too high.

Overwatch Defense is seeking an Equity Partner to work with us to create a custom contract agreement that has built-in flexibility for our natural evolution.

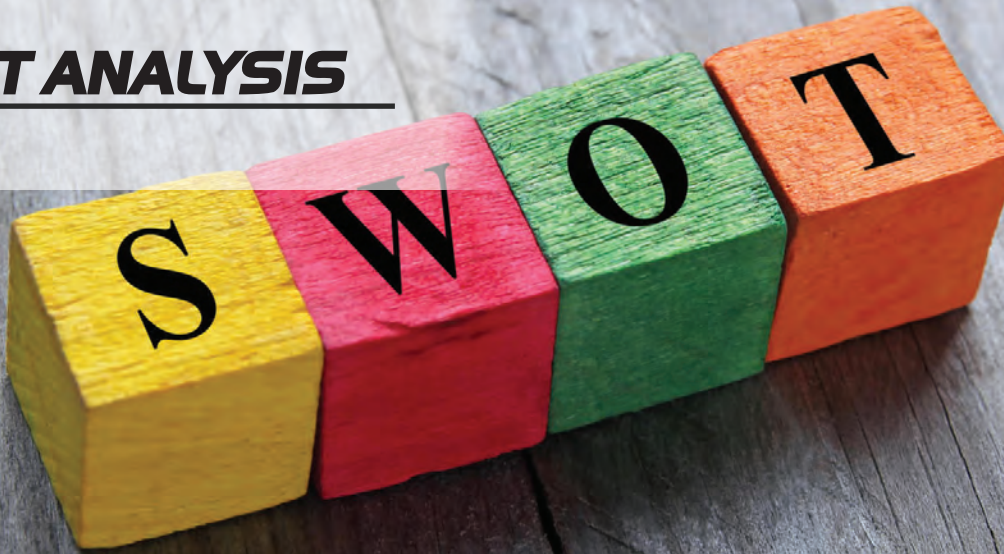
Other capitalization options are being considered and we could even share equity partnerships with multiple individuals.

Transparently speaking, if Overwatch Defense merges our existing retail gun store into the new indoor gun range Travis and Ginney Rector will seek to use some of the capital received from new Partners to exit their own equity and to settle debts to ensure a fresh start to the merged entities. Otherwise both the retail gun store and the indoor gun range can occupy the same space while being scaled separately.





# SWOT ANALYSIS



The model below represents our assumed strengths, weaknesses, opportunities and threats as they are at this stage of our evolution. Through the business savvy of our internal Team and our external resources, Overwatch Defense retains a good grasp on what is working and what we need to plan for. While this is a generalization we will be happy to elaborate on what we have done and are going to continue to do as we evolve to increase the positives and reduce the negatives.

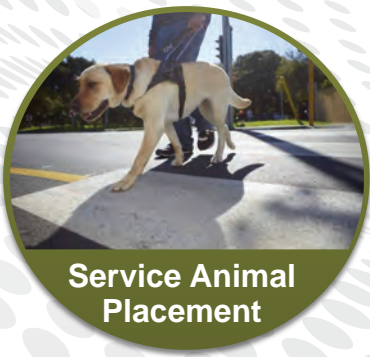




# COMMUNITY IMPACT



The model below shows the four primary areas Overwatch Defense currently gives back to our community resulting in a positive impact on those we have the privilege to serve. Overwatch Defense is a family owned and operated business and we believe that it is our duty to give back to our community in a capacity that parallels our passions and focus. As we grow, Overwatch Defense will continue to take an active role within the communities we have a footprint.







## **NEW OPPORTUNITIES**



Overwatch Defense believes that there are three categories of new opportunities that will make our business more valuable when they are realized.

First, the opportunity to build relationships with individuals, businesses and local government to the extent that we provide value for the products and services we offer. This will lead to more revenue for Overwatch Defense.

Second, the opportunity to obtain multiple ongoing city, county, state and/or federal contracts that will generate additional revenue for us is a very real probability. We are actively pursuing these now.

Third, the opportunity to expand into new products and services that flow seamlessly with our current offerings is ever present. As we add on new revenue streams, our Customer base grows and so does the awareness of who Overwatch Defense is and what we offer.





# **CONTRACT ACQUISITION**



Through intimate points of contact, RFP (request for proposal) submissions and our ongoing efforts to form mutually beneficial relationships and cooperative partnerships with others Overwatch Defense will be obtaining new contracts as we continue to evolve.

From contracts with local law enforcement, to government contracts that allow us to fulfill based on the products, services and training we provide Overwatch Defense can scale up our revenue through contract acquisition. Our efforts in this area are somewhat advanced and ongoing. We will be happy to elaborate upon request.





OUR FFL'S

Overwatch Defense is proud to have an established license called an FFL (federal firearms license) issued by the ATF that enables us to buy, sell, trade, customize and transport firearms, ammunitions and accessories. We have advanced our licensing status and as a result can do a lot more including import and export to other Countries.



U.S. Department of Justice Bureau of Alcohol, Tobacco, Firearms and Explosives		<b>Federal Firearms License (18 U.S.C. Chapter 44)</b>	
In accordance with the provisions of Title I, Gun Control Act of 1968, and the regulations issued thereunder (27 CFR Part 478), you are licensed to engage in the business specified in this license, within the limitations of Chapter 44, Title 18, United States Code, and the regulations issued thereunder, until the expiration date shown. <b>THIS LICENSE IS NOT TRANSFERABLE UNDER 27 CFR 478.51.</b> See "WARNINGS" and "NOTICES" on reverse.			
Direct ATF Correspondence To	ATF - Chief, FFLC 244 Needy Road Martinsburg, WV 25405-9431	License Number	<b>1-56-089-01-8H-10722</b>
Chief, Federal Firearms Licensing Center (FFLC)	<i>Tracy Robertson</i>	Expiration Date	<b>August 1, 2018</b>
Name	OVERWATCH DEFENSE		
Premises Address (Changes? Notify the FFLC at least 30 days before the move.) <b>1926 SPARTANBURG HWY HENDERSONVILLE, NC 28739</b> SHIP TO THIS ADDRESS			
<b>01-DEALER IN FIREARMS OTHER THAN DESTRUCTIVE DEVICES</b>			
Purchasing Certification Statement The licensee named above shall use a copy of this license to assist a transferee of firearms to verify the identity and the licensed status of the licensee as provided by 27 CFR Part 478. The signature on each copy must be an original signature. A faxed, scanned or e-mailed copy of the license with a signature intended to be an original signature is acceptable. The signature must be that of the Federal Firearms Licensee (FFL) or a responsible person of the FFL. I certify that this is a true copy of a license issued to the licensee named above to engage in the business specified above under "Type of License."		Mailing Address (Changes? Notify the FFLC of any changes.) <b>RECTOR, TRAVIS LEE &amp; VIRGINIA FOX OVERWATCH DEFENSE 32 W BROADLEAF DR HENDERSONVILLE, NC 28739</b>	
<i>Tracy Robertson</i> Licensee Responsible Person Signature	<i>Tracy Robertson</i> Dealer Licensee Position Title	ATF Form 8 (5/10/11) Revised October 2011	
Printed Name	12 July 2018 Date		
Federal Firearms License (FFL) Customer Service Information Federal Firearms Licensing Center (FFLC) 244 Needy Road Martinsburg, WV 25405-9431 Toll-free telephone number: (866) 662-2750 Toll-free Fax number: (866) 257-2749 E-mail: <a href="mailto:ffc@atf.gov">ffc@atf.gov</a> ATF Homepage: <a href="http://www.atf.gov">www.atf.gov</a> FFL eZ Check: <a href="http://www.atfonline.gov/fflcheck">www.atfonline.gov/fflcheck</a>			
Change of Address (27 CFR 478.52). Licensees may during the term of their current license remove their business or activity to a new location at which they intend regularly to carry on such business or activity by filing an application for an Amended Federal Firearms License, ATF Form 5300.3R, in duplicate, not less than 30 days prior to such removal with the Chief, Federal Firearms Licensing Center. The application must be executed under the penalties of perjury and penalties imposed by 18 U.S.C. 924. The application shall be accompanied by the licensee's original license. The license will be valid for the remainder of the term of the original license. (The Chief, FFLC, shall, if the applicant is not qualified, refer the application for amended license to the Director of Industry Operations for denial in accordance with § 478.71.)			
Right of Succession (27 CFR 478.53). Certain persons other than the licensee may secure the right to carry on the same firearms or ammunition business at the same address shown on, and for the remainder of the term of, a current license. Such persons are: (1) The surviving spouse or child, or executor, administrator, or other legal representative of a deceased licensee; and (2) A receiver or trustee in bankruptcy, or an assignee for benefit of creditors. (b) In order to secure the right provided by this section, the person or persons continuing the business shall furnish the license for that business for endorsement of such succession to the Chief, FFLC, within 30 days from the date on which the successor begins to carry on the business.			
(Continued on reverse side)			
<b>Cut Here</b>			
Federal Firearms License (FFL) Information Card License Name: <b>RECTOR, TRAVIS LEE &amp; VIRGINIA FOX</b> Business Name: <b>OVERWATCH DEFENSE</b> License Number: <b>1-56-089-01-8H-10722</b> License Type: <b>01-DEALER IN FIREARMS OTHER THAN DESTRUCTIVE DEVICES</b> Expiration: <b>August 1, 2018</b> Please Note: Not Valid for the Sale or Other Disposition of Firearms.		FFL Newsletter - Electronic Version Available Sign-Up Today! FFLs interested in receiving the electronic version of the FFL Newsletter, along with occasional additional information, should submit name, FFL number, and e-mail address to: <a href="mailto:FIPB@atf.gov">FIPB@atf.gov</a> . The electronic FFL Newsletter will enable ATF to communicate information to licensees on a periodic basis.	



## WHAT WE LEFT OUT



This business overview was custom written and designed to engage new Equity Partners and to showcase our business and operations to those with whom we seek to build a business relationship with. This business overview was not designed as a full business plan and therefore many elements commonly included within a full business plan have been left out.

Overwatch Defense has also left out the intimate details of our operational and logistical IP (intellectual property) as a strategy to protect the integrity of our trade secrets. In this we have not elaborated on specifics related to firearm customization, classes and training courses, our point of sale system and our current business relationships with suppliers and vendors.

We have made the assumption that those with whom we seek to do business will have a good idea of our capabilities based on our current business and profitability.

If there is specific information you would like from Overwatch Defense, as part of your own due-diligence to determine if we are a good fit to do business with you, please do not hesitate to ask. This business overview was designed to stimulate ongoing dialog with those we seek to work with, partner with and serve.





# DOING BUSINESS WITH US

Overwatch Defense is actively seeking to utilize this business overview to;



We take pride in doing business with others in a manner that is mutually beneficial. We have a considerable number of personal and business references that can be provided to you upon request that range from everyday Customers, law enforcement, active and Veteran military, current suppliers, vendors and service providers and many others.

Overwatch Defense would like to express our deepest appreciation for our existing relationships as well as for the new ones we will develop! Thank you in advance for your reply communication!





**IN CONCLUSION**



Overwatch Defense, and the Principal Owners Ginney and Travis Rector would like to thank you for taking the time to read this business overview. We are excited about starting a new chapter in the evolution of our business into an indoor gun range. Our hard work and dedication to our Customers is paying off and with the right people getting involved from this point forward our growth will continue.

Our Team loves what we do and as a family owned and operated business our values show through in everything we put forth. This document was intentionally designed to attract others and to engage people to dialog further. Please communicate with us anytime.

*Overwatch Defense*

*P: 828-708-4073*

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*W: [www.OverwatchDefense.com](http://www.OverwatchDefense.com)*

**Thank you  
for your time!**