



## The Leaders in Magnetic Shock Mitigation Footwear Technology and More...



Invitation Only Special Operation Forces Shock Mitigation Experiment FT. Story, VA

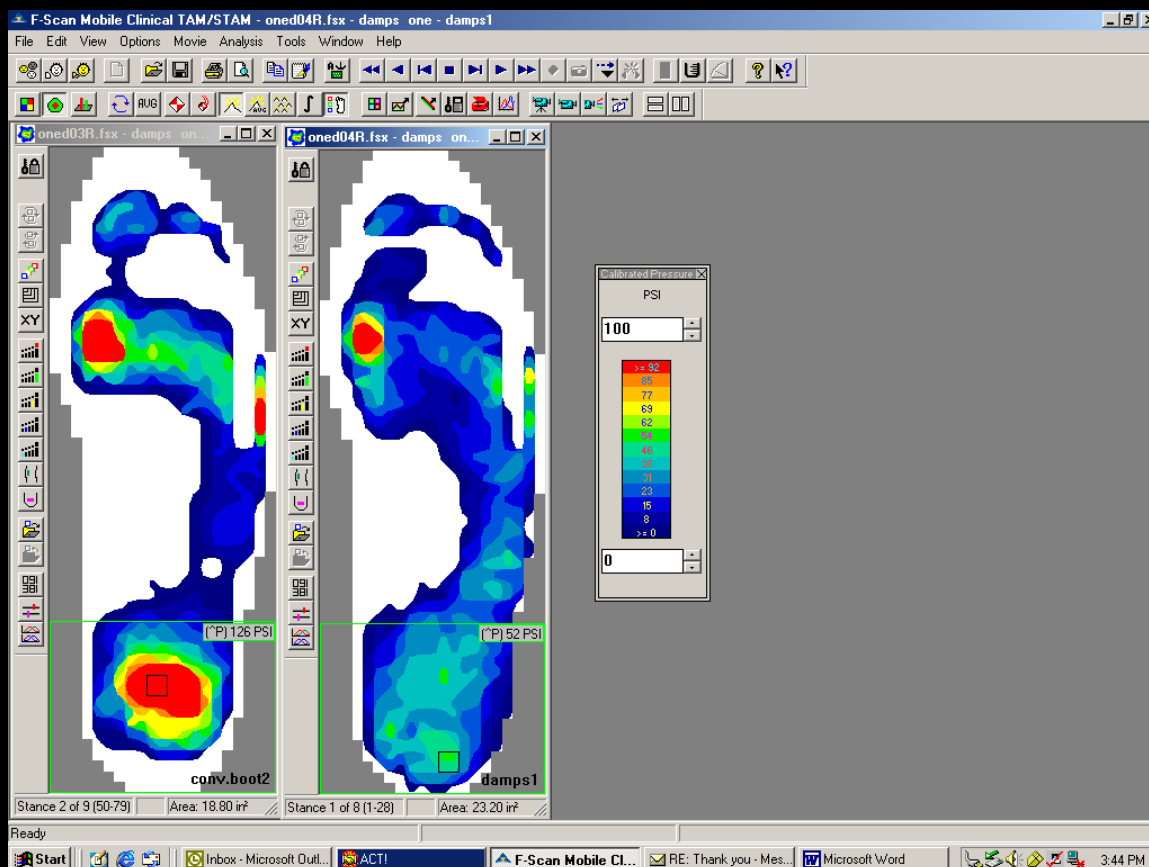
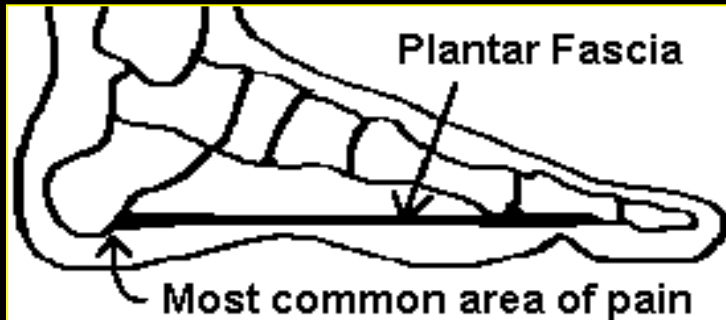
### Introduction Platform I

Hello I am Jeff Brown and welcome to the proprietary DAMPS (Directional Axial Magnetic Propulsions Systems) the future of shock mitigation technologies for the military, commercial work, women's and medical footwear markets.

## Benefits

Over 68% reduction in heel strike was recorded for SOF (Special Operation Forces). Anyone can walk ten miles and save your body the shock of seven. Plantar Fasciitis (heel strike injury) is the number one injury seen by podiatrists. Low back problems are the number two cause of employee downtime.

## Shock is the enemy



**F Scan the Leaders in Pressure Surface Mapping.**

## Background

We received our first Special Operation Forces (SOF) contract in 2004. After ten years of privately funded R&D and operator testing, DAMPS technology MKV Delta < 9 > Smart boots were voted "Super Stars" at the invitation only SOF Shock Mitigation Experiment Ft. Story, VA 2014. We are now pending a FY2018 shock mitigation program with the Navy Seals on their Fast Attack Boats. Our military POC is Jon Nussbaum and is available for questions, [Jon.k.Nussbaum@leidos.com](mailto:Jon.k.Nussbaum@leidos.com)

## Platform I Offering

With a management based \$10 million Technology Intellectual Property Good Will valuation, we are looking initially for \$5.5 mil. in convertible debt equity funding for USA based commercial manufacturing ramp up. We will pledge 49% equity in our Regulation D Rule 506 Form D filing, until our projected year two payback, plus 8% interest, with designated term equity retention TBD. [www.damps.com](http://www.damps.com)

## Super Magnetic R&D Beginnings

General Motors owned the patent for rare earth super magnets. We were under NDA with GMs magnet division, AC Delco Remy and Magnequench in 2002, exploring understanding and testing the potential of super magnetics. General Motors would be our first choice to partner with. DAMPS can add a billion dollars to a forward looking car manufacturer's bottom line, in five years or less.

## Strategic Marketing Footwear is Transportation

This one of a kind plan to market this premium branded footwear technology with exclusive LOI's with brick and motor car manufacturers may be at first a question mark. The answers are a paradigm shift for a multi-billion technology, in a \$ 300 + billion worldwide footwear market.

Utilizing exclusive stand alone DAMPS kiosks in dealerships, with coordinated online sales marketing and distribution, our strategic plan markets this premium branded footwear technology with exclusive LOI's to car manufacturers.



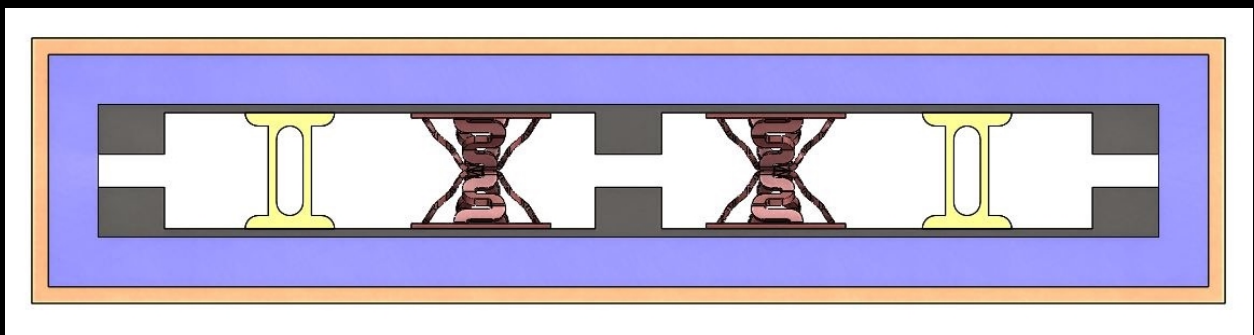
## Platform II Non Boot Ancillary Shock Mitigation Technologies Offering Options

- 1) Women's footwear.
- 2) Shock mitigation helmet liners with the OACS (Opposing Articulated Composite Springs) system, recorded over 70% impact load reduction in computer simulations. Concussion and CEI are very much in the sports news.
- 3) Commercial and recreational vehicle seat cushions would be big with NASCAR's demographic.
- 4) More magnetic shock mitigation technology products in development.

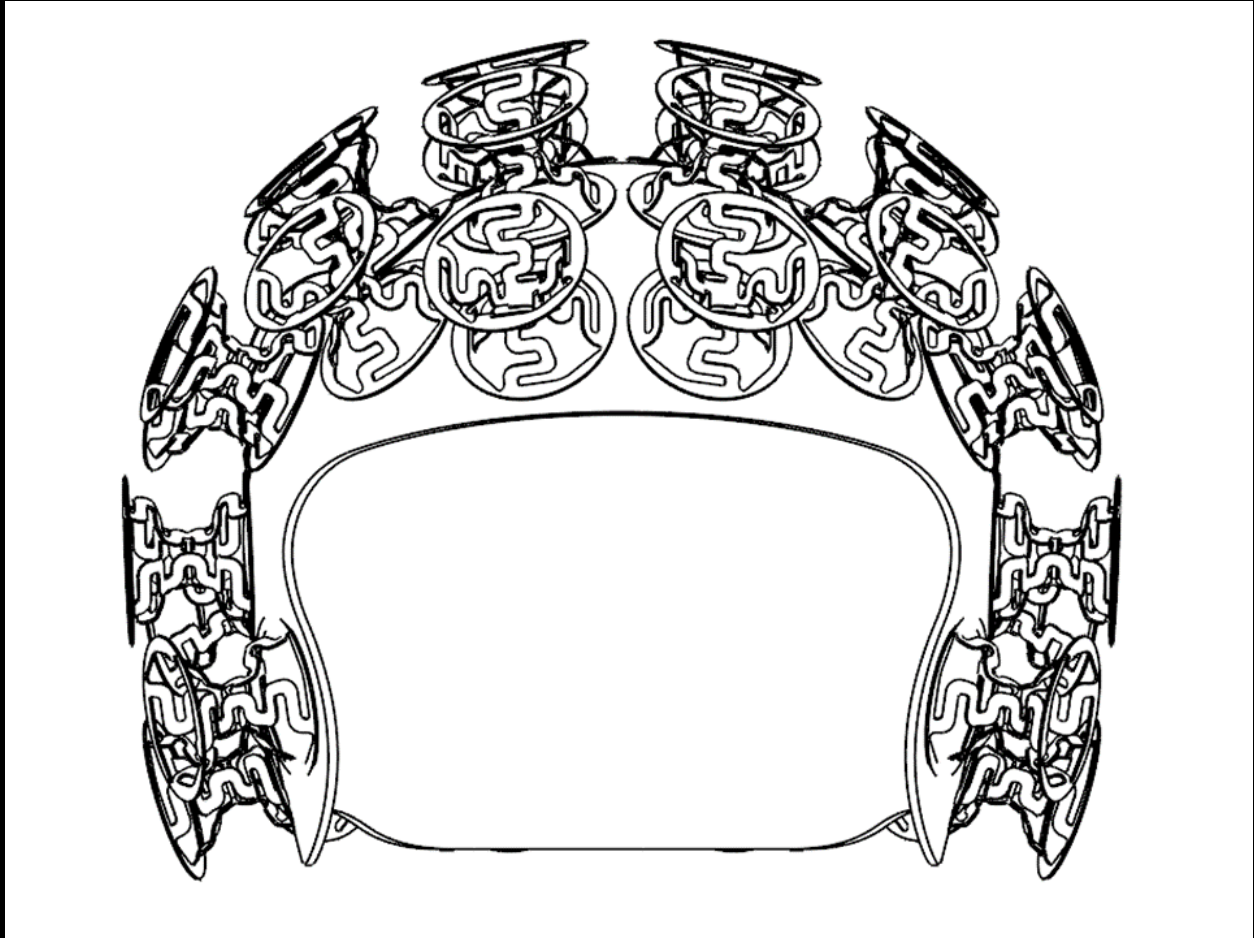
### Womens Prototypes with LOMS (Load Off Modular System)



### Dual Magnetic/OACS Shock Mitigation Vehicle Seat Cushions



## Sports Helmet Liner with OACS



A Title III Series A Regulation A Tier I is now in secondary SEC qualifying review to raise one and up to twenty million dollars with unaccredited and accredited investors. 100,000 preferred shares @ \$10 par value. [www.TechnologyIsFashion.com](http://www.TechnologyIsFashion.com)

A Regulation D Rule 506(c) has been filed with the SEC for accredited investors to raise unlimited funding for manufacturing licensing. [www.TechnologyIsFashion.com](http://www.TechnologyIsFashion.com)

**Platform I investors receive exclusive negotiated DAMPS license royalties from Platform II non boot DAMPS technologies.**

With the Regulation A, our goal is to open up investment availability/participation to the military and working men and women. \$100 minimum investment.



## Intellectual Property (IP)

- 1) Two Design patents Issued
- 2) International Design coverage with the Haig Convention; thirty three countries in the EU and Japan.
- 3) One CIP Utility patent pending
- 4) One Provisional patent filing
- 5) Four Proprietary Trade Secret outsole rubber formulations developed with Good Year Tire and Rubber.
- 6) DAMPS TM
- 7) Seven website domain names.
- 8) Various trade secret marketing campaigns

**Five Year Sales Projections are Available by Request**



## Social Media is the New Word of Mouth

Twitter @MagnetBootGuy

You're Either One Step Ahead or Two Feet Behind

DAMPS Technology Delta <9> Smart Boots <http://damps.com> #DAMPS #USA #TMF

Looking forward to our next best magnetic steps.

Sincerely,

Jeff Brown

CEO/General Partner

B&B Technologies LP

President

Shock Mitigation Technologies Inc. (SMT)

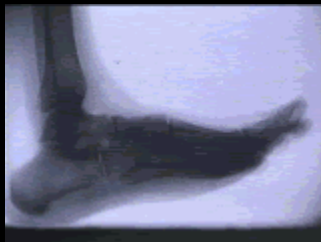
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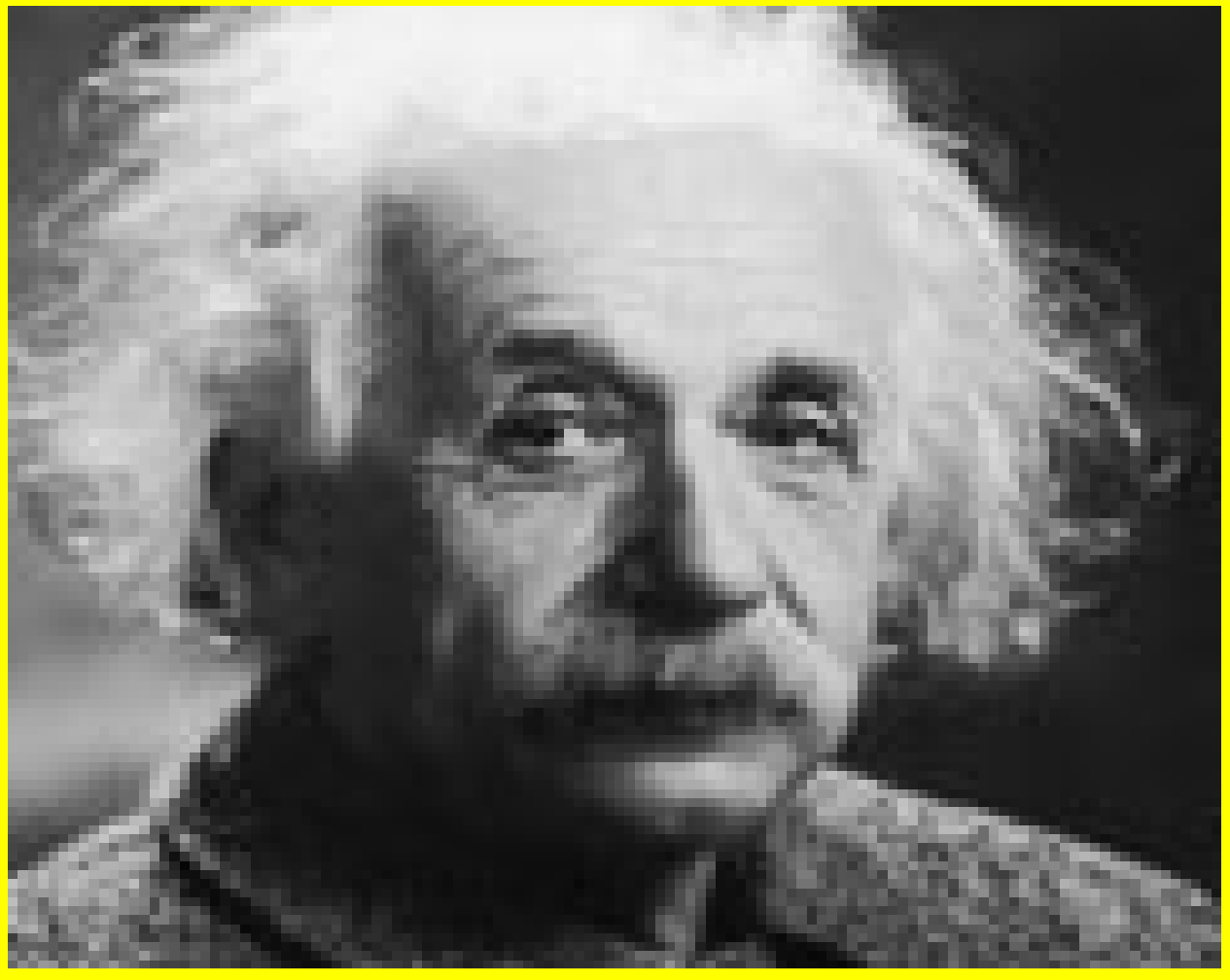
619 889-6397

[ceogp@att.net](mailto:ceogp@att.net)

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**“Relatively speaking, we’ve got to be smarter than our shoes.” LOL**





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A blue ink signature of Scott Peters, written in a cursive style.

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SCOTT PETERS  
Member of Congress  
52nd District, California

