



Confidential

The “AHA!” Moment

Mark's Story

Moment

zipzōn Founder Mark Soderberg is struck with a lightning bolt idea as he's working in his yard. “What if we applied adjustable zip-tie principles to footwear closure?”

Decades in the Making

Mark combined a career built on engineering, shoe-fitting and ingredient brands to develop his idea.

Result

A zonal, easily adjustable fit accessible to *every* consumer – not just premium price points.



Integrated Fit Technology

What We Do

As an ingredient brand, **we partner with industry leaders** to elevate fit, comfort and performance.

Our globally patented fit system replaces laces, hooks and loops, and other closures with a **micro-adjustable, zonal** solution.

Price matters: zipzōn brings **premium fit technology to more people.**



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Superior Fit & Function

zipzōn delivers precise, dynamic fit technology with unmatched functionality and accessibility.



Fast Fit

Easy on. Easy off.



Micro-Adjustable

Easy on. Easy off



Lock In. Go.

Total heel lockdown. No second guessing



Secure Fit

Unparalleled and dependable hold.



Shed Shield

Deflects dirt, debris, water, snow and ice.



Zonal Fit

Independent fit control where the end user needs it.

Delivering Next-Generation Fit



Speed Fit

Solo Zone

The fastest way to step into comfort and control.



Custom Fit

Multi Zone

Adaptability that adjusts to your movements, materials and needs.

Development & R&D Process

Product & Technology

6 Years of R&D —> Continuous innovation and refinement

20+ Generations of Improvements —> Continuous innovation and refinement

100+ Prototypes —> Rigorously tested and iterated

Major Brand Collaboration —> Industry leaders helped shape design and performance

Extensive Testing & Refinement —> Ensuring durability and reliability

FEM Simulations: Engineering precision through advanced modeling

Real-world field testing: Pushed to the limit across multiple activities: Run | Trail Run | Bike | Golf | Work | Hike

Global Patent Strategy

Intellectual Property

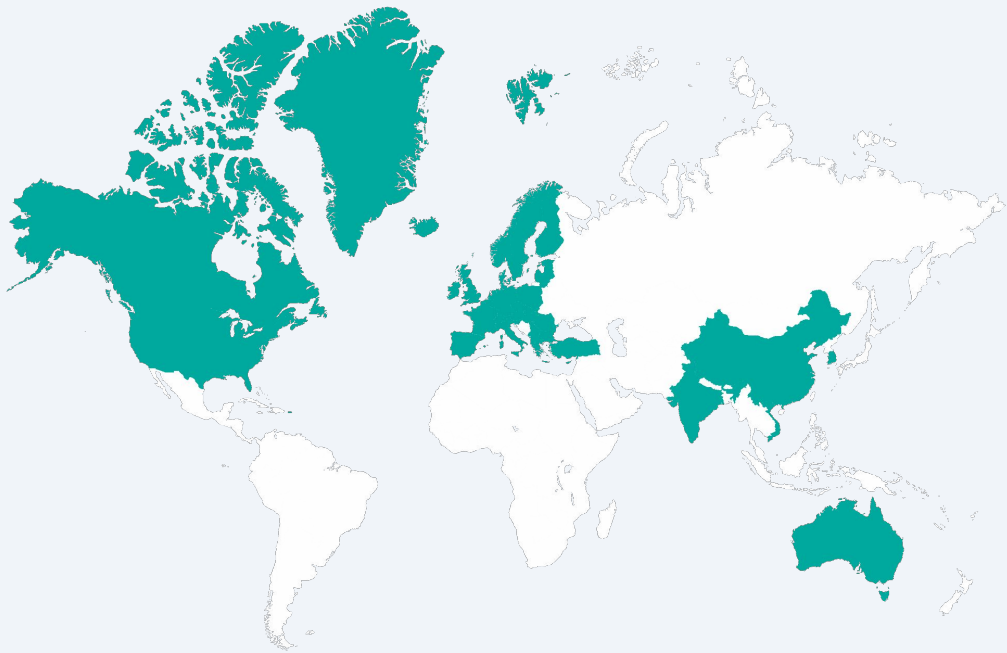
5 Granted US Utility Patents (11,805,855 | 12,156,573 | 12,232,577 | 12,290,152 | 12,622,491)

2 Pending US Provisional Patents

1 Pending US Continuation Patent

1 Pending US Design Patent

1 Pending PCT (International) Patent
(before 27 April, filing in 7 countries)



zipzōn® is engineered for **seamless factory installation**, offers **unmatched design flexibility** for brand partners, and **enhances—rather than restricts—performance adaptability** across all footwear sizes.

Z20 | Simple | Focused





FOREVER+ GUARANTEE

The zipzōn system is engineering to
outlive the product on which it is integrated.
If something happens, we will replace it.

Development Process

Send Us a Shoe
We Do the Rest

01

Identify Problem Statement

Align on the challenge and define the solution requirements.

02

Build Prototype & Report

Develop prototype and deliver evaluation report.

03

Development/Production Support

Provide hands-on support through development and production.





Customized Fit



Custom Color Options

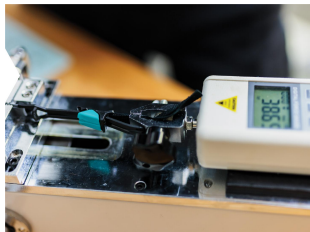


Trail Tested



Lightweight

Lab Tested



Better Fit for Everyone



 **FOREVER+**
GUARANTEE

Tough



Innovative
Aesthetic



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Where Simplicity Meets Performance

zipzōn Fit Platform Overview

- **Zipzōn is a lightweight, low-profile fit system that replaces traditional laces with micro-adjustable performance fit, refined through 6 years of rigorous development.**
- Developed by a proven team that built and scaled the leading dial-based fit system globally.
- Specifically engineered for footwear with a focus on performance, cost efficiency, and simplicity of installation.
- Manufacturing-ready with trusted Asia partners and proven high-volume scaling capability.
- Backed by Forever+ Warranty, reinforcing long-term durability, with system components designed for simple replacement in rare cases when needed.
- Multi-category launches expected beginning in '27 across Outdoor, Run, Golf, Workwear, and Cycling.



End User Response



LOCK IN. GO.™

Appendix

The Team



Mark Soderberg, President and Founder

Retired CEO, BOA Technology | 100+ patents, including key Boa patents

Built and scaled multiple product-driven businesses across outdoor, sports (K2, Scott), and manufacturing sectors

Previously CEO with Volant Sports, and Yeti Bikes with nearly a decade of starting and selling companies.



Vin Connolly, VP & General Manager

Global Category Director, BOA Technology

International Sales Director, Burton—managed markets across NA, CN, AU & NZ

Entrepreneur and founder of multiple companies with broad experience across Operations, Sales, and Marketing.



Tamara White, Director of Prototyping & Development

Former Prototype Manager at BOA

Managed global prototype team for all development projects.

Business founder and owner (>6 yrs) with design/apparel experience including Von Maur, Land's End and Nordstrom.



Mike Nickel, Director of Product Development

19 yrs Product and Industrial Design, experience with BOA with focus on Athletic categories.

Previous Senior Designer at leading agency Brooks Stevens Design



Garrett Graubins, Director of Marketing

15+ Years in Outdoor Sports and Athletic Industries, including The North Face, Outside: TrailRunner Magazine, BOA, Off-Road Accessories Group, ROKA Triathlon and Sportique Apparel .

The Team



Ed Kazor, Director Operations

President, Global Manufacturing Solutions (>22 yrs)

Built and managed high-efficiency supply chains with deep expertise in cost optimization Led offshore tooling & molding at BOA Technology—2,000+ molds



Patrick Lawrence, Global Commercial Manager

North America Commercial Mngr, Cycling & Outdoor Mgr and Global Business Development Manager at BOA
Former Territory Mgr Ride Snowboards, Nixon, Smith Optics, and Schwinn Bicycles



Matt Hennessy, Global Commercial & Integration Manager

10 yrs with OrthoLite leading Brand Partnerships & Innovation across footwear performance & comfort.
Former Development leader with New Balance, Under Armour, Specialized, and Sperry.



Steve Evans, Engineering Manager

Mechanical Engineer, former 5-year BOA design engineering manager specializing in technical product design, functional testing, and process development. Hands-on entrepreneurial experience.



Maggie Zawalski, Commercial Systems Specialist

Led Operations at apparel brand Ripton
Previous specialist at BOA: CPD, Development Support, and Marketing



Inji Kang, Commercial Manager S. Korea

Former BOA Account MGR and Development Support for brand partners in S.Korea
Managed all brand partner relationships, forecasting, and development.

