



Alba Technologies, LLC

Shareholder's Letter

To Our Esteemed Shareholders:

Six months ago, what began as an initial project to find better ways of practicing and of tracking your personal sports performance has now become a full-fledged journey. Today, Alba Technologies LLC is proud to announce their formation as an official company with the State of Texas, and tomorrow, with the help of your trust and the great people that join us, we will revolutionize the way sport is practiced.

To best understand the value we will bring to you, we would first like to outline the values that make this company what it is today.

It's All About the Customer

Since the beginning, our customers have been one of our main priorities. We believe - as Jeff Bezos, founder of Amazon, commonly proposes - in customer obsession. Our approach to design, investment, and company decisions has been driven by the over 250 conversations we've had with people like you. People who've also struggled while striving to improve at a sport and are desperately in need of a better solution.

A Business is Only as Good as its Employees

Our employees drive innovation. Alba has put in tremendous effort in getting the right people on the bus, assigning them the right seats and providing them with the tools and trust they need to succeed.

- **Getting the Right People:** Alba believes in the power of teamwork. Our members are constantly working together on projects and collaborating with one another. We believe that finding individuals who fit our team-based company culture are the right people for us. Current employees are all part of the decision making process for who joins our team. Having the whole team be a part of the onboarding process ensures that we not only find individuals with talent but individuals who will all efficiently work together.
- **Assigning them to the Right Seat:** Successful companies place the right people in the right job. Everyone has unique talents, and at Alba, we appreciate each individual's skills and want to develop them. We believe that if we place our employees in positions they can excel in, the whole team will excel.

- **Providing Tools to Succeed:** We are all constantly learning, especially from those with experience. At Alba, every department has a mentor. Our mentors have made a large impact on some of the world's most successful companies from a variety of fields. They not only provide our employees with an expert's opinion, but also work hard to teach the reasoning behind it.

Audacious Goals Drive Great Results

When you trust people with audacious goals and provide them with the tools they need to succeed, they will surprise you with what they can accomplish. At the beginning of this summer, we set out to try the OKR management methodology, made famous by Intel founder Andy Grove. Each month we set out to describe our overarching objective and 3-5 key results for the upcoming four weeks. The key results serve to drive every decision made within that month period.

We purposefully set goals that are hard to achieve and require the entire effort of the team. The team strives for a hole-in-one, but even a birdie puts us on top of the leaderboard. We set out these goals not only because they're hard and inspire action, but because they drive the whole team to perform their absolute best.

Communication Drives Performance

Alba lives and dies by constant, daily communication. The team's performance increased dramatically this summer after implementation of an Agile Project Management system. The key to our productivity? The team's daily standup meetings. These meetings have become the company's heartbeat, providing the opportunity to work together to overcome obstacles and always deliver.

Continuous & Never Ending Improvement

Alba's customer is not stagnant, and we prefer it that way. Our technology is constantly developing as the team learns from customer interviews to keep up with the customer's needs. Interacting with our customers ensures that we follow the market providing you with the strongest return of your investment.

High Standards are Contagious

We believe in doing the best job we can and holding the company to the highest standards in whichever domain we perform. As the team works together, we do not hesitate to give each other a shoutout when a member goes above and beyond expected tasks. By creating this simple peer-to-peer recognition system, we empower employees to congratulate each other for above-average performance and drive each other to constantly do their personal best.

Our Partnerships Make Us Strong

Experience is powerful. Our Board of Management and Mentors provide us with guidance and expertise in all areas. We are happy to introduce you to the company's advising team:



Chip Miller
Board of Management

Highly successful executive with 28 years of international and multiple business segment experience in a Fortune 100 company. A decisive leader with an unblemished history of profit and growth. Expertise in strategy development and deployment, profit and loss, mergers and acquisitions, business acquisition, capitalization strategies, intellectual property development and defense, negotiation, company culture, as well as operational experience from field operations through executive leadership.

Formally educated in petroleum engineering and business, with a background in both asset intensive, as well as working capital businesses.



Alan Reid
Board of Management

Vice President of Stimulation and Intervention at Forum Energy Technologies with 28 years of experience in the international and domestic marketplace for a Fortune 100 company. An expert in measuring growth through sound financial performance metrics. Excels in leading, developing, and growing operational teams. Enthusiastically seeks new challenges and implements process-based applications to develop the competency of the people whom he mentors.

Formally educated in accountancy, with a background in both finance and operations in the international and domestic marketplace.



Rodney Boehm
Mentor

Director of Engineering Entrepreneurship at Texas A&M University with over 35 years of experience including international business, telecommunications, and startups. Excels in startup development including team management, sales, product development and product market fit. Technical and business experience in running innovation and entrepreneurship programs at Texas A&M University. Received a VentureWell Faculty Grant to support student teams working to commercialize their products.

Formally educated in electrical engineering with a background in large-scale distribution.



Peter Hansen
Mentor

Principal Firmware Architect at Hewlett-Packard with 24 years of experience in low level firmware development. An expert in system architecture, cloud computing, virtualization, storage, and creation of technology-based intellectual property. Excels in both software and hardware, including phone application development. Proven ability to solve complex issues while maintaining domestic and international team relationships to ensure the product quality.

Formally educated in computer info systems, with a background in both embedded systems and software development.



Timm Madden
Mentor

Former Senior I&C Consultant and Project Execution Adviser for a top 5 Fortune 500 company. Over 35 years of experience in the implementation of process automation technology throughout the energy sector as well as Refining and Upstream project execution. Highly qualified leader with a large skill set in process control, system design, system safety and product reliability. Former member of the Board of Directors for the Fieldbus Foundation, and voting member of the ISA SP50.

Formally educated in electrical engineering with a background in process automation and controls.



Nick Bockenfeld
Swing Coach

Professional Golf Swing Coach with experience at Vaquero Club, Miramont Country Club, Northwood Country Club, and Trinity Forest Golf Club. Extensive experience in aiding with high-level golf tournaments including Junior PGA Championship, Texas State Open, Hurricane Harvey ProAm, and AT&T Byron Nelson PGA Tour Event. Expertise in both teaching and playing golf. Skilled scratch golfer with many top ten tournament finishes.

Formally educated in business with a level III PGA Membership.

The Road Ahead

Our company is fast paced, with things changing every day. A company roadmap has been built to provide everyone with an understanding of the team's everyday work. This roadmap displays the big initiatives and milestones that will be met to increase product functionality. Our roadmap is not static. The nature of our business demands that we be able to respond to shifts in the competitive landscape laid out before us. The roadmap is kept in one central program to ensure that everyone is up to speed on the current goals of the company. Each member of the

team has input into the direction of the company and may propose changes to the roadmap as appropriate. This practice guarantees that every decision made day to day is towards satisfying a key objective. The roadmap will evolve in the same manner as Alba does. To find the most up to date company roadmap, please visit [here](#).

Our Future with You

Thanks to your trust, Alba has the capability to continue to grow our technology's potential. For this coming year, *it's all about strategic growth*. As we continue our journey to delight our customers and provide the most cutting-edge solutions, we will leverage our core values to guide us throughout the upcoming stage:

- We will continue to design a product tailored to the exact needs of our customers.
- We will continue to recognize when shifts in our business and technology need to occur to ensure we continue to be the most innovative in the industry.
- We will grow our company with employees that are passionate about the technology, positively contribute to the company's culture, and are driven to achieve audacious goals.
- We will continue to communicate and collaborate with each other on a daily basis to overcome any impediments and set ourselves to achieve our set objectives.
- We will continue to measure our company's effectiveness by our ability to learn from failures and reap successes.
- We will continue to maintain a lean culture. We understand the importance of economy and smart investments in business and will continue to thrive on the efficient use of your personal investment.

Sincerely,



Ian William Cash
Co-Founder and Chief Executive Officer
Alba Technologies, LLC