



OHLAY

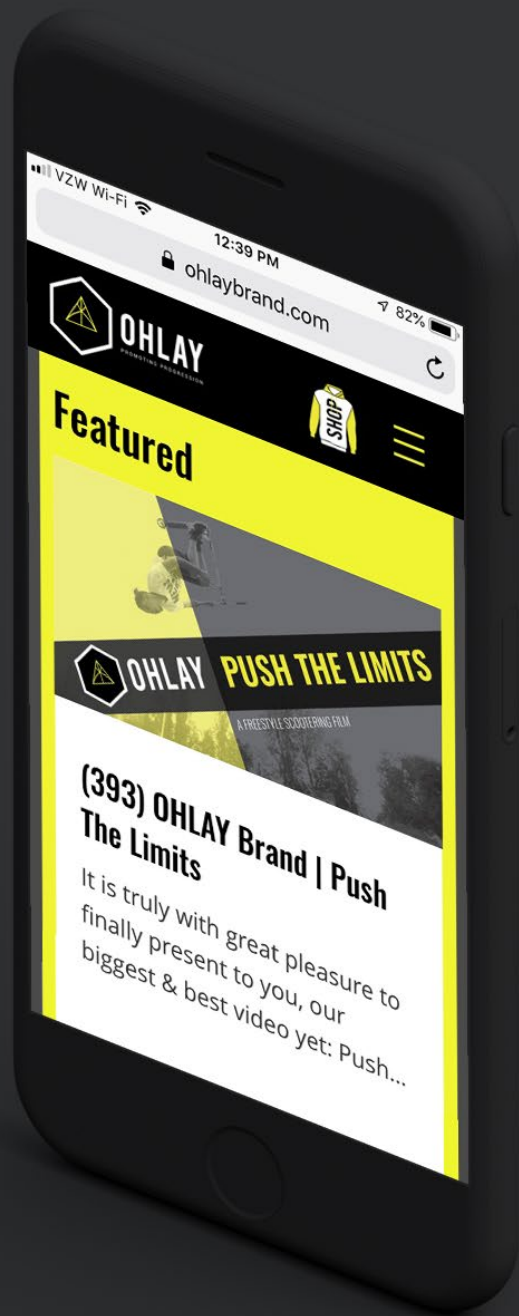
PROMOTING PROGRESSION

OHLAY BRAND IS:

THE ONLY ALL-ENCOMPASSING MEDIA PLATFORM
FOR FREESTYLE SCOOTER RIDING.

- Featuring daily content from thousands of user generated submissions.
- With global social engagement.
- For a rapidly growing niche market.





OUR MISSION

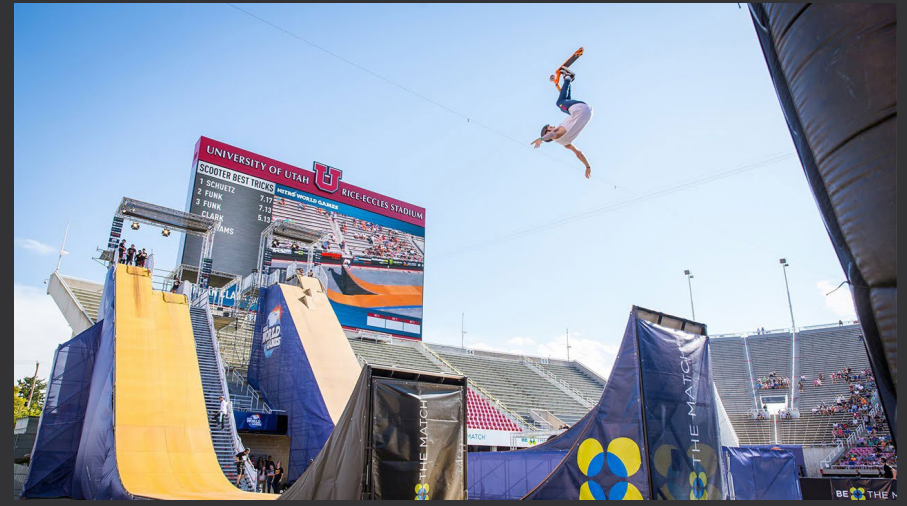
At OHLAY Brand it is our mission to promote progression of freestyle scooter riding by showcasing the industries best content, from unknown riders to world class pros on one central hub. By hosting international events and promoting riders through our digital community, OHLAY connects scooter riders around the world and has created a community that focuses on the evolution of the sport.

“ THE CORE OF WHAT ACTION SPORTS IS RIGHT NOW, IS SCOOTERING ”

- **TRAVIS PASTRANA** / ACTION SPORTS ICON & VISIONARY AT NITRO CIRCUS



Nitro World Games: Salt Lake City, Utah



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SCOOTER INDUSTRY INDICATORS

Growing popularity of freestyle scootering worldwide includes:

- Addition into Nitro Circus shows and media Worldwide
 - Nitro Circus Scootfest 2018: Combined **4+ Million Live Stream Viewers**
- Industry leading freestyle scootering video reaches: **13.7 Million Views** on YouTube
- Rolling Stones 2018 article stated: "Scooters Are Becoming Millennials' Extreme Sport of Choice"
- Ryan Williams, scootering's largest athlete, had 950,000 IG Followers in January of 2018 & currently sits at 1.5 million.



**"SCOOTERS ARE BECOMING
MILLENNIALS' EXTREME
SPORT OF CHOICE"**

- ROLLING STONES





- Jared Adelson

ABOUT THE FOUNDER

OHLAY Brand founder, **Jared Adelson**, is a globally renowned freestyle scooter rider, graphic designer and social media expert. Winning the international Montreux Scooter Contest in 2017, racking up 500,000+ views on YouTube and having 20,000+ Instagram followers Jared knows this niche industry inside and out. Jared also has personal connections to nearly every pro rider and celebrity within the industry worldwide.

Jared's degree from the University of Tampa in advertising and public relations, along with his experience in graphic design, branding, video production, web design and social media has led to OHLAY quickly being recognized by scooter riders all around the globe. Pairing Jared's in-depth knowledge of the industry space with his professional experience, Jared is the perfect fit to take OHLAY Brand to the next level.

Globally renowned industry leader.

Graphic design, social media & branding specialist.

9+ years in the industry w/ connections to top industry pro's worldwide.



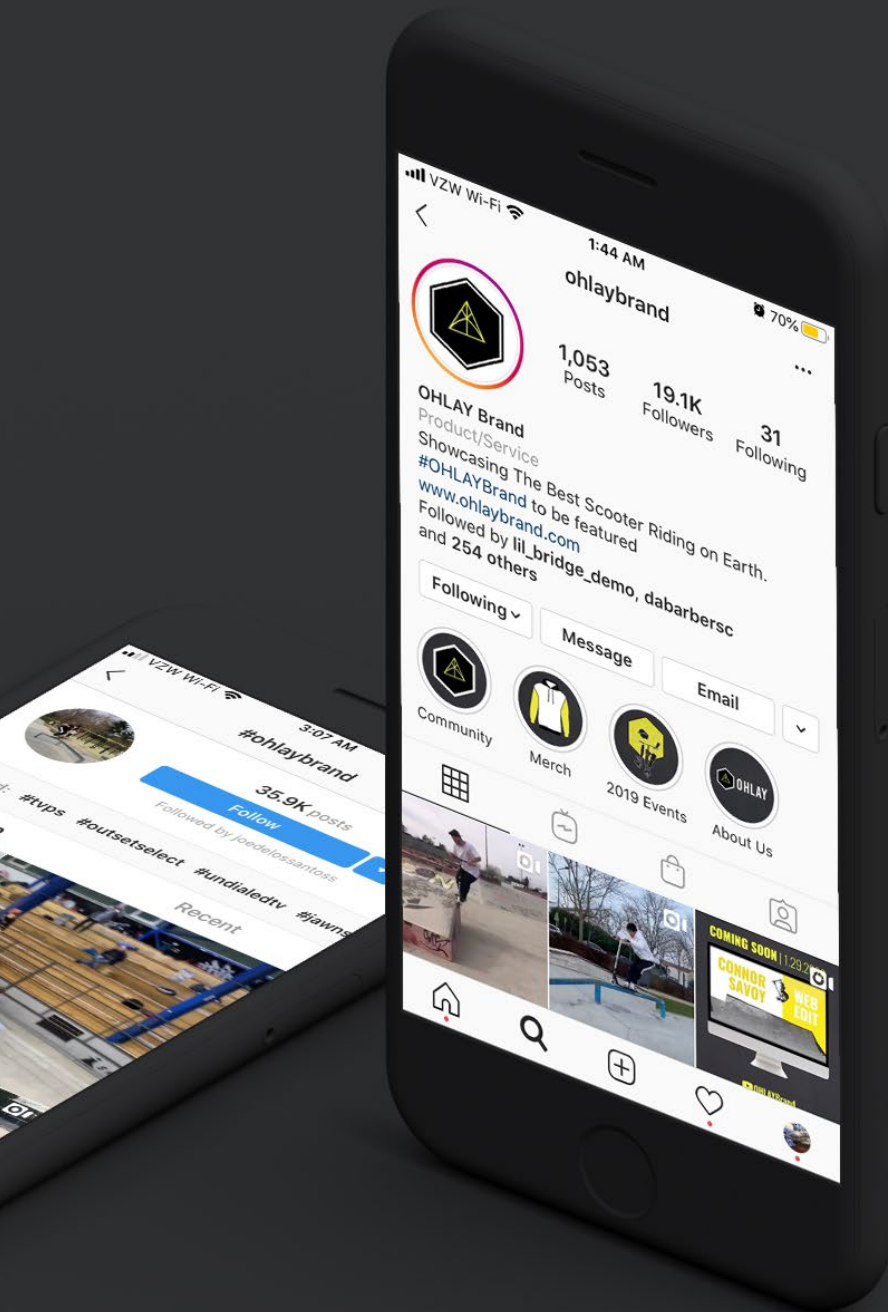
TARGET MARKET



SOCIAL MEDIA RESULTS

IN JUST OVER 1 YEAR.

- **19,000+** organic Instagram Followers
(@OHLAYBrand)
- **35,900+** uses of our brand's exclusive hashtag
(#OHLAYBrand)
- **119,789** impressions & 31,141 reach in 6 days



FUTURE OF OHLAY

- Be the dominant content source for the industry.
- Host world renowned scooter events.
- Promote up and coming riders.
- Fund video productions from the worlds best pro riders.

THE POTENTIAL



We are fulfilling a gap in the market.



For a rapidly growing niche.



And receiving support from individuals worldwide.



Who are actively helping our brand grow.



Owned by an individual who knows and loves the industry.



The potential to become a multi-million dollar global brand.

WHAT WE ARE SEARCHING FOR

- **To enhance and expand OHLAY's digital footprint across the globe.**
- A product or brand that aligns with our target audience.
- A mentor who can help grow the digital footprint of OHLAY.
- An asset who can bring OHLAY or Scootering as a whole to the mainstream.

**SKATEBOARDING IS A MULTI
BILLION DOLLAR INDUSTRY.**

**SCOOTERING IS WHERE
SKATEBOARDING WAS
30 YEARS AGO.**

**OHLAY BRAND +
THE SCOOTER INDUSTRY
IS ON THE BRINK OF BLOWING UP.**

See an opportunity to collaborate? Let us know.

Shoot Jared a call at **+1 (978) 979-0357** or

Email us: **OHLAYBrand@gmail.com**