

An underwater photograph showing three people swimming with surfboards. The water is clear and blue. The surfboards are white with blue and orange accents. The word 'swumbord' is written in large white letters across the center of the image. A white graphic element resembling a stylized wave or arrow is positioned above the text.

swumbord

Corporate Presentation

CSE:SWIM

SWMBRD Sports Inc.

LEGAL DISCLAIMER

Certain statements in this presentation are forward-looking statements or information (collectively “forward-looking statements”). The Company is providing cautionary statements identifying important factors that could cause the Company’s actual results to differ materially from those projected in these forward-looking statements. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance (often, but not always, through the use of words or phrases such as “may”, “anticipates”, “is expected to”, “estimates”, “intends”, “plans”, “projection”, “could”, “vision”, “goals”, “objective” and “outlook”) are not historical facts and may be forward-looking and may involve estimates, assumptions and uncertainties which could cause actual results or outcomes to differ materially from those expressed in the forward-looking statements. In making these forward-looking statements, the Company has assumed that the current market will continue and grow and that the risks listed below will not adversely impact the Company. These forward-looking statements include, among other things, statements relating to the ability of the Company to generate revenue from retail and institutional sales; intentions to develop, market and promote the Swimboard; the timeline to develop and market the

Swimboard; anticipated cash needs and the need for additional financing; and the adoption of governance policies, committees and practices. By their nature, forward-looking statements involve numerous assumptions, inherent risks and uncertainties, both general and specific, which contribute to the possibility that the predicted outcomes may not occur or may be delayed. The risks, uncertainties and other factors, many of which are beyond the Company’s control, that could influence actual results include, but are not limited to: a downturn in general economic conditions; the ability of the Company to raise sufficient funds to fund its business plans and operations; the ability of the Company to establish a market for its products or services; competitive conditions in the industry which could prevent the Company from becoming profitable; the effectiveness and efficiency of advertising and promotional expenditures to generate market interest in the Company’s products and services; the inability to list on a public market; volatility of the Company’s share price following listing; the inability to secure additional financing; the Company’s intention not to pay dividends; claims, lawsuits and other legal proceedings and challenges; and other factors beyond the Company’s control.

SWMBRD EXECUTIVES AND DIRECTORS



Justin Schroenn
President

Justin has over nine years of experience in the junior mining sector, where he was involved with raising capital for numerous publicly traded companies. He has provided investor relations services for multiple companies and has played an advisory role in corporate strategic planning across a wide spectrum of subjects.

Matthew Schroenn
Vice President

Matthew has more than 15 years of experience in food and beverage management. During his career in the Hospitality industry, he has managed large operations and initiatives, focusing on increasing revenues and reducing costs, while maintaining quality and service.

Gareth Schroenn
Vice President

Gareth is a Red Seal Chef with 32 years of experience in hospitality management in Vancouver, British Columbia. Gareth brings a depth of understanding of inventory management, labor management and product cost controls to SWMBRD.

Christopher Grove
Director

Mr. Christopher Grove has held Senior Executive and Communications positions in publicly traded companies for almost two decades. His wealth of experience in the public markets, as well as his significant investment contacts in North America and Europe constitute a significant benefit to the Company. Chris is an avid outdoor enthusiast and waterman and has been a much-valued supporter of SWMBRD since it's inception.

Roc Smith
Director

Roc Smith has a degree in international fashion marketing, which encompasses areas of logistics and fulfillment, sales, and marketing, international trade, and project management. Based in Europe, Roc is fluent in several European languages. His primary initial focus will be institutional sales in Spain and Greece.

SWMBRD Founders, Justin, Matthew, and Gareth Schroenn (the “Schroenn Brothers”) invented the SWMBRD and, over a period of seven years, advanced it through the various stages of its design, development, patenting and manufacturing. The Company, the board (in all its variants) and the SWMBRD brand itself are their creations.

Dong Shim
CFO

Mr. Shim is a member of the Chartered Professional Accountants of British Columbia and a Certified Public Accountant registered in the State of Illinois, United States. Mr. Shim has served as an audit partner on numerous audit engagements with a mid-size firm located in Vancouver, British Columbia, where he audited various publicly traded companies, primarily focusing on junior mining, oil and gas, pharmaceutical, and high-tech industries. As an audit partner, Mr. Shim also assisted various start-up companies in achieving public listings on the TSX Venture Exchange, Canadian Securities Exchange and the OTC Market. Mr. Shim founded a full-service accounting firm SHIM Accounting Corporation, now SHIM & Associates LLP, in 2013 and is also the President and CEO of Golden Tree Capital Corp. which provides corporate advisory services to publicly listed entities.

As at:	4 Oct. 2023
Issued & Outstanding:	82,957,000
Warrants 0.06 to 0.12	11,811,152
Equity Incentive Plan	11,141,000
Fully Diluted	105,909,152

NB. Management’s intention is to achieve a point where equity financing (ie.dilution) ends, and non-dilutive financing is possible, as soon as possible.

The estimated funding required to achieve this objective is CAD \$2M



EVERYTHING, AT SOME POINT, CHANGES COMPLETELY.

At first glance, the product you are about to see may seem very simple. It's important to remember that much of what you will see is not possible using any other product, and seems simple only because this remarkable little board, the SWMBRD, makes it so.

This presentation is focused on our current financing and next steps in taking SWMBRD to the global consumer. In the interests of brevity therefore, it cannot possibly comprise the full scope of the SWMBRD's exposure and impact already.

In order to understand the broader development and breadth of the board, the brand and the lifestyle - I invite you to explore the SWMBRD Experience through the wealth of videos and photographs to be found on our various online platforms

- [YouTube](#)
- [Instagram](#)
- [Website Galleries](#)



A REVOLUTION IN HUMAN AQUATICS

IMPORTANT VIDEO

Please click the link below to view at YouTube

www.youtube.com/watch?v=c1XzhYqnWTI

or copy and paste link into your browser.



WHY IS SWMBRD SO DIFFERENT FROM A CONVENTIONAL BODYBOARD?

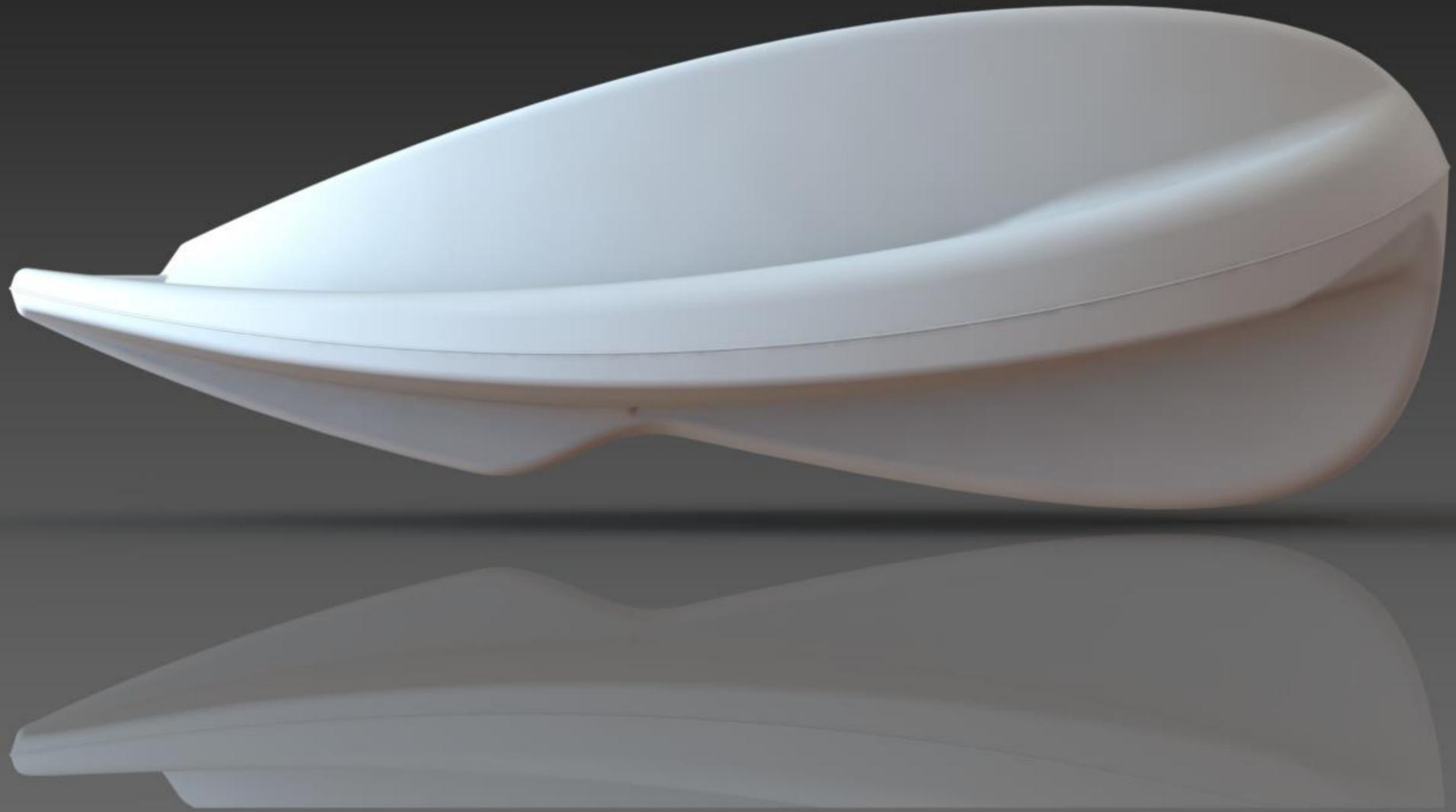


- The shape of a SWMBRD is fundamentally different from that of a conventional bodyboard.
- A regular bodyboard, as with all other conventional aquatic sports boards, is flat. A SWMBRD is not.
- A SWMBRD is a hydrodynamic three dimensional 'pod', perfectly designed to empower the human body's natural kinetics in the water.

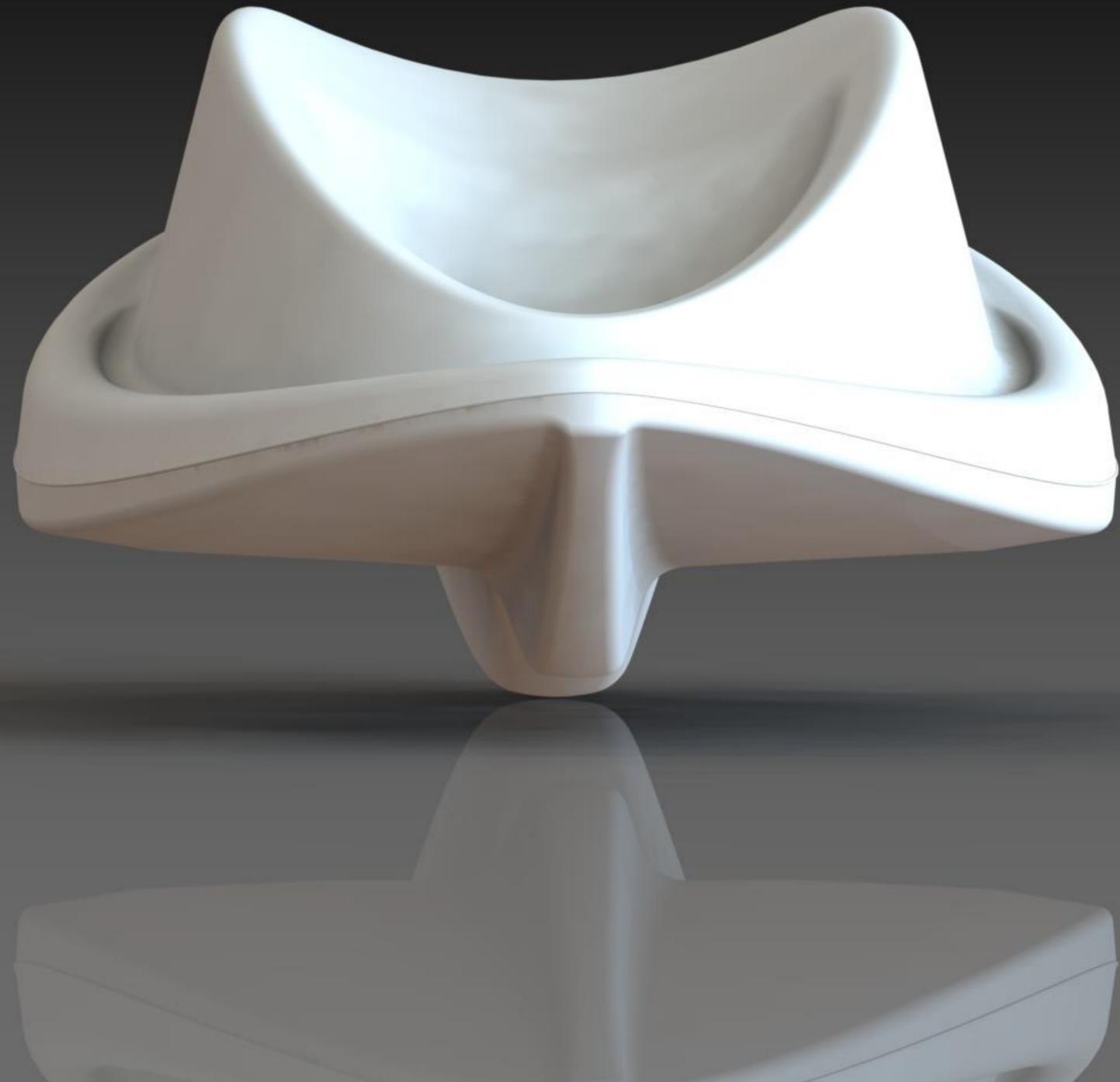
- Unlike a conventional bodyboard, SWMBRD braces the human body's CORE, unleashing far more torque than a conventional bodyboard.
- A SWMBRD is constantly changing its aspects of pitch, yaw and roll, depending upon what the rider is doing. It follows the body perfectly, bracing it for maximum power.

Video: VP & Co-Founder Matthew Schroenn explains the difference between SWMBRD and other bodyboards. Please click the link: https://youtu.be/detXYvcBK4?si=gB8MiH1tMq_VAvR

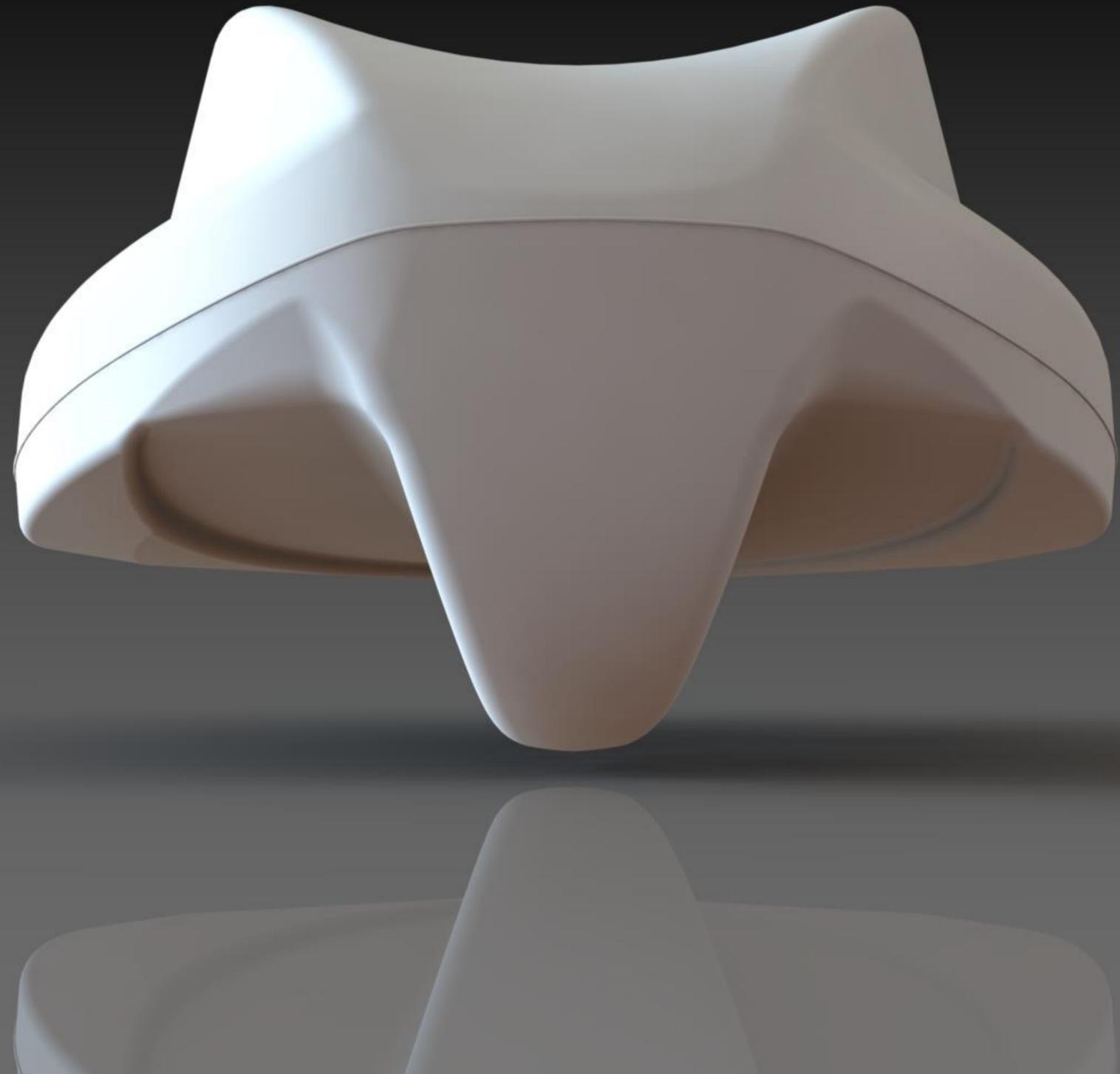




Side view
(Deck pad not shown)



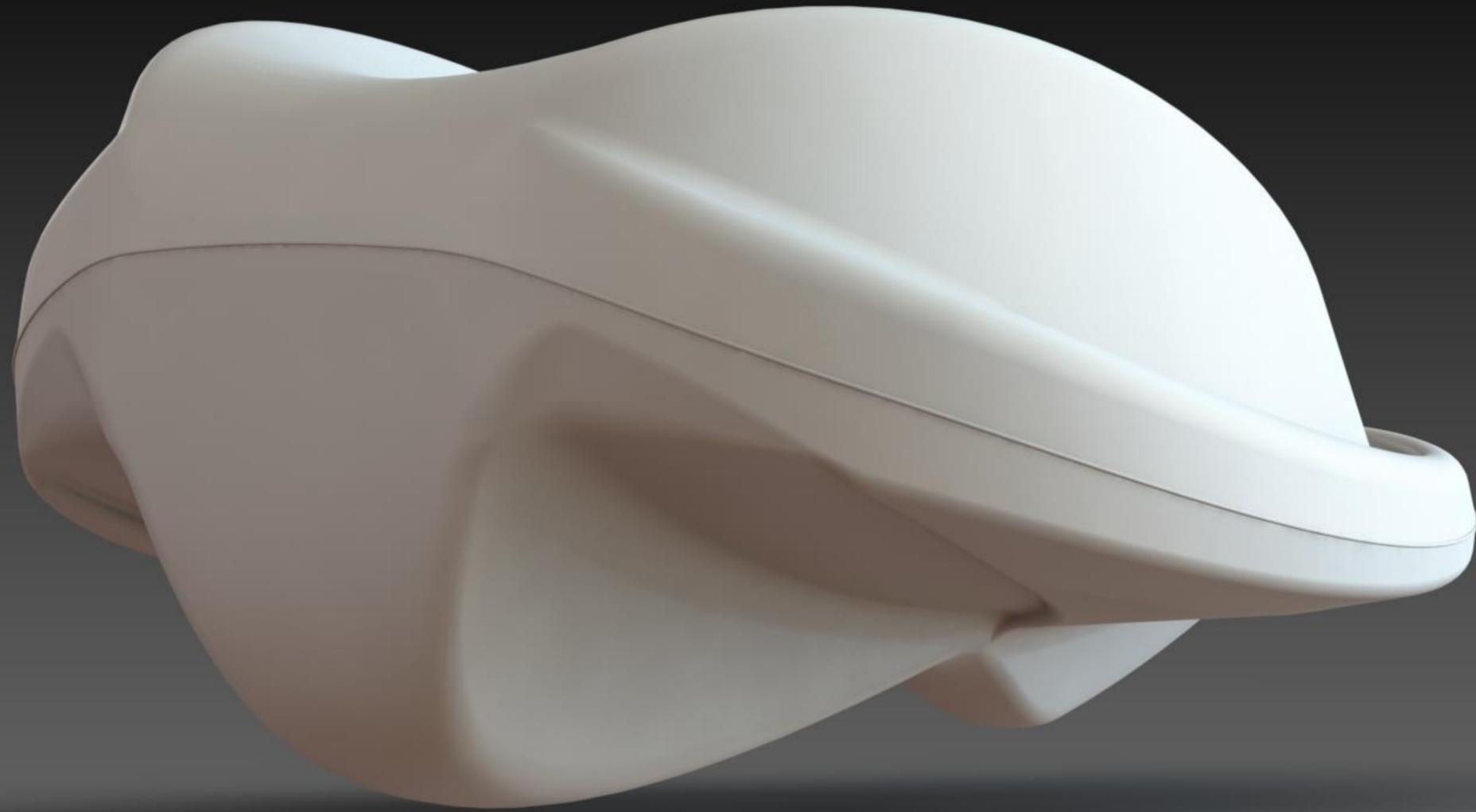
Front view
(Deck pad not shown)



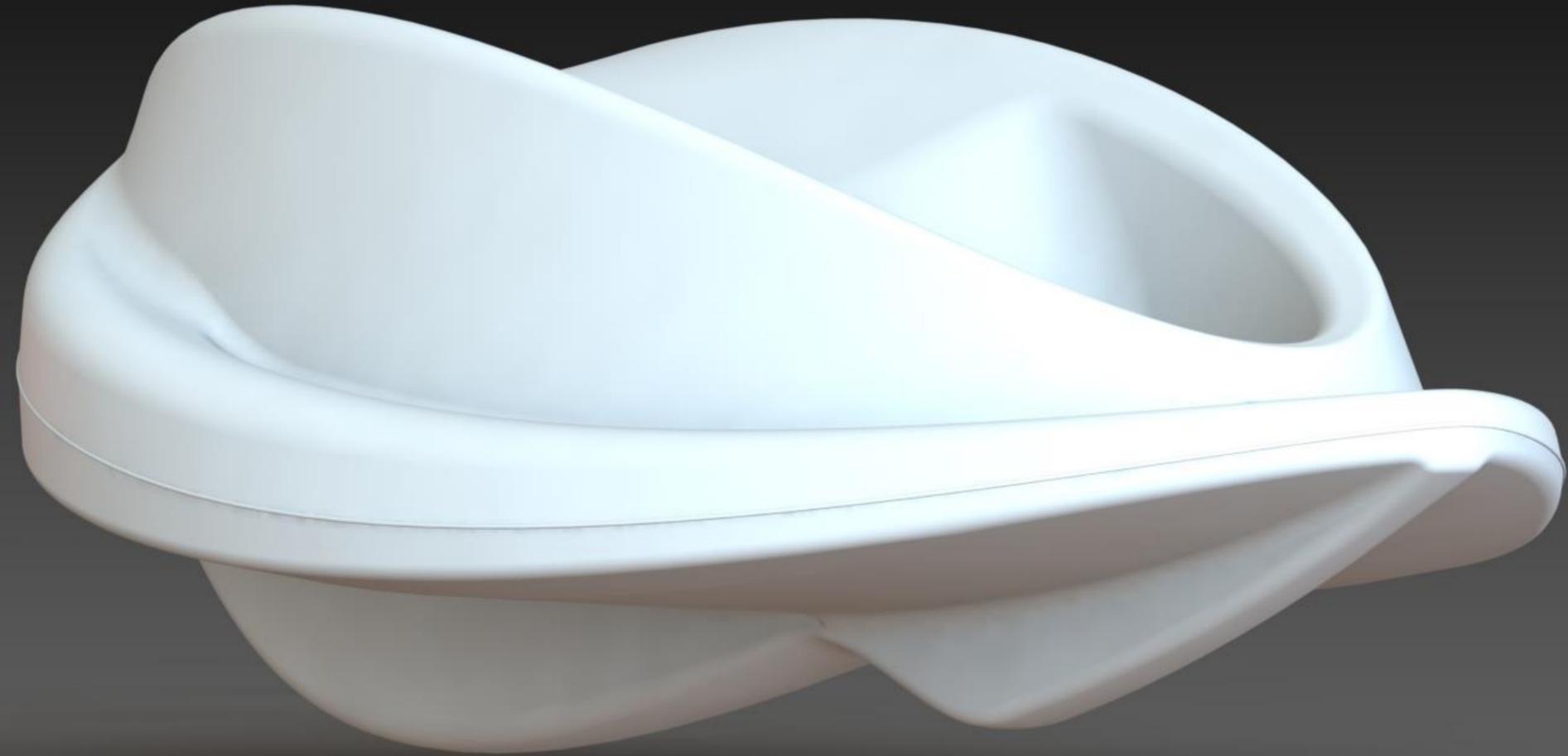
Rear view
(Deck pad not shown)



Top view
(Deck pad not shown)



Rear-quarter view
(Deck pad not shown)



Front-quarter view
(Deck pad not shown)



HUMAN POTENTIAL UNLEASHED

Alex Topsoglou
SWMBRD Team Leader
Athens, Greece



***MUSCULAR* INTELLECTUAL PROPERTY**

SWMBRD has invested heavily in intellectual property.

- **47 design patents granted**
- **An additional 12 pending**
- **Trademark approval in EU and UK, and pending in additional key markets**

SWMBRD's intellectual property covers approx. 1 Billion consumers in key strategic markets.



ABSOLUTE EASE OF OWNERSHIP

- SWMBRD's tiny size (**only 3'2"**) and lightness (**only 8.7Lbs**) is a HUGE competitive edge over other boards.
- SWMBRD is a board truly **designed for the reality of the modern world**: small apartments, small vehicles, transit, travel.
- SWMBRD's incredible ease of ownership **overcomes one of the biggest single empediments** limiting sales of other boards.



***AND YET THIS SMALL, LIGHT
BOARD OPENS UP WHOLE NEW
WORLDS***

The completely unique empowerment and portability of SWMBRD opens up a vast world of **aquatic tourism**.

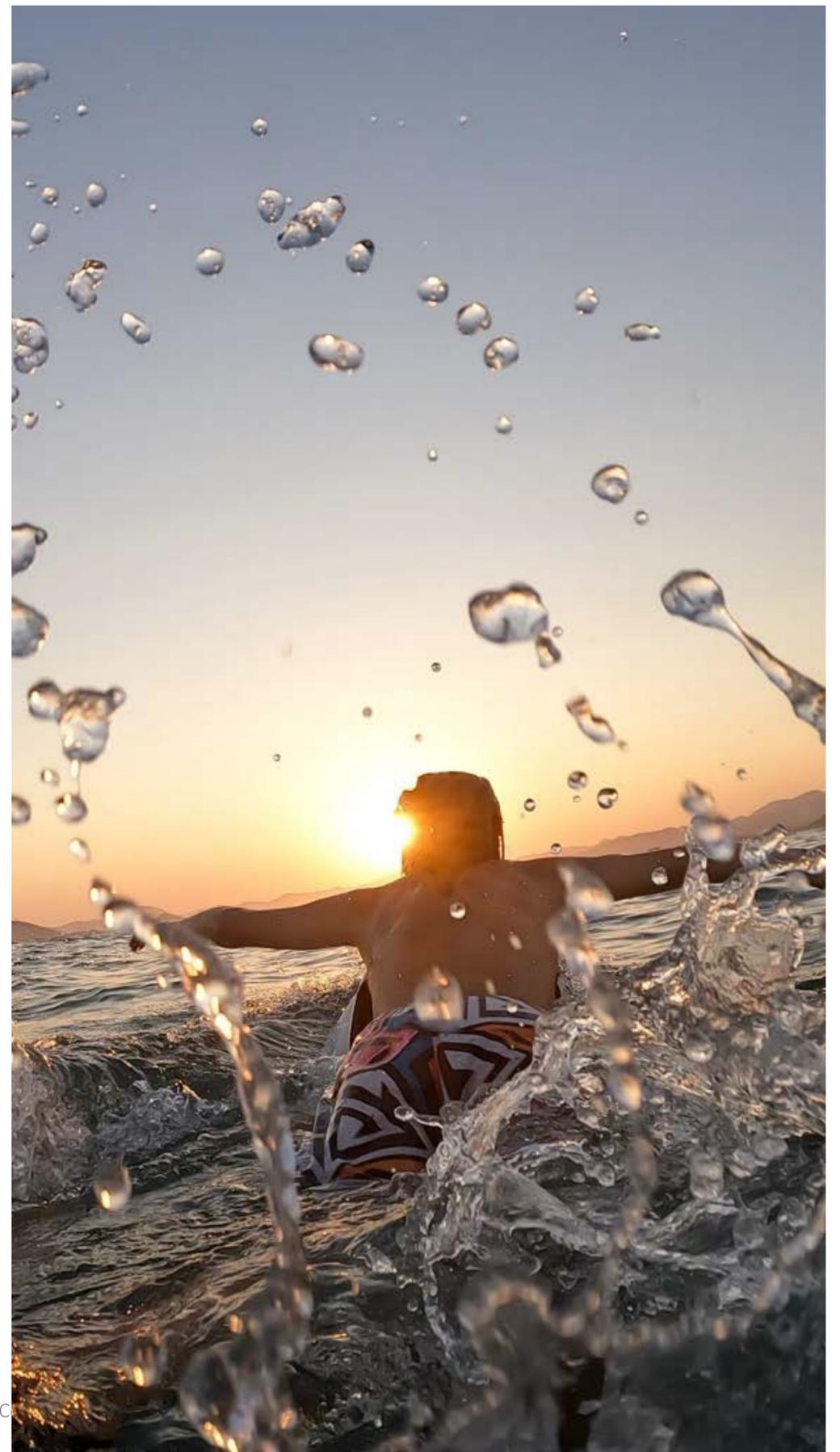
Places which were previously very difficult for people to access, can now be experienced by all.



A BOARD *FOR ACTION.*
FURTHER, FASTER, SAFER



A BOARD FOR ADVENTURE





SWMBRD **SWMWEAR**

If they love the board and the sport, it follows that consumers will be inclined to buy swimwear that mirrors their affinities, especially if it is well designed and 'cool'.

Following closely upon successful market traction, the creation of a line of relevant, stylish swimwear is an important strategic objective for SWMBRD.

The Global Swimwear Market was valued at \$492.6M in 2020
(360 Research Reports)



HOW DO WE MOST EFFECTIVELY TAKE THIS AMAZING PRODUCT TO THE CONSUMER?



THREE ESSENTIAL STEPS IN THE **CONSUMER** **BUYING PROCESS:**



✓ **SEE IT**

Through major trade shows, publications, social media & real-world demonstrations over the past 12 months thousands of Canadians have seen, held and learned about SWMBRD for the very first time.

• **TRY IT**

SWMBRD's next step: give those thousands of consumers a fun, convenient way to physically try SWMBRD for themselves throughout the Fall, Winter & Spring months at **their local recreation centers.**

Once consumers know how to use it, the clear relevance of SWMBRD to their winter vacations or their summer at the cottage tends to follow very quickly, leading to the next step:

• **BUY IT**



HOW TO GET THEM SWMBRD-ING? ABSOLUTE SYNERGY: RECREATION CENTRES

Recreation Centres are an iconic component of the Northern Hemisphere's Fall, Winter and Spring months.

SWMBRD is perfect for Rec' Centre pools. Because of its small size, many SWMBRDS can be safely used in a single swimming lane; snorkeling and freediving classes can be taught in the dive pool, and fun exercises classes offered to rec centre goers of all abilities and age groups.

There are 2,710 publicly owned aquatic facilities in Canada and 300,000 in the USA alone. While institutional sales to these facilities is a significant market, the greater outcome is the direct hands-on exposure to, and familiarity with, SWMBRD of a significant proportion of the overall population.





SWMBRD AQUATIC FITNESS INTRO



**Please click the link below to view at YouTube
www.youtube.com/watch?v=9M_Rlpcdfb4
or copy and paste link into your browser.**

AQUATIC FITNESS

A LUCRATIVE & RAPIDLY GROWING MARKET...

... IN ALL DEMOGRAPHICS.



HEALTH & FITNESS

The Power of the Pool

You don't have to lift more to dial up your strength routine. Just add water.

Laird Hamilton · Dec 4, 2017 6:37 PM EST



Photograph by Peter Bohler

For most people a pool is either a place to log laps or a perfect spot to lounge. But it can be much more: Add a set of dumbbells to the equation, and you can turn a pool into an all-in-one training zone.

Bitdefender. **60%** Get your Back to School offer! [BUY NOW](#)

ADVERTISEMENT

Ancient Hawaiians may have been the first to develop strength training in water. They would take large rocks into the sea and carry them while they swam along the ocean floor. It's a brilliant technique, because it removes any injury-inducing impact from a workout, and it gives you better results than strength training or swimming alone. (A weight that feels manageable on land takes far more effort to swim with underwater, and it boosts your heart rate faster than a freestyle stroke.)

***ABSOLUTE SYNERGY:
REC CENTRE AQUAFIT CLASSES
& INTRO SNORKELING/
FREEDIVING CLASSES***

Free Diving (including snorkeling) is a logical progression in AquaFit skills – and one that dovetails perfectly with the enormous vacation snorkeling market

SWMBRD is perfect for all manner of Rec Centre pool activities. Because of its small size, many SWMBRDS can be safely used in a single swimming lane, freediving classes can be taught in the diving pool, and fun exercises classes offered to rec' centre goers of all abilities and age groups.



Standard double-wide Rec Centre swim lane, West Vancouver Community Centre

A split-level underwater photograph. The top half shows a woman with blonde hair in a purple swimsuit floating on a blue and green inflatable ring on the water's surface. The bottom half shows a woman in a black bikini and blue fins swimming underwater. The background is a clear blue sky and ocean.

***FREE DIVING IS BETTER
WITH SWMBRD***

“Free diving” is any kind of diving using a single breath as opposed to oxygen tanks. It includes recreational snorkeling, deep apnea diving and spearfishing. It is a rapidly growing sport set to soon surpass traditional scuba in popularity.

Its growth is closely linked with growing modern trends in yoga, ‘mindfulness’ and natural well being.



Freediving – One of Today's Fastest Growing Sports!

*Freediving - One Of Today's Fastest Growing Sports! -
DeeperBlue.com*



QUINTON HILL
SWMBRD DIRECTOR OF DIVE
INDUSTRY SALES & MARKETING.
<https://www.divocean.org/>



Heading up SWMBRD's entry into the diving market, Quintin Hill is one of Canada's most qualified dive instructors, and founder and owner of Div/ocean.

Quintin's primary objective is to market, build industry relationships and drive sales within the diving community globally

Quintin also has many years of managing aquatic recreation activities on Luxury yachts around the world, and his experience will a strong asset to us entering that lucrative industry.

QUINTON HILL
SWMBRD DIRECTOR OF
DIVE INDUSTRY SALES & MARKETING.



Lalji Family Atrium

In this interview Quinton articulates the role that SWMBRD can uniquely play in terms of:

1. Improving range & performance of the athlete;
2. Increasing enjoyment/ fun/ social dimensions and appeal of the sport;
3. Improving the SAFETY of free-diving & snorkeling.

These points of are all of great importance to the sport itself, but also to the resort destinations in which the sport is BIG business.

Please watch:

<https://youtu.be/0tKcv1tEu2E?si=fEWoWmYV2SmGlhXg&t=7>

RIPTIDE SCUBA USA
PROFESSIONAL DIVE INDUSTRY
SALES REPRESENTATION

SWMBRD has entered into an agreement with Riptide Scuba to market SWMBRD to over **1450 Dive Centers** across the USA and Caribbean.

In due course, Dive Centers will also be able to offer SWMBRD training and certification courses, giving them an additional revenue stream to existing courses such as PADI, SSI etc.





swmbrd

ENGAGING WITH YOUTH DEVELOPMENT

In August 2023 SWMBRD presented 19 custom logo'd SWMBRDs to the Nuu-chah-nulth First Nation's Youth Warrior Program. Advanced training with the boards took place in a remote ancient village site deep in the wilderness of Vancouver Island's West Coast, as well as at Cox Bay, near Tofino, where surf riding techniques were learned.



BUILDING PARTNERSHIPS WITH YOUTH PROGRAMS SUCH AS THE **NU-CHAL-NUTH YOUTH WARRIORS ARE A MAJOR PRIORITY FOR SWMBRD**

White Lake, Ontario. July 8th 2023

Hydralyte[®]

SHIMANO

Fishing

FOR URGENT NEEDS at

CHEO

FOUNDATION FONDATION



CSI LEASING

Annual Benefit Tournament

L'il SUCKER

CARLOFT.CA



FRONTENAC OUTFITTERS

YakAttack

MALONE CHANGING THE WAY YOU GET THERE

ORION CORE SERIES

FishUSA

TORQUEEDO

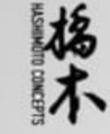
KAYAK BASS CANADA EST. 2021

A SENSE OF COUNTRY country home vintage decor

PERIDOT DESIGN BUILD

Valley Roots

FISHING & CHAOS



TIGHTLINE ANCHOR

swmbrd

Chris & Tanya's NOFRILLS



WHITE LAKE Marina



BEST BUY

Lynac Lithium Technology



BENDING BRANCHES

RUSTIC DESIGNS BY RICH

THE ROD GLOVE PROTECT AND ORGANIZE YOUR RODS



Gourley's Outdoors



KAYAK ANGLER

POWER PRO

Laframboise Group

CARLOFT.CA



Bonnechere Caves



TIGHT LINES

MAMMOTH OUTDOORS APPAREL

FISHING & CHAOS

SWMBRD was proud to donate a brand new SWMBRD to this years Childrens' Hospital of Eastern Ontario Kayak Fishing for Life Charity Tournament.



The happy winner of this year's prize SWMBRD

TRIGGERING RESORT DEMAND:

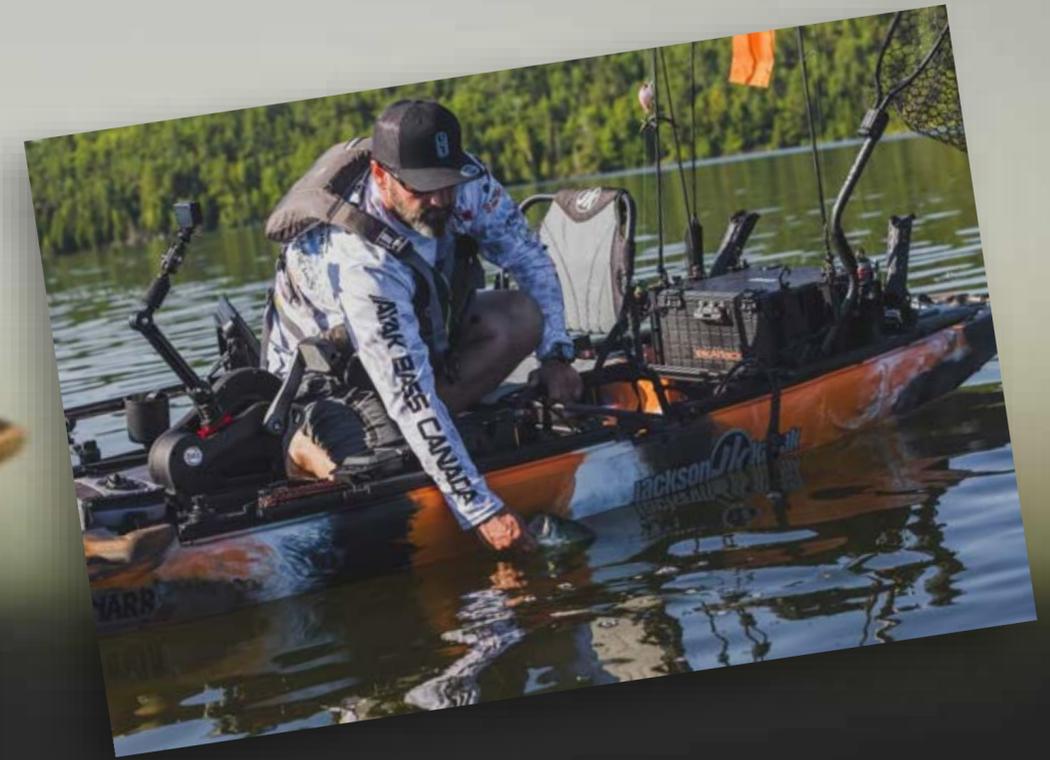
NORTHERN HEMISPHERE RECREATION CENTRES, COMMUNITY PARTICIPATION AND YOUTH ENGAGEMENT, ARE THE **GATEWAYS TO THE RESORT MARKET**

In the colder months, Canadians and Americans who have experienced the fun, fitness and safety of SWMBRD in the rec' center and elsewhere will, inevitably, ask about SWMBRD aquafit classes or rentals when they vacation at destination resorts that heavily feature aquatic amenities and activities.

In fact, because of its small size and lightness, it is quite conceivable that some guests will simply bring their own SWMBRD's with them. In this way, resorts will see the demand and inevitably buy SWMBRDS of their own. Furthermore, they will pay for recreation staff including aquafit instructors & snorkeling guides to be SWMBRD certified.



ERON DODDS
**SWMBRD DIRECTOR OF SALES &
MARKETING**



Eron Dodds has been involved in outdoor recreation sales and promotion as well as organizing outdoor enthusiast clubs and events for decades. He is a well recognized & respected figure in the Canadian and the USA kayak and kayak-fishing community.

He is a consistently high-performing Brand Ambassador, Regional Team member and National Pro-Staff for some of North Americas most iconic outdoor brands including [Jackson Kayak](#), [Bending Branches Paddles](#), [Frontenac Outfitters](#), [YakAttack](#), [Lynac Lithium Technology](#), Tightline Anchor and Malone Auto Racks.

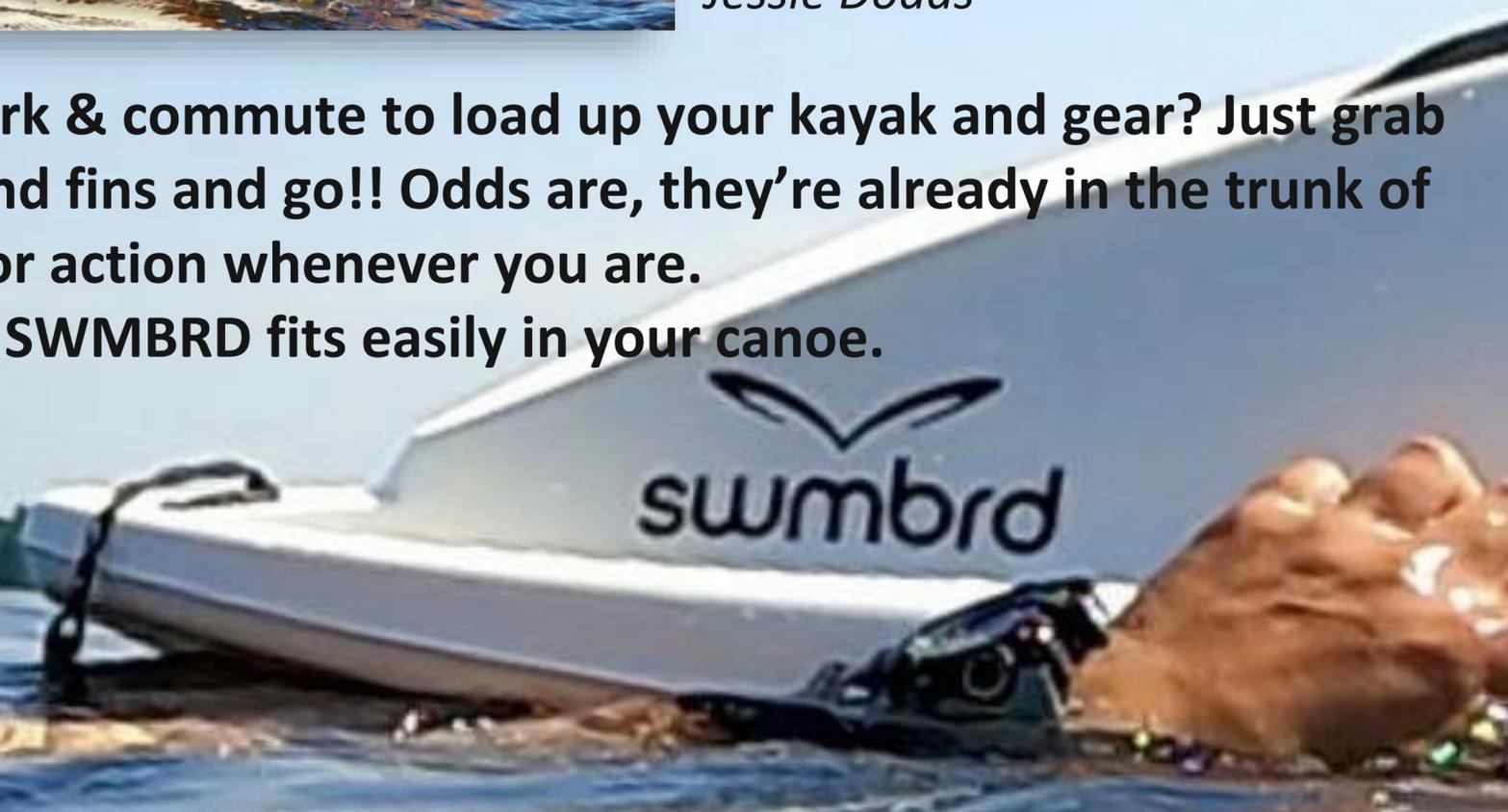


While repping high-end fishing kayaks at the Toronto Outdoor Recreation Show in May '23, Eron was exposed to SWMBRD for the first time. He immediately saw the complete synergy between SWMBRD and Canoeing and Kayaking, two enormously popular activities in Canada and the USA.



Jessie Dodds

No time after work & commute to load up your kayak and gear? Just grab your SWMBRD and fins and go!! Odds are, they're already in the trunk of your car, ready for action whenever you are. Canoe trip? Your SWMBRD fits easily in your canoe.



ERON DODDS
SWMBRD DIRECTOR OF SALES & MARKETING



swmbrd

*Important video:
Please watch Eron's introduction
to SWMBRD Investors:*

<https://youtu.be/Rs-IEYpBBqY>

ERON DODDS
SWMBRD DIRECTOR OF SALES & MARKETING



LIAM GREENLAW
CREATIVE DIRECTOR, SWMBRD SPORTS

Liam Greenlaw is one of the most renowned and respected creative directors in Canada and an icon of the Advertising Industry.

To get a deeper look at Liam, watch this Telus Storyhive documentary about him:

https://youtu.be/YJfjhCIVs9U?s_i=b0ymtmNnU5fQBCcZ





THE SWMBRD VISION

PRESENTED BY LIAM GREENLAW, CREATIVE DIRECTOR, SWMBRD SPORTS

The following slides are excerpts from what is called “The Creative Deck” created by Liam. They lay out visually the advertising targeting, guidelines, stylistic themes and brand character.

... But first, please watch this important video in which Liam discusses the SWMBRD Vision:

http://youtu.be/p_OlBKheh4I?si=yiZ3ym9tYlKq1jRW

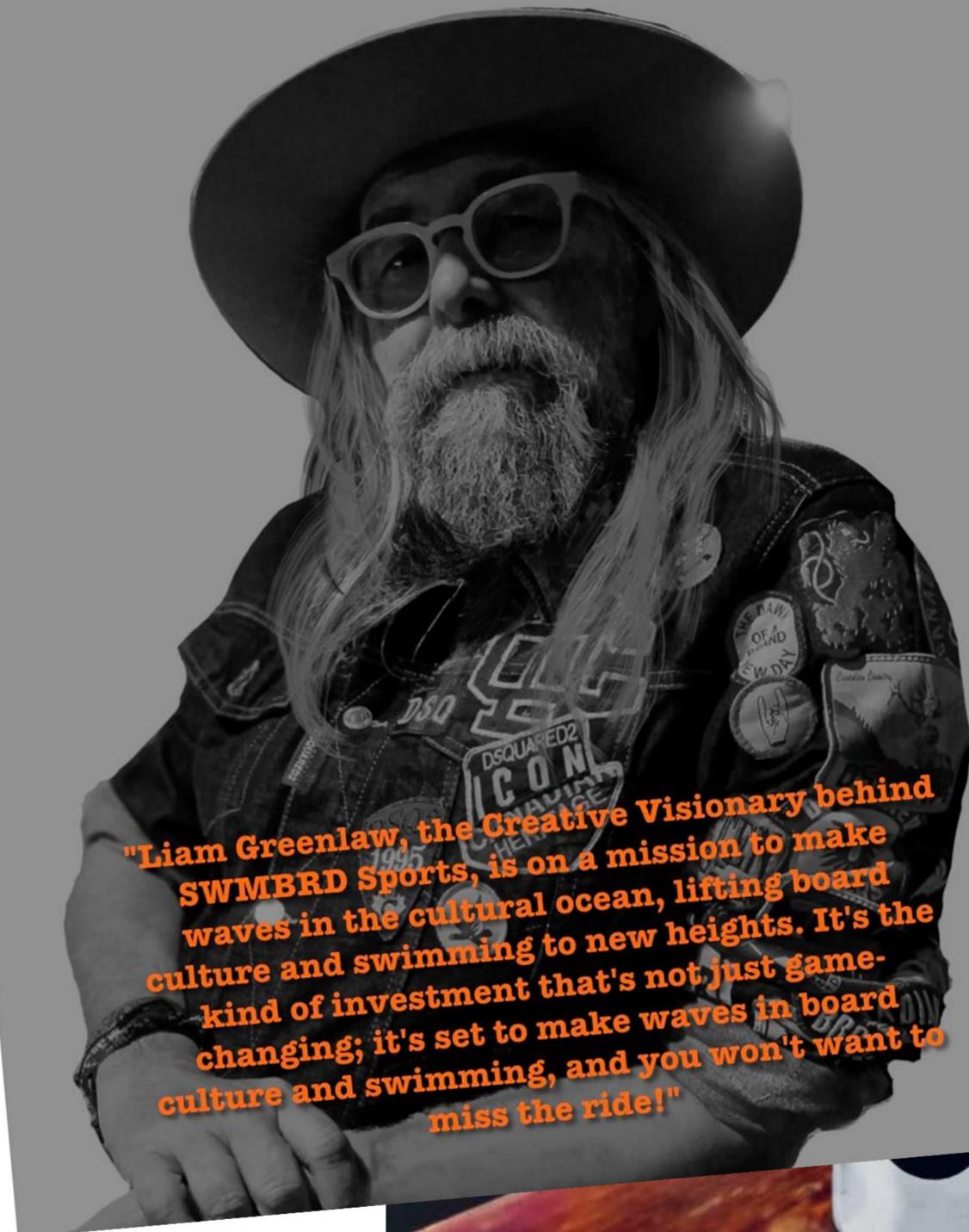
WE'RE READY TO TAKE FLIGHT



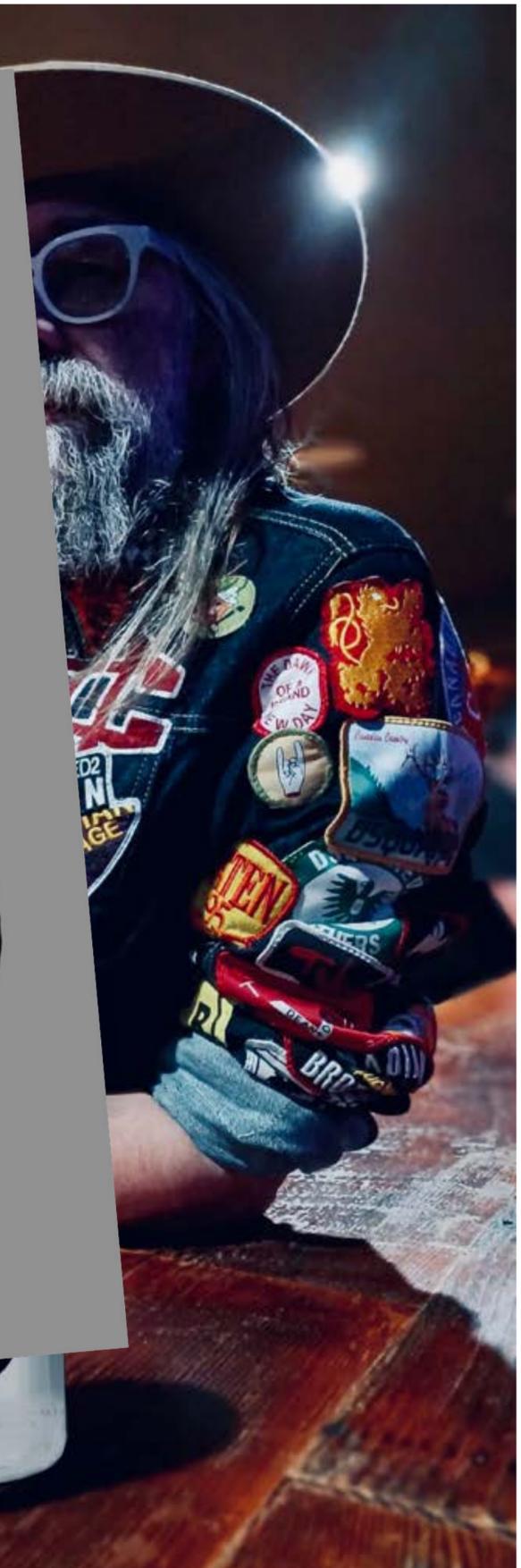


CREATIVE VISION

LIAM GREENLAW CREATIVE DIRECTOR / SWMBRD



"Liam Greenlaw, the Creative Visionary behind SWMBRD Sports, is on a mission to make waves in the cultural ocean, lifting board culture and swimming to new heights. It's the kind of investment that's not just game-changing; it's set to make waves in board culture and swimming, and you won't want to miss the ride!"



SW



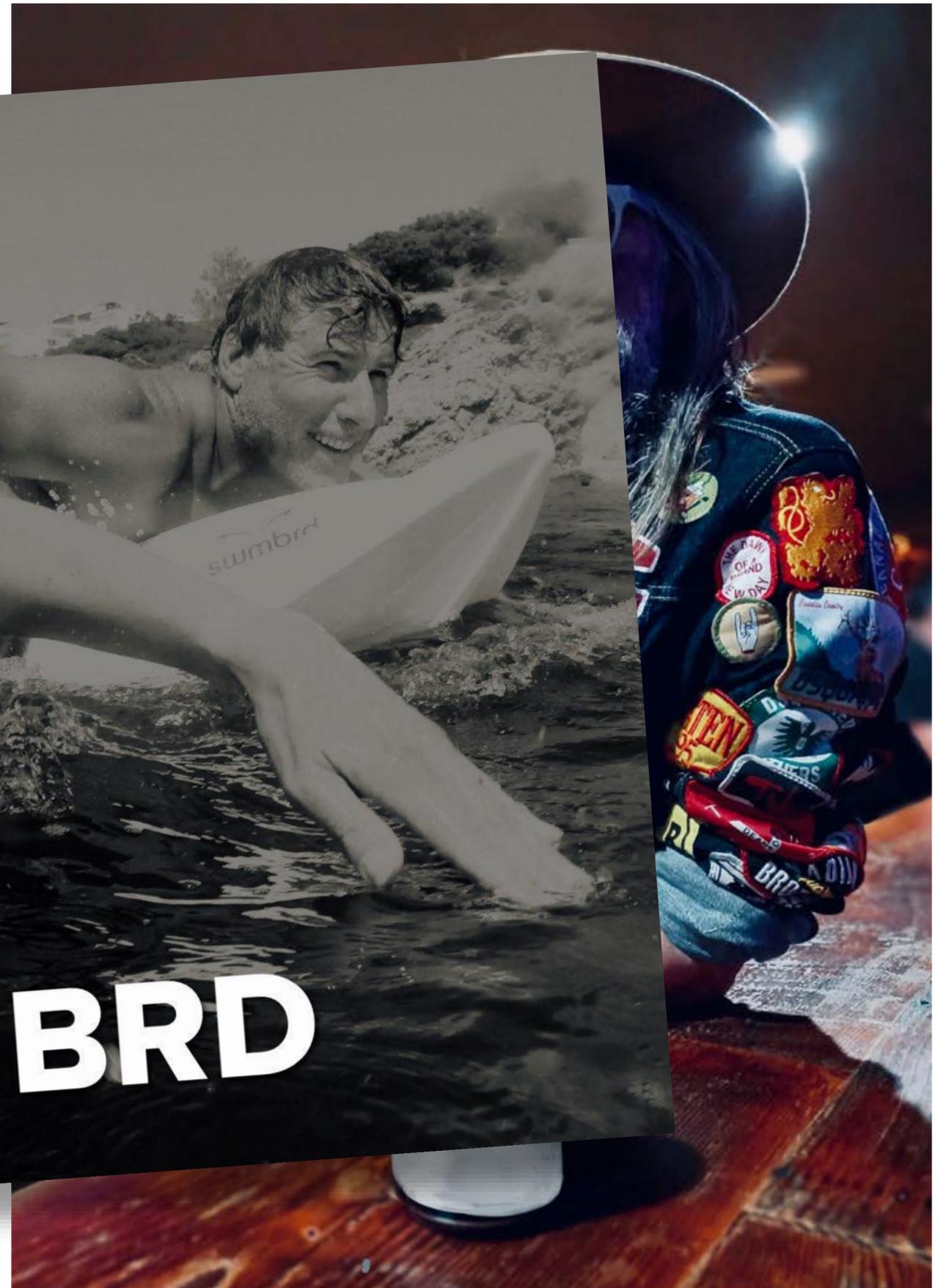

swmbrd

FISH GOTTA **SWM**
BRD GOTTA FLY



A larger, semi-transparent version of the swmbrd logo, with the bird icon in orange and the text in white.

SWM LIKE A BRD





MASS MARKET

SWMBRD IS FREEDOM TO EXPLORE
SWIM FASTER, FARTHER, STRONGER, SAFER
IN ANY TYPE OF WATER

POSITION **SWMBRD** AS THE SWIMMABLE GO EVERYWHERE BOARD

TACTIC 1
SWM
EVERYWHERE



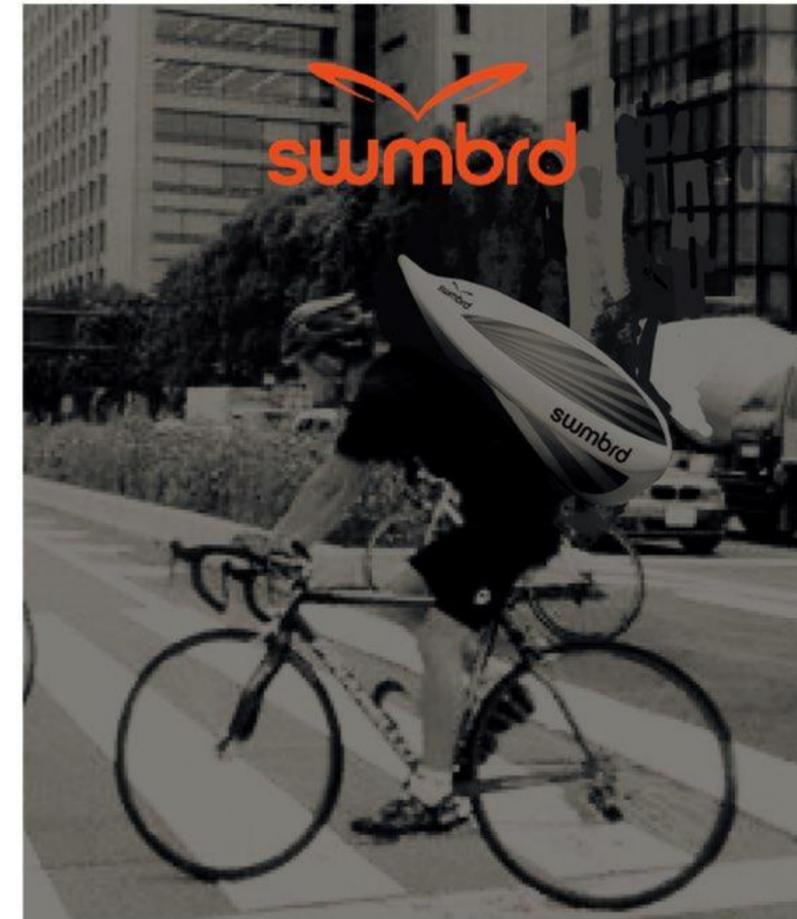


MASS MARKET

SWMBRD GOES EVERYWHERE YOU GO
URBAN OR RURAL, OCEAN OR POOL

POSITION **SWMBRD** AS THE SWIMMABLE GO EVERYWHERE BOARD

TACTIC 2
EASY TO
TRANSPORT



SU

PUBLIC RELATIONS

SWMBRD will collaborate with Guinness World Records to establish a new category for assisted swimming using a swimming board and fins. The campaign will focus on setting records in distance, speed, and endurance, while also incorporating significant charity opportunities. Through content creation, engagement across multiple platforms, and ongoing community involvement, SWMBRD can create a lasting impact in the world of swimming.

TACTIC 3 GUINNESS WORLD RECORDS





SWM LIKE A BRD

LEAVE BORING WORKOUTS HIGH AND DRY
BECOME A CERTIFIED **SWMBRD** INSTRUCTOR

TACTIC 4
SWMBRD
MARINE
BOOTCAMP &
INSTRUCTOR
TRAINING



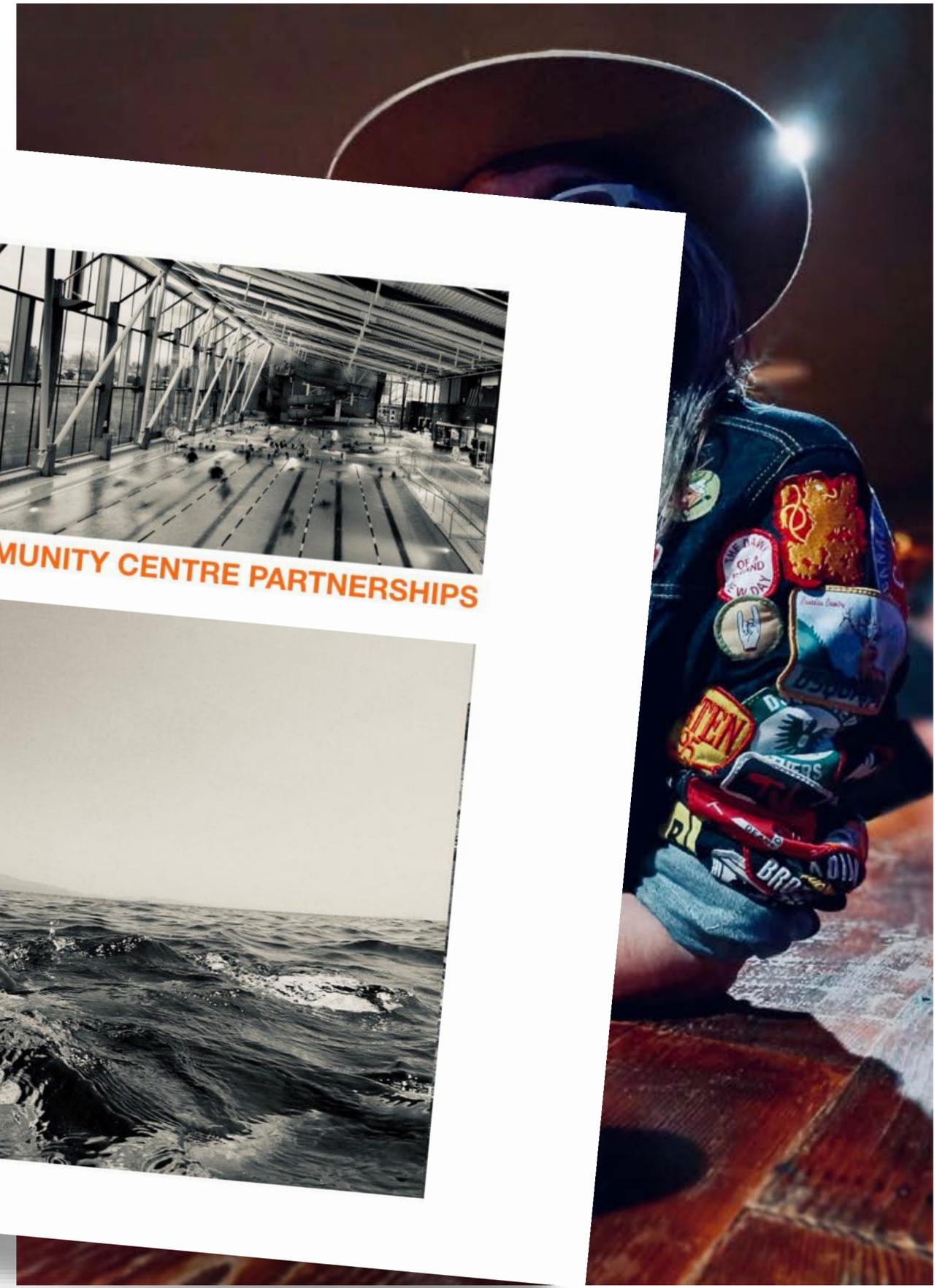
55+ MARKET

SWMBRD IS A LOW IMPACT AQUATIC WORKOUT
IDEAL FOR FITNESS, THERAPY AND RECOVERY



COMMUNITY CENTRE PARTNERSHIPS

TACTIC 5
SWMBRD
HYDRO
THERAPY
& RECOVERY



BRAND

BRAND MERCHANDISE ROLL OUT

FIRST GENERATION SWMBRD FASHION DROP





BRAND

BRAND **MERCHANDISE** ROLL OUT

FIRST
GENERATION
SWMBRD
WETSUIT
DROP

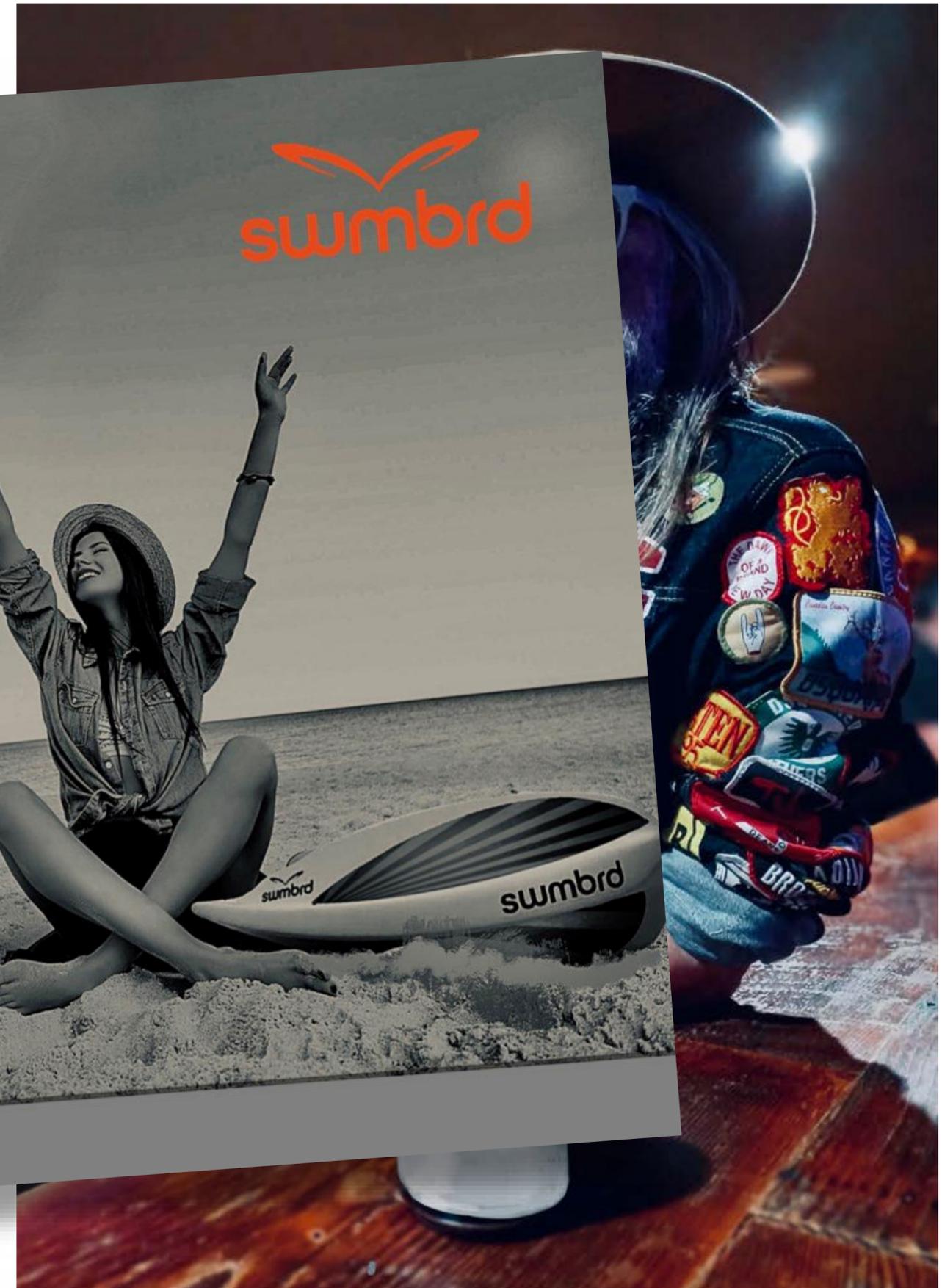




BRAND

SWMBRD POINT OF SALE TACTIC

**POP UP
ONLINE
QR RETAIL
W/ BEACH
DELIVERY**

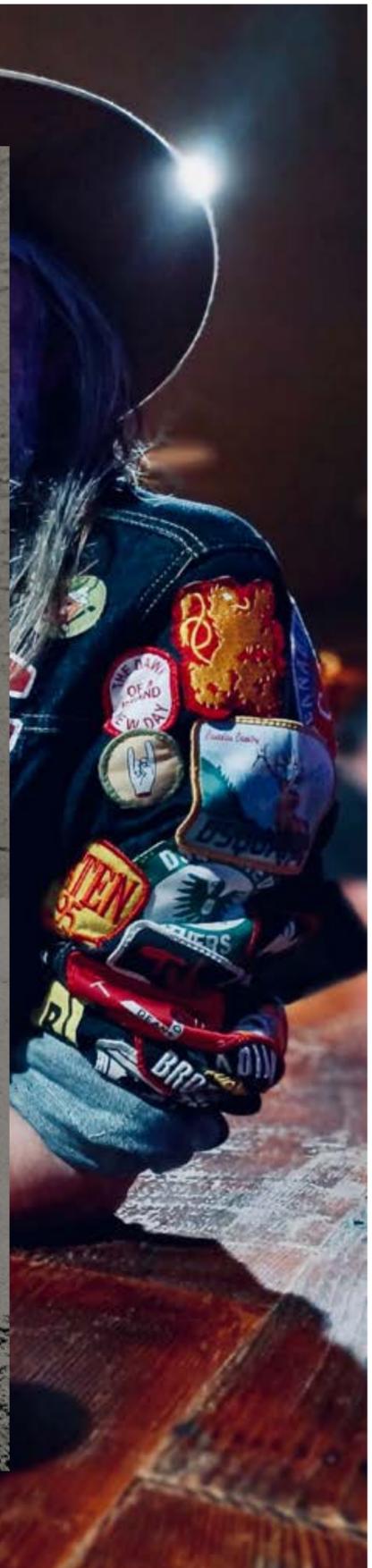




MODEL SEARCH

SWMBRD ACTIVATION TACTIC

JOIN OUR
SWMBRD
BEACH
ACTIVATION
TEAM





FILM X SERIES

CONTENT CREATION TACTIC

SWMBRD INDIGENOUS WARRIORS ADVENTURE PROGRAM



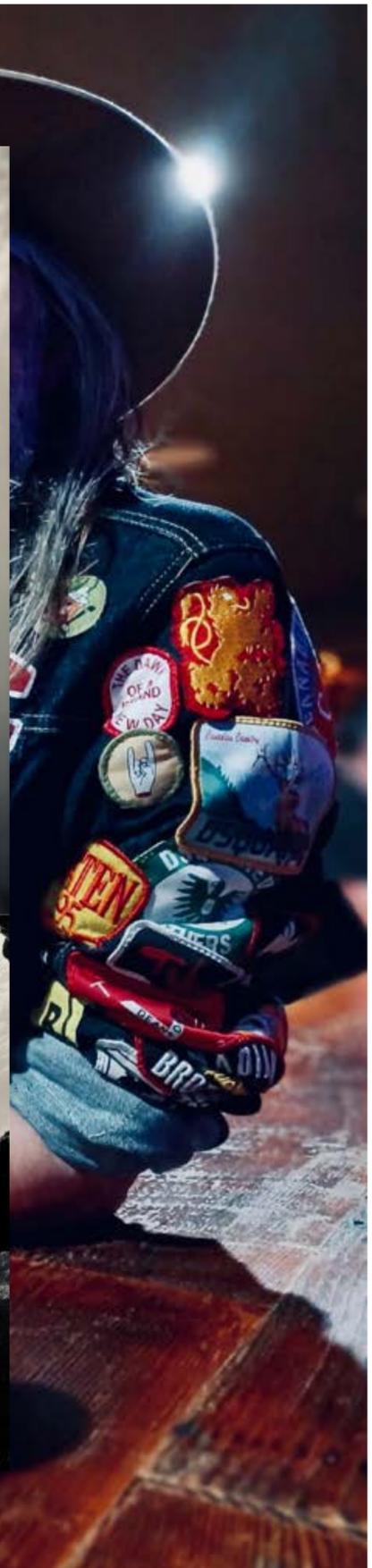


FILM X SERIES

CONTENT CREATION TACTIC

SWMBRD XPLORES

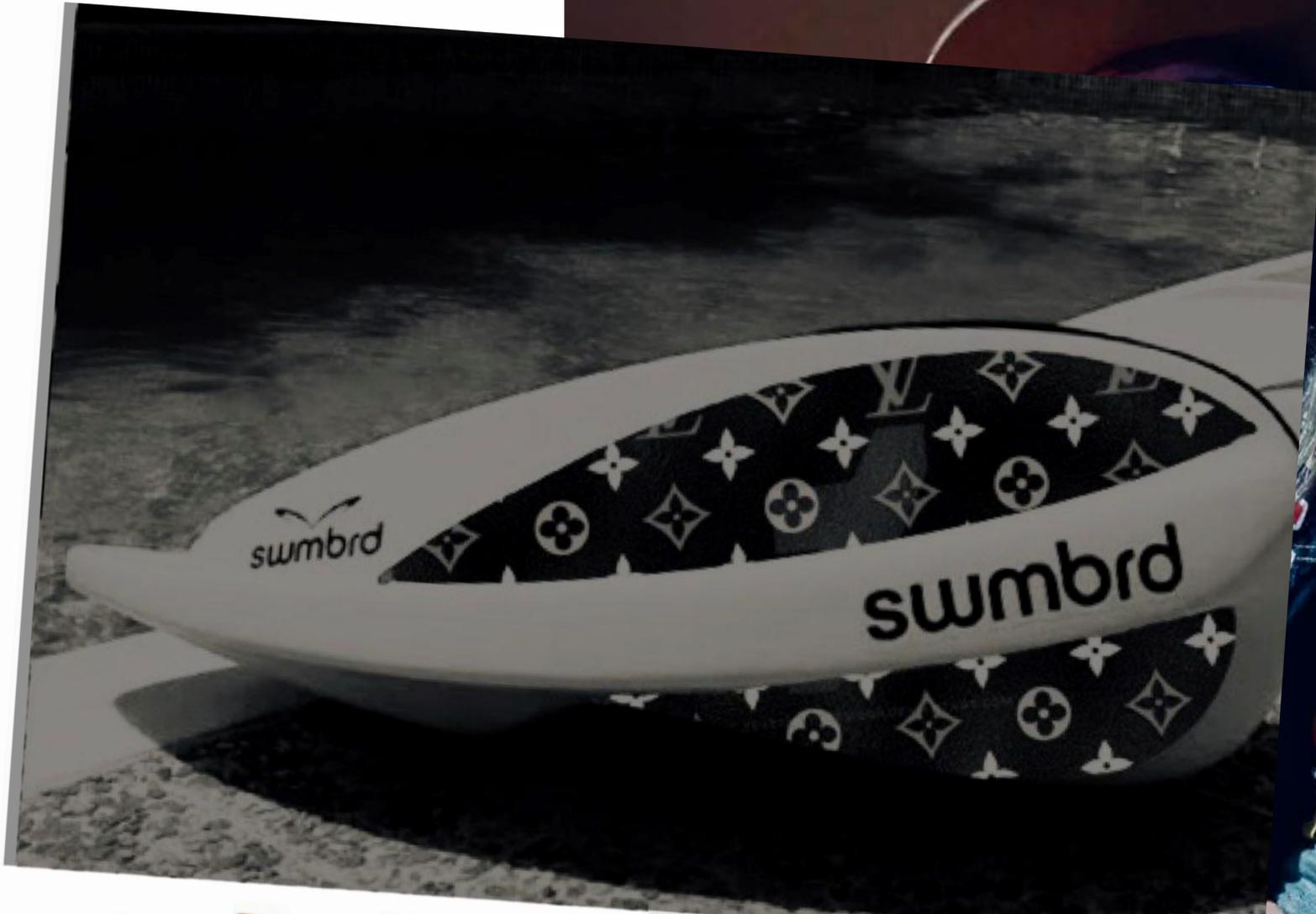
THE MEDITATIVE ART OF
FREE DIVING



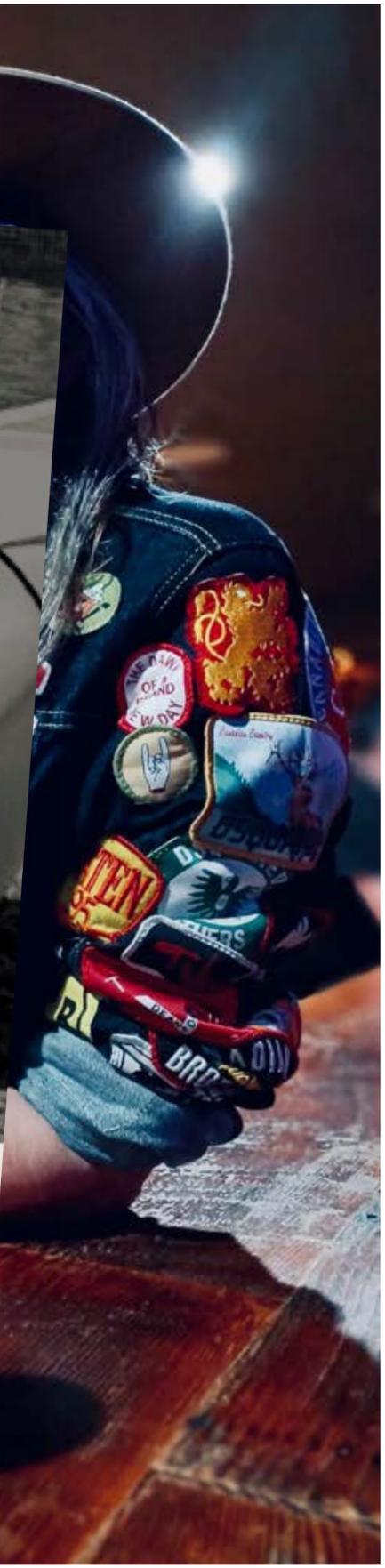
ARTIST SERIES

CONTENT CREATION TACTIC

SWMBRD
ARTIST
DESIGNER
COLLAB
& GALLERY



swmbrd
X
Billabong





SWMBRD LIFEGUARD TRAINING

KEEP LIFEGUARDS
SAFE AT WORK
AND
SWIMMERS
SAFE AT PLAY

LIFEGUARD swmbrd





MUSICAL INFLUENCE

IV'E BEEN
EVERYWHERE
MAN



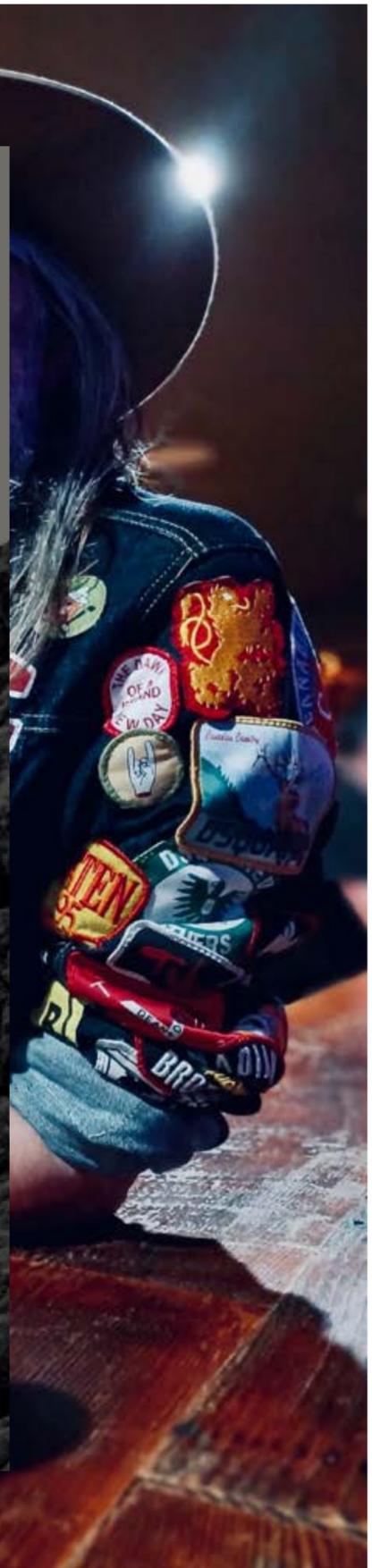
LIKE
DOLPHINS
CAN **SWIM**





**READY TO
SOAR**

LIAM GREENLAW
CREATIVE DIRECTOR
SWMBRD 2023





TALKING TO THE TALKERS

PAUL DONE, SWMBRD MEDIA RELATIONS

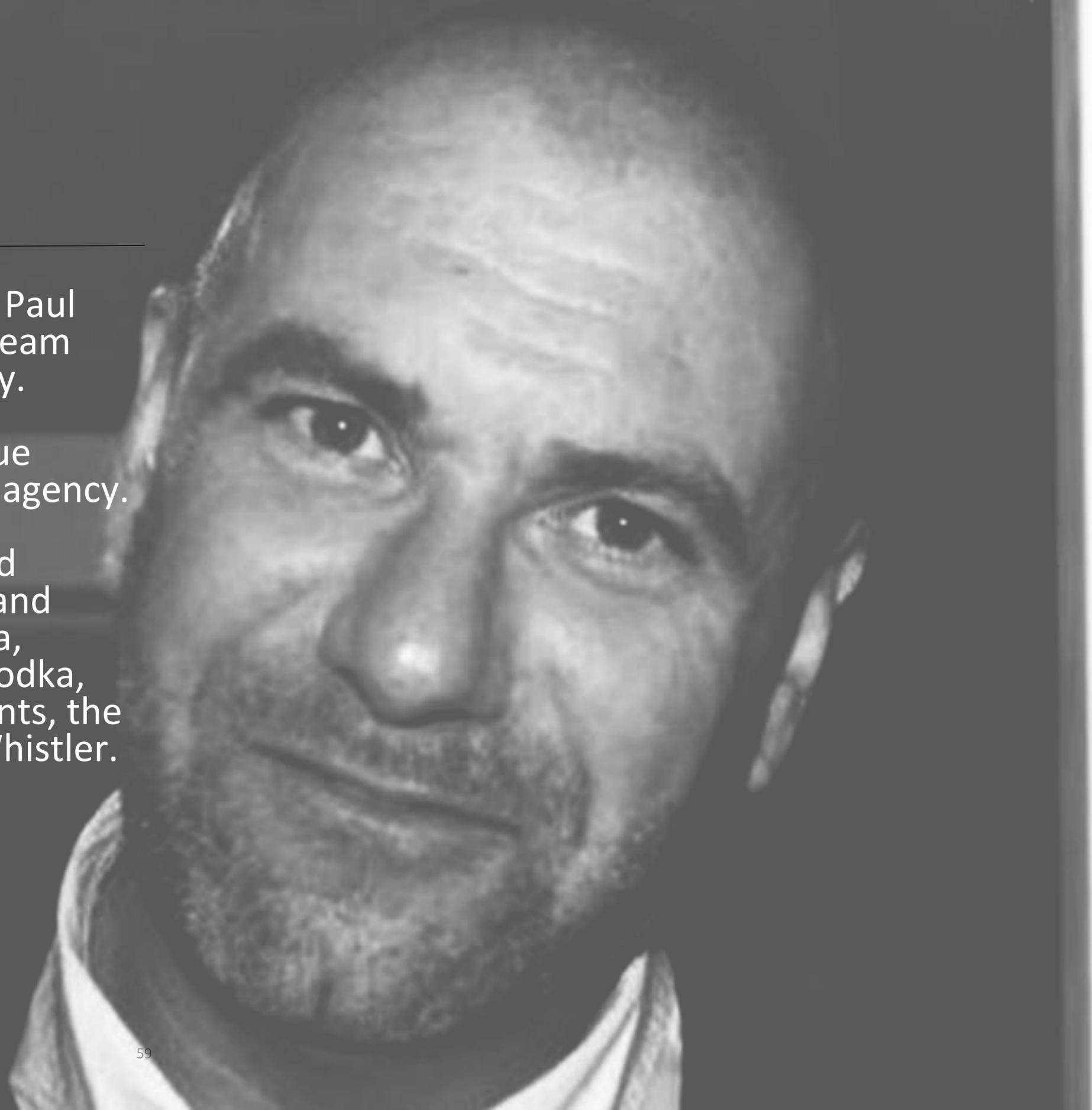
Working closely with Liam Greenlaw, Paul Done will facilitate **authentic** mainstream media coverage of the SWMBRD story.

Paul established epicmedia, a boutique public relations and communications agency.

Paul has led and supported media and communications efforts for national and regional brands including Hy's Canada, Donnelly Group Hospitality, NÜTRL Vodka, Red Truck Brewing, TransRockies Events, the St.Regis Hotel, and RBC Granfondo Whistler.

Please click on the video link below:

<https://youtu.be/F1oYSOI8OQU?si=RXAdlisGoGCFqZyc>



GETTING THE *VISION* OUT THERE

BRAND MANAGEMENT AND GROWTH STRATEGY: BRIAN FONG



Working closely with Liam Greenlaw, Brian Fong brings to SWMBRD notable experience in brand management and growth strategies. During a six-year tenure at Sleeman/Sapporo Brewing, he launched, managed, and expanded a diverse portfolio of national and international brands, including Dos Equis and other global brands.

Brian then embarked on a consulting career that has included working with advertising agencies, CPG brands, virtual brand agencies, and working as a fractional CMO providing strategic guidance and support to various organizations including helping them with brand positioning, marketing, and growth strategies. His consulting work has spanned industries such as sports, tourism, and hospitality, collaborating with notable clients to develop and implement effective marketing and sales strategies.

Please click on the video link below:

<https://youtu.be/Ts-JO8vKhJI?si=9NSGZkwGzQoQWnIZ>



GETTING THE *VISION* OUT THERE

BRAND MANAGEMENT AND GROWTH STRATEGY: BRIAN FONG

PR Plan for Swmbrd: Building Relationships and Thought Leadership in Aquatic Fitness, Safety, and Exploration

Objective: To establish Swmbrd as a leading authority in aquatic fitness, safety, and exploration through strategic media relations and thought leadership content.

Target Audience: Editors and readers of fitness, aquatic, and watersports publications (print & digital)

Key Messages:

Swmbrd's commitment to promoting aquatic fitness, safety, and exploration.

Expertise in delivering high-quality content and experiences in the aquatic world.

Encouraging a healthy, adventurous lifestyle through water-based activities.





Strategy:

1. Media Relationship Building:

Identify key editors, journalists and influencers in fitness, aquatic, and watersports publications.

Conduct outreach through personalized emails, social media engagement, and participation in industry events.

Offer exclusive access to Swmbrd's experts and content for interviews and features.

Seek opportunities for collaboration, such as guest articles and collaborations.

2. Content Calendar:

Develop a content calendar with a mix of informative, engaging, and thought-provoking content.

Content categories:

Aquatic fitness routines and tips.

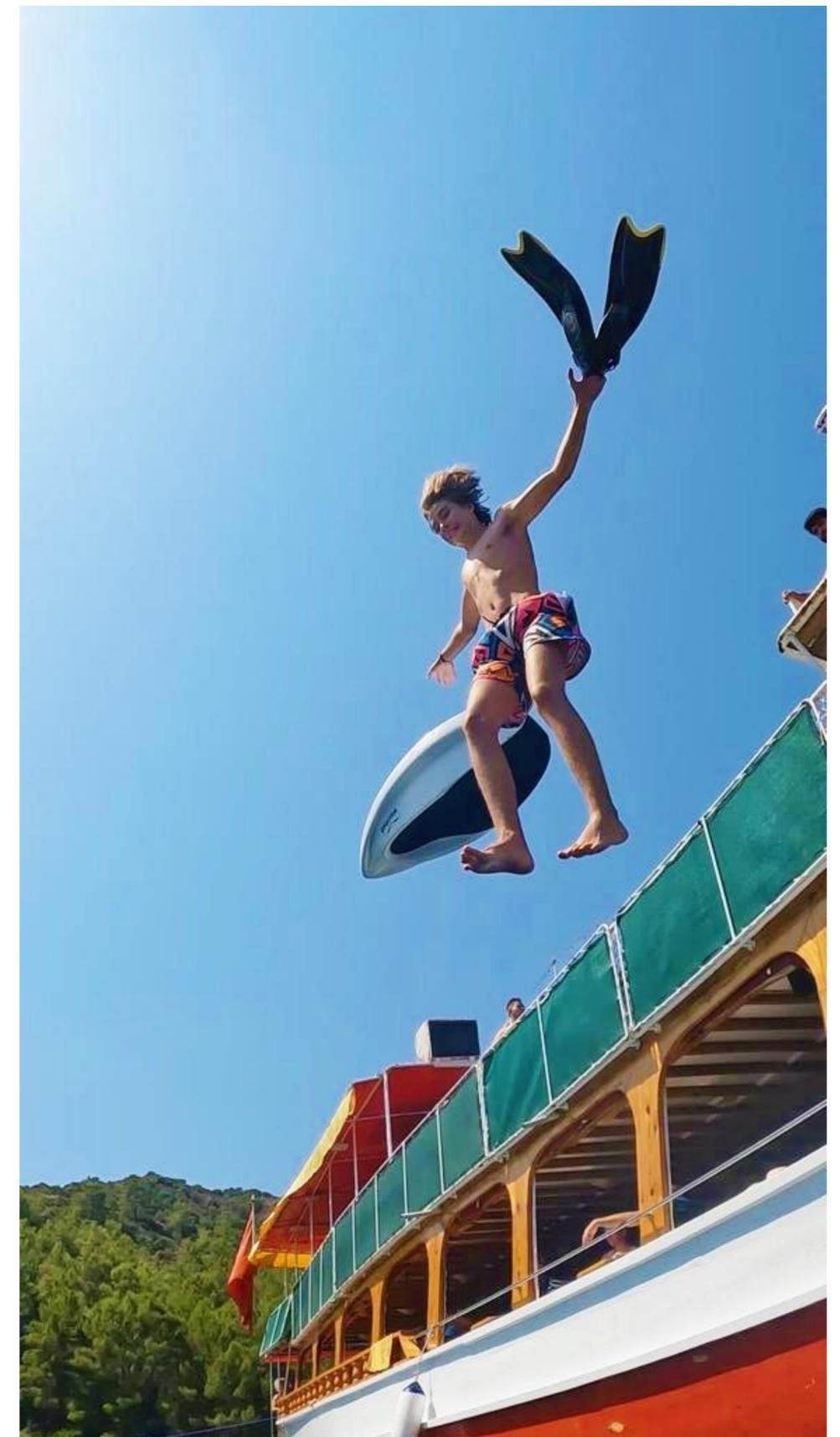
Safety guides for various water activities.

Stories of epic water-based explorations.

Expert interviews and Q&A sessions.

How-to guides for paddling and watersports.

Publish content consistently across Swmbrd's website and social media channels.





3. Thought Leadership Initiatives:

Sponsor or participate in industry conferences and trade shows.

Collaborate with industry influencers to co-create content and share expertise.

Conduct surveys and research to gather insights into aquatic fitness trends and safety concerns.

4. Press Releases and Media Kits:

Develop press releases for significant milestones, partnerships, and product launches.

Create media kits with high-quality images, videos, and information for easy journalist access.

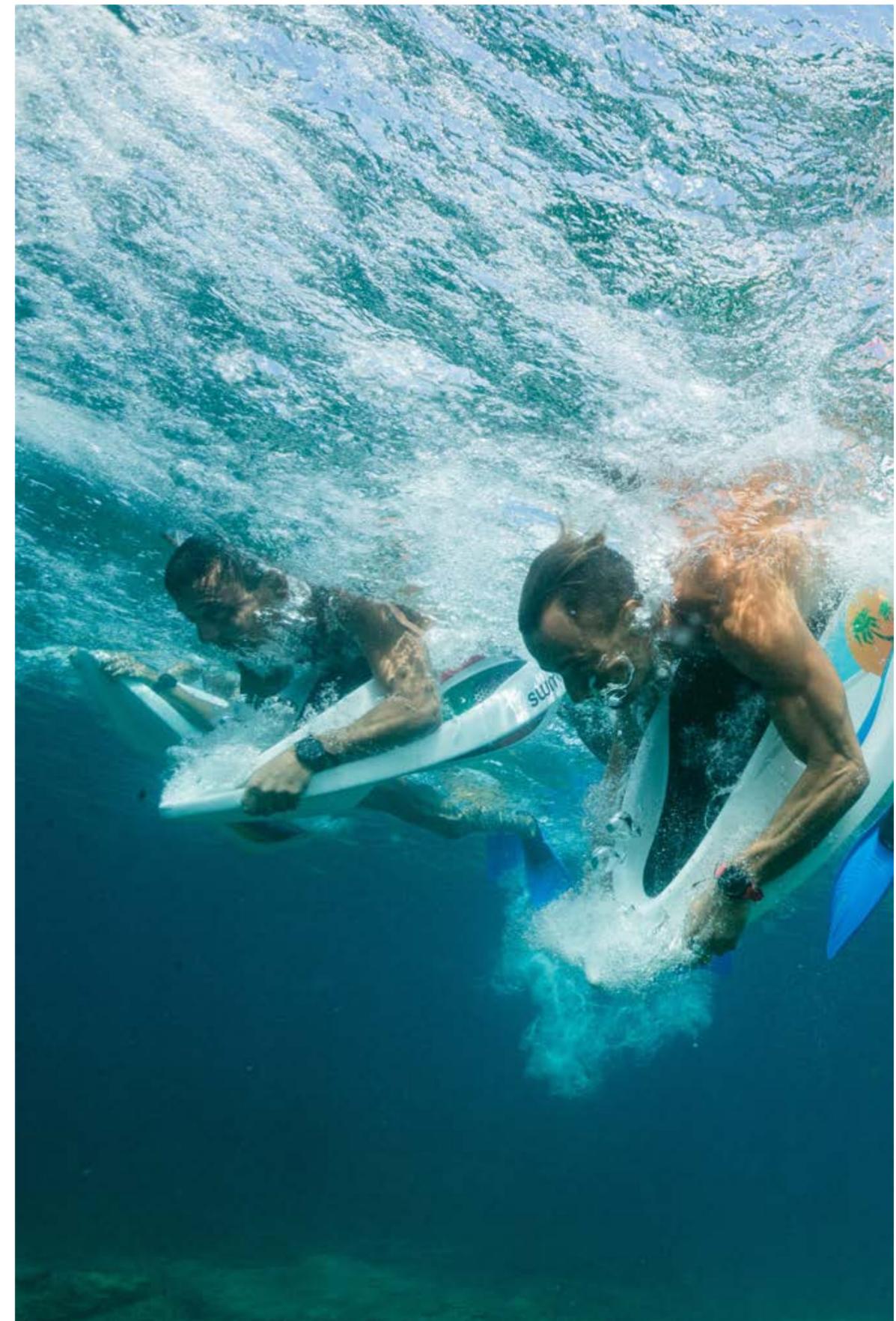
Distribute press releases through newswires and targeted email campaigns.

5. Community Engagement:

Build and engage with an online community around aquatic fitness and exploration.

Encourage user-generated content, stories, and testimonials.

Respond promptly to comments and messages on social media platforms.



6. Performance Measurement:

Track media placements, mentions, and social media engagement.

Monitor website traffic and engagement metrics.

Collect and analyze feedback from readers and partners to refine strategies.

7. Adapt and Evolve:

Continuously assess the effectiveness of the PR plan.

Adjust strategies based on the evolving media landscape and audience preferences.

Stay updated on industry trends and competitor activities.

Timeline: Implement this plan over a 12-month period, with regular evaluations and adjustments.



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Justin, Matthew and Gareth Schroenn,
Founders



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