



XL Bigg'Um UnderGarments & SportsWear LTD

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11950 Spring Cypress Rd. #102
Tomball, Texas 77377

Contact:

Cary Williams - CEO

Seeking: \$250,000 - \$500,000 Equity Funding

Use of Proceeds:

Inventory
Infrastructure / Web Build-Out
Marketing / Sales
Personnel

Revenue Forecast (USD):

- 2013: \$1,484,875
- 2014: \$4,174,850
- 2015: \$6,839,750

EBIT Forecast (USD):

- 2013: \$984,387
- 2014: \$2,806,029
- 2015: \$4,593,754

Value Proposition:

We have a powerful value proposition to offer Men in the Undergarment & Sportswear space... "Comfort & Fit". Approximately 9 out of 10 Men who tried our knit products, would purchase them again, especially if we had additional colors... and about 3 in 5 were enthusiastic about the comfort design. Our Comfort Crotch Rocks

Management Team: Cary Williams

A brief introduction to the career of Cary Williams, which includes an educational background, employment and corporate experience with emphasis in operations management, logistics, sales & marketing.

Investment Partners: An entrepreneurial background which includes leadership participation in multiple Start-ups, Executive Management experience, product development and branding, as well as, establishing new overseas manufacturing, retail and online marketing channels.

Education:

- Stephen F. Austin St. University Nacogdoches TX. December 1986
- B.B.A Business Management Degree
- Dean's List Graduating Semester
- Four Year Football Scholarship

Mission

The principle goal is to create original design concepts that would 'Change the Game' on how undergarments and sportswear are designed and constructed. Our designers began by thinking 'Outside the Box' and tailoring our fashions specifically to this targeted market of consumer.

Corporate Overview

XL Bigg'Um began with an \$80 sewing machine and asking one simple question: "**What is the most sensitive area of a Man**"

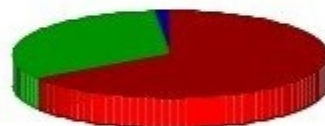
Answer: Groin

Solution: Thinking "Outside-the-Box" we created our exclusive Patent Pending "Comfort Crotch" design concept, which provides superior comfort, fit and maneuverability in select undergarments & sportswear products.

We created our exclusive "Comfort Crotch" 4-Way Design Concept, which provides men the ultimate in comfort and added maneuverability in select undergarments & sportswear.

Why Invest In XL Bigg'Um UnderGarments & SportsWear: We have a powerful value proposition to offer Men in the undergarment & sportswear space... "Comfort & fit"! We realize the importance to cultivate the right relationships with investors, individuals and companies to assist us in executing our Direct-To-Consumer & Retail Strategies, as we look to expand this innovative new brand nationally.

Market Opportunity



- Generation (X) 18 - 36
- Generation (Y) 36 - 60
- Generation (Echo) 12 - 18

Available Markets:

Primary marketing focus is the USA & Canada... and eventually expand our marketing worldwide via the Internet.

Market Analysis & Statistics (Statistics compiled from The NPD Group)

* **The Global Underwear Industry is estimated to be worth over \$30 billion.** The market encompasses a range of lingerie and intimate clothing, with bras representing over 50% of the overall market, briefs around 33%, and corsetry more than 10%. Style, evolving fashion trends and factors such as novelty and comfort are the main drivers of this industry.

* **To be sure, Men's underwear is leaving its Stone Age.** And small companies should not be taken lightly. "Do I think a small player with a lot of innovation could make an impact on the market? Yes."

* **Innovation in fabrics and new designs are strong drivers of sales in the underwear market,** with 2011 seeing lots of new products launched onto the market, helping to encourage consumers to buy new pieces for reasons other than just replacement.

Competitive Advantages

- Exclusive Patented Comfort Crotch Design Concept
- Internet & eCommerce Focus
- We Offer Three Unique Brand Designs & Sizes
- Nationally Tested Products
- We Guarantee Superior Comfort & Fit!!!