

FORTIFYD™

EVERY PLAYER · EVERY IMPACT · EVERY TIME

Built for Every Collision Sport — On the Field, Ice, Snow, and Beyond



2 PATENTS PENDING

Backed by CU Boulder Venture Partners · Ascent Deep Tech Accelerator · MAC Lab

The Game Is Changing. So Should the Liner.

An estimated **3.8 million sports- and recreation-related TBIs** occur in the U.S. each year. The danger extends beyond major collisions: repetitive lower-energy impacts can accumulate over time and contribute to long-term brain damage, including CTE. Yet most protective gear still focuses on severe linear impacts, leaving repetitive and rotational forces insufficiently addressed. As new standards begin to close this gap, Fortifyd is engineering for the full impact spectrum, starting with collision sports.

3.8M

Concussions occur across U.S. collision sports every year (CDC)

2028

Cycling, water skiing, youth football, and women's lacrosse mandate rotational-impact standards by 2028

\$3.5B→\$6.1B

Global protective-equipment market by 2033 — collision sports are the starting point

Patent-Pending Technology



PATENT 1 · MATERIAL STRUCTURE

Engineered Geometry

A proprietary lattice geometry built into the liner to absorb and redirect force from any direction or impact.

6× energy absorbed · **10×** tougher · **1,000+** compression cycles

PENDING



PATENT 2 · SOFTWARE

Adaptive Software

Patent-pending software that calibrates every zone of the liner to its own impact profile.

Regional tuning · **Multi-directional** coverage · **Full impact spectrum** (linear + rotational)

PENDING

Built Different, From the Core Out

One tunable platform, engineered to absorb, adapt, and hold up impact after impact.



Multi-Impact | Full Impact Spectrum

Engineered to perform across every angle of hit, not just straight-on impacts.



Tunable Regions

Each zone of the liner is calibrated to its own impact profile by helmet region.



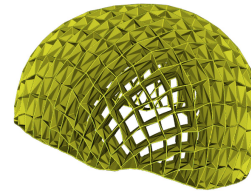
Absorbs Over Time

Maintains protection instead of degrading after repeated hits.

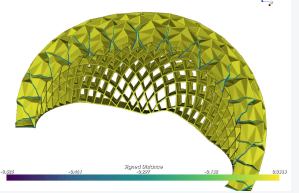


1,000+ Cycles | No additional weight

Tested to keep performing well beyond a single season.



*Full liner geometry —
half-scale, 3D-printed*



*Signed-distance field —
simulation output*

Validated & Backed

-  Boulder Startup Week Pitch Competition Winner & Lab Venture Challenge Finalist (2026)
-  Research partnership with Impressio, 2018 NFL Head Health Challenge winner
-  Women & Minority-Led · CU Boulder Research Spinout · CU Venture Partners Startup

Help Us Build the Future of Player Safety

We're talking to anyone with a stake in impact safety — players, parents, coaches, trainers, engineers, and beyond. If that's you, we want to hear from you!

Athletes & Parents

Coaches & Trainers

VCs / Investors

Helmet Manufacturers

Engineers & Equipment Makers



**Scan to take our
Helmet Pulse survey.**

Share your take. Help shape what's next.

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Sources: CDC; Grand View Research (2024); IBISWorld (2024).