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## ProInfluence Startup Spotlight™: Episode #12

Startup Spotlight™ features innovative, consumer-based startup companies and their passionate founders.

## POWERHANDZ

*Danyel Surrency Jones, CEO & Co-Founder*

*Darnell Jones, President & Co-Founder*



**POWERHANDZ**  
TRAIN WITH PURPOSE

### How do you describe POWERHANDZ to people you meet for the first time?

POWERHANDZ creates skill development products for athletes and patients that help maximize training performance and assist with injury prevention and injury recovery. We help youth to professional athletes train at a more complex level with products that improve their technique and we help patients who have suffered a neuromuscular injury of the hand/arm and shoulder recover faster.



### Who are the key POWERHANDZ founders and their backgrounds?



**Danyel Surrency Jones, CEO & Co-Founder:** Danyel has nearly two decades of leadership experience in various functional areas of business: sales, marketing, operations and PR/communications. She has held executive roles with top industry companies including Medtronic and Philips Medical Systems. After achieving her MBA, she attended the Wharton Marketing Leadership Program.

**Darnell Jones, President and Co-Founder:** Darnell is a former professional athlete (with a background in kinesiology), an inventor and serial entrepreneur. He sold a majority stake in his first company TUKZ

Undergarments in 2014 and has assisted several other start-up companies from inception to acquisition.

### Who is your target market today and how do you best reach them?

We currently sell our athletic training products to recreational amateur athletes, elite and non-elite youth athletes, professional athletes and skills trainers in over 81 countries. The total North American market for sporting goods is estimated to reach \$35 billion by the end of 2023 based on the increased participation of the younger generation in sports activities. The global sports equipment market is expected to reach \$82 billion by the end of 2023.

Our rehabilitation product will be sold to athletes, patients and aging adults undergoing rehabilitation. The rehabilitation equipment market is expected to reach \$14 billion by 2021, up from \$9.86 billion in 2016.





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### Where can consumers buy POWERHANDZ today?

Currently sold via digital outlets on POWERHANDZ.com, Amazon, DICK'S Sporting Goods, Walmart and soon to be Target. Retail stores projected Q1/Q2 2019.



### Does POWERHANDZ currently own any intellectual property?

Yes, we have 3 patented products, several pending patents and 4 trademarks.

### Any new innovative products coming from POWERHANDZ that you can discuss?

Rehabilitation Glove Sets, technology integrations and some surprise 2018 holiday launches.

### Are you currently raising capital? If so, what will the capital be used for?

Yes, we are currently raising a \$1.4M Seed round. With the new capital, we will:

- Finalize Development of Rehabilitation product
- Finalize technology strategy and prototype for both athletic & rehab markets
- Build inventory for retail roll-out
- Hire full-time employees

### When people want to learn more about POWERHANDZ, where should they go?

 <https://powerhandz.com/> 

### Where else on social media can we find POWERHANDZ?

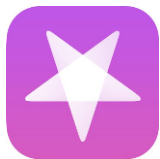
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### To hear Danyel's insights on POWERHANDZ, listen to the 20-minute podcast

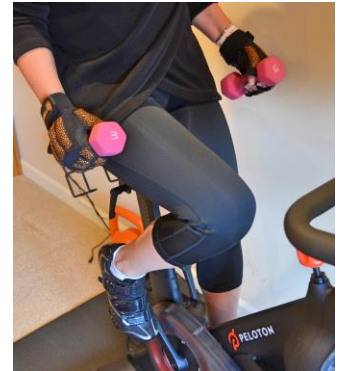


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