



**AUTHENTIC
HEROES**



“EVENT WORN REBORN”

Heroes Stretch Across The Entire Spectrum Of Life

We Are Here To Help Celebrate Them And Connect Them To Their Fanbase And Admirers In A Way That Has Never Been Done

In The Past The Collecting of authenticated “Event Worn” Apparel Such As A Game Or Concert Worn Jersey Was Only Affordable By Very Few People

Authentic Heroes Has Now Made It Affordable For Everyone Allowing Both The Icon And Their Fanbase To Connect Like Never Before while “Democratizing” The Playing Field For Collectible Event Worn Apparel

Scanning Our QR Code On Each Jersey Registers The Item In Your Personal “Online Vault” At The Authentic Heroes Website Giving The Purchaser True Provenance Of Ownership

Welcome To “*FANWEAR 4.0*”

What Makes An Authentic Hero?



Their Lifetime Achievements



How They Inspire Others



Giving Back To The Community

Our Patented Technology And Authentication Process Is One Of A Kind

There Are Companies That Authenticate Apparel Type Memorabilia But Fall Well Short Of Having A Bullet Proof System

We Have A One Of A Kind Technology And Process For Apparel Authentication That Cannot Be Duplicated

Our Technology Stack Is Patented Which Will Protect Our Process And Technology For The Years To Come

Each Product We Sell Are Limited Edition Originals That Combine Our Patents, Trade Secrets, Certificates of Authenticity and Individualized QR Codes For Authenticating Each Garment.

We Also Provide A “Marking Technology” Which Highlights The Fibers From the Original Garment That Can Be Seen Throughout The Replicated Garment With A “UV Pen Light” We Provide.

The Marketing of Authentic Heroes Products



The Marketing of the Authentic Heroes product will be driven by the loyalty of affinity fan bases

Social media outreach will be done by each ICON thru their Facebook, Twitter and Instagram accounts

We will further the efforts of social with live media channels such as podcasts and YouTube Events

Eventually When Permissible, Live appearances will encompass , signing events, contest giveaways and charity events

In each Icon we select to cast as an Authentic Hero will have a social media following that far exceeds planned inventory and in most cases be “pre-sales” limiting inventory risk

Sales of our products will occur online on our E-Commerce Site as well as the “stores” that certain licensors may already have as is the case with Universal Music

AUTHENTIC HEROES WILL START TO CHANGE THE GAME FOR EVENT WORN COLLECTIBLES THIS COMING SEPTEMBER 2020

We will to produce and market jerseys and other types of fanwear utilizing our proprietary technology for separating and recovering the “event worn” fibers of a garment worn by an “ICON” during a historic moment and reanimating them into a limited series of authenticated, registered and numbered collectable wearables such as a football jersey, hoodie or T Shirt.

Authentic Heroes has signed a license agreement with IMG one of the world’s largest talent agency’s and its Football Greats Alliance (FGA) a division of IMG which represents retired NFL players. <https://footballgreatsalliance.com/>

The first FGA player jersey we are working with is “Hall of Famer” Brett Favre which will debut this September 2020. This Authentic Heroes limited edition fanwear will be marketed thru a video created by Authentic Heroes and Brett Favre and will be distributed to the 1.5 mm followers on his social media platforms which is will be the marketing platform for all Authentic Heroes products.

We have also signed an agreement with Universal Music/Bravado to market the Authentic Heroes limited edition series with their musical artists clientele which currently stands at over 250 artists. We expect to have a license signed with one of their high profile “breakout” artist in August of 2020 <https://www.bravado.com/>

The Leadership At Authentic Heroes

Paul Serbiak: CEO and Board Member: Former head of “New Product Development “ at Johnson and Johnson and Chemical Engineer where he helped launch over 1000 consumer products while at JNJ as well as Kimberly Clark. Paul is a chemical engineer and developed the authentication technologies behind the Authentic Heroes brand

Chris H Giordano: President and Co-Chairman: Founder of “The Distressed Assets Fund” a leading Turn Around / BK fund and Former VP at Mitchell Hutchins Asset Management and Hutton Capital Management. Created several successful licensed products with Michael Jordan, Claudia Schiffer, Tyra Banks, Mandy Moore, and Niki Taylor

Simon Graj: Director: Founder of Graj and Gustavsen in NYC considered the country’s leading branding firm. Clients include Levis, The Gap, Supima Cotton, Pima USA, Harley Davidson and the Elvis Presley Estate to mention a few. Simon is considered the “Willy Wonka” of the branding world and has developed from scratch brands like Kohl’s Sonoma into multi billion-dollar products

Scott Todd: VP Business Development/Director: Scott has been in the licensing and business development arena for over 30 years holding senior positions at Master Brands, Moda Licensing, United Media and Graj and Gustavsen. Scott maintains relationship with the top brass at Universal Music, IMG, Creative Artists Agency, Major League Baseball

Orlando Conguta: Advisory Board: Orlando Conguta recently retired after spending 25 years in senior positions at “Major League Soccer” MLS. While at MLS Orlando was responsible for the league’s logistics, team administration and marketing. In addition to those roles he was responsible for matchmaking at both MLS and FIFA. He was also the senior matchmaker at Soccer United Marketing “SUM” which was responsible for creating international matches for MLS teams. Orlando is our spearhead into the world’s most watched sport . We look forward to his ability to get us to the right people with World Cup 2022 and other key relationships before then.

“The Right Jockeys For A Thoroughbred Are More Important Than The Horse Itself”



AUTHENTIC HEROES

**Made From the
Original**