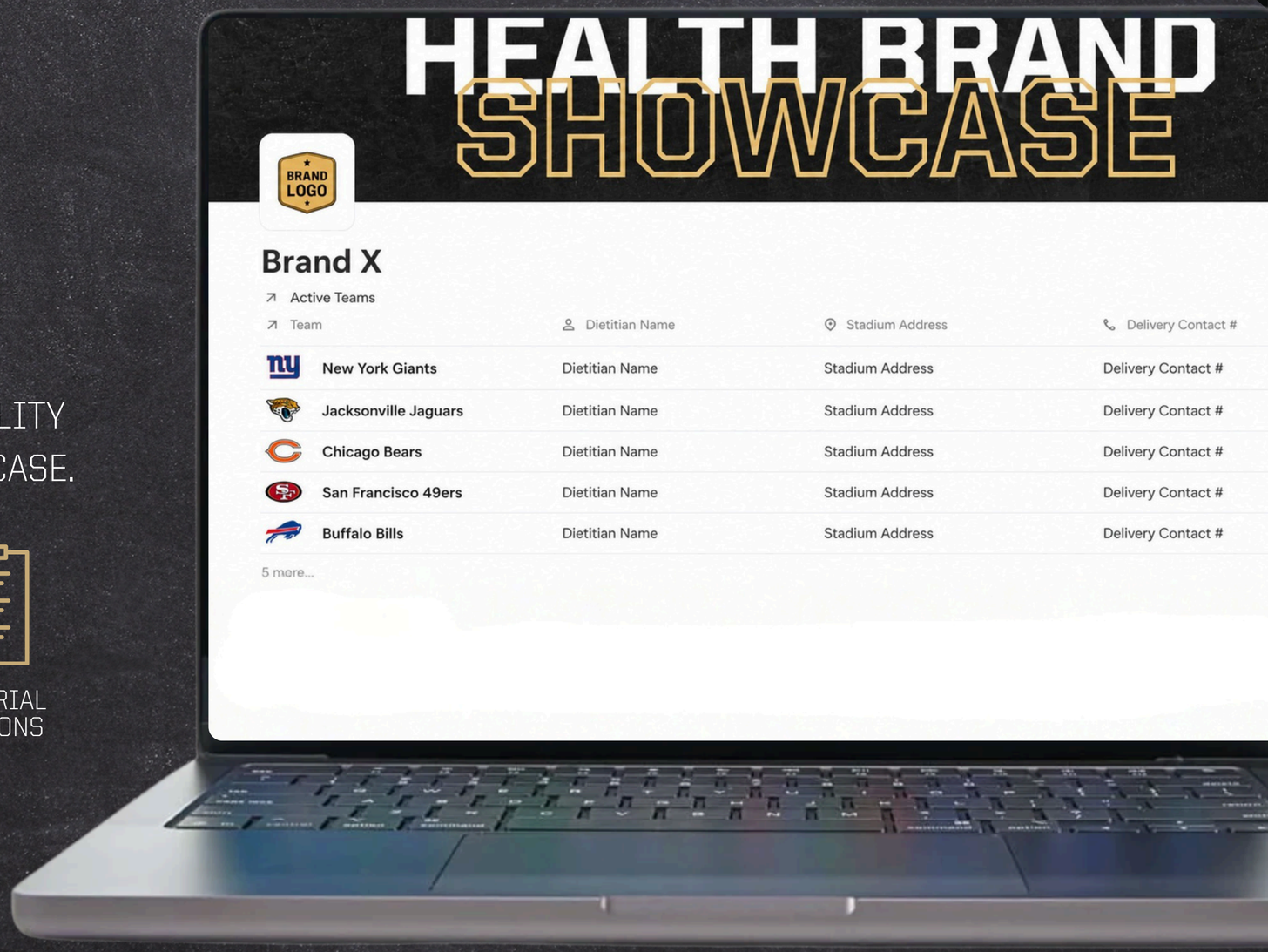
KRAY MODE GROUP

# YOUR KMG SHOWCASE DASHBOARD

A CENTRALIZED PLATFORM GIVING YOUR TEAM LIVE VISIBILITY INTO EVERY STAGE OF YOUR PROFESSIONAL SPORTS SHOWCASE.

ACTIVE TEAMS > PRODUCTS SELECTED > SHIPMENT TRACKING > MID-TRIAL FEEDBACK > POST-TRIAL DECISIONS

From initial team participation through post-trial decisions, every interaction, shipment, evaluation, and outcome is documented in one place.




KRAYMODE.COM | ILLUSTRATIVE SAMPLE DATA

FROM LOCKER ROOMS TO WEIGHT ROOMS
WE PUT YOUR BRAND WHERE PROS LIVE.

KRAY MODE GROUP

ACTIVE TEAMS > PRODUCTS SELECTED > SHIPMENT TRACKING > MID-TRIAL FEEDBACK > POST-TRIAL DECISIONS

# 1. ACTIVE TEAMS

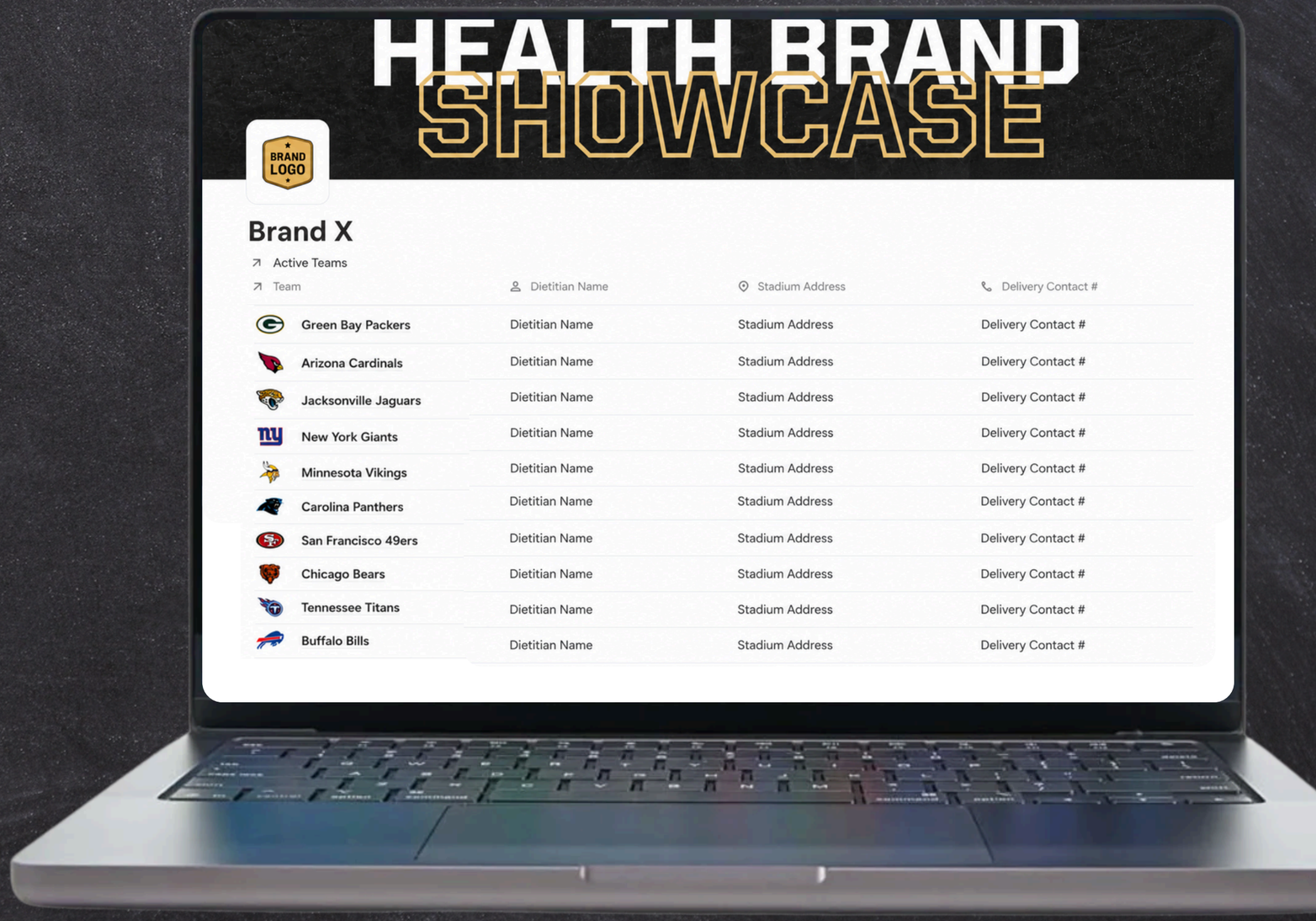
This section serves as your master list of participating organizations. Provides key operational information before distribution.

## YOU'LL SEE:

- Participating organizations
- Dietitian information
- Facility delivery information
- Delivery contact information

## WHY IT MATTERS

Having a centralized view of every participating team and key contacts ensures smooth logistics, accurate communication, and a strong foundation for a successful Showcase.






FROM LOCKER ROOMS TO WEIGHT ROOMS
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# 2. PRODUCTS SELECTED

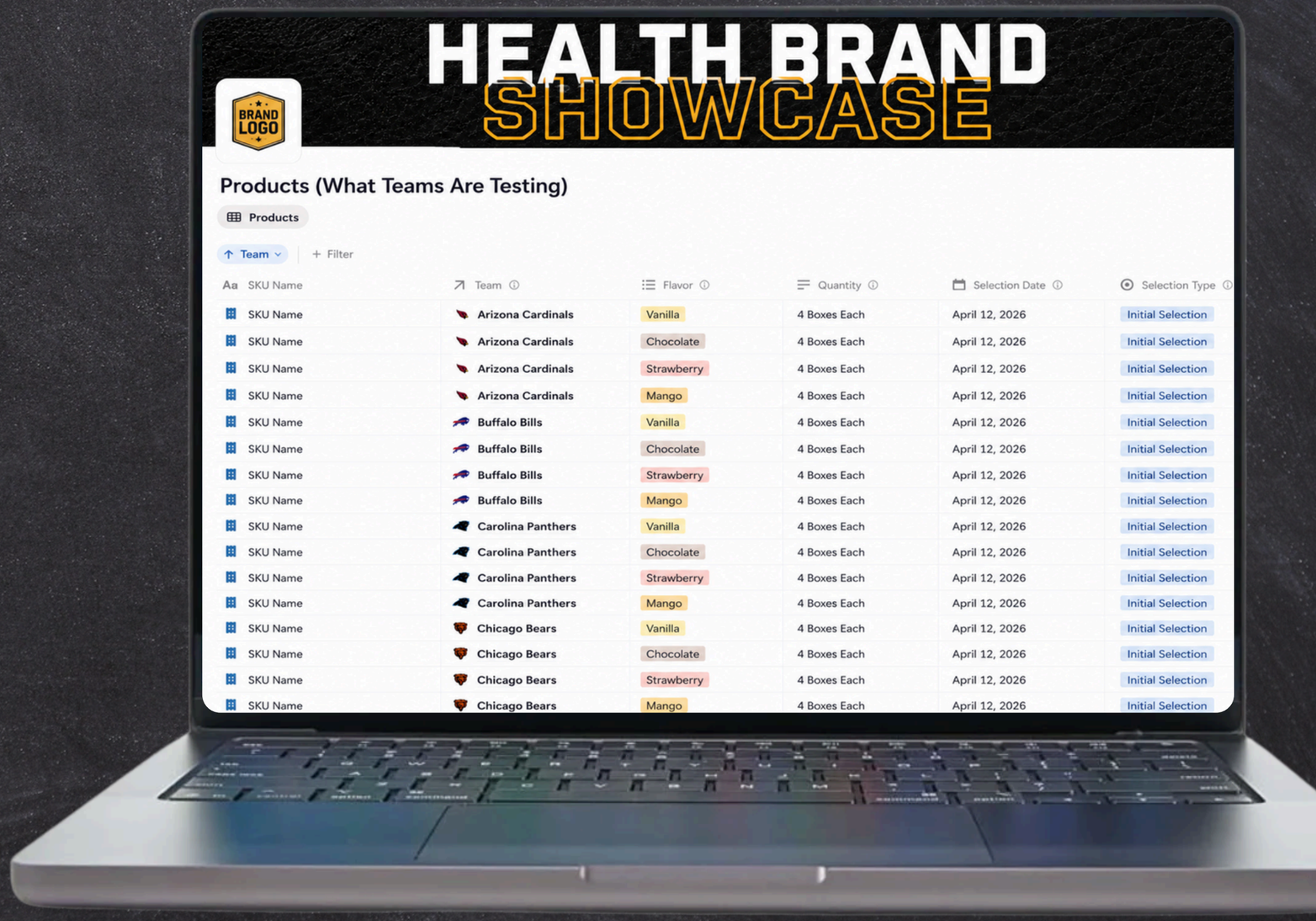
This section documents exactly which products each organization selected for evaluation.

## YOU'LL SEE:

- Products selected
- Flavor
- Quantity
- Selection Date
- Initial Selection / Reorder

## WHY IT MATTERS

Knowing exactly which products, flavors, and quantities each organization selected gives your team clear visibility into what is being evaluated across the Showcase.




| SKU Name | Team | Flavor | Quantity | Selection Date | Selection Type |
|---|---|---|---|---|---|
| SKU Name | Arizona Cardinals | Vanilla | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Arizona Cardinals | Chocolate | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Arizona Cardinals | Strawberry | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Arizona Cardinals | Mango | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Buffalo Bills | Vanilla | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Buffalo Bills | Chocolate | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Buffalo Bills | Strawberry | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Buffalo Bills | Mango | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Carolina Panthers | Vanilla | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Carolina Panthers | Chocolate | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Carolina Panthers | Strawberry | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Carolina Panthers | Mango | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Chicago Bears | Vanilla | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Chicago Bears | Chocolate | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Chicago Bears | Strawberry | 4 Boxes Each | April 12, 2026 | Initial Selection |
| SKU Name | Chicago Bears | Mango | 4 Boxes Each | April 12, 2026 | Initial Selection |

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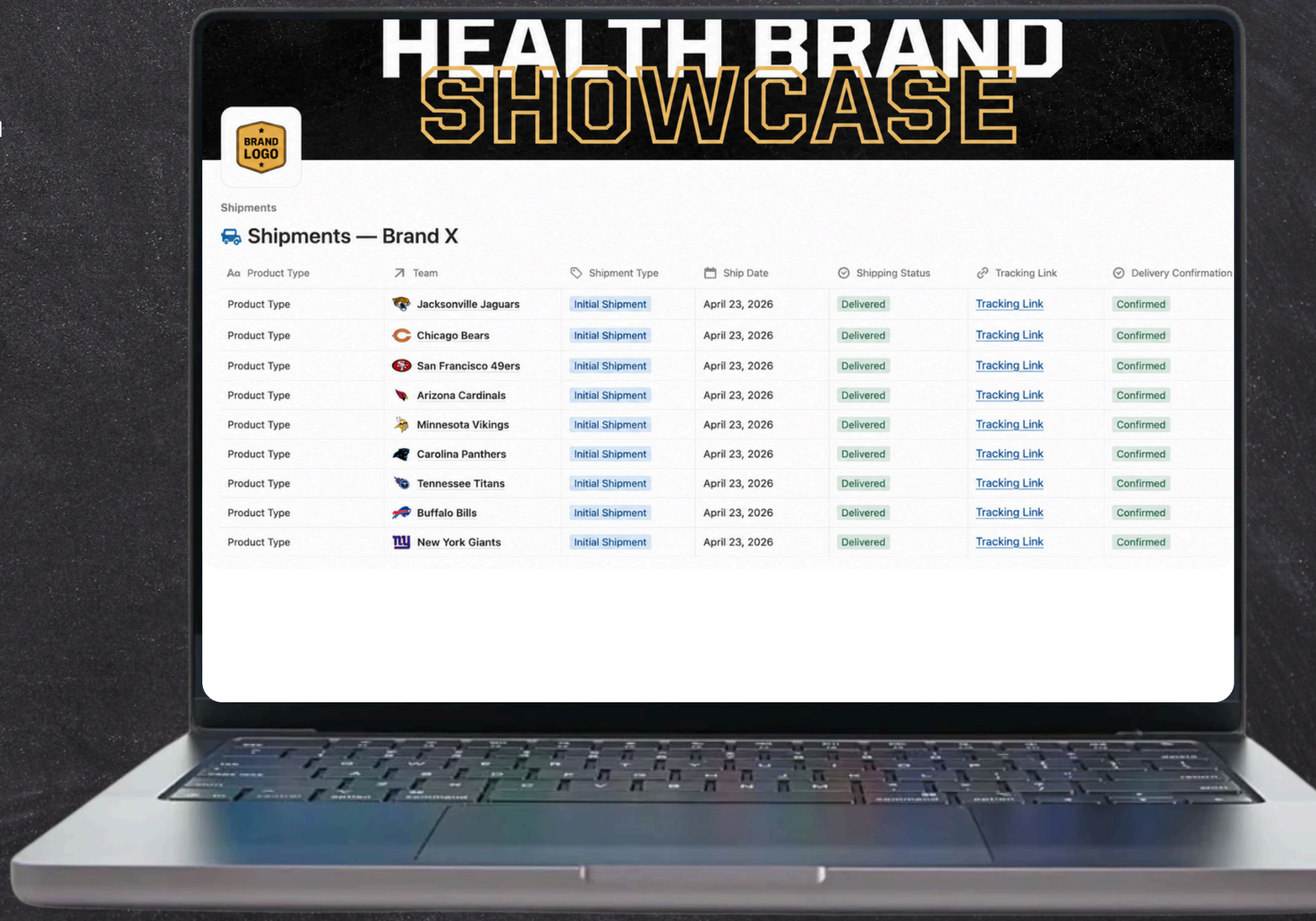
ACTIVE TEAMS > PRODUCTS SELECTED > SHIPMENT TRACKING > MID-TRIAL FEEDBACK > POST-TRIAL DECISIONS

# 3. SHIPMENT TRACKING

Every shipment is tracked from the ship date through KMG confirmation that it has been received by the designated team contact.

## YOU'LL SEE:

- Shipment type
- Shipment date
- Shipping status
- Tracking link
- Delivery confirmation




## WHY IT MATTERS

Carrier tracking confirms delivery to an address. KMG delivery confirmation verifies that the intended team contact received the shipment, closing the gap between product shipped and product ready for trial.

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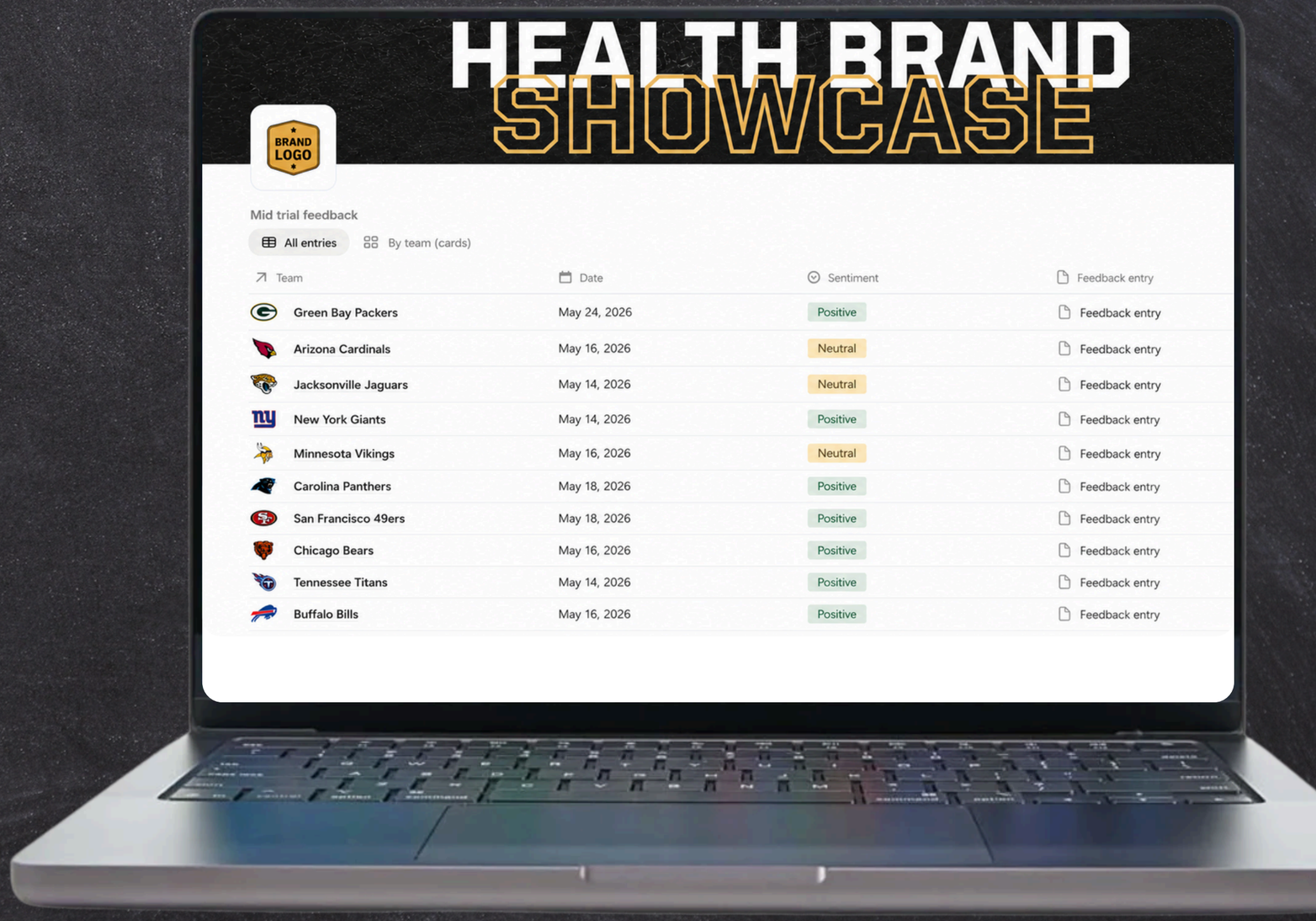
ACTIVE TEAMS > PRODUCTS SELECTED > SHIPMENT TRACKING > MID-TRIAL FEEDBACK > POST-TRIAL DECISIONS

# 4. MID-TRIAL FEEDBACK

Throughout the Showcase, KMG collects structured feedback from participating sports dietitians.

## FEEDBACK INCLUDES:

- Product observations
- Staff-reported athlete reception.
- Operational feedback
- General sentiment




## WHY IT MATTERS

Receiving real-time feedback throughout the trial allows both KMG and your team to understand how your products are performing while they're being used so you can make informed decisions faster.

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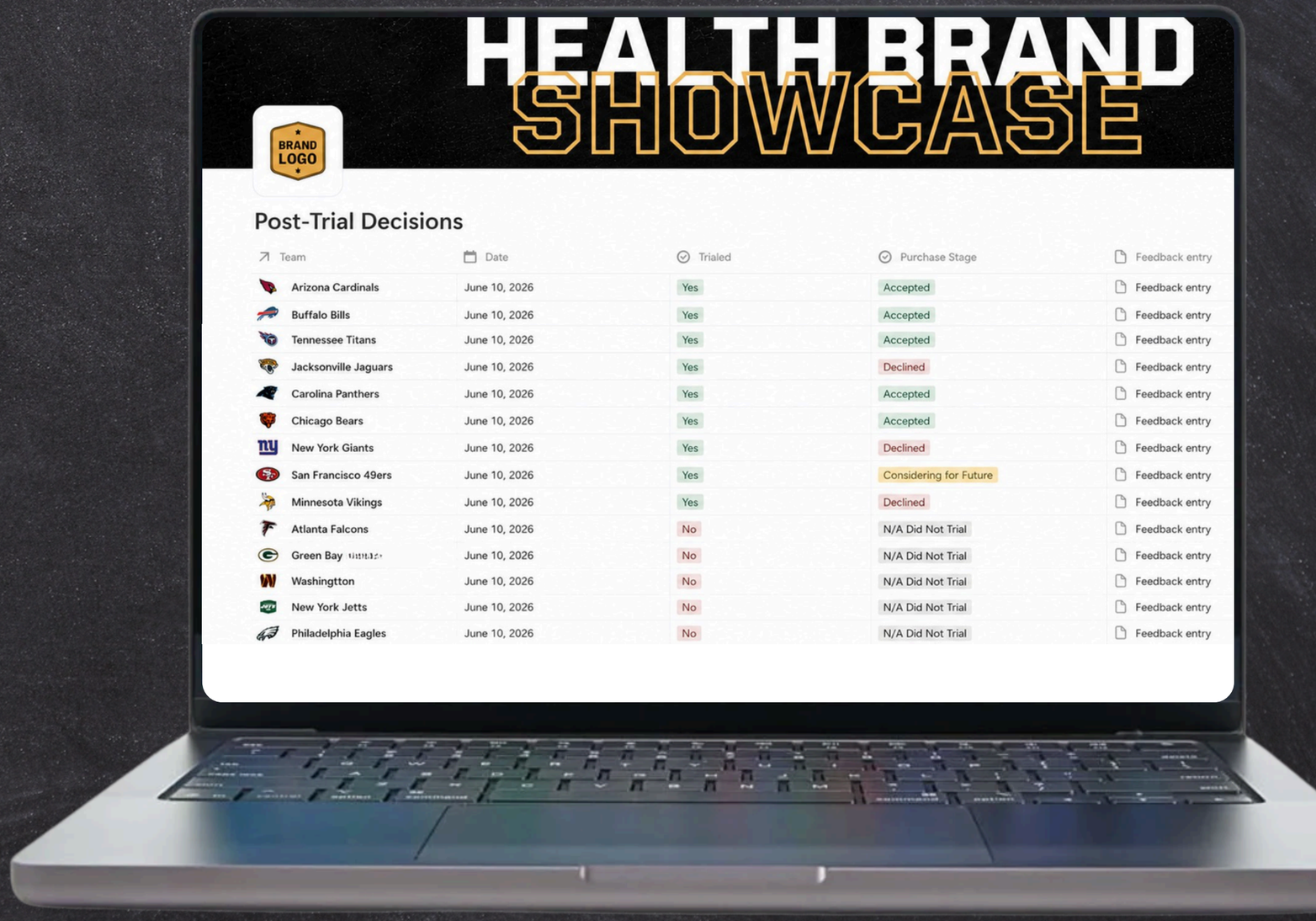
ACTIVE TEAMS > PRODUCTS SELECTED > SHIPMENT TRACKING > MID-TRIAL FEEDBACK > POST-TRIAL DECISIONS

# 5. POST-TRIAL DECISIONS

Following the evaluation period, every organization is categorized into a post-trial outcome so you know exactly where every team stands.

## OUTCOMES INCLUDE:

- Accepted / Purchasing
- Considering for Future
- Declined
- N/A Did Not Trial




## WHY IT MATTERS

Post-trial outcomes show where purchasing movement exists, where barriers surfaced, and where the product did not advance. These results form the foundation of the Professional Sports Market Assessment and give your team a clear next-step strategy.