

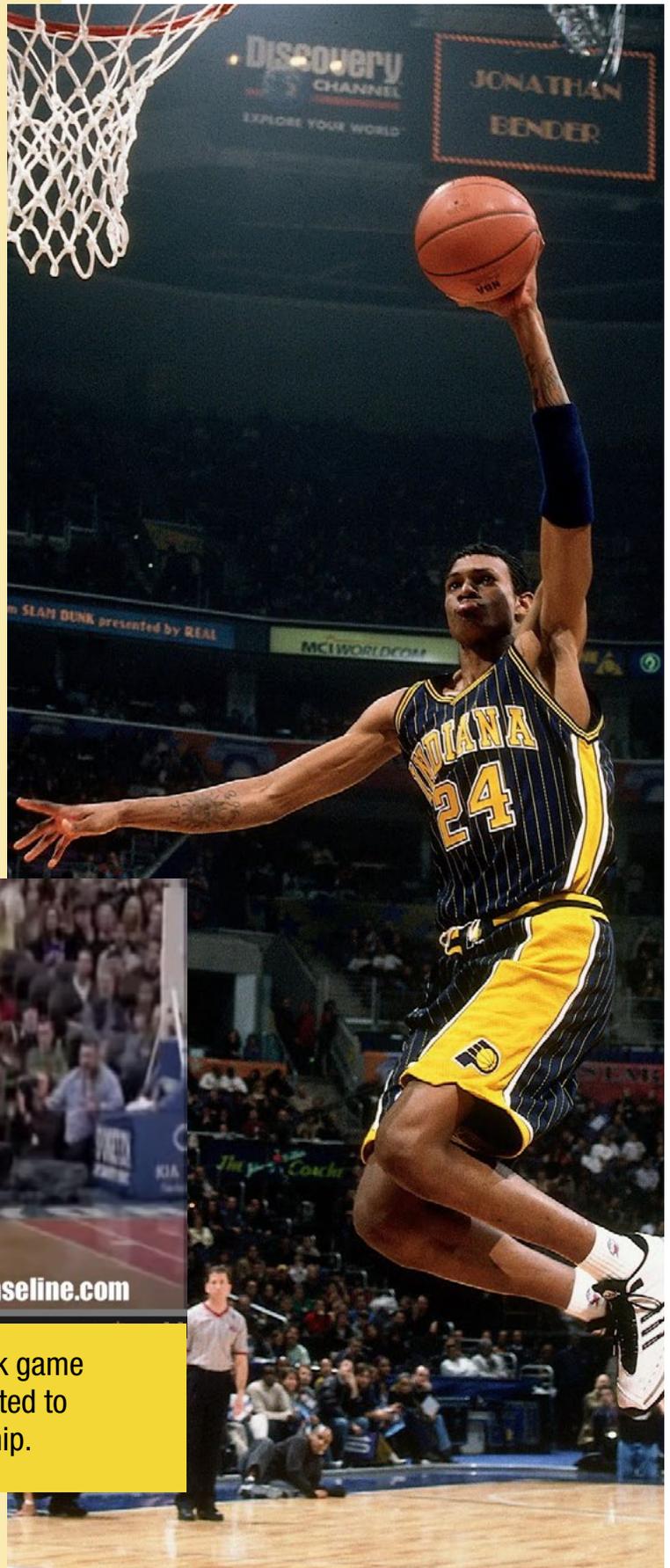
JONATHAN BENDER “COURTSIDE CEO”

According to some reports, “**60 percent of retired NBA players go broke five years after their NBA paychecks stop arriving.**”

Jonathan Bender transitioned from high school to the NBA Indiana Pacers in 1999. After experiencing knee issues that forced an early retirement. Bender worked with scientists and engineers to develop a first-of-its-kind rehabilitative product to address joint pain and physical limitation problems.

The results....

Bender came back to the Knicks and had the strongest legs on his team.



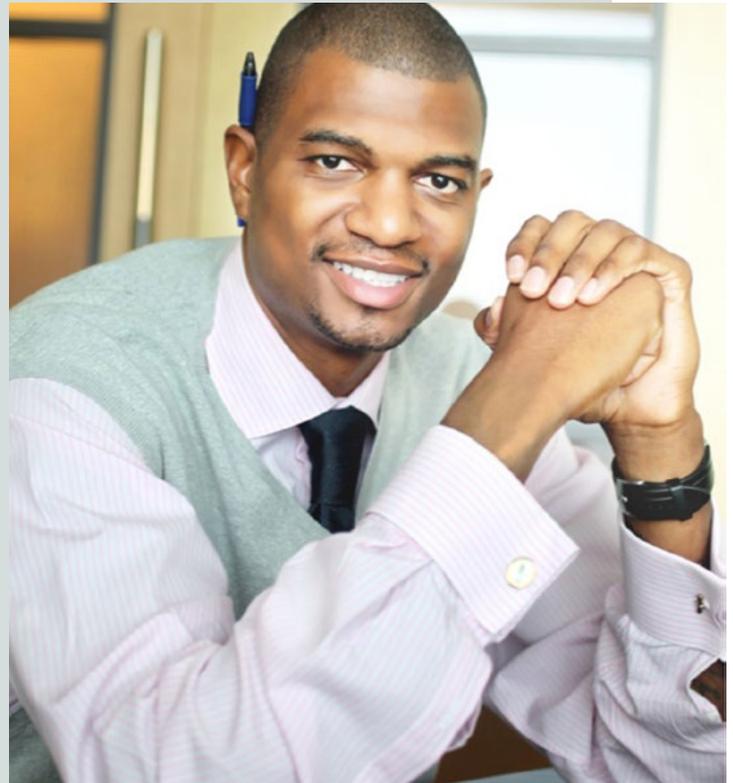
Highlights from Bender’s initial comeback game with the Knicks. Ultimately, Bender elected to retire early to pursue entrepreneurship.

JONATHAN BENDER “THE BRAND”

Bender’s thoughtfulness, experience and understanding of developing a product that works and that is accessible to consumers has made the JB3 Innovations one of the fastest rising early stage companies in 2013 and 2014.

THE COMPANY

- Increased in store distribution 700% in a six month period.
- Sales jumped over 1,000% in less than 12 months and now the company is doing at 3 million in revenue in just its second year.



A MEDIA EXPERT



A LEADING CEO



A PHILANTHROPIST

The Jonathan Bender Foundation focuses on fighting the epidemic of obesity and mental illness by raising healthier generations of children and adults through the focus of weight loss and/or management, healthy eating, good nutrition, regular physical activity and the understanding of mental health.

A SPEAKER

THE *Jonathan Bender* FOUNDATION™

Bender has gotten raving reviews for his entrepreneurial insights, team building tips, and inspirational message.

JONATHAN BENDER "MEDIA EXPERT"



Sports Illustrated

Jonathan Bender interviews with Sports Illustrated



FOX BUSINESS

Jonathan Bender on Fox News



The Street

Bender on Jim Cramer's The Street



HOUSTON BUSINESS JOURNAL

NBA player: 5 business skills learned on the court

CEO of **JB3 Innovations** and it's feature product **The JBIT Med Pro**.

BENEFITS

- Relief from shoulder, knee, hip, joint, back and sciatica pain
- Strengthened core and upper and lower extremity muscles
- Denied muscle tone
- Improve posture and balance
- Weight loss
- Increased mobility



Bender discusses his company

JONATHAN BENDER “PHILANTHROPIST”

Bender has also extended his reach philanthropically and established a non-profit organization, The Jonathan Bender Foundation, which strives to empower children in his community by providing them with the tools to obtain life skills that address their educational, health and social needs.

Jonathan came a year ago and spoke to our Junior High and High School students about his Choices Program...the students were very attentive. I do believe it had an impact on our students at Picayune Junior and Senior High School.

— Dean Shaw, Superintendent of Picayune School District, Pearl River County Picayune, Mississippi



A nationally recognized speaker for universities, professional associations, and corporations.

Jonathan Bender on **CAREER SUCCESS:**

- **TEAM WORK:** No matter how talented or ambitious you are you can't get it done by yourself.
- **PLANNING AND STRATEGY:** It's been said that if you fail to plan, then plan to fail. This certainly holds true in business where those who realize great success are able to plan and be strategic with everything they do
- **CONSISTENCY:** Being reliable and stable are important because it helps you build credibility and trust with business partners, clients, and your team mates.
- **DETERMINATION:** Determination and a staunch belief that you can succeed at whatever you do is a skill that will help you overcome any barriers and move on quickly from any failures.
- **MENTORING:** One of the most important skills you can develop in business is mentoring others, as teaching others reinforces your own knowledge base and helps you think critically about what you know and how to approach certain situations.



JONATHAN BENDER “TESTIMONIALS”

“One of the best speakers we’ve ever had.”

— **Daryl Peal**, *President and Chief Executive Officer at The Ohio Minority Supplier Development Council*



“Jonathan Bender is more talented than all these guys put together.”

— **Larry Bird**



“He listens and he understands. I think he has an innate understanding of the game.”

— *Hall of Fame Coach* **Pete Newell**



“I’m not sure that there was any limit to his potential.”

— *Indiana Coach* **Rick Carlisle**



“I look at Jonathan Bender over the last couple of years and I see a guy who has worked his tail off and made unbelievable improvements.”

— *Celtics Coach* **John Carroll**



“In the case of Jonathan Bender, we have a lot of faith in the player that he will become and has started to become...”

— *Pacers President* **Donnie Walsh**

