

Brand X

The firearms
company of
the future.

X REVISED JULY 2024



The way firearms should always have been

sold

marketed

manufactured

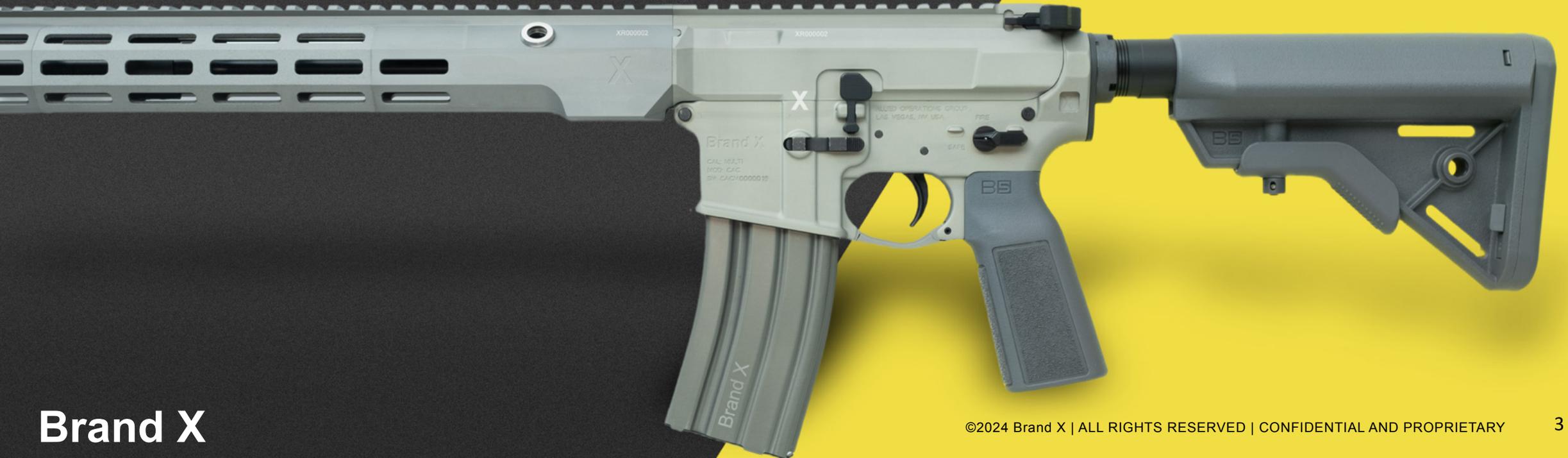
designed

enjoyed

Brand X is the modern firearms company.

We have a pedigree in making high quality guns.

It's time to make a simple product line,
accessible to everyone, sold **directly** to
everyone.



Brand X

Disrupt the firearms market.

What is Brand X?

The firearms company of the future. High quality products with streamlined buying experience.

We offer a clear and tiered product lineup: For example, **Rifle Standard, Pro, Prime.**

Brand X will sell through all existing firearms channels — retail, dealers, military, wholesale — as well as, for the first time ever, **direct to consumer.**

Our stores, branding, design and marketing are all meant to appeal not just to the gun market, **but to everyone.**



What is a **modern** gun company?

Brand X capitalizes on an opportunity to use the formula proved successful by modern major commercial brands.

We will market, design, retail firearms while keeping **manufacturing external**.

We will sell through all major channels — and also **direct to customers, the first gun company to do so**.

Our **marketing** will invite new consumers to the firearms marketplace — something that is obvious, but currently non-existent.

We will monetize **more channels** than any existing gun company, including gun care programs for training, cleaning and upgrades.



Products **first.**

Modern design.

Founders of Salient Arms International, Archon Firearms USA and the designers and manufacturers of other high-selling components in the firearms market combine counter-culture knowledge with real sales pedigree.

Our team represents efficacy in both style and innovation.

Premium manufacturing.

We have manufacturing partners with whom we have decades of experience and dependable delivery. Quality is high and competitive at the price point. From rail to trigger to any accessory, we have stable supply, reliable processes and a product that shooters will brag about. It all stands the test.

With this model we reduce overhead and warehouse space.

We've secured our supply chain with major manufacturing partners to ensure our demand will be met.



A clear **product line.**

47 SKUs out of the gate. Every firearms consumer needs a rifle and pistol. So we start with those. We're the one-stop-shop for outfitting your needs, and having the street cred and performance.



XR STANDARD *

Offered in 6, 11.5, 14.5, and 16"



XR PRO *

Offered in 6, 11.5, 14.5, and 16"



XR PRIME *

Offered in 6, 11.5, 14.5, and 16"



XR PRECISION

Offered in 14.5 and 16"



X STANDARD



X PRO



X PRIME

* Offered in 5.56, 300BLK and 6 ARC



XC (PRO & PRIME)

Offered in 11.5, 14.5, and 16"

All the **accessories** you need.

We will also offer an accessory inventory, both parts of the firearms products and additional items.

We can retail choice third-party accessories to support our product line.

We retail all you need, and nothing you don't.

Our supply line is based on strategic partnerships that make the product we design, sell and market.

This technology-industry model gives us a distinct advantage for long term success.



XR STANDARD design



X-GRIP SYSTEM
(CAN APPLY BRAND X GRIP TAPE)

Proprietary enhanced bolt carrier design

X-LOCK SYSTEM

PADDLE BOLT CATCH

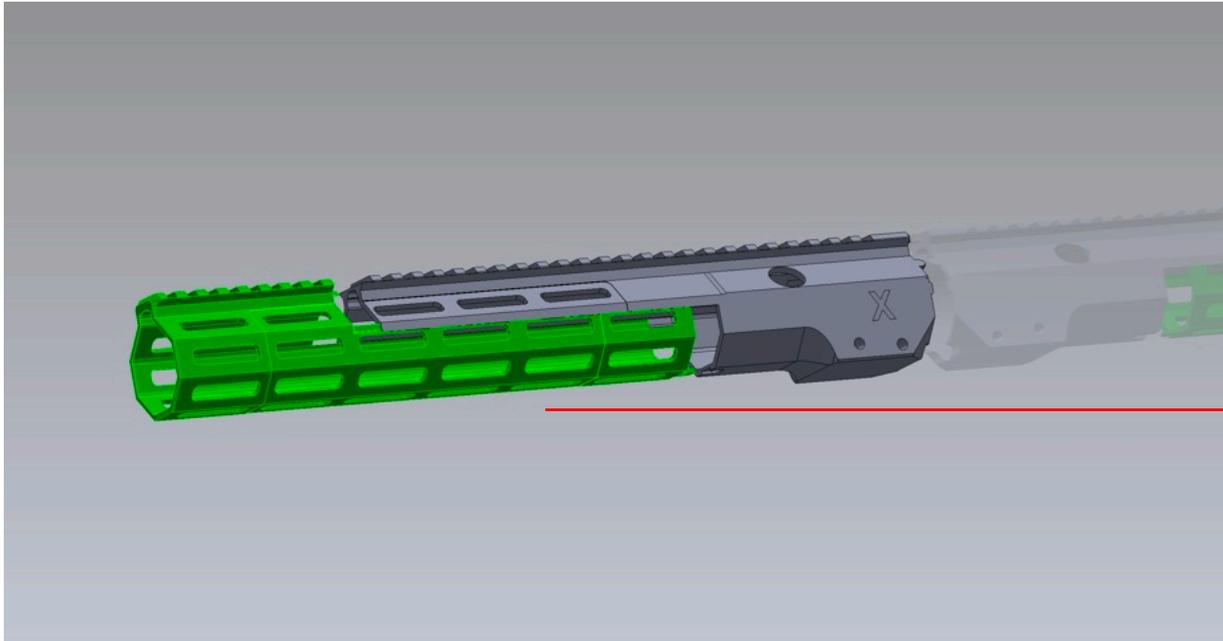
MONOLITHIC BARREL

SERIALIZED UPPER, RAIL
AND BARREL

X PULL TRIGGER

QR code for web portal to
service and accessories

XR PRO design



Featuring enhanced bolt carrier group, upgraded barrel and trigger, the “**RIFLE PRO**” will also feature a proprietary and completely unique rail system allowing the user to swap out accessories or different grip widths.

Pistol design

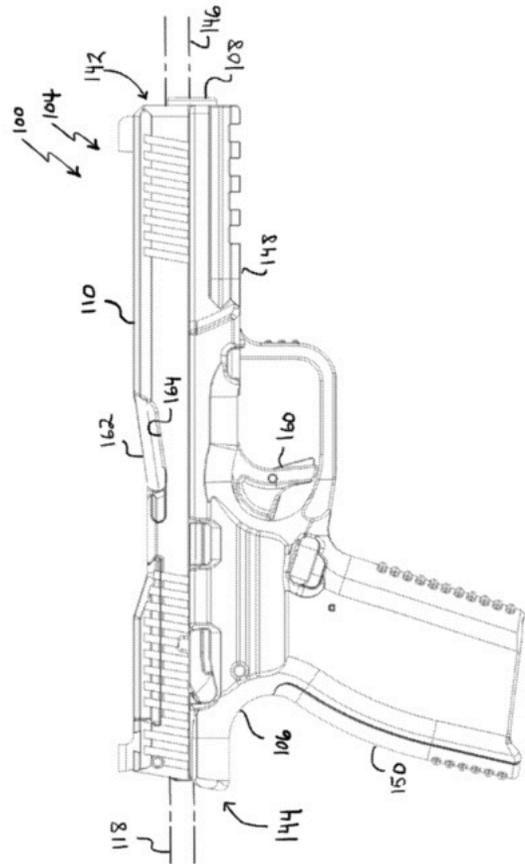


Fig. 1

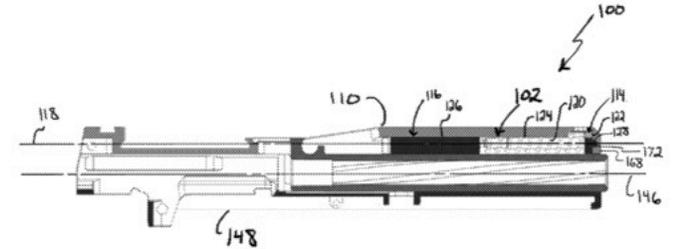
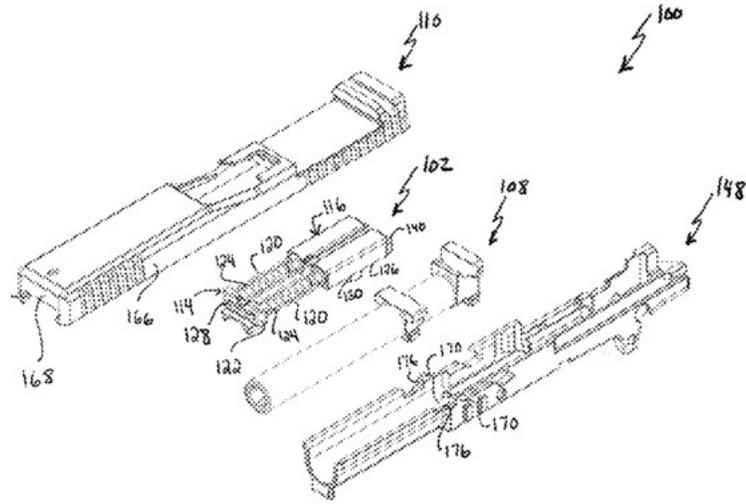


Fig. 4

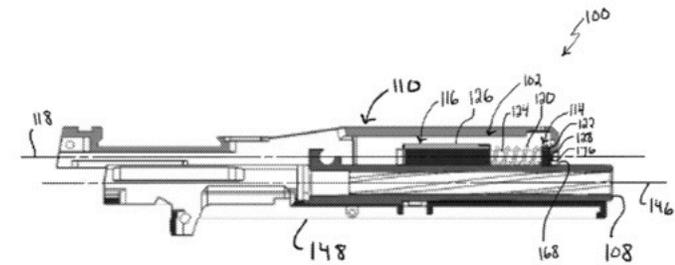
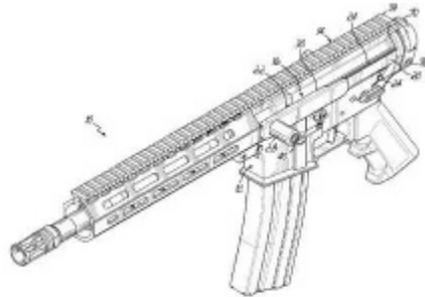


Fig. 5

Advanced Designs

(54) FIREARM WITH SIDE CHARGING HANDLE
 (71) Applicant: AMBIMAR, LLC, Baltimore, MD (US)
 (72) Inventor: Michael Jay Brown, Baltimore, MD (US)
 (73) Assignor: AMBIMAR, LLC, Baltimore, MD (US)
 (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.
 (21) Appl. No.: 16/903,709
 (22) Filed: Jul. 5, 2019
 (51) Int. Cl. (2006.01) F41A 5/12 (2006.01) F41A 5/14 (2006.01) F41A 5/16 (2006.01) F41A 5/18 (2006.01)
 (52) U.S. Cl. (2013.01) F41A 5/12 (2013.01); F41A 5/14 (2013.01); F41A 5/16 (2013.01); F41A 5/18 (2013.01)
 (55) Field of Classification Search CPC: F41A 5/12; F41A 5/14; F41A 5/16; F41A 5/18; USPC: 891.4; See application file for complete search history.
 (56) References Cited U.S. PATENT DOCUMENTS
 2,522,798 A * 8/1941 Owsen F41A 5/12 4,563,113 A * 1/1986 Dunning F41A 1/00 8,550,197 B2 * 12/2012 Stockman F41A 5/12 8,542,079 B2 * 1/2013 Gomez F41A 5/16 2018/028732 A1 * 7/2018 Gibson F41A 5/12 * cited by examiner
 Primary Examiner: Reginald S. Tibben, Jr.
 (74) Attorney, Agent, or Firm: Wood Herrin & Davis LLP
 ABSTRACT (57)
 Provided is a side charging handle system for an AR platform firearm with an upper receiver having an internal longitudinal bore for receiving a bolt carrier assembly for longitudinal reciprocation therein, a side longitudinal guide slot, and a side charging handle having an engagement pin extending through guide slot to engage the bolt carrier assembly.
 3 Claims, 8 Drawing Sheets

XC RIFLE PATENT



XR PRIME RIFLE UPPER RECEIVER

Stand out

Legacy brands are the old guard keeping history alive.

No one has ever designed a company that looks like it was made for the wide commercial market.

Considering color, simplicity and easy of market access, Brand X will offer premium and clear branding.



Brand X

Not just different, but
Designed for success.

Market

The top US Firearms retailers:

Remington
2022 Annual Revenue: **\$950.0 million**

Smith Wesson
2022 Annual Revenue: **\$864 billion**

Beretta
2022 Annual Revenue: **\$734.4 million**

Sturm, Ruger Co.
2022 Annual Revenue: **\$595.8 million**

Taurus International
2022 Revenue: **\$355.0 million**

SIG Sauer
2022 Annual Revenue: **\$314.4 million**

FNS
2022 Annual Revenue: **\$271.46 million**

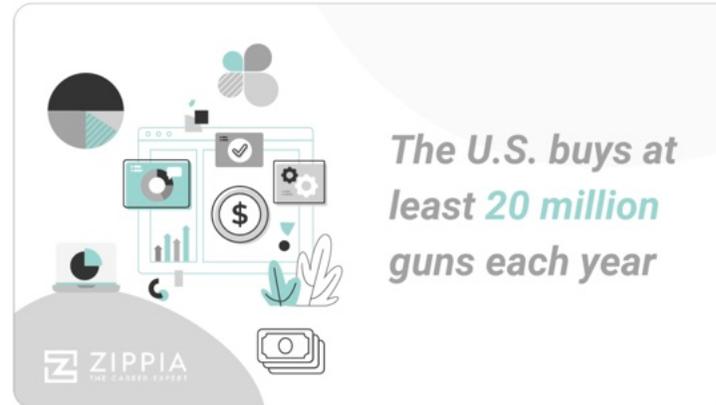
Colt Defense
2022 Annual Revenue: **\$270.9 million**

THE 13 LARGEST GUN BRANDS IN

By Jack Flynn | Apr. 9, 2023 | Fact Checked | [Cite This Webpage](#)

Largest Gun Brands Research Summary

- The largest gun brand in the world is Remington Outdoor, with a revenue of **\$950 million**.
- The U.S. Guns & Ammunition Manufacturing industry is worth **\$19.5 billion**.
- The U.S. buys at least **20 million** guns each year (6 for every 100 American citizens).
- The global gun industry is projected to grow at a CAGR of 6.15% through 2027.



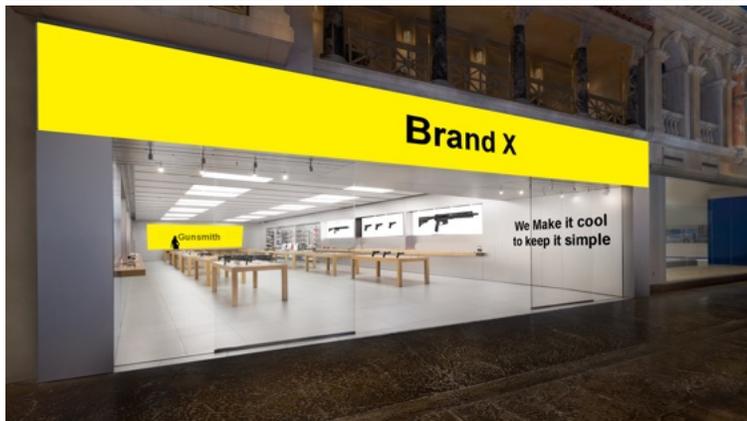
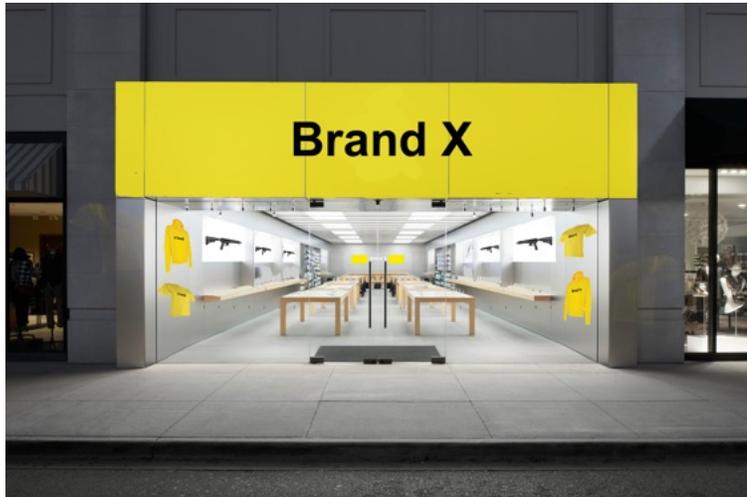
Firearms companies do not sell direct to customers. This is an historic model to favor distributors.

They also do not market to new gun buyers.

We can have that cake and eat it too:

Brand X will be the first firearms manufacturer to have **its own stores**.

Disrupt firearm retail



Brand X will offer well-lit store for modern shooters in 2 initial locations.

We won't cover the windows with posters.

Our design fits well between Lululemon and REI — an Apple Store for guns.
Instead of a Genius Bar, a Gunsmith Bar.

The store concept allows direct-to-consumer sales, third party accessories, customization and basic safety training in high traffic commercial areas. Like the Porsche buying experience, we will offer bespoke firearm configurations and engravings — walk out with your perfect gun.

A store allows us a direct relationship with a consumer — and traditional gun stores can still carry us.



Product

CUSTOMER ENGAGEMENT AND BRAND X “CARE”

- Modernizing firearms ownership

Via a QR code unique to each product, customers can easily access a login page to buy accessories, learn tips, consult with experts or schedule service and maintenance.

Key to building ongoing customers who engage with our ecosystem is the ongoing relationship and ease of access to customer service and the Brand X retail world.

No other firearms company offers anything like this.

Every product is now a business card.

Initial Retail **locations**



Las Vegas, Nevada

Lease arranged with in-development OnSite range locations on the famed Las Vegas Strip.



Lehi, Utah

Locations in shopping centers/ malls have been priced, with a number of options available.

Manufacturing



Following with model embraced by modern technology brands, we design products that are manufactured by strategic partners.

We have these relationships established with prototyping and initial test inventory in the bag.

Key to the Brand X business plan is availability of stock and ongoing development of new product lines.

Through 15 years of experience building relationships with manufacturing partners, we have stable, predictable and high-quality external manufacturing — a **crucial** component of a strong and successful launch.



The numbers.

\$1995



PISTOL STANDARD

\$2295



PISTOL PRO

\$2895



PISTOL PRIME

(Actual Product Names)

Brand X Standard Pistol Profits

			Brand X Retail/Web Price	\$ 1,995.00
Cost	\$ 530.00		MSRP	\$ 1,995.00
Magazine Cost	\$ 12.50		Dealer Discount	20%
Bag/Box Cost	\$ 10.00		Buy Group Discount	25%
			Wholesale Discount	30%
			LE Discount	35%
Taxable Percentage	91.77%			
			Dealer Price	\$ 1,596.00
Tax Excluded Sale Price	\$ 1,279.11		Buy Group Price	\$ 1,496.25
			Wholesale Price	\$ 1,396.50
FAET	\$ 117.39		LE Price	\$ 1,296.75
			Brand X Retail/Web Profit	\$ 1,287.61
			Brand X Profit At Dealer	\$ 888.61
			Brand X Profit at Buy Group	\$ 788.86
			Brand X Profit at Wholesale	\$ 689.11
			Brand X Profit at LE	\$ 589.36

Brand X Pistol Pro Profits

			Brand X Retail/Web Price	\$ 2,295.00
Cost	\$ 630.00		MSRP	\$ 2,295.00
Magazine Cost	\$ 12.50		Dealer Discount	20%
Bag/Box Cost	\$ 10.00		Buy Group Discount	25%
			Wholesale Discount	30%
			LE Discount	35%
Taxable Percentage	92.99%			
			Dealer Price	\$ 1,836.00
Tax Excluded Sale Price	\$ 1,469.82		Buy Group Price	\$ 1,721.25
			Wholesale Price	\$ 1,606.50
FAET	\$ 136.68		LE Price	\$ 1,491.75
			Brand X Retail/Web Profit	\$ 1,468.32
			Brand X Profit At Dealer	\$ 1,009.32
			Brand X Profit at Buy Group	\$ 894.57
			Brand X Profit at Wholesale	\$ 779.82
			Brand X Profit at LE	\$ 665.07

Brand X Pistol Prime Profits

			Brand X Retail/Web Price	\$ 2,895.00
Cost	\$ 730.00		MSRP	\$ 2,895.00
Magazine Cost	\$ 12.50		Dealer Discount	20%
Bag/Box Cost	\$ 10.00		Buy Group Discount	25%
			Wholesale Discount	30%
			LE Discount	35%
Taxable Percentage	93.89%			
			Dealer Price	\$ 2,316.00
Tax Excluded Sale Price	\$ 1,852.56		Buy Group Price	\$ 2,171.25
			Wholesale Price	\$ 2,026.50
FAET	\$ 173.94		LE Price	\$ 1,881.75
			Brand X Retail/Web Profit	\$ 1,931.06
			Brand X Profit At Dealer	\$ 1,352.06
			Brand X Profit at Buy Group	\$ 1,207.31
			Brand X Profit at Wholesale	\$ 1,062.56
			Brand X Profit at LE	\$ 917.81

Product Sales - Pistol

Pistols 3 Models 3 Sizes (9 SKUs)	X	2x Retail Online Buy Groups Wholesale Dealers	(45.83 pistols sold of the 9 SKUs Per sales channel Per Month)	X	Year (6000 Total Sales)	=	6,679,560 Annual Sales Profit
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Sales forecast excludes LE discount (negligible channel) and accounts for higher average sales for "Better Pistol" model

\$2295



XR STANDARD

\$2495



XR PRO

\$2695



XR PRIME

Brand X XR Standard Profits

		Brand X Retail/Web Price	\$ 2,095.00
Cost	\$ 1,093.00	MSRP	\$ 2,295.00
Magazine Cost	\$ 20.00	Dealer Discount	20%
Bag/Box Cost	\$ 10.00	Buy Group Discount	25%
		Wholesale Discount	30%
		LE Discount	35%
Taxable Percentage	93.98%		
		Dealer Price	\$ 1,836.00
Tax Excluded Sale Price	\$ 1,468.49	Buy Group Price	\$ 1,721.25
		Wholesale Price	\$ 1,606.50
FAET	\$ 138.01	LE Price	\$ 1,491.75
		Brand X Retail/Web Profit	\$ 773.99
		Brand X Profit At Dealer	\$ 514.99
		Brand X Profit at Buy Group	\$ 400.24
		Brand X Profit at Wholesale	\$ 285.49
		Brand X Profit at LE	\$ 170.74

Brand X “XR Pro” Profits

		Brand X Retail/Web Price	\$ 2,495.00
Cost	\$ 1,243.00	MSRP	\$ 2,495.00
Magazine Cost	\$ 12.00	Dealer Discount	20%
Bag/Box Cost	\$ 10.00	Buy Group Discount	25%
		Wholesale Discount	30%
		LE Discount	35%
Taxable Percentage	96.43%		
		Dealer Price	\$ 1,996.00
Tax Excluded Sale Price	\$ 1,592.89	Buy Group Price	\$ 1,871.25
		Wholesale Price	\$ 1,746.50
FAET	\$ 153.61	LE Price	\$ 1,621.75
		Brand X Retail/Web Profit	\$ 1,040.39
		Brand X Profit At Dealer	\$ 541.39
		Brand X Profit at Buy Group	\$ 416.64
		Brand X Profit at Wholesale	\$ 291.89
		Brand X Profit at LE	\$ 167.14

Brand X “XR Prime” Profits

		Brand X Retail/Web Price	\$ 2,695.00
Cost	\$ 1,539.00	MSRP	\$ 2,695.00
Magazine Cost	\$ 20.00	Dealer Discount	20%
Bag/Box Cost	\$ 10.00	Buy Group Discount	25%
		Wholesale Discount	30%
		LE Discount	30%
Taxable Percentage	95.65%		
		Dealer Price	\$ 2,156.00
Tax Excluded Sale Price	\$ 1,721.81	Buy Group Price	\$ 2,021.25
		Wholesale Price	\$ 1,886.50
FAET	\$ 164.69	LE Price	\$ 1,886.50
		Brand X Retail/Web Profit	\$ 901.31
		Brand X Profit At Dealer	\$ 362.31
		Brand X Profit at Buy Group	\$ 227.56
		Brand X Profit at Wholesale	\$ 92.81
		Brand X Profit at LE	\$ 92.81

Product Sales - Carbine

Rifles 6 Models 3 Sizes In all calibers	X	2x Retail Online Buy Groups Wholesale Dealers	(62.5 carbines sold of the 9 SKUs Per sales channel Per Month)	X	Year (5,500 Total Sales)	=	4,929,510 Annual Sales Profit
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Sales forecast excludes LE discount (negligible channel) and accounts for higher average sales for "Better Carbine" model

Brand X Top Accessories Profits

	Cost	Retail	Profit
Brand X Upper Assembly XR Standard	\$ 238.00	\$ 1,095.00	\$ 857.00
Brand X Upper Assembly XR Pro	\$ 338.00	\$ 1,285.00	\$ 947.00
Brand X Weighted BCG Phosphate Coated	\$ 95.00	\$ 350.00	\$ 255.00
Brand X Weighted BCG Chrome Coated	\$ 100.00	\$ 370.00	\$ 270.00
Brand X Phosphate Coated BCG	\$ 74.99	\$ 120.00	\$ 45.01
Brand X Chrome Coated BCG	\$ 74.99	\$ 195.00	\$ 120.01
Brand X Trigger Phosphate Coated	\$ 65.00	\$ 129.99	\$ 64.99
Brand X Trigger Nickel Boron	\$ 70.00	\$ 140.00	\$ 70.00
Brand X Monolithic Barrel - QPQ	\$ 65.00	\$ 129.99	\$ 64.99
Brand X Monolithic Barrel - Cold Hammer Forged	\$ 99.99	\$ 299.99	\$ 200.00
Brand X Sling	\$ 8.99	\$ 49.99	\$ 41.00
Brand X Rifle Case	\$ 34.99	\$ 99.99	\$ 65.00
Brand X Receiver - Lower	\$ 199.99	\$ 410.00	\$ 210.01
Brand X Receiver Set - Black	\$ 129.99	\$ 299.99	\$ 170.00
Brand X Prime Billet Upper	\$ 129.99	\$ 1,599.99	\$ 1,470.00

Based on wholesale volume orders

Accessory Sales

Combined annual sales profit from accessories

2,000,000

Sales Forecast

The following demonstrates that the numbers cited in this deck are realistic and attainable.

The US has 51,000 firearms retail stores where firearms are sold every day.

For us to reach our sales goals, every month all existing non-Brand X retail stores across the country only need to average average at least 132 Brand X pistols and 188 rifles a month, combined with Brand X direct sales.

Brand X directs sales through website and retail locations would only need to combine 132 pistols and 188 rifles per month.

Those sales combined of just our 18 flagship SKUs yield an annual revenue of 11,609,080.

This is from firearm sales alone and does not include accessories, our care program or potential military sales and international markets.

Budget

Table A: Brand X Annual Overhead Costs (including Retail)

Overall Costs	
Initial Inventory (Warehouse and Retail)	1,500,000
Website	10,000.00
General Marketing	1,750,000.00
Rent (Retail and HQ)	384,000.00
Payroll (Including Retail)	1,585,000.00
Payroll Taxes	317,000.00
Medical/Dental	90,000.00
Contract/Part Time Employee	75,000.00
Utilities	92,400.00
Alarm System	17,280
Workers Comp/Liability	20,400.00
Shop/Office Supplies	12,000.00
Telephone/Internet	14,400.00
Accounting Software	4,200.00
Fastbound	3,600.00
Business Licenses	6,000.00
Product Liability Insurance	100,000
	5,981,280

Retail locations cost

Table B: Brand X Annual Overhead Costs - Per Location

Annual Costs	
Rent and Utilities	120000
Insurance	13200
Store Managers	80000
Asst Managers	60000
Employees	230880
Payment Processing	6100
Alarm Systems	2400
Shop/Office Supplies	3500
Phone/Internet	5000
Total Retail	521080

We plan to roll out two initial locations.

Each additional location will \$550k for build out of 2000 square ft. Two locations are funded in the initial investment.

Revenue

	Revenue	Cost	Profit
Y1	11,609,080	6,964,480	4,644,600
Y2	13,115,238	7,560,928	5,554,910
Y3	15,138,286	8,217,021	6,921,265

Brand X Retail Costs

Brand X Retail Costs Per Location

Initial Costs		Monthly Costs	
Licensing and Permits	Est. 4,0000	Rent and Utilities	10000
Legal	10000	Insurance	2200
Branding and Logo Design	0	Legal	1000
Signage	3500	Social Media Management	1850
Initial Inventory	55000	Store Manager	6,600
Retail POS System	2000	Payment Processing	600
Interior Decor and Equipment	10000	Employees	19,240
General Contract Service	10000	Assistant Manager	5000
Cleaning Supplies	2000		
Total	92500	Total Monthly	46490

Hiring, payment and rent **timeline**

HIRING, PAYMENT AND RENT TIMELINE

MONTH 1

CEO, COO, and two warehouse staff

MONTH 2

3 month rent deposit for both retail locations

MONTH 3

Store Managers, Asst. Managers
Director of Photography
Gunsmith
FFLs ready for each location
Total inventory purchase

MONTH 4

Retail open, rifles available and shipping

MONTH 5

Store Managers, Asst. Managers
FFLs ready for each location
Additional retail and warehouse staff

MONTH 6

Pistols ready to ship

Brand X



Raise

\$4 million for:

Inventory

Operating Capital

Necessary staff

Marketing

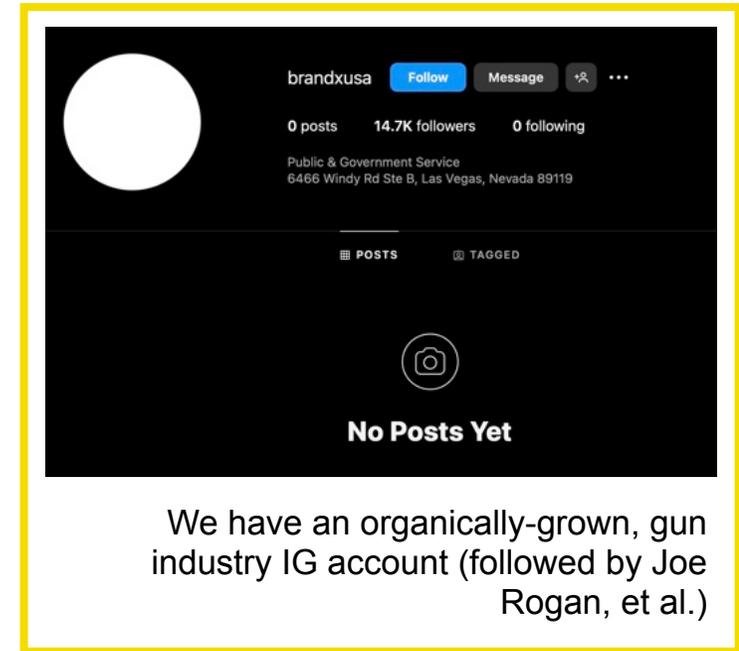
Two initial retail locations.



Marketing: get out the gun.

Marketing plan is a roll out across all social channels, activating key spokespeople/influencers, ad buys and other tried-and-true methods used when founding Salient and Archon Arms.

We will activate key collabs with gun and non-gun products.



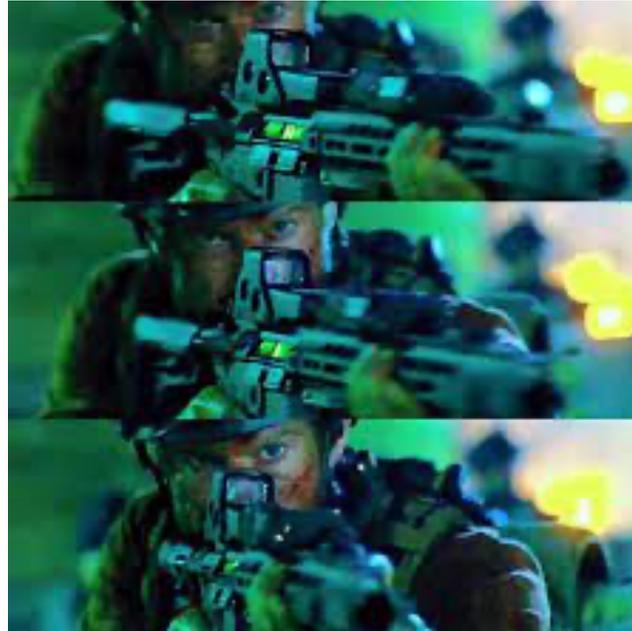
We have an organically-grown, gun industry IG account (followed by Joe Rogan, et al.)

Our goal is attention inside — and outside — the firearms market community as no other company does.

Products and branding are designed to stand out.

Pedigree: design and innovation (as seen in major movies).

Previous products designed, shipped and marketed by the design team behind Brand X. We have a history of building new markets.



Pedigree: brands and designs.



Archon Type D

The Type D model is a compact, high-performance pistol that features all the technical goodies of Type B while being equipped with a straight-line design slide for the customers who prefer a more conservative look.



x Team x

Nathan Edmondson founded and served 9 years as president of Eco Defense Group, a non profit providing tactical capabilities globally for conservation. He is also a founder of KRDL Group, international security firm, ARC firearms training company, Media Tronics Marketing and sold several feature films from his books to major movie studios.

Adrian Chavez founded Salient Arms International and Archon Firearms USA, as well as four other companies including an international security company Salient Operations Group and KRDL Group. Over his three decades in the industry he has been responsible for some of the most notable innovations and most effective marketing in firearms in recent decades.

Nordic Industries - Partner Cutting edge manufacturing in firearms in all machining needs. Holds necessary federal firearms licenses. Has provided machine work for top-five major firearms companies.

ZRO Delta/US Optics - Partner NC-based premium firearm and optic manufacturer, will supply all Rifle 1 and accessory needs. Longstanding relationship with Chavez's enterprises.

Definitions

“SBR”

“Short Barrel rifle,” referring to any carbine under 16” in barrel length.

CARBINE

A semi-automatic firearm in AR configuration.

FFL

Federal Firearms License. Required licensing to sell and manufacture firearms.

ANO

Anodizing, referring to the heat-sealed coating process.

MILSPEC

Military standard specifications



Brand X

Disrupt the firearms market.

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