

*“Our vision is to help build a better world, with the human in mind”*

*- Dr. Tommy Shavers  
Founder & CEO, NESTRE*



December 2020

**NESTRE**

A NEURO-STRENGTH COMPANY

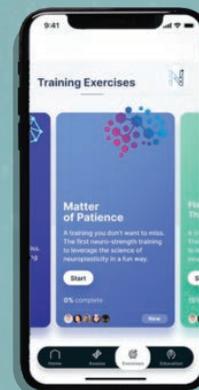
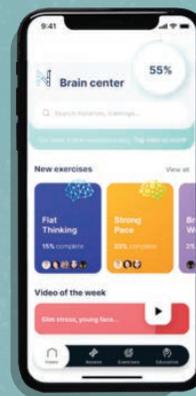
Official Newsletter of Nestre Health and Performance

## COMPANY UPDATE

Covid-19 has ushered in a change for many, including NESTRE. With professional sports on hold and face to face engagement limited, we were forced to adapt, evolve, and ultimately pivot our NESTRE brand to offer our services in the virtual and digital space. We have reevaluated our target market and have now focused on the Tech and App space, making NESTRE services more accessible to many.

## The NESTRE APP

We are currently developing a Clickable Beta app with our tech team. Completion of the BETA development is set for January 28, 2021. Along with the process of building the BETA app, we are also developing our digital go to market strategy as well as a Beta testing program with established control Groups. Our BETA app takes us one-step closer to our goal of providing the tools to increase and sustain mental and cognitive health to individuals everywhere.

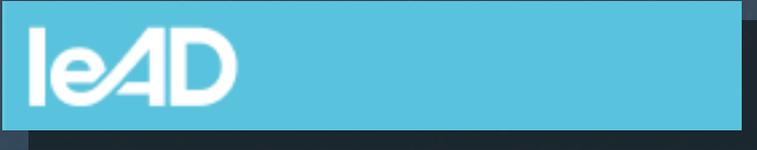


## NEW PARTNERS

We are thrilled to announce our acceptance into the leAD Sports Lake Nona Sports & Health Tech Accelerator program. In addition to their investment, leAD will provide mentorship from successful founders, CEOs, and VCs all over the U.S.

The leAD Lake Nona Sports & Health Tech Accelerator program is a joint venture between leAD Sports & Health Tech Partners, the leading sports and health tech investment platform inspired by sports industry legend Adi Dassler, and Lake Nona, an innovative living lab community in Orlando, Florida. The Lake Nona program is the first leAD accelerator program in the U.S. The program received 442 applications from 44 countries. After a rigorous selection process, six startups were selected to participate in the acceleration process. NESTRE is one of the six!!!

In addition to joining leAD Sports, we have also added a NESTRE Digital and Technology team. Scott Farber (Founder and CEO at Integris) has 15+ years of executive sales, operations, and sales leadership experience combined with digital transformation expertise. Josh Clements is an Executive IT leader with over 25 years of Enterprise technology experience. From hands on architecture and design, to leadership. Josh has been a part of some of the largest digital enterprise transformations. They will spearhead our app development and will play a key role in bringing our technology to market.

The leAD logo is displayed in white text on a light blue rectangular background. The letters 'leAD' are in a lowercase, sans-serif font, with the 'e' and 'A' being slightly larger than the 'l' and 'D'. The logo is positioned in the lower center of the page.

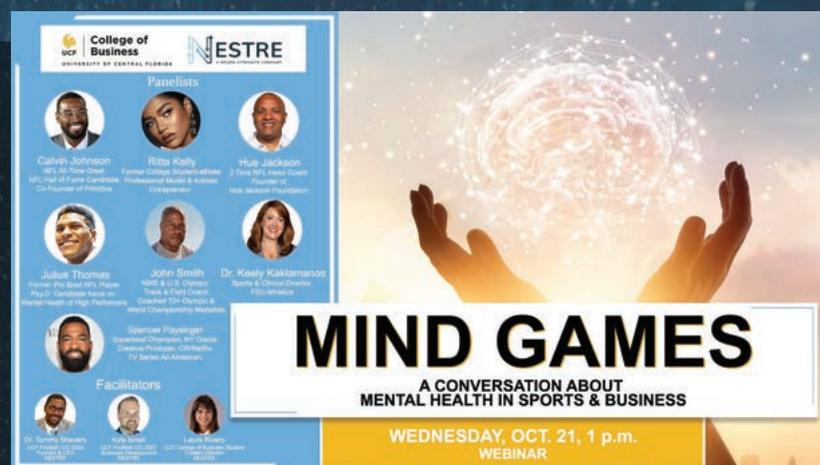
leAD

# OUR LATEST EVENT

The UCF College of Business and NESTRE Health and Performance – are hosting “Mind Games: A Conversation About Mental Health in Sports & Business” On Wednesday, Oct 21, at 1 pm ET.

The event features a star-studded panel of former NFL greats, professional coaches, former college athletes, Olympians, and expert psychologists for an interactive discussion on the importance of mental health in achieving peak performance.

Here is the link: <https://bit.ly/3m1Ewkl>



Head on over to the website now to check us out at [NESTREPERFORMANCE.COM](https://www.nestreprformance.com)



DR. TOMMY SHAVERS  
Founder & CEO



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