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Joining a day is Howard Gostfrond the CEO of OpenLocker Holdings the trades on the OTCQB Venture Market under the ticker OLKR. OpenLocker Holdings is a technology platform for athletes and brands to redefine and unlock consumer and fan value. OpenLocker builds highly engaged fan communities on the blockchain primarily for colleges and universities using student athletes names images and likeness to open the door to new revenue opportunities. Howard, thanks so much for joining us today. So, to begin, Howard tell us a bit about yourself and your background.

Howard Gostfrond

Thank you very much happy to be here.

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Howard tell us a bit about yourself and your background.

Howard Gostfrond

Well Cecilia I've been working with small public companies for over 20 years um I represented many of them for investor relations literally 300 public companies that I worked with and. Really got an understanding of the inner workings and challenges that come with small public companies and ultimately at a certain point in my career I started to become more on the investment side and understanding the capital needs of course that these companies had and really how to develop build and create value. As a small public company. So I was able to bring all of that to this opportunity with open locker holdings.

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What was the gateway that eventually led you to this new technology opportunity with open locker.

Howard Gostfrond

Well, it really was a supreme court ruling in July of 21 so not quite two years ago where they finally allowed college student athletes to use their name image and likeness to make money. Ah, college student athletes have been making and responsible for billions and trillions of dollars of revenue for colleges and universities all over the country and they were never getting any opportunity to make money themselves and this ruling allowed for that to happen and. Open locker saw that opportunity coming around the corner and created a company to service that industry.

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Um, what is the unique offering of open locker.

Howard Gostfrand

Well, as I said it is a you A new Industry. We are a platform for colleges universities around the country as well as student athletes to come together or we're able to bring them name image and likeness opportunities and. Not too many other companies right? now are out there. So We're unique in that Way. There's been others trying to figure it out but we feel like we fit very comfortably in a place where we are delivering for both sides and that's really where the equity comes in. And we feel that we have the right formula for that.

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Um, what feedback have you had from athletes and the industry as a whole.

Howard Gostfrand

As I mentioned the feedback's been tremendous. You know we just did one of our schools is Florida Atlantic university and Boca Raton Florida that perhaps some of your listeners who are sports fans particularly basketball fans followed their incredible journey. All the way to the final 4 unfortunately they had a heartbreaking loss Saturday night against San Diego state but what we were able to do for these athletes is deliver name image and likeness opportunities for them. Ah, leading up to this run and of course ah because they did so well on the court had opened up even more doors. So the feedback has been phenomenal. Schools. Really love what we're doing because they need us. they need ah there's college student athletes to be given opportunities to make money. Otherwise they might transfer to another school where they feel there. There's greener pasture so that's what open locker has been able to deliver and the feedback as a result has been phenomenal from both sides.

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And you know how does that cost structure work. You know touch on the athletes cost and the schools and the University's cost of as far as you know how you guys provide this opportunity to them.

Howard Gostfrand

Well, it's interesting because there's no cost to the athlete. The only cost if you will is not a financial cash cost rather it's a time cost. So What we would tell every athlete and this is all part of the name image and likeness opportunity is you have

to be your own entrepreneur. And you have to be able to have the marketing skills that if we're going to be ah selling a digital collectible of yours with your image on it that you're going to have to go to social media and to your followers and make them aware that this is available. It needs to be almost a partnership. Now once we sell a collectible for a student athlete. They get a majority of that revenue. So There is no cost to them other than really teaching them some skills about entrepreneurship and marketing and developing. The business skills require that they're going to have to have in life. Regardless, what path they go down so that is again, no cost or cost to University for that Matter. So we put the whole marketing plan Together. We developed the platform. And then the students just get a ah cash benefit no cost to them to participate.

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Very exciting. What's on the horizon for OpenLocker this year?

Howard Gostfrand

Well, it's a big country. We've set up about 8 different clubs. We call them at various schools around the country from Wisconsin we have the maddie batdys to University Of Florida to Lions Club at Penn State to Bone yard Huskies Club in Connecticut just to name a few and we are ah very excited to work with all these schools big and small across the country. So the opportunity is truly tremendous, almost hard to calculate. But we feel that we have. Put ourselves in a position and have shown in a very short period of time that we know how to execute in this business and as a result we are getting unsolicited outreach from some major universities that want us to participate and really create and il programs for their student athletes. So. We feel. We're on the right path. It's again, we're not making widgets here. This is not a hundred year old at industry. It's brand new but we feel that we have positioned ourselves in such a way where it's being understood and appreciated and more importantly, the student athletes are making money and that's a fantastic outcome.

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How has trading on the OTCQB Venture Market helped the company convey its IR message to US investors?

Howard Gostfrand

So as I stated earlier in the call I've worked with literally hundreds of companies and as a small public company that's on the QB as a fully reporting company. We feel. We get the respect and the eyeballs that we are seeking. In order to make the most of being a public company and OTCQB has been helpful in working with

us including this particular podcast in getting the word out. So It's a respected place to be we and we are been able to raise Capital. And really do all the things that you would want to do as a public company on the QB so pleased to be here and um, working with QB has been very beneficial.

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Well thank you so much for your time today. Great talking with you Howard.

Howard Gostfrand

Hey thank you very much Cecilia and hopefully we'll do it again soon.

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Absolutely. OpenLocker trades under the Symbol O L K R on our OTCQB Venture Market.

**This is an autogenerated transcript and may contain typos.*