DRAGON

Ultralight AR for Human Performance.

Athletes x Operators

Keep Moving Forward.

a16z scout

PROBLEM

Every Heads-Down Glance Costs.

1–3 sec attention break *(Frontiers in Sports & AL)*
+300–500 ms reaction delay *(UNSW Sydney)*
+25% collision risk *(Human Factors & Ergonomics)*

(CNAS) 80–120 lbs carried load
(Lamberg & Muratori, Gait & Posture, 2012) 20–30% gait instability
(DoD Human Performance Research) Higher cognitive load

DRAGON AR: Situational Awareness for High-Movement Environments.

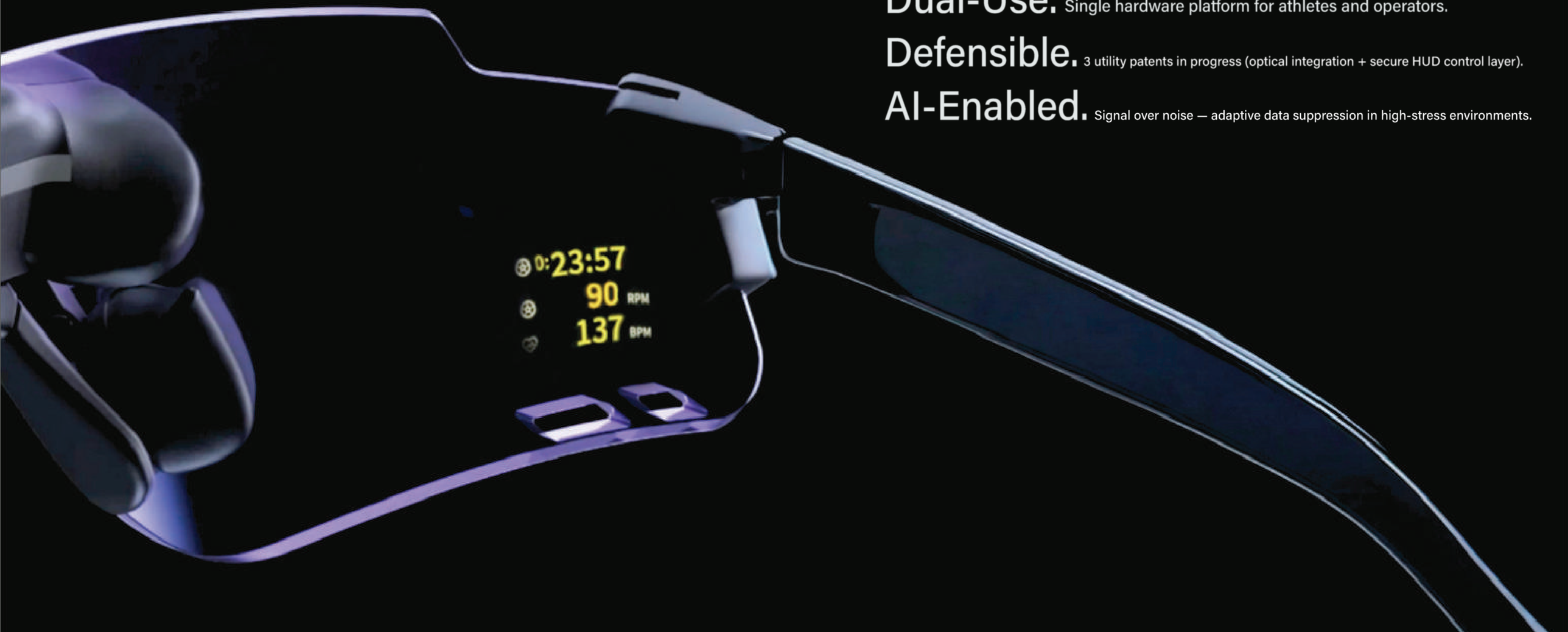
Light. 36g ultralight build — no added combat or movement burden.

Clear. Instant, glanceable HUD — completely distraction-free.

Dual-Use. Single hardware platform for athletes and operators.

Defensible. 3 utility patents in progress (optical integration + secure HUD control layer).

AI-Enabled. Signal over noise — adaptive data suppression in high-stress environments.



TECH - HARDWARE

DRAGON delivers peripheral situational awareness and silent command signaling through an event-driven HUD. Only mission-critical cues — heading, waypoint bearing, mission time, and silent commands — appear in the peripheral field, eliminating central occlusion and visual clutter. Forward vision remains unobstructed at all times.

Displayed Metrics

- Compass heading (continuous orientation)
- Waypoint bearing + distance
- Mission time (elapsed or synchronized)
- Low-brightness overlays optimized for movement and recoil

Primary System Toggle

Dedicated nose-bridge switch enables immediate system activation or shutdown.

Future Capability

- Dual-field data layering
- Role-specific split display (Navigation / Comms / Custom template)
- Live map integration
- Distributed visual coordination mesh
- Live drone FPV

Dedicated Display Expansion Button

Low-profile frame button allows rapid enlargement of HUD without breaking posture or line of sight.

- Visual command cues (Halt / Move / Shift / Hold)
- Event-driven display (no continuous feed)
- Short-duration signal exposure
- No audio, haptic, or verbal transmission

Designed for final approach when RF, voice, or hand signals are constrained.

Silent Signals (Stealth Comms)

- Modular HUD display layers
- Peripheral-first presentation reduces cognitive load
- No central occlusion or head-down interaction
- No forward light leakage

System Architecture

DEFENSE HUD PICTURED

The DRAGON Control Layer

Unified control architecture powering DRAGON across defense and commercial.

One hardware system.
Role-specific software layers.

DEFENSE

Native ATAK HUD integration.

Heading, waypoints, team positions, mission timing — projected into peripheral vision.

AI enabled relevance engine filters and prioritizes data in real time.

Secure edge inference. No video. No persistent storage.

COMMERCIAL

Real time navigation, pacing, power, heart rate — configurable HUD layouts.

AI assisted context awareness surfaces only what matters during effort.

Phone connected edge compute. Ultralight. Responsive.

MARKET

$47B+ Global AR Interface Opportunity (BCG, 2022)

DRAGON begins in:
Defense
Endurance Sport

Where performance and situational awareness matter most.

Expands into:
Field operations
Logistics
Manufacturing
Public safety

The control layer for humans in motion.

DEFENSE

SOF > Program of Record

1. Operator Pilots
2. Unit Dispersion
3. Program Integration
4. Scaled Contracts

SPORT

Elite > Mass Adoption

1. Elite Validation
2. Commercial Pull
3. Direct Scale

One platform. Two markets. Minimal Incremental R&D.

Commercial. $350 hardware. $11 subscription. Recurring revenue layered on durable hardware.

Defense. $1000 w/ annual sub. Secure software licensing. Same hardware, encrypted software.

DRAGON is the only AR architecture built for motion.

	DRAGON	Meta x Oakley	Anduril EagleEye
ARCHITECTURE	Motion-native AR HUD	Camera-first	Helmet-mounted compute
HEADS UP	Glanceable HUD	No real-time HUD	Limited POV
WEIGHT	36g	50–60g	3–4+ lbs
COMPUTE	Paired device processing	Cloud-dependent AI capture	On-helmet compute & battery
DESIGNED FOR	Sustained movement	Content capture	Sensor density
PRICE	$350+ monthly subscription	$499	$5k–$15k+

TEAM

Annika La Vina

Co-Founder & CEO

Human Performance & Interface Design

Ex-design founder and competitive triathlete; former competitive rower.
Harvard Economics & Computer Science.

Leads DRAGON's human-machine interface architecture and system design for high-mobility coordination environments.

Jake Sweed

Co-Founder & CCO

Operational Strategy & Defense Integration

75th Ranger Regiment.
Ex dual-use founder.
Harvard Business School.

Leads field validation, operational requirements, and defense deployment strategy.

Dr. Fahri Yaras

Head of Hardware

AR Optics & Display Systems

Manager of Optical Engineering at Magic Leap.
Engineer & Manager at Qualcomm.
Engineering Lead at HP.
Prior founder.

Leads optical architecture, microdisplay integration, and field-deployable AR hardware systems.

Mina Khalil

Head of Software

Systems Architecture & ATAK Integration

Six years at Google.
International Collegiate Programming Contest (ICPC) Finalist.

Architects DRAGON's ATAK plugin, HUD software stack, and secure low-latency communication systems.

ADVISORS

CSM (R), William D. Pouliot

U.S. Army

Senior Enlisted Advisor to the Assistant Secretary of the Army for Acquisition.
PEO Soldier Senior Enlisted Advisor.
Command Sergeant Major, 3rd BN, 75th Ranger Regiment.

Advises on soldier modernization, acquisition pathways, and fielded capability requirements at scale.

General (R) John “Mike” Murray

U.S. Army

First Commander, Army Futures Command.
Deputy Chief of Staff, G-8.
Director of Force Management, DoW.

Advises on force modernization strategy, requirements integration, and next-generation capability development.

Vitaliy Goncharuk

Defense Tech Founder

Founder, Augmented Pixels (acquired by Qualcomm).
Senior Director of Engineering, Qualcomm.
Chair, National AI Development Committee.

Advises on AI-enabled defense systems, dual-use scaling, and international technology strategy.

Ryan Bolton

Director of High Performance, USA Triathlon

Former professional triathlete and U.S. Olympian (Sydney 2000).

Leads national team development and high-performance strategy for USA Triathlon, overseeing athlete pipeline systems, race execution frameworks, and performance optimization.

Advises on real-world field validation, athlete integration, and adoption of next-generation performance technologies.

Samantha Little-Carew

Nike & Jordan Brand

Led global strategy signature athletes including Luka Dončić and Napheesa Collier, driving product launches and high-profile cultural moments.

Directed athlete-centric experiences at global events including the Paris Olympics and World Athletics Championships.

Advises on athlete adoption, brand integration, and scaling next-generation performance systems.

DEFENSE TRACTION

ACTIVELY ITERATING WITH:

— 1st Battalion, 75th Ranger Regiment
— 2nd Battalion, 75th Ranger Regiment
— 3rd Battalion, 75th Ranger Regiment
— Army SMU
— U.S. Navy SEALs
— JSOC

INSTITUTIONAL PIPELINE & PATHWAYS:

— DARPA exploratory conversations
— CRADA pathway in progress
— 3rd Infantry Division engagement
— Army Futures / Mad Scientist Initiative contribution

Validated at the unit level.
Designed for program-level adoption.

ATHLETE TRACTION

USATriathlon Olympic path endurance athletes.

D1 Sprint & Endurance program. **Harvard Track & Field**

USRowing 9+ Women's 8+ Golds at Olympic Games.

Most decorated collegiate rowing program. **Harvard Rowing**

UAE Team Emirates #1 cycling team in the world.

World Tour team with top 5 overall finishes in Tour de France. **LIDL-Trek**

Israel-Premier Tech World-renowned professional cycling team.

3+ Tour de France wins. **INEOS Grenadiers**

CONSUMER TRACTION

110,000+

IG ORGANIC VIEWS

<$500 paid marketing.

No influencer seeding, PR, or ambassadors.

ASRV

BRAND COLLABORATION

1.3M Instagram followers | Previous collaborations include G-Shock, Equinox, and New Era

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"The same principles that allow soldiers to coordinate... can be applied to the peloton, offering teams a faster, more discreet way to manage tactics."
- CycleTechReview

"The company's focus on style and functionality reflects a broader shift in the industry where AR moves beyond niche prototypes and into mainstream consumer hands." *- Cali Weekly*

"The future isn't about more numbers — it's about curated, athlete-defined insight delivered in the few moments it actually matters." *- TechRound*

VISION

The Future of Movement.

AR Safety Glasses
AR Snow Goggles
AR Swim Goggles
AR Combat Helmets
AR Racing Helmets
Aviation HUDs
DRAGON Drone Sync

Keep Moving Forward.

annika@dragonenterprises.co