



## Company

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Marketing Completion Fund, Inc. is a media investment company formed to finance, develop, and distribute original and existing intellectual property (“IP”) brands, content and technologies and maximize the global revenue opportunities.

Our vision is to apply a **Financing Risk Mitigation System** and **Marketing Technology System** to reduce risks investing in new intellectual property (“IP”) ventures and monetize the revenue opportunities globally.

MCF will invest in IP developed by early stage companies in a range of industry sectors (e.g. Artificial Intelligence, Augmented Reality, Brands, Films, FinTech, Games, Lead Matching, MarTech (Marketing Technology), MedTech (Medical Technology), Real Estate, and Virtual Reality).

The Company provides investor and consumer Lead Generation ([www.leadmatching.com](http://www.leadmatching.com)) and professional consulting services to companies focused on IP technology.

Pricing options for services are typically a combination of cost per lead, hourly rate, monthly retainer, commissions for product sales, and equity shares of company stock based on contribution to the anticipated company's growth in value.

## MCF IP Projects Being Developed

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MCF is developing and financing the Iron Ice film and Hat Trick lifestyle brand intellectual properties (IP).

MCF will focus on projects (initially a China/US youth hockey film series) with generally the following attributes: international appeal, action-oriented; conducive to all-encompassing “immersion” branding and marketing featuring opportunities in gaming, virtual reality, co-branding participations, lead generation, charity events and similar.

Its initial project is to acquire, develop and finance the production and distribution of “Iron Ice”, a youth hockey-themed motion picture and associated marketing opportunities in motion picture licensed games and merchandise.

## Financing Risk Mitigation System

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MCF has developed a Financing Risk Mitigation System that addresses a perennial question for investors that would like to reduce risk in any new venture: namely, protection of invested capital and infusion into the venture upon proven milestone achievement. If these milestones are not met in a timely manner, then the remaining investor capital will be returned.

## Film Financing Risk Mitigation System

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MCF has developed its own Film Financing Risk Mitigation System (FFRMS) that addresses a problem for investors that would like to reduce risk in independent film investing. For film projects the Financing Risk Mitigation System is comprised with:

### *A Capital Formation Structure*

A capital formation structure designed with terms that requires specific milestones to be met before the monies invested can be released for film production

- Terms in PPM offering provides options by level of risk tolerance.
- Terms that require investors deposit only a 10% amount of total subscription agreement in market rate interest escrow account.
- Utilizing escrow in a top tier bank to disburse funds only when milestones are achieved.
- If the film were not to be made because milestones are not achieved investors will receive a refund of their deposit in addition to interest.

#### *A Marketing Technology System*

- The Marketing Technology System is designed to optimize generating revenue streams PRIOR TO PRINCIPAL PHOTOGRAPY and after theatrical and digital distribution of the film.
- The Marketing Technology System encompasses a grouping of technologies that improve marketing activities to simplify processes and make it easier to measure the impact of marketing channels and drive more efficient spending.

#### **MCF Services**

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MCF is a management organization with a central organization and stand-alone profit centers that provide services to the original IP projects developed by the company and to IP developed by other companies.

- **Marketing Completion Fund:** Provide capital formation structuring and capital raising services.
- **Immersive IP Studios:** Provide strategy, branding, content, and product development services.
- **Hat Trick Film Production:** Produce feature length films with global universal story.
- **Leadmatching.com:** Provide marketing technology, investor and consumer lead generation and call center services.

#### **Team Experience**

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The management team, advisors, consultants, and partners are comprised of individuals and companies that have extensive experience in Capital Formation Structuring, Financial Modeling, and Capital Raising, China M&A, Digital Marketing, Entertainment, Film Financing, Production and Distribution, IP Brand and Technology Development, Marketing Technology, Product Development, Semiconductor Plant Manufacturing, Software Development, Sports, AR/VR Technology Labs, and Wealth Management.

- **Capital Raising Strategies** – The MCF team has experience developing strategies for raising capital with private placements (234 securities engagements totaling \$2,173,809,195) and through syndication to a network of registered FINRA broker-dealers. MCF management has generated and delivered investor leads to FINRA broker dealers and generated revenue during the process of raising capital for film and entertainment projects.
- **Films** – Experience in the acquisition and selling of \$5 billion of film content for major studios, successfully produced and distributed independent feature films, and documentaries.
- **Games** – Produced sports games for Activision, EA, Microsoft, and Sony generating \$1.5 billion in sales. Developed AR/VR games and eSports experiences.
- **Lead Generation** – Digital marketing and call center services for financial service companies and consumer brands.
- **Technology** – Developed AR/VR technology for United States government agencies and built semiconductor plants in United States and Taiwan.

