



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 provides professional consulting services to companies that include capital raising services, business development, marketing, sales and investor and consumer lead generation ([www.leadmatching.com](http://www.leadmatching.com)).

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

Lead generation services are a combination of upfront media campaign development costs and delivered lead price.

### **IP Industry Sectors**

---

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

### **Company Experience**

---

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.
- **Events** – Produce investor and celebrity charity events. Exhibitor and sponsorship sales. Attendance growth strategies and partnership media business development.
- **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.

## MCF Services

---

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.

## Capital Raising Services

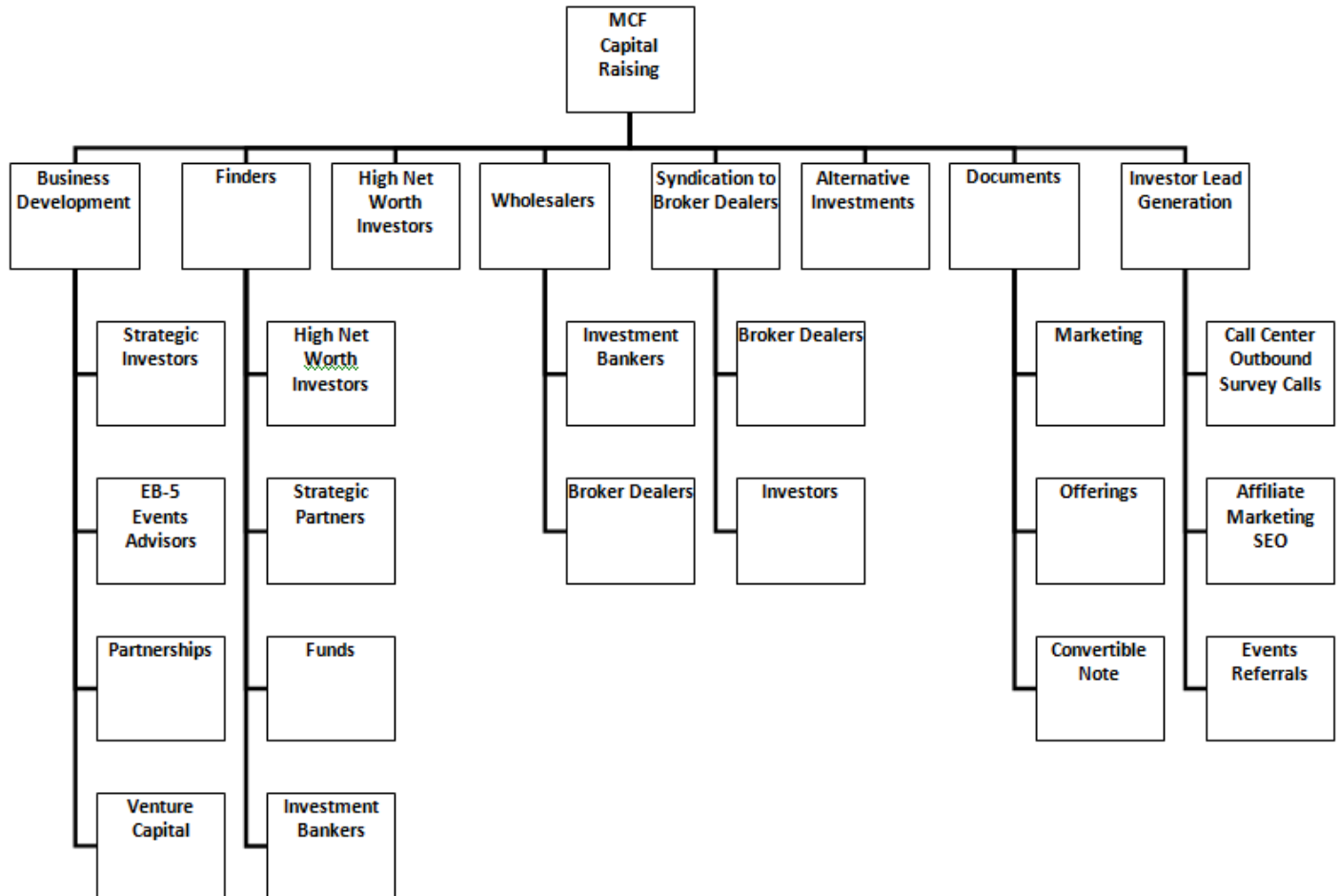
---

- |  |   |
|--|---|
| • Advisors   | • Investment Document Drafting and Research |
| • Capital Advisory Services  | • Bank Escrow Agreement                     |
| • Business Plan  | • Broker Dealer Agreement                   |
| • Associations and Investment Groups   | • Consultants Agreement                     |
| • Capital Structuring  | • Executive Summary                         |
| • Compensation Structuring   | • Finders Agreement                         |
| • Capital Raising Planning   | • Investment Summary                        |
| • Capital Raising Strategy   | • Investor Direct Mail Drip Campaign        |
| • Capital Sourcing   | • Quick Look Summary                        |
| • Company Management Team Building   | • Private Placement Memorandum              |
| • Consulting   | • Risk Factors                              |
| • Corporate Finance  | • Selling Agreements                        |
| • Deferred Compensation Structuring  | • Syndication Agreement                     |
| • Evaluate Financing Structuring Options   | • Investment Document Drafting and Research |
| • Financial Projections  | • Term Sheets                               |
| ○ Review Financial Projections   | • Underwriter Broker Dealer Agreement       |
| ○ Enhance Financial Projections  | • Legal Referral                            |
| ○ Improve the projections by identifying additional assumptions  | • Marketing Presentations                   |
| ○ Compare key assumptions against external trends, benchmarks and competitive environments (started - on hold) | • Investor Booklets                         |
| • Research and analyze competitive companies   | • Direct Mail                               |
| • Financing Conferences and Events   | • Multiple Capital Sourcing Strategy        |
| • Financial PR   | • Private Equity                            |
| • Hiring Finders   | • Qualified Investor Leads                  |
|  | • Research                                  |
|  | • Script Writing                            |
|  | • Syndication Wholesalers                   |

## Capital Sources

- Angel Investors
- Angel Investor Groups
- Corporate Venture
- Family Offices
- FINRA Broker Dealers
- Hedge Funds
- Investment Bankers
- Media Funds
- NIBA Association Broker Dealers
- Private Equity Funds

## Capital Raising Plan Org Chart



## Financing Risk Mitigation System

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

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 of 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.

#### *Marketing Technology System*

- The Marketing Technology System is designed to optimize generating revenue streams PRIOR TO PRINCIPAL PHOTOGRAPHY 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.

#### **Iron Ice Film – A China – U.S. Cross Border Sports, Entertainment and Technology Project**

---

MCF will focus on film 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.

Marketing Completion Fund, Inc. proposes to finance the production and distribution of the “Iron Ice” hockey-themed Motion Picture, through a subsidiary production company, Hat Trick Productions. There is further intention to fund at least two sequels in separate LLCs as well as marketing opportunities in motion picture and third-party social media exploitation sectors, again through separate LLCs.

The initial proposed 95-minute Motion Picture will feature a Chinese national immigrant with his family settling in Minnesota as the head of the family accepts an important position with a multi-national iron ore company. The oldest son bonds with a local of many generations through youth hockey.

Subsequent sequels follow the relationship of the high school friends through the Olympics and ultimately the National Hockey League finals as they transition from friends, teammates, and square off as adversaries.

#### **Growth Strategies and Revenue**

---

- Starting in 2018 the Company plans to generate revenue for 2 years during the process of raising capital for the film and pre-production activities (i.e. Attaching talent, obtaining guaranteed distribution agreements) and prior to the film starting principal photography in the 4<sup>th</sup> quarter of 2020.
- MCF is projecting to generate revenue of \$500,000 in 2018, \$5,000,000 over the next 30 months, \$60,000,000 over the next 60 months, and \$300,000,000 over the next 120 months after the film and game release.
- MCF plans to generate revenue during the process of raising capital from professional consulting fees, investor and consumer lead generation sales, and from Iron Ice and Hat Trick merchandise sales to consumers.
- The Company is building a film, sports, and hockey fan community and generate revenue with the development and sales of associated marketing opportunities in the Iron Ice motion picture licensed game and merchandise and the Hat Trick sports lifestyle branded products
- The Company will do marketing in both English and Mandarin and utilize both China and third-party ecommerce, messaging, and social media marketing (i.e. Facebook, Google, Instagram, YouTube, Tencent, WeChat - China).

## Capital Raising Strategy

---

### **Convertible Promissory Note**

MCF will start to raise capital in May and will be presenting accredited investors the opportunity to invest in a \$500,000 Seed Round Unsecured, Subordinate, Convertible Promissory Note with terms of eight percent (8%) simple interest paid semi-annually. Convertible to "A" Units in Private Offering. Expected hold period of two years.

### ***\$19,575,000 Private Placement Offering of Common Stock / Limited Liability Units***

This offering will be followed by presenting accredited, corporate, and institutional investors the opportunity to invest in the \$19,575,000 Private Placement Offering of Common Stock / Limited Liability Units that are a combination of Marketing Completion Fund, Inc. Common Stock and Iron Ice Films, LLC Membership Units (collectively the "securities").

- MCF is actively presenting an opportunity for accredited, corporate, and institutional investors and business entities to invest in a private offering of "Units" that are a combination of Marketing Completion Fund, Inc. Common Stock, a Delaware Corporation, and Iron Ice Films, LLC Membership Units, a Limited Liability Company (To be formed). (collectively, the "Securities").
- The Company plans to raise \$19,573,000 from all sources, i.e. the sale of A, B, and C Units and possibly bankable pre-sales of certain territories or rights and/or co-production financing arrangements.
- The funds will be used for: 1) the development, pre-production, post-production, and a portion of the marketing budget of Iron Ice; 2) Associated marketing opportunities in motion picture licensed games and merchandise; 3) Investing in investor and consumer lead generation campaigns and marketing technology systems to accelerate film and hockey fan growth and sales.

## Corporate Structure

---

Marketing Completion Fund, Inc. was registered as a Delaware Corporation in March 2018.

The company authorized 50,000,000 common shares of stock at \$0.001 par value.

Assuming full subscription: Investors own 30% equity interest in MCF (1,593,000 Shares out of 5,310,000 Common Shares outstanding) 70% Owned by Management.

The Company intends to form and finance two affiliated Limited Liability Companies: (a) Iron Ice Films, which will produce and distribute "Iron Ice", a hockey-themed Motion Picture, designed to capitalize on China's national mandate to elevate its winter sports programs and skills in preparation for Beijing's hosting of the 2022 Winter Olympics, and (b) Hat Trick Productions that will perform "immersion" lifestyle branding of hockey-related products through the full-range of marketing methods, including clothing and accessories, gaming, virtual reality, co-branding participations, lead generation, and celebrity hockey and charity events.

Investors will own 100% of Iron Ice Film, LLC (2,700,000 LLC Membership Units)

Features that Unitholders will receive from:

Iron Ice Film, LLC

- Preferential Return & Priority Distribution
- Net revenue cash distribution from film, game and licensed products
- Distribution for the life of the LLC

Marketing Completion Fund, Inc.

- Value of MCF common shares projected to grow 10x
- Revenue is generated from professional services, lead generation, Hat Trick licensing and product sales
- Equity ownership in other companies.

## MARKETING COMPLETION FUND, INC. / IRON ICE FILM, LLC

|  |   |   |   |
|--|---|---|---|
| Investors own Iron Ice Film, LLC<br>2,700,000 LLC Membership Units<br>100% Owned by New Investors  |   | Investors own 30% equity interest in MCF<br>(1,593,000 Shares out of 5,310,000 Common Shares outstanding)<br><br>70% Owned by Management.   |   |
| Unitholders will receive:<br><br>Preferential Return<br><br>Priority Distribution<br><br>Net revenue cash distribution from film, game and licensed products<br><br>Distribution for the life of the LLC   | Value of MCF common shares projected to grow 10x<br><br>Revenue is generated from professional services and<br><br>Hat Trick licensing and product sales.   |   |   |
|  | Marketing, Branding, Film Production, Lifestyle Incubator Company<br><i>Events / Hollywood Hat Trick / IWBS – Investor Wealth Builders Series/ Merchandising / Travel Packages / Virtual Reality</i>  |   |   |
| ↓  | ↓   | ↓   | ↓ |
| <b>HOLLYWOOD HAT TRICK<br/>Film Production Company</b>   | <b>Intellectual Property Branding,<br/>Product Development</b>  | <b>Leadmatching.com</b>   |   |
| <u>Internal Production</u><br>Wholly-Owned Subsidiary<br>“Iron Ice Theatrical Film”<br>Limited Liability Company<br>100% Owned by New Investors<br>“Iron Ice II and Iron Ice III”<br><br><b>IRON ICE FILM I, LLC</b><br>Film Production Year     2019<br>Film Production Cost     \$10M<br>Film Release Year         2020<br>Film Marketing Costs     \$10M<br>Film Revenue               \$50M<br>2020 – 2030<br><br>“Iron Ice II and Iron Ice III”<br>(Original Investors May Participate at 85% of Any Securities Offering)<br><br><b>IRON ICE FILM 2, LLC</b><br>Film Production Year     2020<br>Film Production Cost     \$10M<br>Film Release Year         2021<br>Film Marketing Costs     \$10M<br>Film Revenue               \$50M<br>2021 – 2031<br><br><b>IRON ICE FILM 3, LLC</b><br>Film Production Year     2021<br>Film Production Cost     \$10M<br>Film Release Year         2022<br>Film Marketing Costs     \$10M<br>Film Revenue               \$50M<br>2022 – 2032 | <u>Internal Product Lines</u><br><u>Marketing, Branding, Lifestyle Company</u><br>Wholly-Owned Subsidiary<br>Provides Services to Film Production Company<br>30% Participation Through MCF<br>(Original Investors May Participate at 85% of Any Securities Offering)<br><br><u>Third Party Projects / Services</u><br>Marketing, Branding<br>Wholly-Owned Subsidiary<br>Project / Services by Contract<br>30% Participation Through MCF | <u>Direct Marketing Agency</u><br>Lead Generation, Call Center<br><br><u>Internal Marketing</u><br>Iron Ice Film<br>Hat Trick<br><br><u>Third Party Projects / Services</u><br>Direct Marketing, Affiliate Marketing, Lead Generation, Media Buying, Social Media<br>Wholly-Owned Subsidiary<br>Project / Services by Contract<br>30% Participation Through MCF |   |
| ↓  | ↓   | ↓   | ↓ |
| <b>Projects – Revenue Year</b>   |   |   |   |
|  | <ul style="list-style-type: none"><li>Investor and Consumer leads (2018)</li><li>Iron Ice Merchandise (2018)</li><li>Hat Trick Sports Lifestyle Products (2018)</li><li>Hockey Hat Trick ecommerce website (2019)</li><li>Go Hat Trick App (2019)</li><li>Hat Trick Google Map / Earth API (2019)</li></ul>   | <ul style="list-style-type: none"><li>Iron Ice AR/VR (2019)</li><li>Hat Trick Youth Fundraiser Program (2019)</li><li>Hat Trick Destination Travel Packages (2019)</li><li>Hollywood Hat Trick Celebrity Events (2019)</li><li>Iron Ice Film (2020)</li><li>Iron Ice Games (2020)</li></ul>   |   |



## Consulting



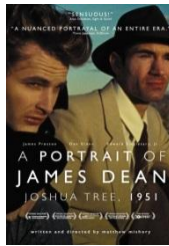
## Entertainment



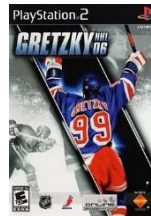
## Commercials



## Films



## Games



## Technology



## IP Brands



## Digital / Leads / PR



## China M&A



## MCF Team



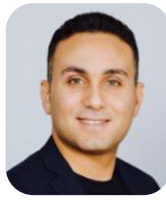
Greg  
McAndrews  
Corporate  
Finance

-----  
Advised More  
than 250  
Companies



Brad Turner  
CEO,  
Marketing

-----  
Wells Fargo,  
Macy's, Ernest  
Hemingway



Hatem Kateb  
CFO,  
FP&A

-----  
Overseek



Bryan Lemster  
CTO

-----  
Computer  
Associates



Ryan Turner  
Film Writer,  
Director, Editor

-----  
Virgin America,  
Marriott,  
LinkedIn



Richard Turner  
Advisory Board

-----  
Apartment 212,  
Sony, Starz,  
Liberty Media



Mike Hainkel  
Advisory Board

-----  
EVP & Chief Tax  
Officer at Lions Gate  
Entertainment



DJ Jiang  
Film & China  
Advisor

-----  
China Film  
Advisor



Drew Aveling  
Film & Mining  
Advisor

-----  
DreamWorks



Eddie Singletary  
Film Advisor

-----  
Roku



Simone Liu  
China Film Advisor

-----  
Wells Fargo  
Wealth Advisors



Aaron  
Soderberg  
Wealth  
Management  
-----  
Cantor Fitzgerald



David Ludewig,  
Media  
-----  
Ionic Media  
Media Interlink  
-



David Kuff  
Media, Public  
Relations  
-----  
Hakuhodo, Navy, Los  
Angeles World  
Airports



Greg Ris  
Nutritional  
-----  
Indena



## Advisory Board

---



Richard Turner  
Gnaw Film, Sony, Starz,  
Liberty Media



Michael Hainkel  
EVP & Chief Tax Officer at  
Lions Gate Entertainment



David Ortiz  
Midway, Sony,  
Warner Brothers



George Cone  
IBM, Fairchild  
Semiconductor

### Corporate Finance



Brad  
Turner



Greg  
McAndrews



Hatem  
Kateb



Ryan  
Turner



Drew  
Aveling



Eddie  
Singletary



Jesse  
Pepe



Rana  
Gujral



Ron  
Wells



Cervantes  
Lee

### Software / Technology



Bryan  
Lemster



Charles Wang



Simone Liu



DJ Jiang



Greg  
Ris

### China & U.S. Partnerships

### Media



David  
Kuff



David  
Ludewig

### Wealth Management



Aaron  
Soderberg

### Film

### Hockey China



Mark  
Simon