

## Executive Summary of Marketing Completion Fund, Inc

**Business Summary:** Marketing Completion Fund is a media investment company founded in 2017. Our vision is to apply a Financing Risk Mitigation and Marketing Technology System to reduce risks investing in new intellectual property (“IP”) ventures (e.g. Artificial Intelligence, Augmented Reality, Brands, Films, Games, MarTech, MedTech, and Virtual Reality) and monetizes revenue globally.

**Opportunity and Protection:** To protect capital investments against loss, 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.

**Platform/Services:** The first IP venture that MCF is applying the financing and marketing system to is a China – U.S. Cross Border project that includes the Iron Ice feature length hockey film and Hat Trick lifestyle sports brand IPs.

The company has projected revenues to reach \$5.0 million in 30 months, \$60 million in 60 months and over \$300 million in 120 months from films, Ecommerce, games, AR/VR, lead generation, merchandise, celebrity charity events, and youth fund raisers.

**Target Markets:** By 2021 China, U.S. and global Entertainment and Media (\$2.2 Trillion), Retail Ecommerce Sales (\$4.5 Trillion) and Sports Industry (\$1.5 Trillion).

**Sales and Marketing Strategies:** Starting in 2018 MCF will generate revenue from: English and Chinese investor and consumer lead generation sales, Consulting fees for providing professional service to China and U.S. companies, sales and distribution of associated marketing opportunities in Iron Ice motion picture licensed games and merchandise, and the Hat Trick licensed products. Film and games revenue in 2020.

Implement media and marketing campaigns targeting both English and Chinese audiences utilizing technology (i.e. Apps, AR – Augmented Reality, e-commerce, games, Google Maps, Google Earth, VR - virtual reality) and acquire customers with third-party social media and messaging platforms (i.e. global – Facebook, Google, Instagram, YouTube, for China - Taobao, Renren, Tencent, TMALL, WeChat).

**Business Model:** MCF has multiple sources of revenues that include providing professional consulting services to companies on an hourly rate, monthly retainer, commissions for product sales, and equity shares of company stock. Marketing Services. Investor and consumer lead sales. Film revenue from box office receipts and ancillary rights sources of income that include merchandising rights, television spin-off rights, home video, sequel, prequel and remake, book publishing rights, computer game rights, soundtrack album rights, and the music publishing rights in the score. Hat Trick product sales. Ecommerce product sales and subscription services.

**Competitors:** Our competition is other independent film, ecommerce, sports brands, and marketing technology companies. This includes Amazon, Alibaba, Tencent, Fox Searchlight, Sony Picture Classics, Google, Salesforce, Nike, and Under Armour.

**Competitor Advantage:** Investors have options for reducing risks investing in IP ventures. The Company has strategies to generate revenue during the process of raising capital and developing the new IP ventures. MCF is vertically integrated with Portfolio of its own IP, a Financing Risk Mitigation and Marketing Technology System and management team with experience in developing Capital Structures to reduce risk, IP content, films, games, brands and products.

### Company Profile:

Marketing Completion Fund Inc. is based in Los Angeles

URL: [Completionfund.com](http://Completionfund.com)  
[Ironicefilm.com](http://Ironicefilm.com)

### Industries:

Category: Entertainment & Media  
Sub-Categories: Ecommerce, Marketing Technology, SaaS, Sports

**Founded:** 2017

**Employees:** 3 **Consultants:** 8

**Contact:** Brad Turner

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### Financials:

Pre-series A

\$500K Convertible Note

\$19,575,000 Private Offering of Common Stock / LLC Units (in 18 months)

**Purpose:** Technology development, investor and consumer lead generation, film pre-production, marketing, sales, legal, Iron Ice and Hat Trick products

### Management:

Brad Turner, Founder, CEO

Greg McAndrews, Corporate Finance

Cervantes Lee, Investor Relations

Bryan Lemster, CTO

Hatem Kateb, CFO

Andrew Barrett, China Strategy

Rana Gujral, China Partnerships

David Kuff, Media/Public Relations

### Advisors:

Mike Hainkel, Film Tax Strategy

David Ortiz, Games, VR

Richard Turner, Business Affairs



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