

2018

Business Plan

Marketing Completion Fund

Draft
For Review Only
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FORWARD LOOKING STATEMENTS

This document contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Sections 21E of the Securities Exchange Act of 1934, and is subject to the safe harbor created by those sections. Forward-looking statements may be identified by the use of forward-looking terminology such as "believes," "expects," "may," "should," "anticipates," "estimates," or "forecasts" or the negative thereof. Such forward-looking statements, particularly as related to the business plans of the Company, expectations of strategic relationships and business opportunities, the ability of the Company to realize the assumptions used in sales and valuation models, the ability of the Company to develop products and services, the Company's ability to gain market share, the size of the market, and the ability of the Company to compete effectively in the marketplace, are based on current expectations that involve a number of risks and uncertainties. Actual results may differ materially from the Company's expectations and estimates. No assurances can be given that the future results covered by such forward-looking statements will be achieved.

Executive Summary

Marketing Completion Fund, Inc. (“the Company” or “MCF”) is a media investment company founded in 2018 to finance, develop, and distribute original and existing intellectual properties (“IP”).

Our vision is to apply a Financing Risk Mitigation 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) 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.

The Company has developed an investment structure to invest in motion pictures that has the potential to earn substantial returns. The film can earn revenue from box office receipts and ancillary rights sources of income. These sources 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.

The Company is raising capital and offering accredited, corporate, and institutional investors an opportunity to invest in a \$500,000 seed round convertible note or in a \$19,575,000 Private 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”).

The Company has developed:

1. 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.
 - o For film projects the Financing Risk Mitigation System requires specific milestones to be met before the monies invested can be released for film production and a marketing technology system designed to optimize generating revenue streams PRIOR TO PRINCIPAL PHOTOGRAPY and after theatrical and digital distribution of the film.
2. A marketing technology system that is comprised of 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.
3. A IP strategy to increase shareholder value.
4. A business process that includes IP development, financing, content creation, and distribution.
5. A company structure to operate with a central organization and stand-alone profit centers that provide services to original MCF IP projects and to IP developed by other companies.

China – U.S. Cross Border Entertainment Project

MCF will focus on IP 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.

The Company is developing and financing the production and distribution of a U.S – China Cross Border entertainment project that includes “Iron Ice”, a hockey-themed motion picture through Iron Ice Film, LLC (“the LLC”), and its subsidiary production company, Hat Trick Productions (the “Subsidiary”) as well as associated marketing opportunities in film games and merchandise.





The Company will simultaneously develop, finance, license and distribute the Hat Trick Sports Lifestyle Brand IP and the Hollywood Hat Trick Celebrity Teams and events IP which will be formed as a non-profit

that will develop and manage the Iron Ice and Hat Trick celebrity sports teams and produce the Hollywood Hat Trick Celebrity Sports Entertainment and Technology Fan Fest and Expo modelled after the SXSW event held in Austin every year.

Economic Development

MCF has a business strategy for economic development through sports, entertainment, and technology diplomacy. The company is developing entertainment projects that focus on sports categories that are experiencing current and significant market growth in addition to significant investments being made into the category. Hockey is the first sports category selected and entertainment project IP being developed with plans and early stage development in process with the sports categories of soccer, basketball, football and rugby.

The following chart includes the locations and industry sectors MCF will be stimulating economic development and the estimated investment amount budget.

	China	California	Minnesota	Seattle
Location				
Investment Budget	\$5 million	\$4 million	\$5 million	\$5 million
Industry Sectors	Ecommerce, Film, Financing, Digital Marketing, Sports, Technology, Travel	Call Center, Ecommerce, Film, Digital Marketing, Investment Banking, Sports, Technology, Travel	Call Center, Film, Digital Marketing, Investment Banking, Sports, Technology, Youth Fund Raising	AI – Artificial Intelligence, AR – Augmented Reality, Ecommerce, Games, Technology, VR – Virtual Reality

Industry Convergence and Targeted Geographic Markets

MCF developed city, state, and country economic development strategies and operates at the intersection and convergence of multiple industry sectors.

The Company has researched and identified industries to develop IP, and targeted demographics, and geographical areas under which to market its goods and services.

Industries	Industries	Countries	States	Cities
<ul style="list-style-type: none"> • Apparel • Augmented Reality (AR) • Ecommerce • Entertainment • Events • Ecommerce • Mobile • Film • Games 	<ul style="list-style-type: none"> • Olympics • Sports Industry • Sports Merchandise • Sports Nutrition • Sports Travel • Subscription Box • Travel • Virtual Reality (VR) • Wearable IOT • Winter Sports 	<ul style="list-style-type: none"> • China • Canada • United States • Top film • Top hockey 	<ul style="list-style-type: none"> • California • Minnesota • New York • Nevada 	<ul style="list-style-type: none"> • Beijing • Las Vegas • Los Angeles • Minneapolis • New York • San Francisco • St. Paul • Vancouver

- | | | | | |
|--|---|--|--|--|
| <ul style="list-style-type: none"> • Licensed Merchandise • Marketing Technology | <ul style="list-style-type: none"> • Youth Fundraisers | | | |
|--|---|--|--|--|
- Beijing, China - film, hockey, technology, start-ups, financing, travel, Olympics
 - Los Angeles - hockey, entertainment, film, music, sports, technology, startups, finance
 - Minnesota - youth, high school, college, NHL hockey, film, technology, finance
 - New York - media, finance, sports, hockey, films
 - Seattle, Washington – AI, AR, Ecommerce, Games, VR
 - Silicon Valley - hockey, technology, social media, startups, financing
 - United States and Globally – entertainment, films, hockey companies, financing, media

Why China, Minnesota and Hockey?

MCF is capitalizing on global economic trends and the China investments being made to prepare for the Beijing 2022 Winter Olympics, the growth of hockey in China, the growth of the China film market and investments that China is making in the global film and technology industry.

The Iron Ice film story is being written to resonate on a global basis with a universal theme. The movie represents qualities that are admired by people throughout the world and could act as a “country commercial” for China and a "state commercial" for Minnesota.

Our research indicates there is a significant audience that will identify with the coming of age, immigration film story because they have lived and experienced it at some level or desire to immigrate to the United States. There is a core audience of over 5 million Chinese in North America that have immigrated to Canada and the United States and there are estimates of 2 out of every 4 individuals in Minnesota that have played hockey or are fans of hockey.

China Sports and Winter Industry

- According to the Suggestions of Beijing Municipal People’s Government on Accelerating the Development Ice & Snow Sports (2016 – 2022) and its seven supporting plans, by 2022, the number who participate in ice and snow sports will reach 8 million in Beijing.
- With an annual growth of 14%, sports tourism is the fastest growing segment in the global tourism market.
- China sports tourism competed investment of about RMB 79.1 billion in 2015, at a year-on-year growth of 71.9%.
- According to the target formulated by the State Council that China’s total value of sports output will reach RMB 5 trillion in 2025.
- In 2015, among the 31 provinces in China, ten had their per capita GDP exceeded 10,000 USD, and the total number of permanent residences in these provinces has been over 500 million.

Items	Year	Data	Year	Data
Skiers nationwide	2016	11.33 million	2022	26 million (predicted)
Ski person-time nationwide	2016	15.1 million	2022	45 million (YOY: 21.36%)
The gross value of winter sports industry in China	2020	Reach RMB 600 billion (\$90 billion USD)	2025	Reach RMB 1 trillion
Winter sports featured primary and secondary schools	2020	2000 schools	2025	5000 schools

Ice Rinks

2016

200+

2022

Not less than 650. (in which the newly built number should be not less than 500)

MCF Intellectual Properties Portfolio

Original Content IP	Original Brand IP	Original Technology IP
Iron Ice Film	Hat Trick Sports Lifestyle Brand	Marketing Technology System
Iron Ice Games	Hollywood Hat Trick Event	IOT Smart Wear CRM Device
Iron Ice VR Training	Hollywood Hat Trick Teams	

<p>1 Feature Film IP</p>  <p>Games * Merchandise * Licensing</p> 	<p>2 Sports Lifestyle IP</p>  <p>HAT TRICK</p> <p>Games * Merchandise * Licensing</p>  <p>HAT TRICK FUND RAISERS HAT TRICK TRAVEL</p>	<p>3 Celebrity Brand IP</p>  <p>Celebrity Teams</p> 	<p>4 Technology IP</p> <p>Marketing Technology</p>  <p>IOT Smart Wear CRM</p> 
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Iron Ice Film

“Iron Ice” is a compelling coming of age, sports drama film story set against the expansive backdrops of Beijing, China, the Mesabi Iron Range in Northern Minnesota, and the Minnesota State High School Boys Ice Hockey Tournament.

The film features a Chinese national immigrant with his family settling in Northern Minnesota as the head of the family accepts an important position with a China owned multi-national mining company that acquires a Minnesota Taconite Mine. The oldest son bonds with a local of many generations through youth hockey.

This project has been selected to capitalize on the growth of hockey in China, the 2022 Olympics in China, and the growth of ecommerce, film, games, internet, travel, and winter sports.

There is further intention to fund at least two sequel that 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.

Global Marketing Strategy

The sports focused IP are being positioned to capitalize on global trends and the growth of hockey in China, the 2022 Olympics in China, and the growth of ecommerce, film, travel, and winter sports.

MCF is developing China, U.S., and global marketing strategies in both English and Mandarin that include developing simultaneously a Transmedia storytelling plan for the Iron Ice film IP and a brand licensing strategy for the Hat Trick sports lifestyle brand.

The comprehensive marketing strategies will be targeting the China, Canadian, United States and top film and ice hockey markets and offer content and products to build an audience prior to film and game production to mitigate risk.

The Company plans on building an audience of film, sports, and hockey fan community with Hat Trick vertical sports websites www.hockeyhattrick.com, www.soccerhattrick.net, www.basketballhattrick.com, www.baseballhattrick.com, and www.rugbyhattrick.com.

Growth Plan and Revenue Strategies

The Company management team has provided services to 234 securities engagements totaling \$2,173,809,195 in capital raised. The team has experience syndicating private placement offerings, in generating revenue during the process of raising capital, and has developed innovative capital formation structures and capital raising strategies.

The Company hired a senior level FP&A consultant to provide financial modelling for the Iron Ice and Hat Trick IP properties and the revenue is projected to be \$300 million over the next 7 years.

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 4th quarter of 2020.

Projected revenues are \$500,000 over the next 12 months and \$6,000,000 over 24 months prior to film production and \$300,000,000 in overall revenue in 120 months after the film and game release.

MCF plans to generate revenue from:

- English and Chinese investor and consumer lead generation sales
- Consulting fees for providing professional service to China and U.S. companies
- The development and sales of associated marketing opportunities in Iron Ice motion picture licensed games and merchandise, Hat Trick licensed products, celebrity team events, youth fund raisers and travel packages.

Description	2017 -2024
Revenue	
Iron Ice Film I	\$ 55,000,000
Iron Ice (VR, Mobile, Game)	\$ 55,000,000
Iron Ice Merchandise	\$ 10,535,000
Iron Ice Sports Nutrition	\$ 10,500,000
Iron Ice Film II	\$ 50,000,000
Iron Ice Film III	\$ 45,000,000
MCF Consulting Services	\$ 3,170,000
Leadmatching	\$ 26,350,000
Hockey Hat Trick e-commerce	\$ 21,000,000
Hat Trick Merchandise	\$ 10,500,000
Hat Trick Travel	\$ 12,000,000
Hat Trick Youth Fundraisers	\$ 13,500,000
Hollywood Hat Trick	\$ 6,000,000
Total Revenue	\$ 318,555,000

Revenue	2018	2019	2020	2021	2022	2023	2024
Total Revenue	\$505,000	\$5,500,000	\$47,250,000	\$68,500,000	\$84,750,000	\$65,000,000	\$57,000,000
Total Net Income	\$209,750	\$2,050,000	\$19,212,500	\$28,375,000	\$35,287,500	\$26,150,000	\$22,575,000

MCF will deliver investor leads to the MCF placement agent and broker dealers that are members of the capital raising syndicate. The investor lead program will be used to develop an extensive network of investment bankers and FINRA licensed broker dealers to sell the Private Placement Offering.

The Company will utilize the Marketing Technology System to convert the consumer leads into purchasing products, attending events and engage as affinity marketing partners.

The Company will implement 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).

- Investor and Consumer leads (2018)
- Iron Ice Merchandise (2018)
- Hat Trick Sports Lifestyle Products (2018)
- Hockey Hat Trick ecommerce website (2019)
- Go Hat Trick App (2019)
- Hat Trick Google Map / Earth API (2019)
- Iron Ice AR/VR (2019)
- Hat Trick Youth Fundraiser Program (2019)
- Hat Trick Destination Travel Packages (2019)
- Hollywood Hat Trick Celebrity Events (2019)
- Iron Ice Film (2020)
- Iron Ice Games (2020)

Iron Ice Film IP

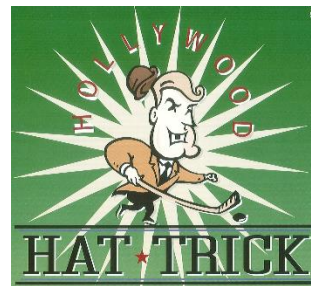
MCF plans to generate revenue from the development and sales of associated marketing opportunities in Iron Ice motion picture licensed games and merchandise.





















Timeline	2018	2018	2019	2019	2020	2020	2020	2020	2020
Category	Merchandise	Ecommerce Website	VR/AR Content	Subscription Box	Global Film Box Office	Mobile Gaming	Console/PC Gaming	Book	Animated Series
Category									
Market Size	Licensing movie tie-ins \$118.3B 2016	U.S. sales \$485B by 2021	\$108B Market by 2021	37M visitors. 800% growth since 2014	\$50B by 2020	\$35B Market	\$60B Market	Global sales \$123B by 2020	\$244B global Market in 2015
Production Cost	\$200K	\$500K	\$100 - \$500K	\$500K	\$2M - \$100M	\$250K - \$5M	\$2M - \$60M	\$100K	\$400K per episode
Revenue Potential	\$2M - \$10M per year	\$2M - \$10M per year	\$1M - \$2M per year	\$2M - \$25M per year	\$35M - \$75M per film	\$25M - \$75M	\$25M - \$75M	\$500K - \$2M	\$500K profit per episode

Hat Trick and Hollywood Hat Trick IP

MCF plans to generate revenue from: the development and sales of Hat Trick and Hollywood Hat Trick licensed products, celebrity team events, youth fund raisers and travel packages.



Timeline	2018	2018	2018	2019	2019	2020	2020	2020	2020
Category	Merchandise	Sports Nutrition	Ecommerce	Subscription Box	VR Hockey Training	Celebrity Charity Events	Smart Sport IOT Devices	Youth Fund Raisers	Sports Destination Travel
Category Icon									
Licensing Category									
Market Size	Sports Apparel \$184.6B by 2020	\$45B globally by 2022	U.S.\$485B by 2021. China \$1.1T in 2017	37M visitors. 800% growth since 2014	VR \$35B by 2025	\$2B market 2.4% yearly growth	\$35B by 2020	Raise \$2B yearly. Apparel top item sold.	\$60B Market
Production Cost	\$200K	\$200K	\$500K	\$500K	\$500K	\$500K	\$200K	\$200K	\$200K
Revenue Potential	2018 - 2024 \$10.5M	2019 - 2024 \$10.5M	2019 - 2024 \$21M	2019 - 2024 \$10M	2019 - 2024 \$10M	2019 - 2024 \$6M	2019 - 2024 \$5M	2019 - 2024 \$13.5M	2019 - 2024 \$12M

1. Financing Risk Mitigation System

The Financing Risk Mitigation System 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.

Features of Financing Risk Mitigation System for Films

The MCF management team has experience developing a financing risk mitigation system for a film IP project titled “The Boys from Minnesota” (TBFM). The capital formation structure was proven to be successful by returning certain classes of investors a majority of their initial investment. The TBFM project generated merchandise and event revenues and the film was not produced due to legal issues. TBFM investors and project marketing partners are being offered the opportunity to participate in the MCF company and film project and convert their previous investment of time and capital.

MCF has made what they believe are significant improvements to the financing risk mitigation system to reduce risks for investors in film IP projects. The system includes:

- A capital formation structure that has terms in the private placement offering that provides options for investors to invest that can be determined by level of risk tolerance.
- A strategy utilizing the benefit of an escrow and the terms of the escrow agreement for the contractual arrangement between investors funds, bankable talent and guaranteed distribution agreements in which a third-party top tier bank will receive and disburses money or documents for the primary transacting parties, with the disbursement dependent on conditions agreed to by the transacting parties.
- Terms that require for certain classes of ownership investors deposit a 10% amount of total subscription agreement in market rate interest escrow account.
- Terms in the escrow agreement requires specific milestones to be met before the monies invested can be released for film production.
- Multiple IP properties have already been developed that investors will have ownership and multiple revenue streams.
- A plan that generates revenue during the process of capital raising and film financing, pre-production, and prior to principal photography.
- A proven strategy to reduce risk investing in independent films by utilizing a technology marketing system and integrated marketing plan to generate revenue prior to principal film photography

scheduled for Q4 2019 and during film development and production. It will also be utilized to optimize revenues during theatrical and digital distribution of the film.

- Utilize a proven strategy to reduce risk investing in independent films by utilizing a technology marketing system and integrated marketing plan to generate revenue prior to principal film photography scheduled for Q4 2019 and during film development and production. It will also be utilized to optimize revenues during theatrical and digital distribution of the film.
- A marketing strategy to start in 2018 to acquire investors, customers and generate revenue during the process of raising capital and pre-production, and prior to film principal photography.
- Revenue will be generated from investor and consumer lead sales and providing MCF professional services to companies.
- **REASONS FOR DEPOSITS**
- **HOW CAN MCF REFUND DEPOSITS IN FULL, INCLUDING ANY COMMISSIONS?**

2. Marketing Technology System

The MCF management team has experience in digital media, software development and integrating stacks of technologies that deliver measurable results and sales for brands and influencer marketing.

MCF has developed a Marketing Technology Systems (MTS) that provides brands, celebrities, influencers, and their business partners a process and platform to communicate, manage, and monetize media campaigns and fan bases.

The MTS connects measures and monetize the efficiency of the media channels and will connect to the marketing channels which are the people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. It is the way products and services get to the end-user, the consumer; and are also known as a distribution channel.

- The Marketing Technology System (“MTS”) activates brands and monetizes influencer marketing fan bases.
- Designed to integrate with partner technologies and offline and online customer acquisition campaigns.
- CRM and bilingual English and Chinese customer support and sales call centers.



The Customer relationship management (CRM) is used to manage all of the company’s relationships and interactions with customers and potential customers.

The Marketing Technology System is comprised of a CRM integrated with multiple technologies:

1. Call center suite enterprise class, open source software with full featured predictive dialer. It is capable of inbound, outbound, blended call handling and allows agents and call center partners to log in from remote locations. Agent interface has been translated into 10 languages and can interface with 1.5 billion English and 1.09 billion Chinese speaking people.
2. CRM on demand and open source software enterprise application with comparable functionality to SugarCRM and Salesforce and is available in numerous languages. Built on the LAMP/WAMP (Linux/Windows, Apache, MySQL, and PHP) stack with code from other open source projects and offers all the usual CRM function

3. E-mail cloud service
4. Enterprise-level survey data collection platform
5. Voice-based marketing automation platform that manages, measures and automates sales and service calls — including ad tracking, lead distribution, hosted IVR, and voice broadcasting
6. Voice broadcasting campaign technology
7. VoIP, Fax and SMS software

MTS Features:

- Designed to convert Likes and Followers into customers, sales, and donations.
- Supports majority of media channels – Email, Radio, Print, Social Media, Text Messaging, TV, and Voice Broadcasting.
- Optimize media and event strategies using multiple technology channels for direct communication to fans with email, text, voice broadcast, and social media.
- Integrate with individual brand partners, sales teams, call centers, and technology support.
- Work with Influencers, celebrities, actors, musicians, social media personalities, corporate brands, advertising agencies, agents, managers, television and film studios, social media services, and other technology platforms.

MTS Building Iron Ice and Hat Trick Audience and Sales

The MTS will be utilized to build an audience for the Iron Ice film and Hat Trick sports brand and monetize and measure consumer and investor lead conversion and product sales.

MCF has developed strategies to build a global film, sports, and hockey fan community targeting the China, Canadian, United States and top film and ice hockey market.

The strategies include developing original video and AR/VR content, marketing campaigns, product offers and free product offer surveys to generate investor leads, generate interest in the film project and monetize the leads with Hat Trick products, events, and offers.

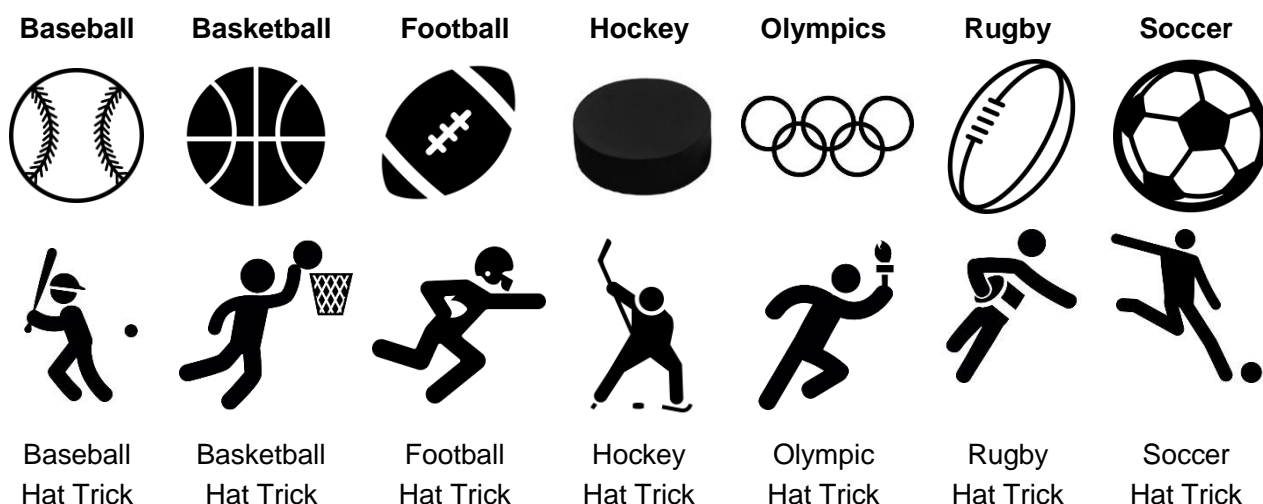
The content and marketing campaigns will be distributed on English and Mandarin third-party social media and messaging platforms (Global - Facebook, Google, Instagram, YouTube, China - Alibaba, Taobao, TMALL, Tencent, WeChat).



MTS and Hat Trick Sports Vertical Websites

The MTS will be utilized to optimize and monetize the Hat Trick Lifestyle Brand vertical community building websites and App that provide a directory, news, events, and ecommerce.

The URLs owned by the Company include www.baseballhattrick.com, www.basketballhattrick.com, www.gohattrick.com, www.hockeytrick.com, www.footballhattrick.com, www.olympichattrick.com, www.rugbyhattrick.com, and www.soccerhattrick.net.



3. IP Strategy

The company has developed a strategy to increase shareholder value by developing IP rights to new ideas and innovations.

- Management of intellectual property will become a core competence of the company's successful enterprise.
- MCF plans to leverage its IP portfolio for strategic and economic gains and utilize as currency to lucrative new market opportunities.
- The MCF portfolio will be considered a financial asset, and management plans to efficiently extract real value and drive economic performance from the portfolio.
- Intangible assets including IP comprised approximately 84 percent of the market capitalization of S&P 500 companies.

4. Business Process

The business process includes:

- IP selection, development and strategy
- Capital Formation Structuring, Financial Planning & Analysis (FP&A), Capital Raising
- Investor Lead Generation – Generate revenue during the process of raising capital
- Product Sales – Generate revenue during the process of raising capital.
- Content Production – access to escrowed funds only if criteria and milestones are achieved
- Distribution to all devices to generate ecommerce transactions.

Management Team

The company has assembled a management team, advisors, consultants and business partners with a hybrid set of job skills. The experience and skills will be utilized to make strategic, operational, and tactical decisions to deliver the services and products to the MCF intellectual properties and client IP to accomplish organizational goals.

The professional services experience in industry sectors include: capital raising, corporate finance, capital formation structuring, FP&A, China M&A, digital marketing, entertainment, film financing, production and distribution, IP brand and technology development, licensing development, marketing technology, product development, semiconductor plant manufacturing, software development, sports, AR/VR technology labs, and wealth management.

- Technology – Developed AR/VR technology for United States government agencies and built semiconductor plants in United States and Taiwan.
- Capital – Developed innovative capital formation structures and capital raising strategies. Provided services to 234 securities engagements totaling \$2,173,809,195 in capital raised.
- 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 – Developed sports games for Activision, EA, Midway, and Sony that generated \$1.5 billion in sales. Developing next generation AR/VR games and eSports experiences.
- Lead Generation – Chinese and English language Digital marketing, lead generation and call center services for financial service companies and consumer brands generating thousands of customers and millions in sales.

Team Experience

The management team, board members, advisors, and partner companies experience include:

- Working at studios and media companies
- Successfully financed, produced and distributed independent films
- Raising capital for startups, entertainment, technology, telecoms, medical, real estate, and consumer companies.
- Lead engagement manager for China Cross Border M &A assignments,
- Acquiring and developing sports and IP brand licenses,
- Developing ecommerce Apps and websites,
- Developing and implementing DRTV, broadcast media buying and lead generation marketing campaigns for major global, U.S. brands, and vertical industries.
- Digital marketing, lead generation, and integrated online and offline sales and marketing solutions for start-ups, agencies, brands, media, technology, entertainment, real estate, financial
- Building technology marketing systems that generate leads, sales, and customers.

The MCF team experience and networks of relationships maintained by various partners

1 Accounting	15 Corporate Finance	29 Marketing
2 Apparel	16 CRM	30 Merchandising
3 Augmented Reality	17 Digital Media	31 Music
4 Branding	18 Ecommerce	32 Nutrition
5 Brand Integration	19 Film financing, production and distribution	33 Product Development
6 Call Centers – English	20 Hockey	34 Public Relations

7	Call Centers – Mandarin	21	Hockey – China	35	Risk Management
8	Capital Raising	22	Hockey – Hollywood	36	Startups
9	Casting	23	Hockey – Minnesota	37	Social Media
10	Celebrities	24	Intellectual Property	38	Supplements
11	China Cross Border	25	Investment Bankers	39	Subscription Box
12	Commercials	26	Lead Generation	40	Technology
13	Computer Science	27	Licensing	41	Virtual Reality
14	Corporate Finance	28	Media	42	Wealth Management

Consulting



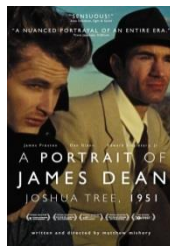
Entertainment



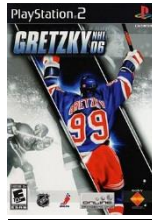
Commercials



Films



Games



Sony Interactive Entertainment



Technology



IP Brands



Digital / Leads/ PR



China M&A



People of the Project



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

Gnaw Film, 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



Andrew Barnett
China Advisor

Citibank Wealth Management



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
Supplements

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

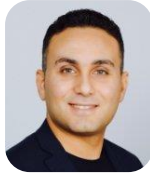
Corporate Finance



Brad
Turner



Greg
McAndrews



Hatem
Kateb



Ryan
Turner



Drew
Aveling



Rana
Gujral



Ron
Wells



Eddie
Singletary



Cervantes
Lee



Jesse
Pepe

Film

Software / Technology



Bryan
Lemster



Charles
Wang



Simone
Liu



Andrew
Barrett



DJ
Jiang



Greg
Ris

China & U.S. Partnerships

Media



David
Kuff



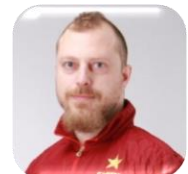
David
Ludewig

Wealth Management



Aaron
Soderberg

Hockey China



Mark
Simon

Advisory Board

MCF will be hiring law firms in the targeted markets we are planning to economic development to help assist in bringing together a diverse group of community, business and governmental leaders with backgrounds in business, sports, politics, and technology. The Board provides a vehicle for advice as the entertainment project moves forward. The Board has no formal legal authority or responsibility.

Over the last ten months the members of the Advisory Board have made numerous contributions including hours of consulting, handling introductions to key people who have become extremely important to the project. This Advisory Board team is one of the most significant added elements assisting in the success of the development of the China – U.S. entertainment project.

Following are the industries and geographical areas where we are planning to add additional Advisory Board members.

Industries	Countries	States	Cities
<ul style="list-style-type: none">• Apparel• Ecommerce• Events• Film• Games• Licensing• Marketing Technology• Sports Nutrition• Travel• VR	<ul style="list-style-type: none">• China• Canada• United States• Top film• Top hockey	<ul style="list-style-type: none">• California• Minnesota• New York• Nevada• Washington	<ul style="list-style-type: none">• Beijing• Las Vegas• Los Angeles• Minneapolis• New York• San Francisco• St. Paul• Vancouver• Washington D.C

Current Advisory Board members include:

Lora Yan Chen, China – U.S. Entertainment Business Development



Lora Chen specialties include experience with U.S. – China Entertainment Businesses: Motion Pictures, Television, and all Media Business Development, Strategic Planning, Budget Development and Administration, Operation Management, Negotiations, Presentations, Market Analysis, Feasibility Studies, Government Relations, Event Planning and Management.

Lora Chen's career has spanned more than 25 years working in China and the U.S., in positions ranging from creative to producing, from corporate business development to teaching at universities.

She has been one the Best-Selling Authors on Amazon.cn. Her Book "The Study of the U.S. Filmed Entertainment Industry" has been the "Best Selling Book in Film Industry - Chinese and International" since 2015. The 2nd Edition of the Book was released on Amazon.cn and took the #1 spot in May 2016.

Lora has done business development and strategic planning work for U.S. corporations in doing business with China as well as Chinese Companies doing International Businesses. She has worked with the companies as follows:

- Wanda Film Holding Co. The Dalian Wanda Group
- Miramax
- Walt Disney Imagineering
- Paramount Parks
- Metro-Goldwyn-Mayer
- Sony Pictures Entertainment
- Independent production companies, law firms, etc.

Lora also served as Producer and Director of Business Development for the University of Southern California's (USC) Institute for Creative Technologies, a revolutionary center for virtual reality and computer simulation research. Before coming to the United States, Lora was a professional Cinematographer in China, with five features to her credit. She attended Beijing Film Academy as part of China's "5th Generation Film Makers," along with directors Zhang Yimou, Chen Kaige and Gu Changwei.

Michael B. Hainkel, Corporate Film Tax Strategy



Mr. Hainkel is the Executive Vice President and Chief Tax Officer at Lions Gate Entertainment and leads a team of twelve implementing the tax strategies for of the leading film production and distribution companies in the world. He has more than 30 years combined experience in the financial operations of a variety of companies in the entertainment, retail, real estate development, and manufacturing and energy industries in both the corporate and consulting arenas.

He brings to the table years of experience in structuring companies to optimize investors' financial performance and the building and leading of teams to get the job done. Prior to Lionsgate he was Managing Director of his own firm, JMH Consulting; assisting emerging companies grow their businesses.

For the five years prior to that he had extensive experience in mergers and acquisitions as a Senior Manager in Ernst & Young LLP's National Office West and Deloitte & Touché LLP's National Mergers & Acquisitions Teams assisting clients examine and structure the acquisition of target companies in numerous industries. He managed the tax function for Moorman Manufacturing Company, which had \$1 Billion in sales, where he designed and led the restructuring of the parent company and its largest business unit. He was a Senior Tax Administrator at Federated Department Stores, a U.S. retailer with \$3.5 Billion in sales, and where he served on the Bankruptcy Team in one of the largest bankruptcies up to that time.

Mr. Hainkel has both his Bachelor of Business Administration and his Master of Science in Accountancy (Taxation) degrees from University of Houston and obtained his C.P.A. in Texas. He currently serves as a Director and the Assistant Treasurer of the Rotary Club of Los Angeles, as a Director on the Crohn's and Colitis Foundation of America and on the Board of Governors of the City Club on Bunker Hill.

David Ortiz, Games, ESports, Virtual Reality



Mr. Ortiz has over 15 years of domestic and international experience in the gaming and digital industry. He has experience building and leading blockbuster teams at large corporations like Microsoft, EA Sports, Sony, and Warner Brothers. The revenue generated from the products he has been involved is over \$1.5 Billion.

He has negotiated and secured the international rights of globally relevant brands, sponsored, and helped organize events and competitions with multi-million-dollar prize pools, including the NBA, Manny Pacquiao, ICC World Cup, World Series of Poker, and Bob Arum/Top Rank Boxing.

He is the founder of Immortal Sports, a revolutionary virtual and augmented reality eSports game development company that is committed to bringing the emerging and increasingly lucrative worlds of VR/AR games and eSports competition to the largest possible audience. Emortal is accomplishing this by owning all three aspects of their own VR/AR eSports ecosystem: Games, Venues, and Competition.

Mr. Ortiz specialties and experience Include game design, public speaking and lectures, ESports, Fantasy Sports, Poker, Gambling, Mobile, Console, PC, Facebook, Story Creation, UI/UX, Sponsorship, Fund Raising, Pitching, Licensing, Movie and IP Based Games, Business Development, Organizational Leadership, Game Production, VR, Prototyping, Roadmap, Pre-Production, Story Creation, P&L, Editing / Modding, Edutainment Licensing, Sponsorship, and Tournaments.

Richard Turner, Film Production, Business Affairs



Mr. Turner is the producer of *Gnaw* a critically acclaimed Sci-Fi thriller film. He is Founder of Artioti Media Consulting LLC, is a senior executive with global legal affairs and transaction expertise, results-driven with a consistent record of delivering cost-effective initiatives and earnings growth. A highly respected, accomplished leader and motivator with experience in a broad range of industries and markets with a talent for building high performance team.

Prior to forming his consulting company Richard was SVP of business affairs and had a 12-year tenure with Starz Entertainment Group. He provided strategic guidance on SEG's acquisition of content, productions, new media ventures and marketing and promotions. Starz is premium movie and original programming entertainment service provider with 16 premium movie channels, 18.8 million and 33.1 million subscribers to its respective STARZ and ENCORE brands, and in excess of a billion in annual revenues. Starz Entertainment is attributed to the Liberty Starz group (Nasdaq: LSTZA, LSTZB) tracking stock group.

He has negotiated numerous output deals with studios such as Walt Disney Pictures, Sony Pictures Entertainment, Revolution Studios and Universal Studios. In addition, he supervised legal work on many Starz Original productions such as "New Orleans Music In Exile."

Prior to joining SEG, Turner worked as an attorney for Sony Pictures Entertainment, Inc. and was responsible for negotiating licensing agreements for the television exhibition of the company's products. Turner graduated magna cum laude from Pepperdine University School of Law and received an undergraduate degree from the University of California, Santa Barbara. He is a member of the National Association of Television Program Executives and the Academy of Television Arts and Sciences. Turner is a past chairman of the board of directors for the Denver Film Society (producer of the Denver Film Festival), and currently is the board's treasurer. A native of Los Angeles, Richard now resides in Denver with his wife Britta Erickson and their son Jackson.

George Cone, Semiconductor IP Technology



Mr. Cone has experience working at the world's leading semiconductor IP companies. He has led teams building facilities around the world that have developed and licensed technology that has been at the heart of many of the digital electronic devices sold around the world for decades.

Mr. Cone grew up in the small California town of Antioch and the California Bears were the team everyone supported. When he was offered a football scholarship to Stanford University he turned this down and enrolled at Santa Clara University; a private Jesuit university founded in 1851 and is one of the oldest operating

institutions of higher learning in California.

He left college to serve in the Korean War and enlisted in the military where he flew over 40 missions he was trained as an electronics specialist. One of the more memorable experiences of all his missions was when they tested the atomic bombs and the plane they were flying in became transparent from the radiation blast.

After serving in the military at 25 years of age he attended San Jose College on the GI bill and started working at IBM as an Electronics Inspector for Floating Head Disks. While working at the IBM facility he developed operating procedures that improved efficiencies that were implemented at all the IBM plants. While on a trip to the New York IBM headquarters he met Thomas Watson, JR, CEO and became friends where he was invited to his home for dinner and when Mr. Watson was on a business trip to the San Jose IBM facility he had dinner with George and his wife and two children at their home in San Jose.

George desired to work on the Minute Man program and left IBM to start work at Fairchild Semiconductor where his first office was with Bob Noyce and Gordon Moore. While at Fairchild he was selected to set up a Fairchild semiconductor chip manufacturing plant in Hong Kong.

Mr. Cone has worked for many leading technology companies and eventually founded his own semiconductor company which he successfully sold. He has been engaged by VCs to lead the management team of various IP technology companies and this led to him relocating to Seattle, Washington. He recently started another new career in Landscape architecture and has clients in the Pacific Northwest.

Management Summary

Brad Turner, CEO and President



Mr. Turner has served as lead engagement manager and senior adviser on a variety of cross-border, merchant banking, M&A consulting assignments, creating numerous strategic relationships with Fortune 1000 companies.

Mr. Turner has over 35 years of experience in financial positioning and marketing of start-up companies, sales strategies and implementation of bonds, commodities, funds, insurance products and private offerings with multi-channel online and offline consumer and investor lead generation, and media buying. He has also extensive experience in structuring and operations of businesses as well as call centers that utilize the latest technologies to optimize and support growth strategies.

Mr. Turner started his sales and marketing career in the commercial division of Scott Paper, a Fortune 200 company that was one of the world's largest manufacturer and marketer of paper products with operations in 22 countries.

Mr. Turner is the Founder and CEO of Turner Marketing Group since 1984 that focuses at the nexus of corporate finance, customer acquisition, marketing, and technology. Starting in 2000, he developed campaigns for the mortgage industry delivering the highest quality leads to brokers working nationally and in Southern California at Bank of America, Wells Fargo, Washington Mutual, Metrocities Mortgage. He developed some of the first programs to generate Hispanic mortgage leads online.

Mr. Turner received a Bachelor of Science degree in Business Administration and Marketing from San Diego State University in 1977 and continued his education at the University of California, Los Angeles in Entertainment Financing in 1993. He has been a Rotarian for over 20 years a member of the LA5 Rotary Club of Los Angeles since 1996, and a member of the Sigma Chi Alumni Chapters of Los Angeles and San Diego. He obtained a general securities Series 7 license (inactive) and has a California Real Estate sales license.

Greg McAndrews, Financial Public Relations, Corporate Finance Compliance



Since 1972, Greg McAndrews has served as financial public relations counselor to more than 250 public and private companies.

Mr. McAndrews has personally created more than 300 annual reports; established dozens of investor relations programs and successfully set up strategic plans for raising \$2,173,609,195 in 234 securities engagements.

Mr. McAndrews has represented John De Nigris Associates, Inc. of New York (the first financial public relations firm to be publicly-traded) as an employee and then a partner during this time. Mr. De Nigris retired in March 2000

Prior to joining John De Nigris Associates, NCR Corporation selected Mr. McAndrews to create public relations programs for its newest computer line in 1968. Mr. McAndrews eventually directed all public relations for NCR 's largest division. When the division was sold to Control Data Corporation, he was named manager of West Coast public relations.

Mr. McAndrews was awarded a full academic scholarship to the University of Southern California. He graduated from the School of Journalism with a Bachelor of Arts degree. Mr. McAndrews is the author of papers on A 10-Point Public Relations Program for Financial Planners, Sec. 8 Housing Tax Credits and Sec. 29 Oil and Gas Tax Credits. He has been appointed an expert witness regarding advertising and promotion issues in securities sales.

Mr. McAndrews is the current Chairman Emeritus of the National Association of Financial Wholesalers. His affiliations also include the L.A. Police Historical Society and the Trojan Football Alumni Club. Mr. McAndrews is a former member of the Board of Directors of the University of Southern California's President's Circle and is active in university affairs. He is a frequent contributor to securities publications.

Cervantes Lee, Director, Investor Relations



Cervantes Lee is a seasoned real estate investment professional with transaction experience over US\$8 billion. He has a genuine interest in real estate operating business, including students housing, retail chain, restaurant, senior housing, hotel, theater, and career college operations.

He serves as Investment Partner at Red Bridge Capital, an investment operating company on the student housing, focusing Western U.S. universities and colleges with significant international student populations.

Previously, Mr. Lee founded Cambridge Realty Investors in 2012 with the guidance of his former employer, Dr. Robert Zerbst (Chairman Emeritus of CBRE Global Investors, a \$100 billion investment manager). At CRI, he has evaluated over \$1.0 billion transactions on shopping center, restaurant business, multifamily, senior housing, hotel, and post-secondary school investments, including serving as investment officer for Panda Restaurant Group.

Cervantes worked for CBRE Investors at Los Angeles in 2008-2012, as Deputy Fund Manager for the Strategic Partners Asia II Fund, a US\$400 million value-added fund with focus in China and Japan, of which AuM peaked at US\$1.5 billion. CalSTRS was the lead investor for the Asia Fund. He was the lead underwriter for CBRE's acquisition of ING REIM Asia in November 2011, a \$5.1 billion portfolio (part of the global ING REIM acquisition at \$59.8 billion). He is also Asia capital relationship manager at CBRE Investors for China Life Insurance, Taiwan-based insurers and Taiwan Public Pensions.

Mr. Lee served as investment manager for AIG Nan Shan Life Insurance in 2004-2007, where he completed \$800 million equity investment in properties valued at approximately US\$ 1.3 billion assets (valued at 3x multiple today). He began his career with Credit Lyonnais Securities Asia, Colony Capital, and Arthur Andersen's Global Corporate Finance. He also spent two years as second lieutenant of transportation in Taiwan Navy.

Mr. Lee received a Master of Science degree in Real Estate Development from MIT (2008), an MBA in Finance (1999) and a BA in Economics (1997) from National Taiwan University.

He has designations in Certified Commercial Investment Member (CCIM) and all five ICSC designations (CRX, CDP, CSM, CLS, CMD) from International Council of Shopping Centers. He owns a California Real Estate officer license and senior housing RCFE Administrator license. He also holds a Executive Certificate of Home Modifications, awarded by USC Gerontology School. He currently serves as President-Elect for 2017-2018 of MIT Club of Southern California. He lives in West Covina with his wife and two young children.

Bryan Lemster, CTO



Bryan Lemster is President of Halcyon Innovation, LLC., a web and mobile development firm. For the last ten years Bryan has engaged in largescale development projects including social networks, streaming media sites, and mobile application development including the iPhone and Android platforms. He has over ten years of development and project management experience. Previously, he worked at one of the largest software companies, Computer Associates, at the headquarters in Long Island, NY as a lead engineer on new development projects. He graduated from the University of Southern

California with a Bachelor of Science in Computer Science and a minor in Business. He currently resides in Los Angeles.

Rana Gujral, Technology, China – Silicon Valley Partnerships



Rana Gujral is an Entrepreneur, Executive, and Investor. In 2014, he founded TiZE, a Cloud software for specialty chemicals, and held the role of CEO until his exit in 2016. He is currently leading Smart Home Initiatives at Logitech and an advisor to several startups. Rana is a contributing columnist at TechCrunch and Forbes and was awarded the 'Entrepreneur of the Month' by CIO Magazine and the 'US-China Pioneer' Award by IEIE 2017. He was listed among Top 10 Entrepreneurs to follow in 2017 by Huffington Post and is a sought after international speaker. Rana has most recently been a featured speaker at the World Government Summit in Dubai, the Silicon Valley Smart Future Summit 2017, and IEIE 2017 in New York.

Rana holds degrees in Management, Finance, and Engineering from MIT Sloan, UMass, and TACK U.K. Prior to TiZE, Rana was recruited to be a part of the core turnaround team for Cricut Inc. At Cricut, Rana led the initiative to build a first of its kind, innovative product for the DIY community and prompted the turnaround of Cricut's EBITDA position from bankruptcy to profitability within a span of 2 years. Previously, Rana held leadership positions at Logitech S.A. and Kronos Inc., where he was responsible for the development of best-in-class products generating billions in revenue and contributed towards several award-winning engineering innovations.

Rana has earned a variety of personal and product awards and has been featured in TechCrunch, Forbes, Inc magazine, Huffington Post, Fast Company, NBC, Fox and CBS.

Ryan Turner, Writer, Director



Ryan Turner is a freelance writer and director that loves to make people laugh. He created the aptly-named company Ryan Turner Productions and first found acclaim with a comedy music video entitled "I'm Not Gay" – which currently has over 3.5 million views on YouTube.

His next success came with a commercial "Baby's First Word", which went on to be a finalist in the 2015 Doritos Crash the Super Bowl Competition and led to him meeting and working with Richard Branson and Virgin America.

Clients include the Marriott, LinkedIn, and startups. He consistently works with successful YouTube Channels and multi-channel networks such as Awesomeness TV, Full Screen Media, Defy Media, and Makers Studio.

David Kuff, Media & Public Relations



David Kuff is a 25-year marketing and PR expert who has developed successful campaigns for clients and brands including Shell Oil, Texaco, Flower Council of Holland, Marriott Corporation, All Nippon Airways, Asics, Fallbrook Capital, Lido Advisors, CoolCalifornia.org, NEC, U.S. Department of the Navy, and Clean Tech Press, Screen Perks, U.S. Department of Housing and Urban Development, among others.

Case studies include:

- Co-developed largest retail re-branding initiative U.S. history including upgrade of 15,000 Shell locations
- Advertising and PR for Fraud Guard and Affinity Corporation fraud protection software and national database for serving banks and mortgage lenders, resulting in company being sold for \$37 million within six years of inception
- Developed most successful sales brochure in Texaco history
- Developed advertising & PR for Wally Park, positioning a concrete parking structure that has grown into \$300 million in annual revenues with 15 airport locations
- Developed and co-managed largest retail re-brand initiative in U.S. business history including 14,000 locations

- Flower Council of Holland marketing and B2B publicity for increased U.S. sales of fresh flowers by brokers, wholesalers and distributors from \$7 to \$49 million within two years
- Publicity campaign including New York Times editorial feature resulting in U.S. Department of Commerce approval of anti-dumping legislation favoring client and automotive aftermarket industry

Aaron Soderberg, Advisor



Senior investment bankers and securities traders with experience at JP Morgan, Bank of America, Citibank, City National Bank and Cantor Fitzgerald. He has a significant level of relationships with high net worth individuals, family offices, RIAs, funds-of-funds, FINRA broker-dealers, and banks.

Iron Ice Film IP Analysis

The Investment

The Iron Ice film project has progressed step-by-step through its planned phases and is now ready for participation by individual limited liability members. A unique structure, which includes specific elements to optimize the revenue stream and to protect the investors, has been utilized for this project. This structure involves keeping costs low, locating production in Beijing, China, and Minnesota (the city and state portrayed in the movie), and working with entertainment industry professionals in China, Hollywood, and Minnesota. The innovative structure ensures that very little of the investors' money is spent until distribution contracts are signed guaranteeing revenue, therefore limiting investors' downside risk. This is a very favorable structure for a multileveled entertainment investment.

Script

A key element of the movie is the script: Iron Ice was selected from the talent of the writing team, the genre, and the favorable "coverage" it has received by entertainment professionals with studio development experience, talent agencies, distributors, and a wide range of industry professionals.

The Genre and Demand

The film exploits the popularity of action, hockey, sports, coming-of-age, immigration, and relationship films – (i.e. Blind Side, Hoosiers, Miracle, Friday Night Lights, Rocky) Most importantly, there is strong demand for feature films like Iron Ice that are independently produced without the high cost and restrictions associated with the studio production system. In addition, there is a demand in China for movies incorporating Chinese actors and locations that convey a positive cultural message. We are confident that Iron Ice can satisfy this need at the same time bridging positive Western values.



Winter 2020

IRON ICE

The IRON ICE feature length film is a compelling drama set against the expansive backdrop of Beijing, China, the Mesabi Iron Range in Minnesota, and the Minnesota State High School Boys Hockey Tournament and features 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 mining company. The oldest son bonds with a local of many generations through youth hockey and helps the team win the Minnesota State High School Boys Hockey Tournament.

www.ironicefilm.com

Building China – U.S. Cultural Bridges and Economic Development through Sports, Entertainment, and Technology Diplomacy!

Mission

Our mission is to build cultural bridges and economic development with entertainment and sports diplomacy by developing profitable entertainment projects and film stories that tell a universal theme that applies to anyone regardless of cultural differences or geographic location.

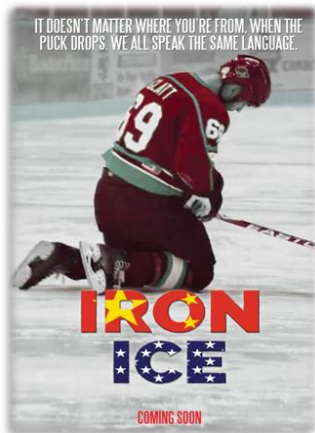
Entertainment Project Overview

The project provides investors and corporations an opportunity to invest or become marketing partners in the development, production, and distribution of a feature length, action, PG hockey-themed film titled, **Iron Ice**, which will be independently produced and theatrically released for commercial success on a global basis. The business plans for the film includes specific phases to fully exploit the growing worldwide media market to generate the maximum investment return for investors.

Capitalizing on China and Global Economic Trends

The entertainment project is capitalizing on the economic trends in China investments being made to prepare for the Beijing 2022 Winter Olympics, the growth of hockey in China, the growth of the China ecommerce, internet, film, sports and travel markets and investments that China is making in the global ecommerce, internet, film, sports, technology, and travel industries. In addition, major global brands, Hollywood studios, the NHL, sports, and technology companies are investing in the opportunities in the China ecommerce, film, internet, Olympics, sports, technology, and travel industries.

TWO WORLDS. ONE GOAL.



旅游目的地在这里 THE JOURNEY STARTS HERE

Over the next 5 years the company plans to develop, finance, produce and distribute three feature length films that follow the lives of two families – one from Beijing, China and the other from a fictional small city located in the Mesabi Iron Range in Northern, Minnesota.

This general-release motion picture is an independent, commercial, action, PG film focusing on a teenage boy and father from China and high school hockey in the Midwest, specifically Minnesota. The goal is to produce sports drama like great past films like “The Blind Side” and “Hoosiers” that will generate international interest.

There is further intention to fund at least two sequels that 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.

Hockey Comes of Age on the Big Screen in China

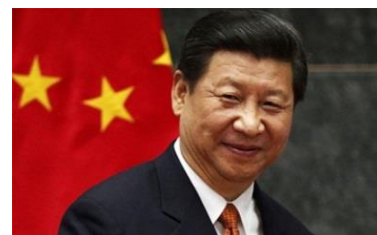
The first film being produced is “**Iron Ice**”, a compelling coming-of-age, immigration story set against the expansive backdrops of Beijing, China, the Mesabi Iron Range in Northern Minnesota, and the Minnesota State High School Boys Hockey Tournament that was first played in 1945 and has become the highest attended high school event of its kind in the world.

The film features a Chinese national immigrant with his family settling in Northern Minnesota as the head of the family accepts an important position with a China owned multi-national iron mining company that acquires a Minnesota Iron Mine in the Mesabi Iron Range. The son, who is an up and coming star hockey player in Beijing aspires to play for the China National team and the 2022 Beijing Winter Olympics.

He does not want to go with his family to America but is encouraged by his best friend, who immigrated from Canada to China, is half Chinese and half Canadian and introduced him to the sport of hockey, who explains to him what a great opportunity it is to move to the United States and that he can become the Yao Ming of hockey for China. He can learn from some of the best in the number one hockey state in America. The family overcomes the cultural differences in the community and globalization challenges at the mining company. The son bonds with Minnesota locals of many generations through youth hockey and helps the team win the Boys State Hockey Tournament.

President Xi Jinping Vowed to get 300 million of his people "on the ice"

After China won its bid to host the 2022 Olympics on July 31, 2015, President Xi Jinping vowed to get 300 million of his people "on the ice," an initiative to encourage winter sports.



Energy tycoons in China and Russia quickly made a deal to create Beijing's first professional hockey club, and Russian President Vladimir Putin visited Beijing for the signing ceremony with Xi in June 2016. Kunlun Red Star was born. As part of its Olympic bid, President Xi Jinping and the Chinese government pledged a "three-hundred-million-person winter-sports" plan, hoping to boost its tepid participation numbers from less than 2 percent to 22 percent. *Hockey, one of the most popular sports in the Winter Olympics, is a key part of that strategy.*

2022 Beijing Olympics

The 2022 Beijing Olympics will assist China's status as a first-tier global power to prove that it can become a stable society with an economy driven by a solid and sizable middle class. *Beijing 2022 won't be just a two-week sporting event but the culmination of a multi-year campaign to promote leisure, recreation, and domestic tourism.*¹

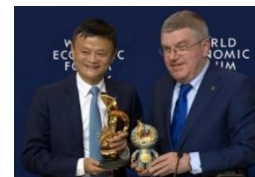


Alibaba – China - Olympics



Alibaba executive chairman Jack Ma announced a 12-year partnership with the International Olympic Committee at the World Economic Forum. The partnership will help the IOC attract a younger, millennial audience. Alibaba is expanding its already-huge footprint by betting big on the next six Olympics Games, including the 2022 Winter Olympics.

Jack Ma called it a “historic” day for the company and a huge part of his strategy of steering the massive online shopping channel toward partnerships and deals that focus on “happiness and health” through sports. “More people need to get involved with sports and the Olympic spirit is about working together,” Ma said, Alibaba will utilize its ecommerce platform to help the IOC engage with fans who are looking for Olympic-licensed products.²



¹ <https://www.olympic.org/news/historic-visit-by-chinese-president-xi-jinping-emphasises-strong-ties-with-ioc>

² <https://www.olympic.org/news/ioc-and-alibaba-group-launch-historic-long-term-partnership-as-alibaba-becomes-worldwide-olympic-partner-through-2028>

Iron Ice Film Story



I live in the capital city of Beijing that has a population of 21.5 million people in the country of China located in East Asia that has a population of 1.371 billion people.



I love hockey. My best friend who is half Chinese and half Canadian immigrated to China and introduced me to ice hockey when I was 10 years old. We played inline hockey in the streets of Beijing and practiced everywhere, even on The Great Wall of China.



I started playing ice hockey at 13 on the frozen rivers of Beijing and trained and played on my first ice hockey team in the ice rinks around the city.



When I was 15 my friend and I made a pact that we would play for Chinese National Hockey team and tried out for the Chinese Youth Hockey team.



When China was awarded the 2022 Winter Olympics in 2015 we committed to another goal and that was to play on the China Olympic Ice Hockey team. After China won its bid to host the 2022 Olympics, President Xi Jinping vowed to get 300 million of his people "on the ice," an initiative to encourage winter sports.



My dad works for the Beijing Iron & Steel Company. His company produces the steel that is building China and countries around the world.



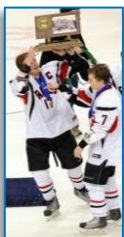
His company purchased a controlling interest in the Mesabi Iron Mine located in the Iron Range of Northern Minnesota. This is where all the iron ore came from that created the steel for World War II and helped build America. He has been charged with overseeing the management and operations of the mine for his company.



I learned to today that my family is moving to the city of Mesabi, Minnesota that has a population of 3,000 people. Minnesota is the hockey capital of the United States. I am encouraged by my friend to go to the United States and to become the Yao Ming of hockey for my country.



My goal is to become a member of the Mesabi Miners Hockey team and help them make it to the Minnesota State High School Boys Hockey Tournament, the largest high school sporting event in the world.



My goal is to help the Mesabi Miners win the Minnesota State High School Hockey Tournament again.

My dad's goals are to support me to become the best hockey player I can become and successfully overcome the cultural and globalization challenges he is facing at the mining company and with the city of Mesabi community.

Iron Ice Sizzle Reel Video

The Sizzle Reel is for private viewing only and created to provide an idea and feel for the film story.

Vimeo Password: hattrick

English Language



<https://vimeo.com/228179702>






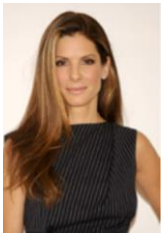

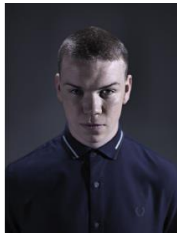





Mandarin Language



<https://vimeo.com/228180264>

Disclaimer: The actors that are listed in the documents and in the Sizzle Reel are potential cast members and are not attached to the film project currently. Following are **POTENTIAL** actors to cast in the Iron Ice film that are in Iron Ice Sizzle Reel. **(NONE ARE ATTACHED TO THE IRON ICE FILM) ***RISKY...I RECOMMEND DELETING*****

Iron Ice Sizzle Reel Cast

Character	Alan Li	Vanessa Taylor	Tom Taylor	Mr. Li	Mrs. Li
Actors Name					
	Justin H. Min / Harry Shum Jr.	Erin Moriarty	Gabe Basso	Tzi Ma	Michell Yeoh
Character	Laura	Coach Ohiyesa	Xander	Buck	William
Actors Name					
	Sandra Bullock	Eric Schweig	Will Poulter	Ian McShane	Shao-Wen Hao
Character	Vlad	Quincy	Corporate		
Actors Name					
	Nikita Bogolyubov	Reg E. Cathey	Clem Cheung		

Iron Ice Film 1 LLC Income Statement 2018 - 2024

Projected Revenue 2018 – 2024:

\$131,035,000

Film Budget:

\$10,000,000

Game Budget:

\$5,000,000

The Company has plans to raise \$19,575,000 in total in a private offering. From this total amount the film budget is \$10,000,000 and the game budget is \$5,000,000 totaling \$15,000,000.

This capital formation is structured to use the funds from “B” and “C” Unitholders in the private offering and by investors and film financing partners who purchase membership units of the Iron Ice Film, LLC.

*The capital formation is structured to produce a high-quality film at a \$10 million budget and flexible to accommodate an increase in the film budget for A-list talent, co-production and distributors.

Iron Ice Film, LLC	2018 -2024
Description	
Revenue	
Iron Ice Film I	\$ 55,000,000
Iron Ice (VR, Mobile, Game)	\$ 55,000,000
Iron Ice Merchandise	\$ 10,535,000
Iron Ice Sports Nutrition	\$ 10,500,000
Total Revenue	\$ 131,035,000

Iron Ice Film, LLC	2018	2019	2020	2021	2022	2023	2024
Description							
Revenue							
Iron Ice Film I	\$ -	\$ -	\$20,000,000	\$15,000,000	\$10,000,000	\$ 5,000,000	\$ 5,000,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$15,000,000	\$15,000,000	\$15,000,000	\$ 5,000,000	\$ 5,000,000
Iron Ice Merchandise	\$ 35,000	\$ 500,000	\$ 1,000,000	\$ 1,500,000	\$ 2,000,000	\$ 2,500,000	\$ 3,000,000
Iron Ice Sports Nutrition	\$ -	\$ 500,000	\$ 750,000	\$ 1,000,000	\$ 1,250,000	\$ 1,500,000	\$ 2,000,000
Total Revenue	\$ 35,000	\$ 1,000,000	\$36,750,000	\$32,500,000	\$28,250,000	\$ 14,000,000	\$15,000,000
Variable Costs							
Iron Ice Film I	\$ -	\$ -	\$ 7,000,000	\$ 5,250,000	\$ 3,500,000	\$ 1,750,000	\$ 1,750,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$ 5,250,000	\$ 5,250,000	\$ 5,250,000	\$ 1,750,000	\$ 1,750,000
Iron Ice Merchandise	\$ 12,250	\$ 175,000	\$ 350,000	\$ 525,000	\$ 700,000	\$ 875,000	\$ 1,050,000
Iron Ice Sports Nutrition	\$ -	\$ 175,000	\$ 262,500	\$ 350,000	\$ 437,500	\$ 525,000	\$ 700,000
Total Variable Costs	\$ 12,250	\$ 350,000	\$12,862,500	\$11,375,000	\$ 9,887,500	\$ 4,900,000	\$ 5,250,000
Fixed Costs							
Iron Ice Film I	\$ -	\$ -	\$ 5,000,000	\$ 3,750,000	\$ 2,500,000	\$ 1,250,000	\$ 1,250,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$ 3,000,000	\$ 3,000,000	\$ 3,000,000	\$ 1,000,000	\$ 1,000,000
Iron Ice Merchandise	\$ 7,000	\$ 100,000	\$ 200,000	\$ 300,000	\$ 400,000	\$ 500,000	\$ 600,000
Iron Ice Sports Nutrition	\$ -	\$ 100,000	\$ 150,000	\$ 200,000	\$ 250,000	\$ 300,000	\$ 400,000
Total Fixed Costs	\$ 7,000	\$ 200,000	\$ 8,350,000	\$ 7,250,000	\$ 6,150,000	\$ 3,050,000	\$ 3,250,000
Net Income							
Iron Ice Film I	\$ -	\$ -	\$ 8,000,000	\$ 6,000,000	\$ 4,000,000	\$ 2,000,000	\$ 2,000,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$ 6,750,000	\$ 6,750,000	\$ 6,750,000	\$ 2,250,000	\$ 2,250,000
Iron Ice Merchandise	\$ 15,750	\$ 225,000	\$ 450,000	\$ 675,000	\$ 900,000	\$ 1,125,000	\$ 1,350,000
Iron Ice Sports Nutrition	\$ -	\$ 225,000	\$ 337,500	\$ 450,000	\$ 562,500	\$ 675,000	\$ 900,000
Total Net Income	\$ 15,750	\$ 450,000	\$15,537,500	\$13,875,000	\$12,212,500	\$ 6,050,000	\$ 6,500,000
Total Net Income %	45.0%	45.0%	42.3%	42.7%	43.2%	43.2%	43.3%
LLC Monthly Net Income							
<i>Iron Ice Film I (Monthly)</i>	\$ -	\$ -	\$ 666,667	\$ 500,000	\$ 333,333	\$ 166,667	\$ 166,667
<i>Iron Ice (VR, Mobile, Game) (Monthly)</i>	\$ -	\$ -	\$ 562,500	\$ 562,500	\$ 562,500	\$ 187,500	\$ 187,500
<i>Iron Ice Merchandise (Monthly)</i>	\$ 1,313	\$ 18,750	\$ 37,500	\$ 56,250	\$ 75,000	\$ 93,750	\$ 112,500
<i>Iron Ice Sports Nutrition (Monthly)</i>	\$ -	\$ 18,750	\$ 28,125	\$ 37,500	\$ 46,875	\$ 56,250	\$ 75,000
Total LLC Monthly Net Income	\$ 1,313	\$ 37,500	\$ 1,294,792	\$ 1,156,250	\$ 1,017,708	\$ 504,167	\$ 541,667

Film Market Segmentation

Iron Ice Film Trilogy

The main market segments of Iron Ice Film Trilogy are moviegoers from 18 to 24 of all nationalities and gender. Geographically speaking, these demographics are worldwide. However, MCF will focus on the China and Northern American Market with the following demographics:

China

- Under 25 years old as they made up 51% of movie audience in 2015
- People living in second tier cities accounted for 41%
- Third tier cities had the highest amount of growth
- 70% of people who commented on a film on social media are moviegoers aged 25 below, mostly women who were passionate when recommending works they enjoyed, which made them a major force for marketing
- 7% movie addicts are college students from Shanghai Hangzhou and Beijing³

Northern America (USA and Canada)

- In 2016, 18 to 24-year olds went to the movies an average of 6.5 times over the year, up 0.6 from 2015. This was the largest increase of any age group. Per capita attendance was next highest for 12 to 17- year olds. Per capita attendance also increased for 25-39-year olds and 50-59-year olds compared to the previous year.
- Per capita attendance increased for African Americans and Asians/Other Ethnicities compared to 2015. In 2016, Asians/Other Ethnicities reported the highest annual attendance per capita, going to the cinema an average of 6.1 times in the year.
- Three of the top five grossing films in 2016 attracted majority female audiences. Finding Dory drew the largest proportion of females, with 55 percent of its box office coming from women. The Jungle Book drew the most ethnically diverse audience, followed by Finding Dory and Captain America: Civil War.

³ <http://www.globaltimes.cn/content/967195.shtml>

Iron Ice Film Budget (\$10 Million)

Acct #	Category Title	Total
1100	Continuity	194,150
1200	Producers Unit	649,300
1300	Direction	325,900
1400	Cast	1,990,655
1500	Travel & Living	351,403
Total Fringes		263,869
TOTAL ABOVE-THE-LINE		3,775,277
2000	Production Staff	313,752
2100	Extra Talent	217,050
2200	Art Dept	101,450
2300	Set Construction	220,750
2400	Set Striking	15,500
2500	Set Operations	191,014
2600	Special Effects	38,050
2700	Set Dressing	220,210
2800	Property	184,875
2900	Wardrobe	230,548
3100	Makeup & Hair	64,485
3200	Lighting	182,360
3300	Camera	202,850
3400	Sounds	52,280
3500	Transportation	387,949
3600	Location	500,918
3700	Film & Lab	148,390
3900	Rehearsals	70,600
4000	Second Unit	29,550
4100	Tests	3,000
4200	Facilities	1,000
Total Fringes		163,763
TOTAL PRODUCTION		3,540,344
4500	Film Editing	362,925
4600	Music	275,000
4700	Post Prod Sound	190,400
4800	Film & Lab	106,086
4900	Titles	100,500
Total Fringes		20,412
TOTAL POST PRODUCTION		1,055,323
6500	Publicity	66,500
6800	General Expense	186,200
8800	Delivery Charges	100,000
Total Fringes		922
TOTAL OTHER		353,622
Total Below-The-Line		4,949,289
Total Above and Below-The-Line		8,724,566
Completion Bond		294,837
Contingency		849,457
Insurance		131,155
GRAND TOTAL		10,000,015

Film Industry Research


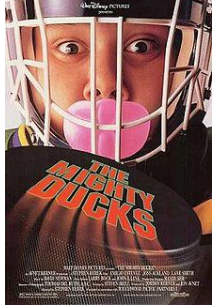
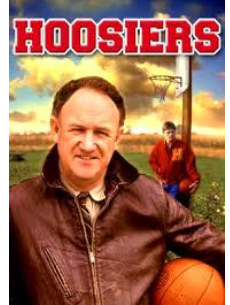
China Box Office Highest-Grossing Films

				
Film Title	Wolf Warrior 2	The Mermaid (Mei ren yu)	Monster Hunt	Furious 7
Country	China	China	China Hong Kong	USA Japan
Year	2017	2016	2015	2017
Budget	\$30,100,000	\$60,720,000	\$56,000,000	\$190,000,000
Domestic	\$2,703,941	\$3,232,685	\$32,766	\$353,007,020
China / Foreign	\$867,604,339	\$550,577,543	\$385,252,051	\$383,000,000
Worldwide	\$870,308,280	\$553,810,228	\$385,284,817	\$1,516,045,911

				
Film Title	Transformers: Age of Extinction	Kung Fu Yoga	Mojin: The Lost Legend	Journey to the West: The Demons Strike Back
Country	United States	China India	China	China Hong Kong
Year	2017	2017	2015	2017
Budget	\$21,000,000	\$65,000,000	\$37,000,000	\$63,900,000
Domestic	\$245,439,076	\$362,657	\$1,243,810	\$880,346
China / Foreign	\$858,614,996	\$253,849,588	\$258,124,638	\$245,740,052
Worldwide	\$1,104,054,072	\$254,212,245	\$259,368,448	\$246,620,398

Hollywood Sports Films Box Office

				
Film Title	The Blind Side	Miracle	Remember the Titans	Rudy
Studio	Warner Bros	Walt Disney	Walt Disney	TriStar Pictures
Year	2009	2004	2000	1993
Budget	\$29,000,000	\$28,000,000	\$30,000,000	\$12,000,000
Domestic	\$255,959,475	\$64,378,093	\$115,654,751	\$22,750,363
Foreign	\$53,248,834	\$67,615	N/A	N/A
Worldwide	\$309,208,309	\$64,445,708	N/A	N/A

				
Film Title	A League of Their Own	Mighty Ducks	Rocky	Hoosiers
Studio	Sony	Walt Disney	United Artists	Orion Pictures
Year	1992	1992	1976	1986
Budget	\$40,000,000	\$10,000,000	\$1,100,000	\$6,000,000
Domestic	\$107,533,928	\$50,700,000	\$117,235,147	\$28,607,000
Foreign	N/A	N/A	N/A	N/A
Worldwide	N/A	N/A	N/A	N/A
Domestic Video Sales	N/A	\$54,000,000	N/A	N/A

China by The Numbers

- Total China box-office revenue in 2016 year was \$6.58 billion compared to \$6.78 billion in 2015.
- Imported international films — the majority of which are U.S. studio titles — accounted for 41.7 percent of total box office in 2016, compared to 38.4 percent revenue share in 2015. Revenue was up 10.9 percent for the year.
- Chinese viewers have developed a taste for quality video on digital devices.
- For 2017, the number of Smartphone users in China is estimated to reach 601.8 million, with the number of Smartphone users worldwide forecast to exceed 2 billion users by that time
- In December 2016, around 77 percent of China internet users watched online videos.
- In China, the internet giants, they are very active and deeply engaged in the film industry and a driving force of the industry focused on users and data and they offer innovation in the industry.”

Financial Performance of Studio Distributed Films (In Millions)

Budget Range	Number Of Films	Average P & A	Domestic Box Office	Average Worldwide Rentals	Average Worldwide Costs	Average Gross Profits	Average KPI Number
\$60 Million+	9	\$28,911	\$140,563	\$301,370	\$123,186	\$178,184	2.45
\$50 Million to \$59 Million	9	16,056	35,483	82,584	74,971	7,613	1.10
\$40 Million to \$49 Million	25	21,696	82,176	154,900	75,659	79,241	2.05
\$30 Million to \$39 Million	63	17,912	61,329	29,324	63,323	66,001	2.04
\$20 Million to \$29 Million	145	12,839	35,715	72,466	42,606	29,860	1.70
\$15 Million to \$19 Million	170	9,788	21,586	45,865	31,393	14,472	1.46
\$10 Million to \$14 Million	183	7,385	16,070	34,198	22,967	11,231	1.49
Under \$10 Million	182	4,408	8,067	17,825	12,522	5,303	1.42
Average	786	\$9,866	\$26,412	\$55,067	\$32,647	\$22,419	1.69

**Data from Motion Picture Investors Publication

Hockey Market

The Global market size of ice hockey is played in over 80 countries by 6 million people with the largest markets being Canada and United States. The registered player growth is 1-2% per year and the true rate higher due to unregistered players

It is estimated that 135 million people worldwide watch hockey. The NHL cites research from Scarborough and Simmons/PMB that shows its fan base as 58 million people in the United States and 13 million in Canada, it considers 12 million in the U.S. and 8.5 million in Canada part of a growing "avid" cohort who watch games league-wide

Play Hockey

- 80 countries
- 6 million play hockey

Watch Hockey

- 135 million worldwide
- 58 million in United States
- 13 million in Canada

China Hockey

Ice hockey is a minor sport that is gaining popularity in China.

The Chinese Ice Hockey Championship has been held since 1953. The country's top team, China Dragon, plays in the multi-national Asia League Ice Hockey. China has men's, women's and junior national teams.



中国冰球协会

Kontinental Hockey League is the other top tier league the Chinese compete in.

Andong Song was the first Chinese player drafted by the New York Islanders in the 6th round (172nd overall) in the 2015 NHL Entry Draft. The China national ice hockey teams are making major preparations for improvements in order to be competitive for the 2022 Winter Olympics.

Article: Meet the Chinese Billionaire Who Wants to Grow Hockey in the World's Biggest Market⁴

About China Hockey

Member Since	25 July 1963
Total Players	1,101
Male Players	222
Junior Players	585
Female Players	294
Total Referees	95
Indoor Rinks	154
Outdoor Rinks	206
Nation Population	1,367,485,388
Men's World Ranking	37
Women's World Ranking	16
Hockey in China	

⁴ <http://www.thehockeynews.com/news/article/meet-the-chinese-billionaire-who-wants-to-grow-hockey-in-the-world-s-biggest-market>

Global Hockey

The International Ice Hockey Federation (IIHF; French: Fédération Internationale de hockey sur glace) is a worldwide governing body for ice hockey and in-line hockey. It is based in Zurich, Switzerland, and has 74 members. It manages international ice hockey tournaments and maintains the IIHF World Ranking.

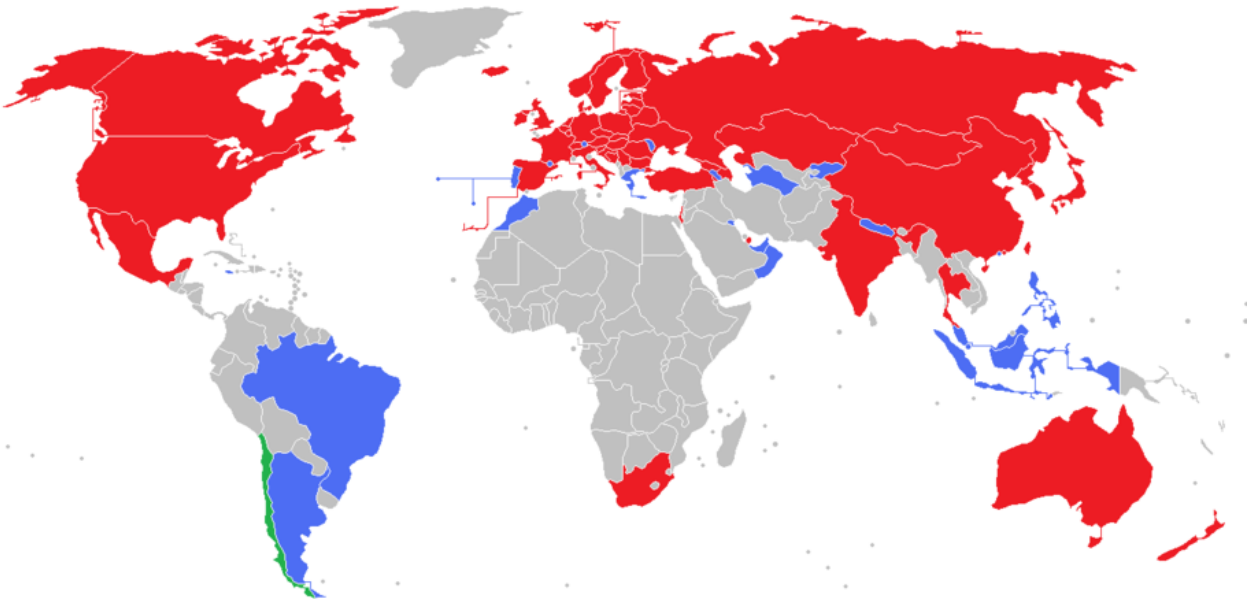


- Global market size of ice hockey played in over 80 countries by 6 million people with largest markets being Canada and U.S.
- Growth of China hockey and winter sports.
- There are 74 countries that are members of the International Hockey Association.

Registered player growth 1-2% per year; true rate higher due to unregistered players Global Hockey

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- There are 74 countries that are members of the International Hockey Association.
- Registered player growth 1-2% per year; true rate higher due to unregistered players



The current members of the IIHF. (**Red** indicates full members, **blue** indicates associate members, **green** indicates affiliate members and **black** indicates suspended members).

Hockey Product Sales

Hockey is an outdoor team sport, the equipment for which includes sticks, protective gear, footwear, and others. Different disciplines of hockey are ice hockey, roller hockey, field hockey, and underwater hockey. These disciplines of hockey use different types of equipment, which include ice hockey, roller hockey, field hockey, and underwater hockey. The global popularity of ice and field hockey is currently witnessing a significant growth in the rate of participation.⁵

Global hockey equipment market: \$650 million

⁵ <https://www.prnewswire.com/news-releases/the-global-hockey-equipment-market-is-forecasted-to-grow-at-a-cagr-of-313-during-the-period-2017-2021-300546700.html>

Minnesota Hockey

- Minnesota is the No. 1 state in terms of hockey-playing population with a record high of 54,951 in 2011-12 and produces the Most NHL Players Born in the U.S.
- The Minnesota High School Boys Hockey program comprised of 155 teams is the most popular high school sport and the Hockey Tournament is currently the largest state sports tournament in the United States with 22 tournaments eclipsing 100,000 in yearly attendance.
- University of Minnesota Gophers Hockey teams
- Minnesota Hockey Association boys and girl's hockey teams
- Minnesota Wild professional hockey team



NHL Viewership on NBC



The NHL cites research from Scarborough and Simmons/PMB that shows its fan base as 58 million people in the United States and 13 million in Canada. Of those, it considers 12 million in the U.S. and 8.5 million in Canada part of a growing "avid" cohort who watch games league-wide (note: by league reckoning, this accounts for 3 out of 10 Canadian adults). That leaves almost 50 million fans that fall into this danger zone of caring mostly for their local team.

Olympic Hockey



- Hockey at the Olympics is considered the Games' most prestigious event. ⁶
- All eyes will once again be on Beijing for the 2022 Winter Olympics

USA Hockey



- USA Hockey has a membership of nearly 595,000 people.
- Since 2005- 06, hockey participation has grown by 15.6% nationwide

⁶ https://en.wikipedia.org/wiki/Ice_hockey_at_the_Winter_Olympics

MCF FILM FINANCING

Typical Way of Producing a Film

A typical way of producing a film is to attach "bankable elements" to the film project. The bankable elements are the 3 minimum ingredients to any film package". The first being a A-list bankable movie star which is an actor famous or charismatic enough and "capable of improving on box-office success, a successful director and a script or a strong story idea.

The ability to attach "bankable elements" to the project usually requires a pay or play offer. The likelihood of attaching an actor that has value will not consider an offer to be attached to a film project unless it is a pay or play as they won't tie up their schedule if they aren't certain to be compensated for it.

Essentially, pay or play is the commitment by a producer -- a studio, network, production company, or individual -- to pay the artist even if the producer later decides that the artist's services won't be required. In other words, whether or not the production goes forward, and whether or not the artist is ultimately required to render services, he or she will be paid the negotiated fee.

After a pay or play offer is submitted via the talent agent representing the A-list bankable movie star and accepted the Producer would receive a Letter of Guarantee.

The Letter of Guarantee from the bankable actor is used to negotiate and obtain guaranteed distribution commitments from bankable domestic and international distributors.

Guaranteed distribution commitments are (i) the procuring of bankable presale commitments from one or more distributors for foreign or other distribution rights, or (ii) the procuring of distribution commitments from one or more established distributors for all or a portion of the distribution rights to the Motion Picture. "Bankable" means that the commitment is acceptable as collateral against which the accepting bank will lend at least 75% of the face value of the commitment. "Bank" means a bank or other commercial financial institution regulated by the Federal Reserve System or Comptroller of the Currency of the United States. Commitments must be in United States dollars.

MCF Private Placement and Escrow Experience

The MCF team has experience developing strategies for raising capital with private placements (234 securities engagements totaling \$2,173,809,195) and 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.

Strategies include drafting the legal document's terms and conditions and company structure for private placement memorandums (PPM) and escrow agreements with the assistance, guidance, and review by corporate securities lawyers.

The PPM, commonly known as an offering memorandum or offering document, is a special business plan defined to meet an SEC exemption and is a vitally important legal document that discloses the objectives, risks, and terms of a proposed investment in a company.

The Private placement is a common method of raising business capital through offering equity shares. Private placements can be done by either private companies wishing to acquire a few select investors or by publicly traded companies as a secondary stock offering.

The strategies when structuring the terms and conditions and corporate structure in the private placement take into consideration and address the concerns of reducing risks for investors. The Company also obtains feedback and help from FINRA broker dealers to create an investment product that also addresses the concerns of broker dealers who want good quality investment opportunities for their clients.

The MCF team has experience developing escrow strategies and terms for film projects and incorporating them into the terms of the PPM. The escrow is a contractual arrangement in which a third party receives and disburses money or documents for the primary transacting parties, with the disbursement dependent on conditions agreed to by the transacting parties

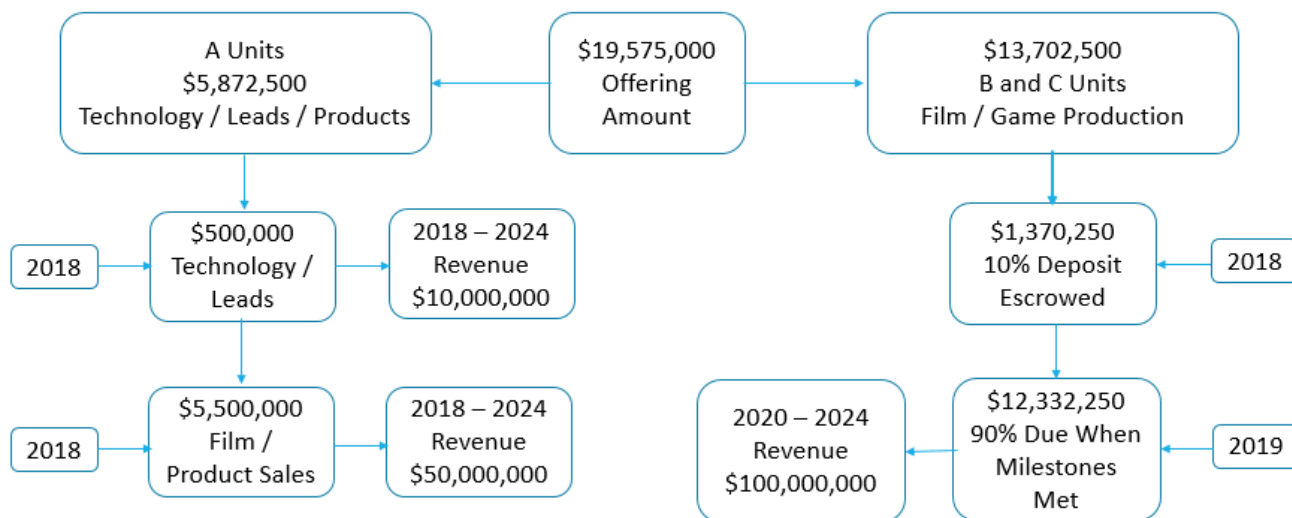
In the United States, broker-dealers are regulated under the Securities Exchange Act of 1934 by the Securities and Exchange Commission (SEC), a unit of the U.S. government. Some regulatory authority is further delegated to the Financial Industry Regulatory Authority (FINRA), a self-regulatory organization.

Capital Structure to Finance Film IP

(DISCLAIMER)

MCF has developed an innovative capital structure and strategy which is how the Company plans to finance its overall operations, film and brand IP development, marketing, sales, and growth. The elements of the strategy include terms in the private placement and terms in the escrow agreement that provide flexibility on using different sources of capital to fund the film and the company.

Capital Formation Structure Diagram



Capital Structure Features

- Terms in the private placement that provide investors options (Units of Class “A”, “B”, “C”) to invest in the private placement offering that can be determined by level of risk tolerance.
- Multiple IP properties have already been developed that investors will have ownership and multiple revenue streams.
- Structured so the Company generates revenue with “A” funds projected to be \$18,450,000 from 2018 to 2020 during the process of capital raising and film financing, pre-production, and prior to principal photography. Total “A” subscription agreements if fully subscribed is \$5,872,500.
- A strategy utilizing the benefit of a market-rate interest escrow account and the terms of the escrow agreement for the contractual arrangement between investors funds, bankable talent and guaranteed distribution agreements in which a third-party bank will receives and disburses money or documents for the primary transacting parties, with the disbursement dependent on conditions agreed to by the transacting parties.
- The terms for “B” and “C” investors require that they need only to invest 10% of the total amount of their subscription agreement which will be held in a market-rate interest escrow account. The 90% balance amount will not be due unless milestones of attaching bankable actors and obtaining guaranteed distributions commitments are obtained. Should the milestones not be met, and the Motion Picture is not produced for whatever reason), refunds will be tendered to “B” and “C” investors. Total “B” and “C” subscription agreements if fully subscribed is \$13,720,250. Total 10% amount is \$1,370,250.
- The Company plans to utilize the “B” and “C” escrowed funds and subscription agreements during the casting to negotiate and attach bankable talent (actors, director) and receive letters of intent or letters of guarantee from their manager or agent to then obtain guaranteed distribution commitments

that are bankable. The subscription agreement is a promise by the company to sell a given number of Units to investor at a certain price, and an agreement by the investor to pay that price.

- The terms in the escrow agreement stipulates that bankable actors and bankable distribution agreements are requirements for the “B” and “C” investors to trigger payment of the 90% investment amount and the requirements for the bank to release funds from escrow.
- The Company will negotiate with talent agents to attach talent and with distributors to obtain guaranteed distribution commitments by demonstrating the funds necessary to produce the film with the escrowed funds of \$1,370,250 and subscription agreements totaling \$13,720,250.
- The Company will seek guaranteed distribution commitments for the Motion Picture from either (i) the procuring of bankable presale commitments from one or more distributors for foreign or other distribution rights, or (ii) the procuring of distribution commitments from one or more established distributors for all or a portion of the distribution rights to the Motion Picture. "Bankable" means that the commitment is acceptable as collateral against which the accepting bank will lend at least 75% of the face value of the commitment. "Bank" means a bank or other commercial financial institution regulated by the Federal Reserve System or Comptroller of the Currency of the United States. Commitments must be in United States dollars.
- The terms in the PPM and escrow agreement expands the sources of capital that can be accessed – accredited, corporate, institutional, film financing, and business partnerships.
- Preferential Return feature and a Priority Distribution. Once the Internal Rate of Return (“IRR”) is achieved for each Unit Class, Unitholders will receive funds available for distribution for the life of the LLC.
- Investors receive Cash Distribution from Iron Ice Film, LLC film and licensed merchandise and value of MCF common shares projected to grow 10x generate revenue generated from professional services and Hat Trick Licensed product sales.
- Holders of equity Common Shares in Iron Ice will be entitled to invest in subsequent LLC Offerings by the Company at 85% of the offering price to the public.

Projected Return per Unit Ownership

Unit Type	“A”	“B”	“C”	“D” = {“A” “B” “C”}
Total Investment Amount From Investors	\$21,750	\$21,750	\$21,750	\$65,250
Initial Amount Due	\$21,750	\$2,175	\$2,175	\$26,100
Balance Due When Milestones Are Met	\$0	\$19,575	\$19,575	\$39,150
Ownership of Iron Ice Film, LLC	3,000	3,000	3,000	9,000
Ownership of MCF Common Shares	3,000	1,500	900	5,400
Total Cash Flows To Investors	\$52,566	\$41,180	\$36,569	\$130,314
Total Net Return %	143%	89%	68%	100%
IRR%	26%	24%	16%	23%
Equity in MCF Inc.				
Value at 10X Net Profit in 2024	\$127,542	\$63,771	\$38,263	\$229,576
Value Per Share	\$45.51	\$45.51	\$45.51	\$45.51

Description \$19,573,000 Private Offering

- The Company is planning to raise \$19,573,000 in a private placement offering.
- The funds will be used to fund investor and consumer lead generation and the development, pre-production, production, post-production, a portion of the marketing budget of “Iron Ice”, a “coming of age” youth ice hockey saga (the first of at least three in a planned series) and associated marketing opportunities in motion picture licensed games and merchandise and the “Hat Trick” lifestyle sports brand licensed merchandise.

Features of \$19,573,000 Private Offering:

- The Company is raising \$19,575,000 with a private placement offering if fully subscribed.
- The Company plans to offer 2,700,000 Units of Class “A”, “B”, “C”
- The Units are a combination of Marketing Completion Fund, Inc. common shares of stock and the Iron Ice Film, Limited Liability Company preferred membership interests.
- The Unit collectively is the “Securities” being offered to investors.
- The pricing for each Unit is \$7.25.
- The amount of “A” Units being offered is 810,000 Units @ \$7.25 per Unit = \$5,872,500.
- The amount of “B” Units being offered is 1,080,000 Units @ \$7.25 per Unit = \$7,830,000.
- The amount of “C” Units being offered is 810,000 Units @ \$7.25 per Unit = \$5,827,500.

Features of “A” Units

- The amount of “A” Units total \$5,872,500.
 - “A” Unitholders earn a higher return compared with the “B” and “C” Units, which finance activities further down the timeline of development after defined milestones have been met.
 - \$4,497,700 is the “A” Unitholders funds net amount available after operating reserves, administrative and legal, and offering expenses of 7%.
 - “A” Unitholders funds are not escrowed and will be used to fund the earliest stage of development which include the development of the motion picture and development of the associated marketing opportunities that generate revenue during the process of raising capital and pre-production, and prior to film principal photography.
 - Revenue will be generated from marketing campaigns of services and products that include investor and consumer lead sales and associated motion picture licensed merchandise and sports brand products sales.
 - A” Unitholders funds are projected to generate revenue from 2018 to 2020 prior to the start of principal photography. The revenue prior to going into principal photography projected to be \$18,450,000.
 - The. A” Unitholders funds are not escrowed and will be used to fund investor and consumer lead generation and the development, pre-production of “Iron Ice” and associated marketing opportunities in motion picture licensed games and merchandise and the “Hat Trick” lifestyle sports brand licensed merchandise.

“A” Unit Use of Funds Budget: \$4,497,700 (PUT \$\$\$ IN DESCENDING ORDER)

Description	Year	Budget	%
"A" Unit amount is \$5,872,500 (Net amount after operating reserves, administrative and legal, offering expenses of 7%. "A" amount if fully subscribed is \$5,872,500 - \$500,000 - \$498,925 - \$376,075 = \$4,497,700	Q1 2018 - Q4 2019	\$4,497,700	0.0231%
Iron Ice Film Pre-Production	2018	\$ 200,000	0.010%
Marketing Technology Platform	2018	\$ 100,000	0.0050%
Investor Lead Generation - Chinese and English	Q3 2018 - Q4 2019	\$ 1,000,000	0.051%
Consumer Marketing - Chinese and English	Q3 2018 - Q4 2020	\$ 800,000	0.041%
Iron Ice Merchandise	Q3 2018	\$ 100,000	0.0050%
Hat Trick Merchandise	Q3 2018	\$ 100,000	0.0050%
Iron Ice and Hat Trick Sports Nutrition	Q4 2018 - Q2 2019	\$ 100,000	0.0050%
Ecommerce website	Q4 2018 - Q2 2019	\$ 500,000	0.0255%
Hat Trick Youth Fund Raiser	Q4 2019 - Q2 2020	\$ 100,000	0.0050%
Hat Trick Travel Packages	Q4 2019 - Q2 2020	\$ 100,000	0.0050%
Hat Trick Box	Q2 2019 - Q4 2019	\$ 100,000	0.0050%
Hollywood Hat Trick	Q4 2019 - Q2 2020	\$ 100,000	0.0050%
Go Hatrick App	Q4 2018 - Q2 2019	\$ 50,000	0.0050%
Iron Ice and Trick AR/VR	Q2 2019 - Q4 2019	\$ 200,000	0.0102%
Celebrity Hockey Teams	Q4 2019 - Q2 2020	\$ 100,000	0.0050%
Marketing and Sales	Q2 2018 - Q4 2019	\$ 847,700	0.043%
Use of Funds ("A" Units)		\$ 4,497,700	0.231%

Chart of “A” Unit Use of Funds – \$18,450,000 Projected Revenue from 2018 to 2020

Year	2018	2019	2020	2018 - 2020
Description				
Revenue				
Iron Ice Merchandise	\$100,000	\$ 500,000	\$ 1,000,000	\$ 1,600,000
Iron Ice Sports Supplement	\$ -	\$ 500,000	\$ 750,000	\$ 1,250,000
MCF Consulting Services	\$100,000	\$ 500,000	\$ 500,000	\$ 1,100,000
Leadmatching	\$500,000	\$1,000,000	\$ 3,000,000	\$ 4,500,000
Hockey Hat Trick e-commerce	\$ -	\$1,000,000	\$ 2,000,000	\$ 3,000,000
Hat Trick Merchandise	\$ -	\$ 500,000	\$ 1,000,000	\$ 1,500,000
Hat Trick Travel	\$ -	\$ 500,000	\$ 1,000,000	\$ 1,500,000
Hat Trick Youth Fundraisers	\$ -	\$ 500,000	\$ 1,000,000	\$ 1,500,000
Hollywood Hat Trick	\$ -	\$ 500,000	\$ 2,000,000	\$ 2,500,000
Total Revenue	\$700,000	\$5,500,000	\$47,250,000	\$ 18,450,000

Features of “B” and “C” Units

- The amount of “B” funds being offered to investors is \$7,830,000.
 - “B” Unitholders are funding the Intermediary costs related to financing, development and pre-production of the motion picture, attaching talent, merchandising, pre-production expenses and costs associated with Motion Picture production, salaries for stars and production crew.
- The amount of “C” funds being offered to investors is \$5,827,500.
 - “C” Unitholders funding the post-production costs and costs associated with securing international theatrical distribution and secondary distribution post-theatrical release.
- The total amount of subscription agreements for “B” and “C” Unitholders when fully subscribed will be \$13,702,500.
 - Investors may secure “B” or “C” Units with an investment equal to 10% of the amount of their subscription agreement which will be held in a market-rate interest escrow account.
 - The balance of funds in the amount of 90% of their subscription agreement would be due after milestones are met (attaching bankable actors and obtaining guaranteed distribution commitments). Should the milestones for either the “B” or “C” Units not be met, and the Motion Picture is not produced for whatever reason), refunds will be tendered to investors.
 - The “B” and “C” funds will be used for pre-production, production, post production and marketing of the film, and the production and marketing of the film games.
 - It will include casting and attaching bankable talent letters of intent and seek guaranteed distribution commitments from domestic and international distributor agreements.
 - The “B” or “C” Unitholders 10% escrowed funds when fully subscribed will be \$1,370,250.
 - The “B” or “C” Unitholders 90% amount balance due if milestones are met is \$12,332,250.
 - The total amount of funds from “B” and “C” Unitholders that will be deposited in escrow is \$1,370,250.
 - The “B”, or “C” Unitholders 10% escrowed funds and the subscription agreements are utilized to negotiate bankable talent and guaranteed distribution agreements
 - The “B” and “C” Unitholders \$1,370,250 escrowed funds and the subscription agreements of \$13,702,500 will be utilized during casting to negotiate and attach bankable talent and obtain letters of intent to then negotiated and obtain bankable guaranteed distribution agreements.
- The Company will negotiate with talent agents to attach talent and with distributors to obtain guaranteed distribution commitments by demonstrating the funds necessary to produce the film with the escrowed funds of \$1,370,250 and subscription agreements totaling \$13,720,250.
- The Company will seek guaranteed distribution commitments for the Motion Picture from either (i) the procuring of bankable presale commitments from one or more distributors for foreign or other distribution rights, or (ii) the procuring of distribution commitments from one or more established distributors for all or a portion of the distribution rights to the Motion Picture. "Bankable" means that the commitment is acceptable as collateral against which the accepting bank will lend at least 75% of the face value of the commitment. "Bank" means a bank or other commercial financial institution regulated by the Federal Reserve System or Comptroller of the Currency of the United States. Commitments must be in United States dollars.

Mission, Vision and Objectives

Create high end quality IP products, content and technologies. Create films that allow the audience to witness the lives of a Chinese immigrant family and a son's dream of becoming a successful hockey player.

Marketing Completion Fund LLC will be a recognized media company that develops original intellectual property brands whilst generating revenue streams from brand licensing, merchandise sales and digital marketing strategies. The development stages are shown below:

Stage 1	Q1 2018- Q4 2018
	<ul style="list-style-type: none"> • Investor and consumer lead generation. • Capital raising sales and marketing • Set up broker dealer syndicate network • Leads delivered to broker dealers • Lead sales to 3rd party companies • Film development, attach talent, guarantee distribution agreements • Development, launch and sales of Iron Ice and Hat Trick products
Stage 2	Q3 2018 – Q2 2019
	<ul style="list-style-type: none"> • Develop and launch Iron Ice and Hat Trick products • Develop and launch Hockey Hat Trick ecommerce, community website • Develop and launch Iron Ice website
Stage 3	Q4 2019- Q4 2020
	<ul style="list-style-type: none"> • Iron Ice principal photography begins • Iron Ice Post Production • Develop and launch Hat Trick Travel, Hat Trick Youth Fundraisers • Develop and launch Hollywood Hat Trick celebrity team and events
Stage 4	Q4 2020 – Q4 2022
	<ul style="list-style-type: none"> • Film Festivals • Private Screenings • Theatrical release • Global Film Distribution and Marketing • Hollywood Hat Trick event Los Angeles
Stage 5	Q1 2021 – Q4 2022
	<ul style="list-style-type: none"> • Hollywood Hat Trick event Minnesota and China • Hollywood Hat Trick road shows Minnesota and China

Company Summary

Marketing Completion Fund, Inc. is a Delaware “C” Corporation and subsidiary limited liability companies with corporate offices in Los Angeles, California since 2018. It is owned 70% owned by the Management and 30% owned by Investors. (If fully subscribed in offering new investors will have 30% ownership of the 1,593,000 shares out of the 5,310,000 MCF Common Shares outstanding.)

The Company has researched and analyzed with the help of corporate tax structuring professionals the optimum state to form the corporation and limited liability companies, **ADD**

MCF will invest in IP developed by early stage companies in a range of industry sectors. The Company provides professional consulting services to companies focused on IP technology and pricing options for services are typically a combination of 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 is vertically integrated and leveraging on its marketing technology platform, IP products and community building Apps and websites to generate multiple sources of revenues from the theatrical and digital distribution of the film, investor and consumer lead generation, ecommerce product sales and online SaaS subscriptions.

The company's hybrid structure as a financial media, IP branding, lead generation and film production company is designed to reduce the risk in investing in film and generate above average returns to investors. MCF is poised to capture a share of the global film, financial services, ecommerce and merchandise, destination events and travel markets.

The management team, advisors and consultants have experience comprised of capital formation structuring and marketing securities raising over \$2 billion in 237 Securities offerings, digital marketing and lead generation with consumer brands that include Disney, Hard Rock Café, Oprah Store, film financing, production and distribution and have worked at entertainment companies that include DreamWorks, Liberty Media, Sony and Starz, brand IP development of the Ernest Hemingway lifestyle brand and San Diego Padres sports brand, lead generation for financial service companies that include Wells Fargo and Bank of America, call centers, China M&A, event production of Hollywood Hat Trick and Investor Wealth Builders Series, media, marketing technology, merchandise, real estate, software technology, travel and wealth management.

MCF produces the Investor Wealth Builders Series and publishes the online website Completion Fund, an online resource for Wealth Managers, Family Offices, and Accredited, Angel, and High Net Worth investors to learn about exclusive events and networking opportunities focused on Alternative and Emerging Technology investing.

Start Up Summary

Seed Round

MCF is currently raising capital in a \$500,000 seed round of funding structured as a Unsecured Subordinated Convertible Note with the option to convert the note over the next two years into one a “A”, Unit securities being offered in the \$19,575,000 Private Offering.

\$19,575,000 Private Offering

The company will follow the seed round of funding with a \$19,575,000 private 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 (securities).

Iron Ice Film IP

There also is an option for investors that want to only invest in the Iron Ice film IP and can acquire Iron Ice Films, LLC Membership Units.

Company Structure

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

Investors own Iron Ice Film, LLC
2,700,000 LLC Membership Units
100% Owned by New Investors

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

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

\$500,000 Convertible Note Description

The convertible note is being offered to an accredited, institutional, and corporate investors and business entities.

Total Investment Amount	\$500,000
Fractional Investments	\$21,750
Form	Convertible Note
Annual Interest Rate	Eight percent (8%) simple interest paid semi-annually
Term	Two (2) Years
First payment start date	September 31 st , 2018
Conversion Feature	Unpaid balance may be converted to Units that are a combination of Marketing Completion Fund, Inc. Common Stock and Iron Ice Films, LLC Membership Units. The MCF Common Stock and Iron Ice Membership Units (collectively, the "Securities") that are priced at \$7.25 per unit.
Conversion Options	<p>Option to convert note over the next two years into a "A" Unit securities being offered in the \$19,575,000 Private Offering.</p> <p>The amount for the convertible note option is \$21,750 which is the minimum amount for the securities being offered in private offering.</p> <p>"A" – Early Investor Incentive" Units: 810,000 Units @ \$7.25 per Unit = \$5,872,500; includes 810,000 Memberships in Iron Ice Film, LLC With 8% Preferential Return, Primary Cash Distribution PLUS 810,000 Common Shares of Marketing Completion Fund, Inc., 15.3% of the 5,310,000 total MCF shares outstanding, if the Offering is fully subscribed.</p>

Convertible Note Use of Funds (\$\$\$ IN DESCENDING ORDER)

The Company has budgeted the \$500,000 seed round use of funds in the following categories: \$300,000 for investor and consumer lead generation, \$50,000 for film pre-production, \$50,000 for marketing and sales, \$25,000 for revisions and review of the private placement memorandum, \$25,000 for engaging the lead broker dealer placement agent, \$25,000 for various administrative and legal costs, and \$25,000 for costs related to raising the seed round of capital.

The Company plans to generate 7,000 leads at an average cost of \$42.86 and convert 280 of the leads into MCF Unitholder investors and raise \$6,960,000, convert 700 of the leads into customers who purchase Iron Ice and Hat Trick products generating \$35,000, convert 3,500 into leads that can be sold generating \$350,000 and convert 4 of the leads into MCF professional services clients generating \$120,000.

Convertible Note Use of Funds Budget

\$500K Seed Round Use of Funds			
Description	Year	Budget	%
Investor Lead Generation			
Marketing Technology Platform	2018	\$ 50,000	10.00%
Affiliate Marketing	2018	\$ 50,000	10.00%
Email	2018	\$ 50,000	10.00%
Direct Mail	2018	\$ 50,000	10.00%
Social Media	2018	\$ 25,000	5.00%
Call Center	2018	\$ 50,000	10.00%
Events	2018	\$ 25,000	5.00%
Iron Ice Film			
Pre-Production	2018	\$ 25,000	5.00%
Iron Ice and Hat Trick Product	2018	\$ 25,000	5.00%
Marketing and Sales	2018	\$ 50,000	10.00%
Private Placement Memorandum	2018	\$ 25,000	5.00%
Broker Dealer Placement Agent	2018	\$ 25,000	5.00%
Administrative and Legal	2018	\$ 25,000	5.00%
Use of Proceeds		\$ 475,000	95.00%
Offering Costs		\$ 25,000	5.00%
TOTAL USE OF PROCEEDS		\$ 500,000	100.00%

Investor and Consumer Lead Generated with Budget Of \$300,000

The Company plans to budget \$300,000 of the seed round funds to generate 7,000 business, investor, and consumer leads at an average cost of \$.42.86. The leads will be generated from affiliate marketing, call center surveys, consultants, direct mail, email, events, marketing partners, referrals, and social media. A portion of the budget will be used to develop the Marketing Technology Platform which will automate and generate conversion of leads to customers, clients, and investors.

Budget for Investor and Consumer Lead Generation (**\$\$\$ IN DESCENDING ORDER**)

\$500K Seed Round Use of Funds \$300K Budgeted for Investor Lead Generation	Year	Amount	%	Investor Leads
Marketing Technology	2018	\$ 50,000	17.00%	1000
Affiliate Marketing	2018	\$ 50,000	17.00%	1000
Email	2018	\$ 50,000	17.00%	1000
Direct Mail	2018	\$ 50,000	17.00%	1000
Social Media	2018	\$ 25,000	9.00%	1000
Call Center	2018	\$ 50,000	17.00%	1000
Events	2018	\$ 25,000	6.00%	1000
Total		\$ 300,000	100.00%	7000

Conversion Metrics for \$300,000 Lead Generation Use of Funds

Following are the estimated conversion metrics for the \$300,000 budgeted from Use of Funds for lead generation in the year 2018.

- Generate 7,000 investor, business and consumer leads at an average cost of \$42.86 from all online and offline marketing channels in 2018.
- Convert .04% of the investor leads to 280 investor clients who invest \$21,750 into the private placement offering totaling \$6,090,000 of capital raised in 2018.
- Convert 10% of the consumer and investor leads to 1400 customers that purchase \$50 of Iron Ice and Hat Trick products totaling \$70,000 in retail sales revenue for 2018.
- Monetize 50% of the 7,000 investor and consumer leads by selling and delivering 3,500 high quality, verified leads to financial services and investor industry sector lead buying clients for an average cost of \$100 totaling \$350,000 in lead sales revenue for 2018.
- Convert 4 business leads to hire MCF to provide professional consulting services at average yearly amount of \$50,000 totaling \$200,000 consulting service revenue for 2018.

Conversion Metrics for Seed Round Use of Funds

Conversion Metrics	Year	Lead #	Metric	Description
# of Investor, business and consumer leads generated	2018	7000	\$42.86	Average Cost to Generate Lead
04% of 7000 leads become investors @ \$21,750	2018	280	\$6,090,000	Capital Raised for Private Offering
10% of 7000 leads purchase \$50 worth of Products	2018	700	\$35,000	Iron Ice and Hat Trick Product Sales
Sell 50% of 7000 leads for average price of \$100 delivered to (2) clients	2018	7000	\$350,000	MCF Lead Sales
MCF is hired by 4 companies to provide professional services. Average \$30,000 per client for 2018	2018	4	\$120,000	MCF Consulting Services

\$19,573,000 Private Placement Offering Description

An opportunity for accredited, corporate, and institutional investors and business entities to invest in a private offering (the "Offering") of "Units" that are a combination of Marketing Completion Fund, Inc. Common Stock, a Nevada Corporation and Iron Ice Films, LLC Membership Units, a Nevada Limited Liability Company (collectively, the "Securities").

The Company is currently raising \$19,573,000 to finance the development, pre-production, post-production, a portion of the marketing budget and associated marketing opportunities in motion picture licensed games and merchandise.

The Maximum Offering is \$19,575,000 from all sources, i.e. the sale of Class "A", "B", "C" and "D" Units (collectively, the "Unitholders", separately "A Units", "B Units" or "C Units") and possibly bankable pre-sales of certain territories or rights and/or co-production financing arrangements. Units are being offered at \$21,750 each.

The Company intends to sell 2,700,000 Units of Class "A", "B", "C" and "D" Units until it reaches the targeted Offering amount of \$19,575,000 (the "Targeted Offering Amount").

Offering Description

In the private offering (the "Offering"), the Company is selling Units that are a combination of Marketing Completion Fund, Inc. Common Stock and Iron Ice Film, Limited Liability Company Memberships.

- The MCF Common Stock and Iron Ice Membership Units are collectively, the "Securities".
- The Units are being offered to institutional, corporate, and accredited investors and business entities.
- Investors who have ownership in the Units are Unitholders
- Each Unit has a \$0.001 Par value which is the nominal value indicated in writing in the PPM.
 - The par value of a share is the value stated in the corporate charter below which shares of that class cannot be sold upon initial offering; the issuing company promises not to issue further shares below par value, so investors can be confident that no one else will receive a more favorable issue price. Thus, par value is the nominal value of a security which is determined by the issuing company to be its minimum price.

Price of Securities: 2,700,000 Units @ \$7.25 per Unit:

* **"A" – Early Investor Incentive" Units:** 810,000 Units @ \$7.25 per Unit = \$5,872,500; includes 810,000 Memberships in Iron Ice Film, LLC With 8% Preferential Return, Primary Cash Distribution PLUS 810,000 Common Shares of Marketing Completion Fund, Inc., 15.3% of the 5,310,000 total MCF shares outstanding, if the Offering is fully subscribed.

* **"B" Units:** 1,080,000 Units @ \$7.25 per Unit = \$7,830,000; includes 1,080,000 Memberships in Iron Ice Film, LLC Units With 6% Preferential Return, Intermediate Cash Distribution, PLUS 540,000 Common Shares of Marketing Completion Fund, Inc., 10.2% of the 5,310,000 total MCF shares outstanding, if the Offering is fully subscribed

* **"C" Units:** 810,000 Units @ \$7.25 per Unit = \$5,872,500; includes 810,000 Memberships in Iron Ice Film, LLC Units With 4% Preferential Return, Tertiary Cash Distribution PLUS 243,000 Common Shares of Marketing Completion Fund, Inc., 4.6% of the 5,310,000 total MCF shares outstanding, if the Offering is fully subscribed.

* **"D" Units:** may be purchased as a package of "A", "B" and "C" Units to balance the risks of early investment with the security of a later investment after certain milestones have been achieved.

Iron Ice Film, LLC Preferred Interests Description

The Company is offering preferred membership interests in the Company's Iron Ice Film, LLC at different rates for each class of "A", "B", "C" or "D" Units designed to provide higher interest to early investors when the presumed risk of production and development of "Iron Ice" and its ancillary products are higher. The Company intends that the Preferred Interests will be Subordinated Interests to the payment of expenses associated with production and development of the motion picture. Investors will be entitled to a priority return on their Adjusted Investment computed on a cumulative (but not compounded) basis, properly adjusted for partial years and/or fractional interests (the "Priority Return"). Until each of Class "A", Class "B", Class "C" or Class "D" Preferred Members shall have received their Class "A", "B", "C" or "D" and Priority Returns, all Cash Flow shall be nearly 100% to Preferred Members and 0% to Subordinated Members (i.e., the Manager and/or its Affiliates) EXCEPT FOR minor distributions for Level I, II and III film production expenses

Once each Priority Return is received by the Preferred Members, Cash Flow shall be shared in an amount up to 45% to the Preferred Members and the balance (55%) to the Subordinated Members.

Investor Options – Four (4) Classes of Units

Investors have a choice of four classes of Units to invest. The features of each Unit have different terms and condition. Investors can select which type of ownership matches the comfort level of risk for their investment criteria and the potential return they would like to achieve.

Unit Type	"A"	"B"	"C"	"D" = A+B+C Units
Total Investment Amount from Investors	\$21,750	\$21,750	\$21,750	\$65,250
Initial Amount Due	\$21,750	\$2,175	\$2,175	\$26,100
Balance Due When Milestones Are Met	\$0	\$19,575	\$19,575	\$39,150
Ownership of Iron Ice Film, LLC Membership Units	3,000	3,000	3,000	9,000
Ownership of MCF, Inc. Common Shares	3,000	1,500	900	5,400

Investment Offer Features and Exit

- Investment opportunity that provides both cash distribution and increase in stock price.
- Units that are a combination of Common Stock of the Company and LLC Memberships in entities controlled by the Company's LLC and Subsidiary
- 30% equity in Marketing Completion Fund, Inc.
- Preferential return and first priority distribution
- Revenue distribution for life of Iron Ice Film LLC
- ROI from cash flow and _x exit from M&A in 5 years (_x P/E)

Total # of Units **2,700,000**

Description	%	LLC Units	MCF %	MCF Shares	%	Share Price	Investments	Pref Return	IRR Target	Expenses	LLC life Revenue Distribution
Unit A	30.0%	810,000	100.0%	810,000	15.3%	\$ 7.25	\$ 5,872,500	8%	30%	12.50%	20%
Unit B	40.0%	1,080,000	50.0%	540,000	10.2%	\$ 7.25	\$ 7,830,000	6%	20%	12.50%	15%
Unit C	30.0%	810,000	30.0%	243,000	4.6%	\$ 7.25	\$ 5,872,500	4%	10%	12.50%	10%
MCF		0		3,717,000	70.0%						55%
Total		2,700,000		5,310,000			\$ 19,575,000				100%

Projected IRR % and Value Per Share Per Unit Type

Unit Type	"A"	"B"	"C"	"D" = { "A" "B" "C" }
Total Investment Amount From Investors	\$21,750	\$21,750	\$21,750	\$65,250
Initial Amount Due	\$21,750	\$2,175	\$2,175	\$26,100
Balance Due When Milestones Are Met	\$0	\$19,575	\$19,575	\$39,150
Ownership of Iron Ice Film, LLC	3,000	3,000	3,000	9,000
Ownership of MCF Common Shares	3,000	1,500	900	5,400
Total Cash Flows To Investors	\$52,566	\$41,180	\$36,569	\$130,314
Total Net Return %	143%	89%	68%	100%
IRR%	26%	24%	16%	23%
Equity in MCF Inc.				
Value at 10X Net Profit in 2024	\$127,542	\$63,771	\$38,263	\$229,576
Value Per Share	\$45.51	\$45.51	\$45.51	\$45.51

Unit Description

"A" Units:

Each Unit of "A" includes:

- Ownership of 3000 Marketing Completion Fund, Inc. Common Shares AND Ownership of 3000 Iron Ice Film, LLC Membership Units interest in the "Iron Ice Film"
- 8% annual Preferential Return feature and a Priority Distribution.
- Once the "A" investors receive an Internal Rate of Return ("IRR") of 30%, they will receive 60% of the funds available for distribution for the life of the LLC.

"A" Unitholders earn a higher return compared with the "B" and "C" Units, which finance activities further down the timeline of development after defined milestones have been met.

"A" Unitholders are funding the earliest stage of development which include the development of the motion picture and development of the associated marketing opportunities that generate revenue during the process of raising capital and pre-production, and prior to film principal photography.

Each Unit of "A" includes an equity interest in the parent "MCF" Corporation AND a membership (ownership) interest in the "Iron Ice Film" at the earliest stage of development, which, earn a higher return compared with the "B" and "C" Units, which finance activities further down the timeline of development after defined milestones have been met, with an 8% annual Preferential Return feature.

Investors may secure "A" Units with an investment of \$21,750.

"B" Units:

Each Unit of "B" includes:

- Ownership of 1500 Marketing Completion Fund, Inc. Common Shares and Ownership of 3000 Iron Ice Film, LLC Membership Units interest in the "Iron Ice Film"
- 6% annual Preferential Return feature and a Secondary Priority Distribution.
- Once the "B" investors receive an Internal Rate of Return ("IRR") of 20%, they will receive 25% of the funds available for distribution for the life of the LLC.

“B” Unitholders are funding the intermediary costs related to the financing, development and pre-production of the motion picture, merchandising, pre-production expenses and costs associated with motion picture production, salaries for stars and production crew.

Each Unit of “B” includes a lesser percentage of interest in the “MCF” parent corporation than “A” Units, but more than “C” Units, PLUS membership (ownership) interest in the “Iron Ice Film” at the second level of development, which earns a return lower than “A” and higher than “C” Units, reflecting the achievement of stated milestone, but before theatrical distribution, with a 6% annual Preferential Return feature and a Secondary Priority Distribution feature

Investors may secure “B” Units with 10% of their proposed investment (i.e.: a \$21,750 investment would require a \$2,175 deposit which will be held in a market-rate interest escrow account and not be used until certain milestones are achieved (i.e. Talent Attached, Distribution Agreements). The 90% balance of investors’ funds would be due only after certain milestones are achieved. “B” Unitholders will not have to invest more than the deposit or have funds released from the segregated account until a foreign and/or domestic agreement has been signed with a studio or major independent distributor. If milestones are not achieved and the motion picture is not produced for whatever reason, the Manager’s plan is to have the “B” Unitholders recoup 100% of their 10% deposits in escrow.

“C” Units:

Each Unit of “C” includes:

- Ownership of 900 Marketing Completion Fund, Inc. Common Shares and Ownership of 3000 Iron Ice Film, LLC Membership Units interest in the “Iron Ice Film”
- 4% annual Preferential Return feature and a Tertiary Priority Distribution.
- Once the “C” investors receive an Internal Rate of Return (“IRR”) of 10%, they will receive 15% of the funds available for the life of the LLC.

“C” Unitholders are funding the post-production costs and costs associated with securing international theatrical distribution and secondary distribution post-theatrical release.

Each Unit of “C” includes a lesser percentage of interest in the parent “MCF” corporation than “A” or “B” Units, PLUS membership (ownership) interest in the “Iron Ice Film” at the third level of development, which earns a return lower than “A” and “B” Units for the post-production and distribution phase, with a 4% annual Preferential Return feature and a Tertiary Priority Distribution feature.

“D” Units:

Each Unit of “D” includes:

- Ownership of 5400 Marketing Completion Fund, Inc. Common Shares and Ownership of 9000 Iron Ice Film, LLC Membership Units interest in the “Iron Ice Film”
- 6% annual Preferential Return feature and a Tertiary Priority Distribution.
- “D” investors will receive an Internal Rate of Return (“IRR”) of 30% for the “A” Unit, 20% for the “B” Unit “B” and 10% for the “C” Unit, and for the life of the LLC they will receive 60% of the funds available for distribution for the “A” Unit, 25% of the funds available for distribution for the “B” Unit and 15% of the funds available for distribution for the “C” Unit.

Each Unit of “D” includes an average percentage of interest in the parent “MCF” corporation of “A”, “B” and “C” Units, PLUS membership (ownership) interest in the “Iron Ice Film” at all levels of development, which earns a return of an average of all Units for all phases of production, with an average of a 6% annual Preferential Return feature and a Priority Distribution.

Investors may secure “D” Units with an investment amount of \$21,750 for the “A” Unit and \$4,350 for the “B” and “C” Units which is 10% of the \$43,350 (2 Units x \$21,750 per Unit). The \$4,350 will be deposited (See “Note” following for details) in a market-rate interest escrow account and not be used until certain milestones are achieved (i.e. Talent Attached, Distribution Agreements). The 90% balance of investors’ funds due for the “B” and “C” Units is \$39,150 and would be due only after certain milestones are achieved. “B” Unitholders will not have to invest more than the deposit or have funds released from the escrow account. If milestones

are not achieved and the motion picture is not produced for whatever reason, the Manager's plan is to have the "B" and "C" Unitholders recoup 100% of their 10% deposits in escrow.

NOTE: "B" and "C" Units are available on a subscription basis since certain milestones must be met by the Manager before funds may be released from both the "B" and "C" Unit escrow accounts. Investors may secure "B" and/or "C" Units with 10% of their proposed investment (i.e.: a \$21,750 minimum investment would require a \$2,175 non-refundable deposit, which will be held in a market-rate interest escrow account). The balance amount of 90% of their funds would be due after milestones are met and a request for payment within ten (10) days is tendered to the investor by the Manager. Should the milestones for either the "B" or "C" Units not be met, and the Motion Picture is not produced for whatever reason), refunds will be tendered to investors by the Manager within ten (10) days of notice of by the Manager of non-compliance to investors. "B" and "C" Unitholders will start to accrue their respective 6% or 4% Preferential Return on the amount of their 10% deposit. Each investor will pay expenses of 12.5% from their 10% escrowed funds towards an aggregate amount of selling commissions, due diligence reimbursements, and marketing and wholesaling costs. This will leave a balance of 87.5% in the escrow account earning interest. (i.e.: a \$2,175 deposit would have expenses of \$271.87 with a remaining balance of \$1903.13 in escrow that will be earning interest.) The company plans to open a reserve bank account and have an amount equal to 100% of the 10% deposits escrowed by "B" and "C" Unitholders. The funds will be allocated from A Units sold and or from revenue generated by company. If the Motion Picture is not produced for whatever reason, B and C Unitholders will recoup 100% of their 10% deposits in escrow which will include the 12.5% expenses paid.

Uses of Funds - \$19,575,000 Offering (\$\$\$ IN DESCENDING ORDER)

Description	Year	Budget	%
Available Use of Funds "A" Units = \$4,497,700			
*"A" Unit amount is \$5,872,500 (Net amount after operating reserves, administrative and legal, offering expenses of 7%. *"A" amount if fully subscribed is \$5,872,500 - \$500,000 - \$498,925 - \$376,075 = \$4,497,700	Q1 2018 - Q4 2019		
Iron Ice Film Pre-Production	2018	\$ 200,000	1.02%
Marketing Technology Platform	2018	\$ 100,000	0.51%
Investor Lead Generation - Chinese and English	Q3 2018 - Q4 2019	\$ 1,000,000	5.11%
Consumer Marketing - Chinese and English	Q3 2018 - Q4 2020	\$ 800,000	4.09%
Iron Ice Merchandise	Q3 2018	\$ 100,000	0.51%
Hat Trick Merchandise	Q3 2018	\$ 100,000	0.51%
Iron Ice and Hat Trick Sports Nutrition	Q4 2018 - Q2 2019	\$ 100,000	0.51%
Ecommerce website	Q4 2018 - Q2 2019	\$ 500,000	2.55%
Hat Trick Youth Fund Raiser	Q4 2019 - Q2 2020	\$ 100,000	0.51%
Hat Trick Travel Packages	Q4 2019 - Q2 2020	\$ 100,000	0.51%
Hat Trick Box	Q2 2019 - Q4 2019	\$ 100,000	0.51%
Hollywood Hat Trick	Q4 2019 - Q2 2020	\$ 100,000	0.51%
Go Hatrick App	Q4 2018 - Q2 2019	\$ 50,000	0.25%
Iron Ice and Trick AR/VR	Q2 2019 - Q4 2019	\$ 200,000	1.02%
Celebrity Hockey Teams	Q4 2019 - Q2 2020	\$ 100,000	0.51%
Marketing and Sales	Q2 2018 - Q4 2019	\$ 847,700	4.40%
Use of Funds ("A" Units)		\$ 4,497,700	23.03%
Use of Funds "B" + "C" Units			
(Available only when criteria and milestones are achieved.)			
"B" + "C" budget amount is \$14,250,000 (Net amount after offering expenses of 5%*. \$15,000,000 - \$750,000 = \$14,250,000	Q3 2019 - Q4 2020		
Iron Ice Film			
Iron Ice Film Pre-Production	Q3 2019 - Q4 2020	\$ 200,000	1.02%
Iron ice Production	Q4 2019 - Q1 2020	\$ 6,500,000	33.21%
Iron Ice Post Production	Q2 2020- Q4 2020	\$ 2,000,000	10.22%
Iron Ice and Hat Trick Games / Mobile / VR / Console PC	Q3 2019 - Q4 2020	\$ 4,750,000	24.27%
Administrative and Legal		\$ 501,225	2.56%
Operating Reserve		\$ 500,000	
Use of Proceeds ("B" + "C" Units)		\$ 13,951,225	71%
Offering Costs		\$ 1,126,075	5.70%
TOTAL USE OF PROCEEDS		\$ 19,575,000	100.00%
*Although budgeted 12.5% "front end load", it is expected that the majority of Units will not be sold through securities broker-dealers, thereby negating the need for commissions. This is an estimate of the actual cost of the Offering.			

MCF Divisions

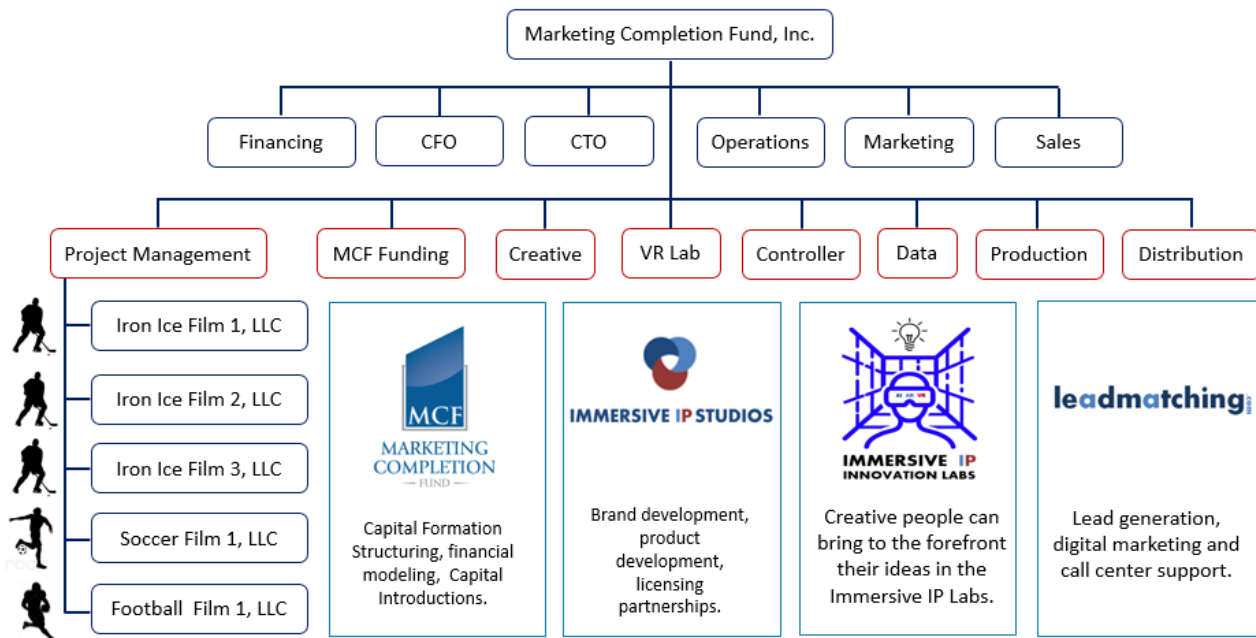
MCF is a management organization with a central organization and stand-alone profit centers that provide services to the original IP projects developed by the Company and to IP developed by other companies.

Services include IP brand and technology development, capital formation structuring, financial modeling and capital raising, content development and production, marketing, sales, and distribution.

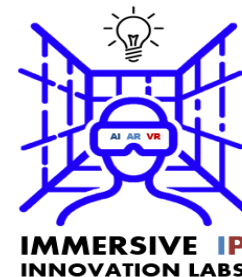
MCF Divisions:

- Marketing Completion Fund* Capital Formation Structuring, FP&A, Capital Raising Strategies
- Hat Trick Film Productions* Feature length film production
- Immersive IP Studios* IP strategy, branding, content, and product development
- Immersive IP Innovation Lab Creative space and virtual platform to develop innovative AR/VR content
- Leadmatching.com* Digital marketing, investor and consumer lead generation, and call center

Marketing Completion Fund Organizational Chart



Division Logos:



Marketing Completion Fund



Marketing Completion Fund provides capital formation structuring and capital raising strategies for startups, entertainment, technology, telecoms, medical, real estate, and consumer companies.

The MCF team has experience developing strategies for raising capital with private placements and FINRA broker dealers for 234 securities engagements totaling \$2,173,809,195. 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.

Strategies include drafting the legal document's terms and conditions and company structure for private placement memorandums (PPM) and escrow agreements with the assistance, guidance, and review by corporate securities lawyers.

The strategies when structuring the terms and conditions and corporate structure in the private placement take into consideration and address the concerns of reducing risks for investors. The Company also obtains feedback and help from FINRA broker dealers to create an investment product that also addresses the concerns of broker dealers who want good quality investment opportunities for their clients.

The MCF team has experience developing escrow strategies and terms for film projects and incorporating them into the terms of the PPM. The escrow is a contractual arrangement in which a third party receives and disburses money or documents for the primary transacting parties, with the disbursement dependent on conditions agreed to by the transacting parties

Hat Trick Film Productions

HTP

HAT TRICK PRODUCTIONS

Hat Trick Film Production ("HTP") will be a subsidiary limited liability company that will be the production company to produce the feature length films. The HTP film division will produce the trilogy of films Iron Ice Film 1, Iron Ice Film 2 and Iron Ice Film 3.

Iron Ice 1 will focus on the storyline of the team preparing to win the Minnesota State High School Boys Hockey Championship. Iron Ice Film 2 story will focus on the boys and girl playing on the US and Chinese Olympic team, and Iron Ice Film 3 story will focus on the two boys playing professional ice hockey. HTP is in preproduction for a soccer and basketball film scheduled to be produced targeting 2023.

Immersive IP Studios

Immersive IP Studios ("IIPS") provides IP branding and product development services and helps businesses manage, protect and drive the value of their IP assets with solutions that power the intellectual property lifecycle.



IIPS has developed the branding strategies and designs for the Iron Ice Film, Hat Trick Lifestyle Sports brand, Hollywood Hat Trick celebrity events and teams, IIPS developed the Iron Ice Transmedia strategy and Hat Trick Licensing strategy that will drive customer acquisition for Iron Ice Film and generate revenue for MCF.

IIPS will oversee the development and work with partners to develop Iron Ice and Hat Trick content and products, licensing opportunities and the marketing and media campaigns for both the English and China language markets. The team has developed partnerships for Iron Ice IP AR/VR and console game and merchandise and Hat Trick Lifestyle brand merchandise, nutritional products, subscription box, travel packages, and hockey training VR. IIPS will oversee the development of the Go Hat Trick App and sports vertical portal websites. IIPS developing a customer acquisition IOT CRM device with a technology consultant who developed systems with Disney and Disney Resorts.

Immersive IP Innovation Lab



The company is building an Immersive IP Innovation Lab that will develop immersive content with the latest technologies combined with immersive marketing strategies to build audiences.

Immersive Innovation Technology Lab provides:

- State-of-the-Art cameras, workstations, and equipment Virtual Editing Online Platform to Cinematographers, Writers, Directors, Technology professionals
- Creative space and virtual platform to develop innovative AR/VR content with latest technology from Google, Dell, HP, Microsoft in addition to developing
- Develops new marketing technology internet protocol delivery platforms.
- Develops new systems for customer acquisition, ecommerce, IOT devices, DOOH experiences combined with big data and CRM.

The latest state-of-the technology equipment from companies like Microsoft, Dell, Google, and Hewlett-Packard. The goal of this lab is to have top creative talent utilize this technology and virtual cloud editing platform to develop new content experiences for company projects and client IP brands.



Jump is Google's professional VR video solution. Jump makes 3D-360 video production at scale possible with best-in-class automated stitching. Jump cameras are designed to work with the Jump Assembler to enable seamless VR video production.



Vuze 4K 3D 360 Spherical VR Camera

- Capture 360 VR Videos & Stills in 4K 3D
- Eight Sony Full HD 1080p Image Sensors
- Captures UHD 4K/30 per Eye
- Stitching Software & Mobile App Included



Microsoft HoloLens is a virtual reality (VR) headset with transparent lenses for an augmented reality experience. According to Microsoft, HoloLens is a “fully untethered, see-through holographic computer.”



Dell Workstations for professional creators are the highest performing and fully customizable workstations certified with professional applications. Featuring the most powerful Intel® processors and an innovative design.

Leadmatching

Leadmatching (“LM”) provides digital and direct marketing lead generation services utilizing call centers and most other media channels that can support both English and Chinese language campaigns.



Experienced team that has generated Accredited Investors, Non-Accredited Investors, pre-qualified prospects, consumer, and business prospects.

Leadmatching is a direct marketing digital lead generation agency and call center that can support services in both English and Chinese language.

Leadmatching is providing lead generation services concentrating on investment opportunities, financial products and home improvement industries and for advertisers.

The Leadmatching Teleservices Offering a full range of outsourced business development services from sales support, customer service both B to B and B to C generates quality sales leads generated by educated and highly skilled sales professionals uniquely qualified to relate to clients and customers, delivering the professionalism required of those representing your organization. Leadmatching combines advanced technology services which include Outbound Dialer and Broadcast Messaging,

Interactive Voice Response (IVR), for the ideal convergence of people and technology to help increase sales, reduce costs and improve efficiency.

LM plans to generate leads for the film project and associated brands and for brands and companies seeking leads. Each lead -- depending on industry vertical (financial, mortgage, insurance, investor, auto, home improvement, solar) – is delivered to up to four clients.

The Management team has developed a Marketing Technology System (“MTS”) and will be utilized to generate leads, customers for clients and for the film and sales.

LM plans to generate leads for the film project and companies seeking financial, investor, auto and home improvement leads. Each lead -- depending on industry vertical (financial, mortgage, insurance, investor, auto, home improvement) – is delivered to up to four clients.

The company will be one of the four clients where the leads will be delivered. Our plan is to conduct a film survey with a free offer and utilize the investor leads to seek interest in investing in the film project and monetize the leads with Hat Trick products, events, and travel offers.

Lead Generation Process

- The company generates their leads through both online and offline marketing in addition to buying leads from other lead generation companies.
- One of the key features of the leads is that they go through a Tele-Services Verified Survey and lead monetization process.
- The company uses cloud systems and other technology partners to optimize the process, keep costs lower than other lead generation systems and deliver higher quality product to clients.
- Leadmatching has designed a process that is applied to the various phases of customer engagement, lead generation and delivery to advertisers that improves on the quality of the leads delivered and generates additional revenue for the client.
- We keep operational costs low by utilizing existing proven software systems and technology from companies that have invested millions of dollars into the software.
- We run the leads through call centers where we have a Leadmatching lead manager oversee the processing and quality of the leads working with the Call Center executive team, Teleservices Representative (TSR) manager, TSR quality control floor manager, IT manager and telecoms manager.

Intellectual Property (IP) Development



Building Shareholder IP Value

The company has developed a strategy to increase shareholder value by developing IP rights to new ideas and innovations.

Intellectual Properties (IP)

Intellectual Property (IP) is a work or invention that is the result of creativity, such as manuscript or a design, to which one has rights for which one may apply for a patent, copyright, or trademark.

IP Management

Management of intellectual property will become a core competence of the company's successful enterprise. MCF plans to leverage its IP portfolio for strategic and economic gains and utilize as currency to lucrative new market opportunities. The IIPS portfolio will be considered a financial asset, and management plans to efficiently extract real value and drive economic performance from the portfolio.

Creating Value

Developing IP Intellectual Property brand value for the goods and services of a company are generally recognized as a key asset for creating value for a business. One of the most important things it can do with such intellectual property assets is to use them as tools in developing a brand image for itself and the goods and services it provides.

IP Market Size and Growth

Value of IP

81% of the market value of Fortune 500 companies was attributable to IP. Intellectual property accounts for over 50% of the total growth of the U.S. economy.

Entertainment IP Licensing

The Licensing Industry Merchandisers' Association, says entertainment character-based goods brought in nearly \$113 billion worldwide in 2015 of the \$251.7 billion total retail sales of all licensed products. This is derived from licensing: the sale of merchandise, toys and games, apparel, and story tie-ins (books, comics, movies, apps, etc.) based on owned IP.

Sports IP Merchandise Licensing

The global licensed sports merchandise market, which was valued at \$27.63 billion in 2015, will reach \$48.17 billion by 2024.

MCF IP Industry Categories






- | | | |
|---------------------------|--------------------------|--------------------------|
| 1. Apparel | 10. Mobile | 18. Sports Nutrition |
| 2. Animation | 11. Games | 19. Sports Travel |
| 3. Augmented Reality (AR) | 12. Licensed Merchandise | 20. Subscription Box |
| 4. Books | 13. Marketing Technology | 21. Travel |
| 5. Ecommerce | 14. Olympics | 22. Virtual Reality (VR) |
| 6. Entertainment | 15. Sports | 23. Wearable IOT Devices |
| 7. Events | 16. Sports Merchandise | 24. Winter Sports |
| 8. Ecommerce | 17. Sports Nutrition | 25. Youth Fundraisers |
| 9. Film | | |


Iron Ice IP Transmedia Strategy



Transmedia storytelling (also known as transmedia narrative or multiplatform storytelling) is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies, not to be confused with traditional cross-platform media franchises, sequels, or adaptations.

Timeline – Market Size – Budget – Revenue Potential

Timeline	2018	2018	2019	2019	2020
Category	Merchandise	Ecommerce Website	VR/AR Content	Subscription Box	Global Film Box Office
Category					
Market Size	Licensing movie tie-ins \$118.3B 2016	U.S. sales \$485B by 2021	\$108B Market by 2021	37M visitors. 800% growth since 2014	\$50B by 2020
Production Cost	\$200K	\$500K	\$500K - \$5M	\$500K	\$2M - \$100M
Revenue Potential	\$2M – \$10M per year	\$2M – \$10M per year	\$1M – \$2M per year	\$2M – \$25M per year	\$35M – \$75M per film

Timeline	2020	2020	2020	2020
Category	Mobile Gaming	Console/PC Gaming	Book	Animated Series
Category				
Market Size	\$35B Market	\$60B Market	Global sales \$123B by 2020	\$244B global Market in 2015
Production Cost	\$250K – \$5M	\$2M – \$60M	\$100K	\$400K per episode
Revenue Potential	\$25M - \$75M	\$25M - \$75M	\$500K - \$2M	\$500K profit per episode

Hat Trick Lifestyle Sports IP Strategy



The Hat Trick IP is being developed as a lifestyle sports brand. “A lifestyle brand is a company that markets its products and services to embody the interests, attitudes, and opinions of a group or culture. Lifestyle brands seek to inspire, guide, and motivate people, with the goal their product contributing to the definition of the consumer’s way of life.”



HAT TRICK



HAT TRICK



HAT TRICK



HAT TRICK



HAT TRICK





















HAT TRICK

Branding IP Value: How to Use Intellectual Property to Create Value for Your Business




The company plans to cross market the Iron Ice and Hollywood Hat Trick brands online and offline and through the Youth Fund Raising Program, Hat Trick Travel and group partnership marketing.

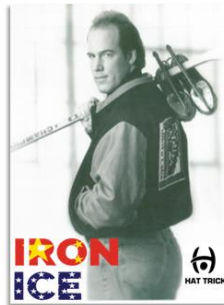
Developing IP Intellectual Property brand value for the goods and services of a company are generally recognized as a key asset for creating value for a business. One of the most important things it can do with such intellectual property assets is to use them as tools in developing a brand image for itself and the goods and services it provides.


Timeline	2018	2018	2018	2019	2019
Category	Apparel	Sports Nutrition	Ecommerce	Subscription Box	VR Hockey Training
Category Icon					
Licensing Category					
Market Size	Sports Apparel \$184.6B by 2020	\$45B globally by 2022	U.S.\$485B by 2021. China \$1.1T in 2017	37M visitors. 800% growth since 2014	AR/VR \$35B by 2025
Production Cost	\$200K	\$200K	\$500K	\$500K	\$500K
Revenue Potential	2018 – 2024 \$10.5M	2019 – 2024 \$10.5M	2019 – 2024 \$21M	2019 – 2024 \$10M	2019 – 2024 \$10M

Timeline	2020	2020	2020	2020
Category	Celebrity Charity Events	Smart Wearable IOT Devices	Youth Fund Raisers	Sports Destination Travel
Category Icon				
Licensing Category				
Market Size	\$2B market 2.4% yearly growth	\$35B by 2020	Raise \$2B yearly. Apparel top item sold.	\$60B Market
Production Cost	\$500K	\$200K	\$200K	\$200K
Revenue Potential	2019 – 2024 \$6M	2019 – 2024 \$5M	2019 – 2024 \$13.5M	2019 – 2024 \$12M



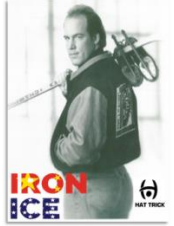
Iron Ice and Hat Trick Product Categories in Development

<p>Apparel</p> <p>MCF is developing Iron Ice and Hat Trick casual and active sports athletic apparel with innovative graphic designs. A line of Tees, polos, walking shorts, shorts, and hoodies are just a few of the product lines being developed.</p> <p>MCF is collaborating with leading companies to design, manufacture, market and distribute the Iron Ice and Hat Trick apparel.</p> <p>Partner capabilities includes distribution to ecommerce, mass merchandisers, retailers, sports distribution and fund raiser organizations.</p>	Timeline	2018
	Category	Apparel
	Category Icon	
	Licensing Category	  HAT TRICK
	Market Size	Sports Apparel \$184.6B by 2020
	Production Cost	\$200K
	Revenue Potential	2018 – 2024 \$10.5M

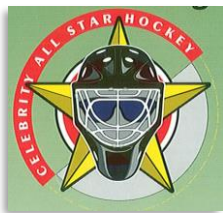


<p>Augmented Reality – AR</p> <p>AR overlays digital information on the physical world using a smartphone or a headset.</p> <p>In its simplest form, AR is simply a rectangular display floating in front of the eyes, à la Google Glass. More advanced forms will drop video game characters or useful information seamlessly onto physical objects, from homes to industrial warehouses.</p> <p>MCF is working with experienced AR development teams that are already designing and building applications using Apple’s new ARKit and Google’s new ARCore Augmented Reality platforms.</p>	Timeline	2019
	Category	AR App
	Category Icon	
	Market Size	AR/VR \$35B by 2025
	Production Cost	\$50K
	Revenue Potential	2019 – 2024 \$10M



<h2>Celebrity Teams</h2> <p>The goal of the celebrity teams is to support and generate awareness for causes, and raise donations for charities, nonprofits, and youth organizations.</p> <p>MCF is developing Celebrity sports teams and events modeled after the Harlem Globetrotters and Celebrity Hockey Team business model.</p> <p>The team members will play charity event games, and support marketing and public relations activities.</p> <p>The Iron Ice and Hat Trick Celebrity team rosters will have Hollywood and local celebrities, professional athletes, social influencers, and business leaders.</p> 	Timeline	2020
	Category	Celebrity Charity Events
	Category Icon	
	Licensing Category	
	Market Size	\$2B market 2.4% yearly growth
	Production Cost	\$500K
	Revenue Potential	2019 – 2024 \$6M

Celebrity Hockey Players and Coaches




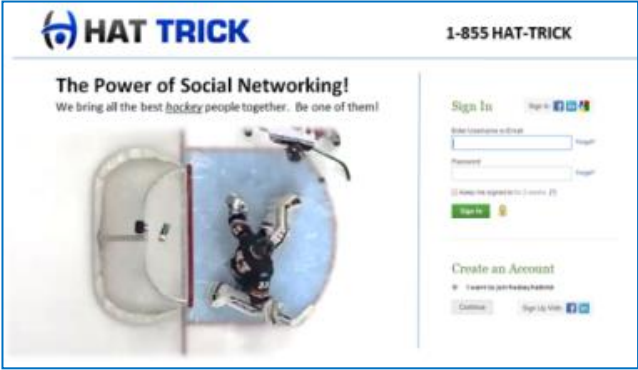


The Celebrity Hockey Team played together for over 11 years and helped raise over \$8 million for charities. Teams over the years have current film, music and television celebrities and National Hockey League (NHL) stars, past and present play in the games. Many on the following list participated on the teams that played for the charity events Hockey for the Homeless at the Forum in Los Angeles and Hollywood Hat Trick at the Target Center in Minneapolis, Minnesota




- Kim Alexis
- Glenn Anderson
- Allan Bester
- Dave Coulier
- Mark DeCarlo Ryan Dempster
- Ron Duguay
- Phil Esposito
- Bobby Farrelly
- Brendan Fehr
- Matt Frewer
- Rod Gilbert
- Cuba Gooding, Jr.
- Rene Robert
- Michael Rosenbaum
- Kiefer Sutherland
- Dave Taylor
- Alan Thicke
- Alex Trebek
- Mike Valley
- Llewellyn Wells
- Stephen Baldwin
- Rachel Blanchard
- David Boreanaz
- Mel Bridgman
- Dino Ciccarelli
- Pete Mahovlich
- Lanny McDonald
- Neal McDonough
- Mark McGrath
- Lochlyn Munro
- Mike Murphy
- Ken Olandt
- Rob Paulsen
- Pete Peeters
- Larry Playfair
- Jason Priestley
- Chad Smith
- Peter Šťastný
- Alan Doyle
- Frank Gehry
- Michel Goulet
- Sean McCann
- Rogatien Vachon
- Donnie Wahlberg
- Brad Garrett
- Jeremy Piven
- Bill Goldberg
- Patricia Heaton
- Dulé Hill
- Jane Seymour
- Dan Moriarty



- Scott Grimes
- Paul Guilfoyle
- Chris Jericho
- Jari Kurri
- McG
- Barry Melrose
- Bernie Nicholls
- Patrick Flatley
- Jerry Houser
- Joshua Jackson
- Pat LaFontaine
- Denis Leary
- Colin Mochrie
- D. B. Sweeney
- Michael Vartan
- Barry Watson
- Scott Wolf
- Enrico Colantoni
- Michael J Fox
- Avril Lavigne
- Keanu Reeves
- Scott Bakula
- Paris Hilton
- Tom Glavine
- Stephen Colbert







Celebrities Who Play or Like Hockey

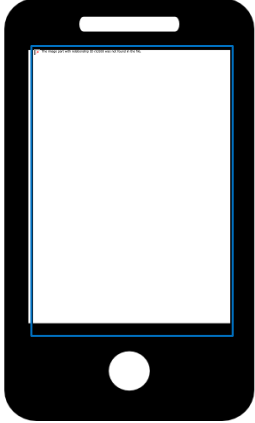


1. Taylor Kitsch (Friday Night Lights)	33. Michael Buble
2. Michael Vartan (Alias)	34. Keanu Reeves
3. David Boreanaz (Bones)	35. Will Arnett
4. Andie MacDowell	36. Will Ferrell
5. Jason Priestley (Beverly Hills 90210)	37. Gord Downie
6. Landon Donovan (LA Galaxy & U.S. Men's National Team Alum)	38. Jim Cuddy
7. Taylor Dayne	39. Cuba Gooding Jr.
8. John Ondrasik (Five for Fighting),	40. John Cusack
9. Jerry Bruckheimer (CSI, Top Gun, Amazing Race)	41. Anne Murray
10. Steven R. McQueen (Vampire Diaries, Chicago Fire)	42. Mark Wahlberg
11. Isaiah Mustafa (Old Spice commercials)	43. Larry King
12. Riker Lynch (Glee)	44. Steve Carell
13. Lorenzo Henrie (Fear the Walking Dead)	45. Kiefer Sutherland
14. Chris Klein (President of the LA Galaxy)	46. Jim Belushi
15. Alyssa Milano	47. Stephen Colbert
16. Sylvester Stallone	48. Kid Rock
17. Snoop Dogg	49. Gene Simmons
18. Emilio Estevez	50. William Shatner
19. Hulk Hogan	51. Taylor Swift
20. Drake	52. Joe Piscopo
21. Steve Nash	53. Nicole Kidman
22. Matthew Perry	54. Keith Urban
23. Tom Hanks	55. Ralph Macchio
24. Metallica	56. John McEnroe
25. Carrie Underwood	57. Jimmy Fallon
26. Elisha Cuthbert	58. Tracey Morgan
27. Michael J. Fox	59. John Goodman
28. Christie Brinkley	60. Ozzy Osbourne
29. Shania Twain	61. Burton Cummings
30. David Beckham	62. Chris Jericho
31. Leonardo Di Caprio	63. Rod Stewart son Liam Stewart currently plays for the Alaska Aces
32. Kevin James	

<p>Ecommerce</p> <p>Hockey Hat Trick is an ecommerce, sports vertical, community building website, designed to acquire individuals and partner companies. It can be translated into multiple languages and will offer Iron Ice, Hat Trick and partner company products, curate original content and have a comprehensive hockey directory.</p> <p>The goal for the website is to generate sales of Hat Trick and Iron Ice products, Box, supplements, and travel packages. In addition, the site will sign up individuals for film updates, Hollywood Hat Trick events and Fund Raiser programs.</p> <p>There is future to develop additional sports vertical websites. (e.g., Basketball, Baseball, Football, Olympic, Rugby and Soccer).</p> <p>Hockey Hat Trick Ecommerce Website</p> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <p style="text-align: center;">www.hockeyhattrick.com</p>	Timeline	2018
	Category	Ecommerce
	Category Icon	
	Licensing Category	
	Market Size	U.S.\$485B by 2021. China \$1.1T in 2017
	Production Cost	\$500K
	Revenue Potential	2019 – 2024 \$21M

<p>Event</p> <p>Hollywood Hat Trick</p> <p>Hollywood Hat Trick is a Sports, Entertainment and Tech Festival and Expo with Celebrity Games and Awards Gala.</p> <p>HHT provides an opportunity for the community to raise funds for non-profits on a local and national level. Previous beneficiaries have included Toys for Tots, Minnesota Sports Association, and Mariucci Inner City Hockey Association.</p> <p>The celebrity teams are comprised of current and alumni professional players, Hollywood celebrities that play hockey, basketball and soccer, in addition to players from the community at large.</p> <p>Youth sports and movie fans will get an opportunity to play in charity event and win prizes by utilizing social media to participate in contest. Other prizes: Role in movie, merchandise, and film tickets.</p> <p>Benefit local and national youth organization and other charitable groups.</p> <p>Corporate sponsorships that will highlight cause marketing.</p> <p>Modeled after:</p> <ul style="list-style-type: none"> • SXSW • NHL Celebrity Hockey Team • Globetrotters <p>Cities</p> <ul style="list-style-type: none"> • Los Angeles, California • Beijing, China • St. Paul, Minnesota 	Timeline	2020
	Category	Celebrity Charity Events
	Category Icon	
	Licensing Category	
	Market Size	\$2B market 2.4% yearly growth
	Production Cost	\$500K
	Revenue Potential	2019 – 2024 \$6M
		

<p>Film</p> <p>MCF is producing “Iron Ice”, a compelling coming of age, sports drama film story set against the expansive backdrops of Beijing, China, the Mesabi Iron Range in Northern Minnesota, and the Minnesota State High School Boys Ice Hockey Tournament.</p> <p>The film features a Chinese national immigrant with his family settling in Northern Minnesota as the head of the family accepts an important position with a China owned multi-national mining company that acquires a Minnesota Taconite Mine. The oldest son bonds with a local of many generations through youth hockey.</p> <p>This project has been selected to capitalize on the growth of hockey in China, the 2022 Olympics in China, and the growth of ecommerce, film, games, internet, travel, and winter sports.</p> <p>There is further intention to fund at least two sequel that 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.</p> 	Timeline	2020
	Category	Global Film Box Office
	Category	
	Market Size	\$50B by 2020
	Production Cost	\$10M - \$30M
	Revenue Potential	\$35M – \$75M per film

<p>Fund Raisers</p> <p>MCF is developing the Hat Trick Fund Raiser program as a sales division of MCF.</p> <p>The MCF team has experience developing youth fund raiser programs and has a marketing plan to work with hockey and other youth sports organizations in China, and the United States starting in Minnesota and Beijing.</p> <p>Youth Sports Fundraising Program Partnerships</p> <p>Organizations can raise funds by selling Iron Ice and Hat Trick merchandising products that include games, hockey pucks, t-shirts, hats, wearables.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 20px;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>	Timeline	2020
	Category	Youth Fund Raisers
	Category Icon	
	Licensing Category	
	Market Size	Raise \$2B yearly. Apparel top item sold.
	Production Cost	\$200K
Revenue Potential	2019 – 2024 \$13.5M	

<p>Games</p> <p>MCF is developing the Iron Ice mobile and console/pc games to be cross-marketed with the Iron Ice film. Game revenue is projected to be \$45,000,000.</p> <p>MCF has engaged a leading game development team that has experience in developing games on multiple platforms for film content to optimize revenue.</p> <p>The game team has developed some of the more popular sports games and generated over \$1.5B in game revenue.</p> 	Timeline	2020	2020
	Category	Mobile Gaming	Console/PC Gaming
	Category		
	Market Size	\$35B Market	\$60B Market
	Production Cost	\$250K – \$5M	\$2M – \$60M
	Revenue Potential	\$25M - \$75M	\$25M - \$75M

<p>Subscription Box</p> <p>The Hat Trick Box is a subscription service that will offer Iron Ice and Hat Trick products, partner company products, a themed catalog, special offers and prize giveaways. The box will be mailed three times a year and the monthly subscription amount will be priced at \$19.99 a month which is \$239.88 a year. If the year is paid in full the subscription service for the three boxes is \$199.00. Individual boxes and products will also be offered.</p> <p>Each box will target a retail value of products and offers in the box equal to over \$125 for each box and a value of \$375 or more for the three boxes for the year.</p> <p>The box products will be stored at and mailed out by a partner fulfillment company that will also handle customer support.</p> <p>The plan is to increase to four times a year in year 2 and eventually monthly. Prices will increase for boxes and for the yearly subscription rates.</p> <p>Box Development Partners</p> <p>MCF has been in discussion with strategic partners for product development, manufacturing, logistics, marketing and distribution.</p> <p>Loot Crate is a subscription box service established in 2012 which provides monthly boxes of geek, gaming related merchandise in addition to film and sports boxes. They have over 600,000 monthly subscribers and generates over \$10,000,000 a month in recurring revenue. https://www.lootcrate.com/</p> 	Timeline	2019
	Category	Subscription Box
	Category Icon	
	Licensing Category	
	Market Size	37M visitors. 800% growth since 2014
	Production Cost	\$500K
	Revenue Potential	2019 – 2024 \$10M

Supplements

MCF has partnered with a global nutraceutical manufacturing company whose mission is to build partnerships with scientists, researchers, and professionals in the nutritional supplement industry to benefit the global community and produce quality products that deliver genuine health-enhancing benefits.

MCF has negotiated for the North American licensing rights to a formula that is patented with both the United States Patent and Trademark office in addition to the World Intellectual Property Organization located in Geneva, Switzerland.

The invention was created by three Italian research scientists employed by the world's leading company in the identification, development and production of active principles derived from plants, for use in the pharmaceutical, health food and cosmetics industries.

Hat Trick Mighty Pill
















Timeline	2018
Category	Sports Nutrition
Category Icon	
Licensing Category	
Market Size	\$45B globally by 2022
Production Cost	\$200K
Revenue Potential	2019 – 2024 \$10.5M







- Hat Trick is marketing the patented formulation as a natural Nutraceutical supplement under the brand, Mighty Pill.
- The formula is patented in 51 countries and filed with the World Intellectual Property Organization (WIPO) located in Geneva, Switzerland. The U.S. Patent No. is 7,438,934.
- Mighty Pill is blending of Tribulus terrestris, Epimedium, and Cinnamomum cassia, which are extracts used in traditional Chinese and Ayurvedic medicine, to improve sexual performance.
- Energy & Athletic Performance – Tribulus terrestris causes the body to release a luteinizing hormone which signals the body to produce more testosterone. Since testosterone promotes protein synthesis and positive nitrogen balance, the benefits to an athlete are potential muscle cell growth and increased body strength as well as faster recuperation and recovery from muscle stress.

- Benefits of Tribulus terrestris include improved athletic performance, increased energy, healthier sex drive, improving female fertility, better appetite and lower body fat levels.
- Benefits to Epimedium include fighting infertility, increasing blood circulation, promotes sex hormone production, provides relief for the symptoms associated with menopause, eases liver, back and joint related problems and aids in fighting osteoporosis
- Epimedium is an exceptional herb that increases sexual cravings and encourages sexual activity in women. It invigorates the sensory nerves and enhances desire for sexual activity. Women find benefit from the augmented flow of blood and possibly also from other alkaloids and sterols that have actions like testosterone in the plants.
- Benefits of Cinnamomum cassia include antibacterial and antifungal agent effective in treating infections, helps in blood circulation, acts as a sexual stimulant and improves circulation.
- The Nutraceutical product has been clinically tested, 100% bioactive and bio available, and made with certified organic and non-GMO ingredients.
- The pharmaceutical grade supplements are produced in a NPA Good Manufacturing Practice (GMP), "A" Rated, and FDA Compliant facility.
- In the United States the product is covered by DSHEA (Dietary Supplement Health and Education Act) and does not need FDA approval.



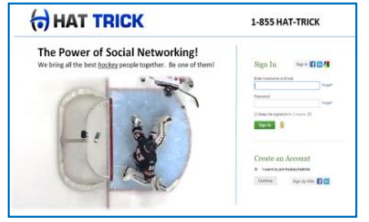

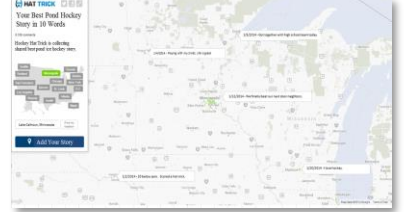













































<p>Travel</p> <p>The Hat Trick Travel company will offer entertainment and sports destination travel packages to Los Angeles and Las Vegas.</p> <p>The Company will focus on the high-end segment of the growing Chinese tourism market traveling to California, Los Angeles and Las Vegas and the corporate event and film festival executive travelers.</p> <p>The travel experience offerings include team sports; Los Angeles Kings - hockey, Lakers - basketball, Anaheim Ducks - hockey, Las Vega Golden Knights – hockey and entertainment: Universal Studios, Disneyland and Las Vegas Strip Experience.</p> <p>There are plans to bundle the trip packages with Hat Trick Lifestyle products and promote the Hollywood Hat Trick event and Iron Ice film premiers.</p> <p>MCF plans to distribute the packages through travel partners and working with consultants currently working in the China – U.S. Cross Border travel business to develop the travel packages and set up sales and distribution.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">      </div> <div style="text-align: center;">    </div> </div>	Timeline	2020
	Category	Sports Destination Travel
	Category Icon	
	Licensing Category	
	Market Size	\$60B Market
	Production Cost	\$200K
	Revenue Potential	2019 – 2024 \$12M

<h3 style="color: #C85130;">Wearable Smart IOT Device</h3> <p>MCF is developing a the Hat Trick Wearable Smart Wristband IOT device integrating AI computing capabilities with a CRM system to have real-time access to account data, engage more effectively with customers, systematically identify opportunities for cross-selling and up-selling, and enrich the customer relationships at every encounter.</p> <p>Our wearable technologies enable users to enjoy the same kind of integrated digital experience that they expect from their desktop, laptop, smartphone or tablet, but with the ease and convenience afforded by watches or glasses.</p> <p>The MCF wearable development is supported by industry-standard technology platforms and tools such as Salesforce and Microsoft CRM, which allow devices, applications, data, products and services to work together in brand new ways. Internet connectivity through Wi-Fi, telecom networks and APIs provided by standard operating platforms such as Android and iOS are further powering the market’s rapid evolution.</p> 	Timeline	2020
	Category	Smart Wearable IOT Devices
	Category Icon	
	Licensing Category	
	Market Size	\$35B by 2020
	Production Cost	\$200K
	Revenue Potential	2019 – 2024 \$5M

<p>Virtual Reality</p> <p>Hat Trick Sports VR is developing unique VR sports games and Iron Ice VR experiences that can be used with mobile or tethered VR headsets.</p> <p>We are working with industry leading VR hardware and content companies who have developed successful VR film, game and brand content and marketing campaigns that have generated large scale customer acquisition and revenue.</p> <p>VR products being developed are:</p> <ul style="list-style-type: none"> • Iron Ice VR experiences for customer acquisition • Hat Trick VR Hockey Training App that where the development can be applied to other sports verticals. <div style="display: flex; justify-content: space-around; align-items: center;">   </div>	Timeline	2019
	Category	AR App
	Category Icon	
	Licensing Category	
	Market Size	AR/VR \$35B by 2025
	Production Cost	\$500K
	Revenue Potential	2019 – 2024 \$10M

Customer Acquisition Technologies

- 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 games and merchandise, the Hat Trick sports lifestyle licensed products, Hollywood Hat Trick Celebrity team and events, youth fund raisers, travel packages and technology products (i.e. Apps, AR – Augmented Reality, Games, VR - virtual reality).
- The Company will utilize the Marketing Technology System to convert the investor and consumer leads into purchasing products, attending events and engage as affinity marketing partners.
- The Company will implement 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).
- Go Hat Trick will be the universal app for each Sports vertical and support the Hat Trick Lifestyle brand and each vertical website such as www.hockeytrick.com, Football Hat Trick and Soccer Hat Trick.

 <p>App – Go Hat Trick</p>	 <p>AR –Augmented Reality</p>	 <p>Ecommerce Website</p>	 <p>Film Websites</p>																												
 <p>Google Map & Earth Technology</p>	 <p>Influencer Marketing System</p>	 <p>Marketing Technology System</p>																													
<table border="1"> <thead> <tr> <th>Baseball</th> <th>Basketball</th> <th>Football</th> <th>Hockey</th> <th>Olympics</th> <th>Rugby</th> <th>Soccer</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Baseball Hat Trick</td> <td>Basketball Hat Trick</td> <td>Football Hat Trick</td> <td>Hockey Hat Trick</td> <td>Olympic Hat Trick</td> <td>Rugby Hat Trick</td> <td>Soccer Hat Trick</td> </tr> </tbody> </table> <p>Sports Vertical Websites</p>			Baseball	Basketball	Football	Hockey	Olympics	Rugby	Soccer															Baseball Hat Trick	Basketball Hat Trick	Football Hat Trick	Hockey Hat Trick	Olympic Hat Trick	Rugby Hat Trick	Soccer Hat Trick	 <p>VR – Virtual Reality</p>
Baseball	Basketball	Football	Hockey	Olympics	Rugby	Soccer																									
																															
																															
Baseball Hat Trick	Basketball Hat Trick	Football Hat Trick	Hockey Hat Trick	Olympic Hat Trick	Rugby Hat Trick	Soccer Hat Trick																									

App – Go Hat Trick

MCF is developing the Go Hat Trick App to market and distribute AR, products, video, and VR content. The goal is to provide users access to the content on computers, smart phones, tablets or by using appliances such as video game consoles, set-top boxes, or Smart TVs.

Go Hat Trick will be developed as a universal app free to download that will have individual sports content and support the Hat Trick Lifestyle brand and each sport vertical website.



The Go Hat Trick mobile app will include a global directory, ecommerce, content, profiles, maps, news, and calendar and an online, social media and offline strategy for customer acquisition with hockey groups, company partners, affiliates and affinity marketing groups.

Augmented Reality

Augmented Reality is a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.

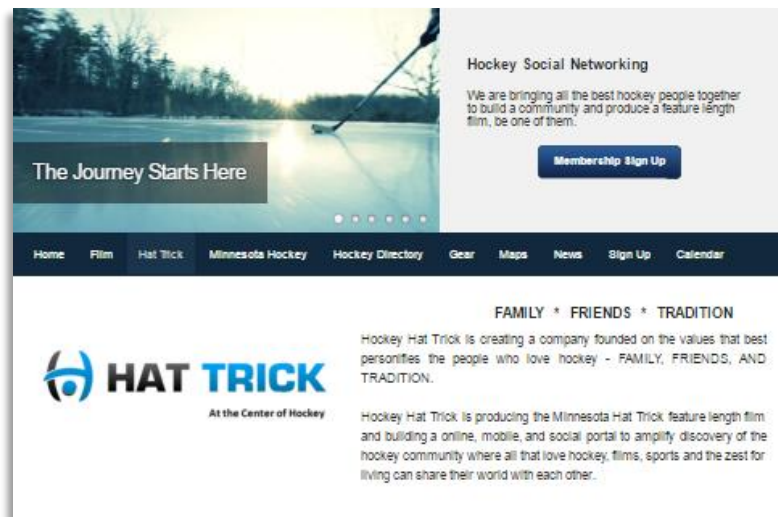
MCF is working with experienced Augmented Reality consultants and companies to develop and deliver Iron Ice and Hat Trick AR content and marketing strategies. Customers and clients will be able to experience the products or service as they are meant to be used. Augmented reality (AR) marketing takes the reins from virtual reality platforms to create a new, interactive consumer experience.



Ecommerce – Hockey Hat Trick Website

Hockey Hat Trick is an ecommerce sports vertical community building website portal for acquiring individuals and partner companies globally translated into multiple languages that will sell Iron Ice, Hat Trick, and partner company products, have original content and comprehensive hockey directory. The plan is to generate sales of Hat Trick Lifestyle products, Box, sports travel packages, etc. and sign up individuals for film updates and Hollywood Hat Trick events.

www.hockeyhattrick.com



Film Websites



Film Title

Iron Ice
Olympic Ice
Minnesota Hat Trick

Website URL

www.ironicefilm.com - Live
www.olympicice.com
www.minnesotahattrick.com - Live

Google Map and Google Earth Technology

Hockey Player History Map

Hockey players will be able to map personal hockey history and experiences by location and organize it by time. Create a Google Earth movie video and share on YouTube.



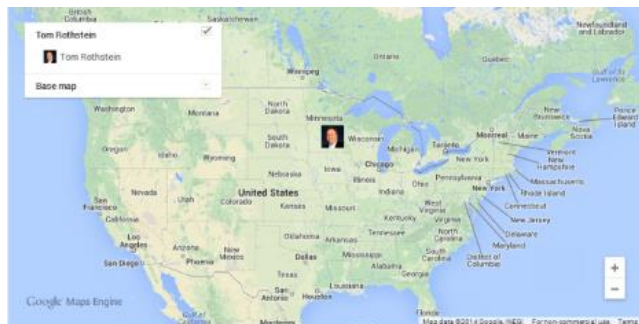
Pond Hockey Map

Hockey community will create World Pond Hockey Map. Hockey players will be able to add pond locations to world map with hockey wisdom, comments, video and pictures. Temperature, live cam feeds; game calendar will be make this map a good place to discover new ponds and let you know the pond is frozen and ready to play on



Player Profile Business Directory Map

Map in multiple languages. Great opportunity for expanding brand and product reach. Posting events, training videos, game opportunities and connecting with hockey players looking to do business or play a game.



Influencer Marketing System

MCF has developed the Influencer Marketing System “IMS”. The IMS is a sales and marketing technology system that provides celebrities, influencers, and their business partners a process and platform to communicate, manage, and monetize their fan base. The system is comprised of a CRM integrated with multiple technologies that are designed to:

- Build a database of existing fans and acquire new fans or customers.
- Turn Likes and Followers into customers, sales, and donations.
- Support all media channels - TV, Radio, Print, Email and Social Media.

- Optimize media and event strategies using multiple technology channels for direct communication to fans with email, text, voice broadcast, and social media.
- Integrate with individual brand partners, sales teams, call centers, and technology support.
- Work with celebrities, actors, musicians, social media personalities, corporate brands, advertising agencies, agents, managers, television and film studios, social media services, and other technology platforms.
- Marketing Technology system for community customer engagement to optimize revenue streams prior to and after the theatrical release of the film. existing and future technology to market and distribute.

IMS Case Study: Alex Rodriguez (Arod) Team Building Campaign

Influencer System: Comprised of website that connects to a thank you page with video that is connected to a facebook.com/arodteam page. Leads are stored in CRM which is integrated with email, SMS text, voice broadcasting, and inbound/outbound call center suite.

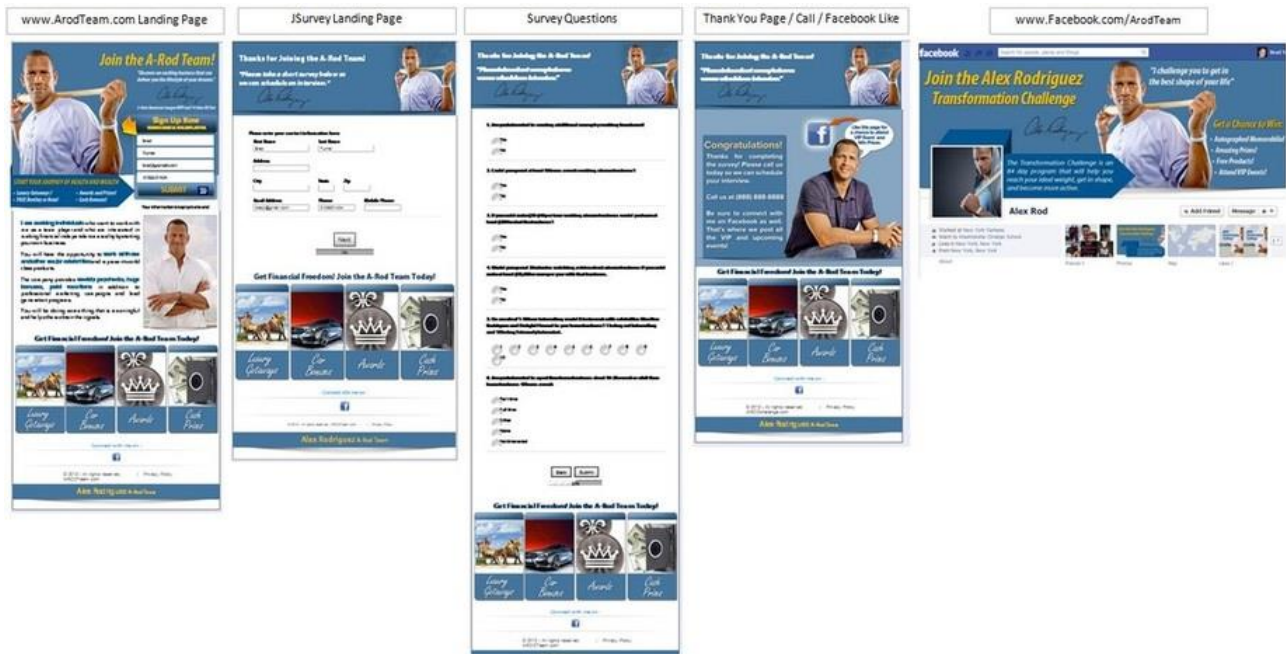
Media: Facebook, Twitter Social Media, Affiliate Marketing, Craigslist's Ads, Media Buying

Goals and Objectives:

1. Generate signups for A-Rod Team
2. Have Alex's fans fill out the form at www.arodchallenge.com.
3. Goal is to turn the Alex Rodriguez Fans into customers of Evolv Health who purchase products and become brand partners.
4. Fans will stay highly engaged with Alex Rodriguez interacting on Facebook and Twitter and share with others the opportunity to join the A-Rod Challenge.

The image displays three screenshots related to the Alex Rodriguez A-Rod Challenge campaign:

- Left Screenshot:** ArodChallenge.com Landing Page. It features a registration form with fields for Name, Last Name, Email Address, and Phone Number. Below the form is a 'SUBMIT' button and a section titled 'WHAT IS THE ALEX RODRIGUEZ TRANSFORMATION CHALLENGE?' which describes the 84-day program. At the bottom, it lists 'A-Rod Challenge' partners: Autograph, Autographed Memorabilia, Free Products, and Attend VIP Events!
- Middle Screenshot:** ArodChallenge.com Landing Page. This version shows a 'Thanks for Joining My Transformation Challenge' message, a video player for the 'e84 Challenge - 2 Minute Video', and a 'Connect with me on' section with a Facebook icon.
- Right Screenshot:** www.facebook.com/ArodChallenge. This is the Facebook page for the challenge, featuring a cover photo with the text 'Join the Alex Rodriguez Transformation Challenge' and a quote from Alex Rodriguez: 'I challenge you to get in the best shape of your life!'. The page includes a profile picture, a bio, and a 'Like' button.



Marketing Technology System

The Marketing Technology System (“MTS”) is comprised of 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.

It is designed integrating partner technologies with offline and online lead generation and call centers.

MCF will own the IP of the Marketing Technology System that will be utilized to generate leads and customers for the film and product sales.

Marketing Technology System



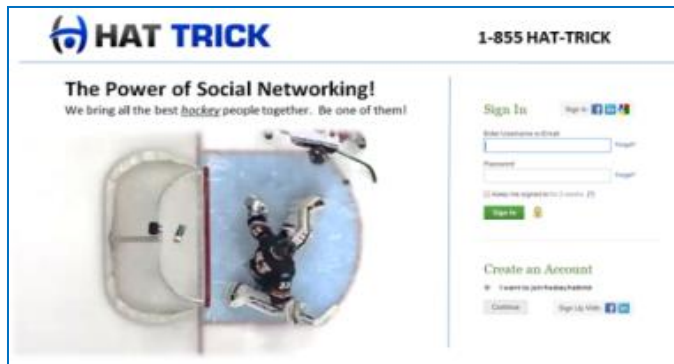
Sports Vertical Websites















Hat Trick sports vertical websites will be designed to build fan bases, community and provide a directory, news, events and products. Websites will support the Hat Trick Lifestyle brand.

Sport	Website URL
Baseball	www.baseballhattrick.com
Basketball	www.basketballhattrick.com
Football	www.footballhattrick.com
Hockey	www.hockeytrick.com – LIVE
Olympic	www.olympichattrick.com

Rugby www.rugbyhattrick.com

Soccer www.soccerhattrick.net



Baseball	Basketball	Football	Hockey	Olympics	Rugby	Soccer
						
						
Baseball Hat Trick	Basketball Hat Trick	Football Hat Trick	Hockey Hat Trick	Olympic Hat Trick	Rugby Hat Trick	Soccer Hat Trick

Virtual Reality



MCF is developing unique VR content immersive experiences to create more opportunities for native ads in video games as well as developing cutting-edge entertainment marketing for the Iron Ice and Hat Trick brands.

We are working with VR companies who have developed successful VR film, game and brand content and marketing campaigns that have generated large scale customer acquisition

and revenue.

The goal is to use the VR technologies to drive sales, foot traffic, create new brand experiences, establish virtual storefronts and to enable consumers to visualize or experience what they are about to purchase – giving way to a new reality for commerce.

Marketing Strategies

The film and hockey communities are global, and our goal is that if you like films or hockey there is a strong possibility that the IP brands, Apps, websites we are developing – Iron Ice, Hockey Hat Trick social networking website, Hat Trick products and App there will be something to offer to a variety of consumers. Our goal is to have hundreds of thousands of individuals and thousands of businesses signed up on the Hockey Hat Trick website prior to film release.

The company has developed a marketing plan and targeting the following markets targeting investors, marketing partners and generating customers.

The company plans to cross market the Iron Ice and Hollywood Hat Trick brands online and offline and through the Youth Fund Raising Program, Hat Trick Travel and group partnership marketing.

We generate revenue from marketing the content which includes film trailers, VR, influencers, prize

MCF management have experience in direct marketing and lead generation and will develop and implement each campaign investor and consumer lead generation sales and associated marketing opportunities in motion picture licensed merchandise, IP lifestyle branded products,

- Call Center Surveys
- Capital Raising
- China Marketing
- Chinese North American Marketing
- Direct Mail
- Film Marketing
- Minnesota
- Office Location Strategy
- Product Giveaway Campaigns
- Sports Travel Package Contests
- Videos

Call Center Surveys

Bilingual Investor and Consumer Surveys

- Los Angeles
- North Dakota
- Philippines

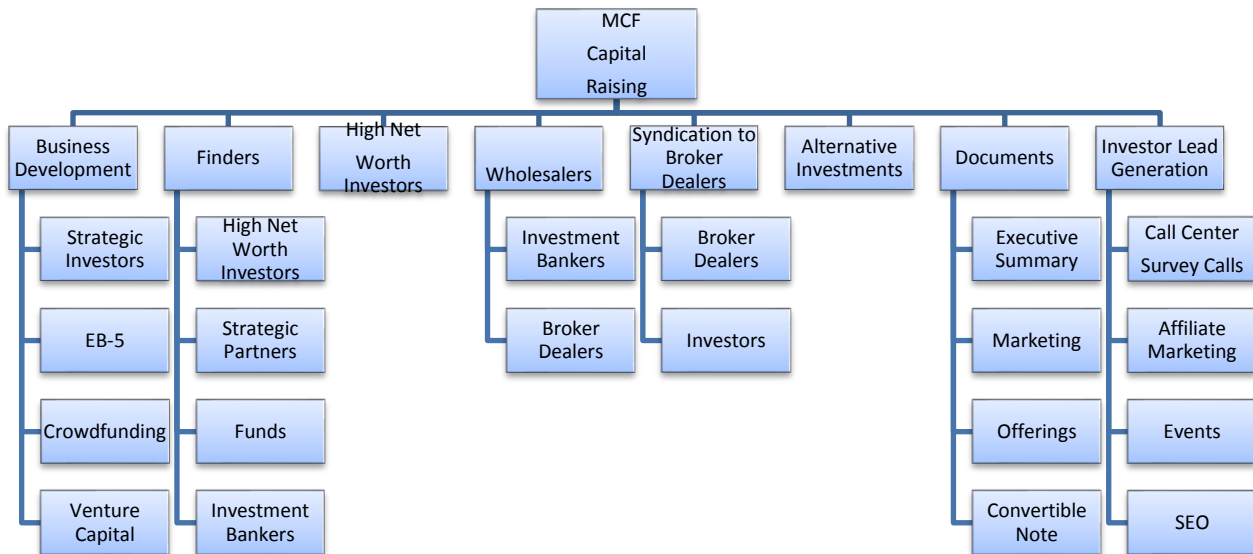
There is interest from the North Dakota Business Development Center who has drafted a business plan to finance a 50seat call center located in Wahpeton, North Dakota.

Capital Raising

MCF will develop investor leads from marketing campaigns and strategies. The goal is to convert a portion of these leads into investors in the Private Placement Offering. The leads will also be utilized as marketing tool to accelerate the number FINRA broker dealers who sign on to be a member of the selling syndicate.



Capital Raising Org. Chart



China Marketing

Leading online video platforms in China

- youku.com
- iqiyi.com
- ie.com
- fun.tv
- mgvtv.com
- pptv.com
- todou.com
- ku6.com
- baofeng.com
- 56.com

Chinese consumers spend 70% of their leisure time online according to eMarketer research, therefore MCF will use digital marketing to promote the company, its subsidiaries and their products and services. Accenture also states that Chinese spends 4.7 hours online on their mobile phones and Alibaba's mobile shopping accounted for 80% of its China retail value in 2016. Thus MCF's marketing campaigns will be developed for mobile phones, taking into account how most targeted investors, partners and potential customers use their phones. Using larger media ecosystem where consumers can find a wide range of information and entertainment where they can interact with celebrities, opinion leaders, brands and each other, and participate in online communities is also another digital marketing strategy MCF will adapt. This will offer the company more options for reaching and engaging targeted investors, partners and potential customers

through multiple media channels; the ecosystem's "one-stop-shop" nature will simplify the development of digital marketing campaigns.⁷

Alibaba

There are multiple opportunities to utilize the different partner and marketing programs offered by Alibaba to reach not only the China market but global market.

Virtual Reality

Alibaba brings experience of real life stores into the Chinese home. The internet retail giant brought virtual reality to its consumer base in late 2016 through a shopping experience called Buy+. This immersive shopping experience enables customers to browse items in a virtual shopping mall, including real life stores, such as Costco, Target and Macy's in the U.S., Freedom Foods and Chemist's Warehouse in Australia and Otaku Mode and Matsumoto Kiyoshi in Japan. In the experience, the user gazes at real items, which causes virtual ones to spring to life for greater interaction. Buy+ is even integrated with Alipay's AR Pay so the user can make a payment with a few nods.

The ability to layer a virtual world over a brick-and-mortar experience could boost digital commerce by bringing the benefits experienced while shopping at a physical location into the consumer's home. In addition, this experience from Alibaba is available at a much lower price point, which removes one of the hurdles for broader adoption among consumers. In this case, users only need a smartphone and a simple cardboard VR headset akin to Google Cardboard rather than pricier models, such as HTC Vive or Oculus Rift, to participate in this new reality.

Tencent

There are multiple opportunities to utilize the different partner and marketing programs offered by Tencent to reach the China market.

WeChat Marketing

WeChat is a one of the platforms to market directly to Chinese consumers for both the film and products. WeChat daily logged in users reached 768 million in Q4 2017. About half WeChat users use WeChat for at least 90 minutes a day. WeChat has driven information consumption of \$174.3 billion Yuan (US\$25.3 B in 2016, an increase of 26.2%. It accounted for 4.54% of total information consumption in 2016. WeChat monthly active users, including Weixin, reached 938 million in Q1 2017, representing YoY growth of 28%.

Chinese North America Marketing

Types of Marketing Campaigns

- Digital
- Events
- Video

There is a core built in audience of over 5 million Chinese that have immigrated to Canada and the United States. Our research so far and the marketing we have done for the last year has generated feedback that this audience will identify with the story because they have lived the story at some level, and be motivated to become involved.

Film Marketing.

Iron Ice will implement a comprehensive marketing program, using both in-house and contracted support services. The key areas within marketing include audience and market research, media

⁷ <https://www.forbes.com/sites/franklavin/2017/03/25/china-marketing-five-keys-for-a-crowded-market/#2771132e7109>

placement, exhibitor fulfillment services and additional creative services for publicity and special promotions.

Direct Mail

Marketing Completion Fund will also use traditional marketing strategies like direct mail using postcards to reach its targeted investors, partners and potential customers. The company will invest in a talented copywriter and graphic designer to come up with a compelling and creative postcard that will elicit engagement leading to conversions. MCF will use bulk mailing to lower the postage cost and initiate a high return of marketing investment.

IRON ICE FILM
171 Pier Avenue Suite 449
Santa Monica, CA 90405
Phone: 1-888-IRON ICE
Website: www.ironicefilm.com
Email: info@ironicefilm.com

Name: _____
Address: _____
City: _____
Phone# _____
Email: _____
WeChat ID: _____

Interested in helping to make a movie?
Fill out your name, address and phone number above.
Check any of the following items below and we'll send you the appropriate information.

Yes! Send me information on...

The growth of the China film industry.
 The growth of the Minnesota film industry.
 The financial opportunity of the Iron Ice Film.
 The business opportunity of the Iron Ice Film.
 The merchandise, travel and VR products.
 The Hollywood Hat Trick Celebrity Sports, Entertainment & Tech Fan Fest & Expo.
 Being an extra in the film.

IRON ICE

Marketing Completion Fund will also use traditional marketing strategies like direct mail using postcards to reach its targeted investors, partners and potential customers. The company will invest in a talented copywriter and graphic designer to come up with a compelling and creative postcard that will elicit engagement leading to conversions. MCF will use bulk mailing to lower the postage cost and initiate a high return of marketing investment.

IRON ICE FILM
171 PIER AVENUE
SUITE 449
SANTA MONICA, CA 90405

Place
Stamp
Here

IRON ICE

IRON ICE FILM
171 PIER AVENUE
SUITE 449
SANTA MONICA, CA 90405

Hockey Hat Trick

The Hockey Hat Trick website and Go Hat Trick App will be integrated with the Marketing Technology System and will be utilized as a marketing tool to:



- Generate high quality verified investor leads from online form, email and outbound phone call verification that will be sold to financial services investor lead buyers and licensed broker dealers participating in the syndication of the \$10 million Minnesota Hat Trick Film Private Placement Offering and other.
- Generate investors to raise capital for Minnesota Hat Trick, a feature length film.
- Generate Crowdfunding rewards based donations from individuals who will support the technology, film and charity events and receive a reward for their donation.
- Generate equity Crowd Financing investors who will invest in the private placement offering.

- Generate sales of hockey related products and services on the ecommerce section of the website and outbound sales calls offering branded merchandise, new wearable tech products. Hockey Hat Trick is going to be a leader in introducing wearable technology to the hockey and sports community.
- Hat Trick branded merchandise product sales and partnering with unique hockey and sports apparel, products and wearable technology
Online e-Commerce store for sales of Hat Trick products, related affiliate, retailer and manufacturer products and services
- Offline sales via call center, outside sales team and including Hat Trick manufacturer reps, distributors and sales agents
- Developing youth hockey, school, non-profit fundraising programs utilizing our products, vendors, and technology platforms
- Up-selling businesses with free directory listings, maps, map-pins including digital marketing, social marketing, and lead generation

Minnesota Strategy

Our research indicates that as many as 3 out of every 4 individuals in Minnesota have experienced hockey and are aware of the Minnesota State High School hockey tournament. Our experience so far has been that they will identify with the story because they have lived the story at some level, and be motivated to become involved.

Office Location Strategy



MCF / Iron Ice Film offices will be located in Beijing, Los Angeles, Minneapolis, New York, Silicon Valley and Vancouver at co-working and collaborative work spaces that reflects the convergence of our business model. This will provide increased opportunities by being surrounded by successful technology, marketing and financing companies and individuals. In addition to local a global network of film tech start-ups, investors and a community of leading universities and corporate partners.

The overhead is extremely low (less than \$2000 a month) and provides synergistic and exponential input while we build our audience, fine tune and optimize the technology, and produce the film. Each location has a large space for events to have monthly meet-up meetings which will be a very important part of our exponential

registration growth strategy.

Each location has been chosen because of the owners, event space and mix of technology and accelerator tenants.

Staffing each location with a Community Manager manage the local coordination of a team, interns and performance based marketing team that will of:

- Call Center Partners
- Social Media
- Hockey relationships
- Business development
- Capital raising
- Brand ambassadors
- Events
- WeWork Constellation - 10250 Constellation Blvd, Los Angeles, CA 90067 – [\(877\) 796-2434 – https://www.wework.com/buildings/constellation--los-angeles--CA](https://www.wework.com/buildings/constellation--los-angeles--CA)
- Hockey Hat Trick offices will be located in Beijing, Silicon Valley, Los Angeles, and Minneapolis co-working and collaborative work spaces that reflects the convergence of our business model. This will provide increased opportunities by being surrounded by successful technology, marketing and financing companies and individuals. In addition to a global network of tech start-ups, investors and a community of leading universities and corporate partners.

Sports Travel Package Contests

Contests to win trips to travel to Los Angeles and Las Vegas for Sports Entertainment weekend.

Videos

Develop Chinese and English language videos and film trailers and offer free prizes and contests.

Market Analysis

1. Artificial Intelligence
2. Apparel
3. Augmented Reality (AR)
4. Call Center
5. China Online Video
6. China Smart Phones
7. Chinese Immigration
8. Ecommerce
9. Entertainment & Media
10. Events
11. Film Industry
12. Game
13. Hockey
14. Intellectual Property (IP)
15. Licensing IP
16. Licensed Sports Merchandise
17. IOT – Internet of Things
18. Marketing Technology
19. Minnesota
20. Mobile Retail Sales
21. Nutrition Market
22. Olympic Games
23. Sports Industry
24. Sports Merchandise
25. Subscription Box
26. Travel
27. Sports Tourism
28. Virtual Reality (VR)
29. Wearable IOT Devices
30. Winter Sports China
31. Youth Fundraisers
32. Wealth Management

Market Analysis Summary

1. Artificial Intelligence

The global artificial intelligence market is expected to reach USD \$35 billion by 2025 from its direct revenue sources, growing at a CAGR of 57.2% from 2017 to 2025. Artificial Intelligence (AI) is projected to be the next big technological development, alike past developments such as the revolution of industries, the computer era, and the emergence of smartphone technology. Artificially intelligent systems constantly work on the background of popular products and services such as Netflix, Amazon, and, naturally, Google. In the past few years, though, AI has paved its way deeper into marketing, helping brands to enhance every step of the customer journey and content delivery.

2. Apparel

The global apparel market is valued at US\$3 trillion, and accounts for 2 percent of the world's Gross Domestic Product (GDP). The fashion industry includes many sub industries, such as menswear, women's wear, and sportswear.

3. Augmented Reality (AR)

Augmented Reality is a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view. The augmented reality market was valued at USD \$2.39 billion in 2016 and is expected to reach USD 61.39 billion by 2023, growing at a CAGR of 55.71% during the forecast period. Mobile AR to drive \$108 billion VR/AR market by 2021. AR taking the lion's share of \$83 billion and VR \$25 billion. Pokémon Go has grossed over \$1 billion in revenue since it was launched on July 6 last year, according to measurement firm Sensor Tower.

4. Call Center

Demand forecasts on the global Call Center market is projected to reach US\$407 billion by 2022, driven by the focus of businesses across all sectors to deliver customer-centric services and the resulting need for the call center as a critical touch point for customer interactions.

5. China Online Video

China's online video will grow at a revenue CAGR of 40% between 2015 and 2018 to reach a market size of RMB110 billion (US \$16.5 billion) in 2018.

6. China Smart Phones

Smartphone users in China from 2013 to 2021. For 2017, the number of Smartphone users in China is estimated to reach 601.8 million, with the number of smartphone users worldwide forecast to exceed 2 billion users by that time

7. Chinese Immigration

Chinese immigrants are the third-largest foreign-born group in the United States, after Mexicans and Indians. The population has grown more than six-fold since 1980, reaching 2.3 million in 2016, or 5 percent of the approximately 44 million immigrant population overall.

Canadians of Chinese descent, including mixed Chinese and other ethnic origins, make up about four percent of the Canadian population, or about 1.56 million people as of 2016.

8. Ecommerce

19 percent of all retail sales in China occurred via internet. China eclipses the US to become the world's largest retail market and retail ecommerce sales are projected to top \$2.416 trillion in 2020. Retail ecommerce sales in North America will rise 15.6% this year to reach \$423.34 billion, maintaining the area's status as the world's second largest regional ecommerce market.

9. Entertainment & Media

Global E&M revenues are expected to rise from \$1.8 trillion in 2016 to \$2.2 trillion in 2021 at a compound annual growth rate (CAGR) of 4.2 percent

10. Events

The events industry contributes \$115 billion to the national GDP. The Athletic Event Organizers industry expanded over the five years to 2016 and generated \$2 billion in revenue. Examples of events range from the Super Bowl and the Presidential Inauguration, to popular events like state and county fairs, cultural festivals, trade shows, and concerts.

11. Film Industry

According to MPAA (Motion Picture Association of America), global box office sales reached US\$38.3bn in 2015, up 5% Year over year (YOY) and at a 4.1% CAGR over 2011-2015. On the international front, we note that capacity continues to expand with cinema build out. In 2016, US box office sales increased 2.2% (YOY) to US\$11.4bn while the China market grew 3.7% (YOY) to Rmb46bn (US\$6.8bn). In 2016, China surpassed the US in both number of screens (41k vs 40k) and film admissions (1.37bn vs 1.32bn).

12. Games

2.2 billion gamers across the globe are expected to generate \$108.9 billion in game revenues in 2017. This represents an increase of \$7.8 billion, or 7.8%, from the year before. Digital game revenues will account for \$94.4 billion or 87% of the global market. Mobile is the most lucrative segment, with smartphone and tablet gaming growing 19% year over year to \$46.1 billion, claiming 42% of the market. In 2020, mobile gaming will represent just more than half of the total games market. The PC and console game markets will generate \$29.4 billion and \$33.5 billion in 2017, respectively.

Asia-Pacific is by far the largest region, with China expected to generate \$27.5 billion, or one-quarter of all revenues in 2017. Newzoo expects the global market to grow at a CAGR of +6.2% toward 2020 to reach \$128.5 billion.

13. Hockey

The Global market size of ice hockey is played in over 80 countries by 6 million people with the largest markets being Canada and United States.

It is estimated that 135 million people worldwide watch hockey. The NHL cites research from Scarborough and Simmons/PMB that shows its fan base as 58 million people in the United States and

13 million in Canada, it considers 12 million in the U.S. and 8.5 million in Canada part of a growing “avid” cohort who watch games league-wide

14. Intellectual Property (IP)

IP consists of music, film, games, television, Software, hardware, entertainment, medicine, science, and technology and generate immense quantities of intellectual property revenue.

The value added by IP-intensive industries increased substantially in both total amount and GDP share between 2010 and 2014. IP-intensive industries accounted for \$6.6 trillion in value added in 2014, up more than \$1.5 trillion (30 percent) from \$5.06 trillion in 2010. Accordingly, the share of total U.S. GDP attributable to IP-intensive industries increased from 34.8 percent in 2010 to 38.2 percent in 2014.

15. Licensing IP

LIMA, the Licensing Industry Merchandisers’ Association, says that entertainment character-based goods brought in nearly \$113 billion worldwide in 2015, roughly 45% of the \$251.7 billion total retail sales of all licensed products. This is derived from licensing: the sale of merchandise, toys and games, apparel, and story tie-ins (books, comics, movies, apps, etc.) based on owned IP.

16. Licensed Sports Merchandise

According to Transparency Market Research, a market intelligence company that provides global information reports and services, the global licensed sports merchandise market, which was valued at \$27.63 billion in 2015, will reach \$48.17 billion by 2024.

17. IOT – Internet of Things

The consumer segment is the largest user of connected things with 5.2 billion units in 2017. Gartner, Inc. forecasts that 8.4 billion connected things will be in use worldwide in 2017, up 31 percent from 2016, and will reach 20.4 billion by 2020. Total spending on endpoints and services will reach almost \$2 trillion in 2017.

18. Marketing Technology

The size of the annual market for the marketing technology industry is expected to reach \$32 billion by 2018. The expectation is that market will grow at annual compound rate of 12.4%, reaching a total spend of \$130 billion over the next five years.

19. Minnesota

The economy of Minnesota produced US\$312 billion of gross domestic product in 2014. Minnesota headquartered 31 publicly traded companies in the top 1,000 U.S. companies by revenue in 2011. This includes such large companies as Target, and UnitedHealth Group. The per capita personal income in 2004 was \$36,184, ranking eighth in the nation. The median household income in 2013 ranked eleventh in the nation at \$60,900.

20. Mobile Retail Sales

Spending via mobile is also booming and this year will account for 55.5% of all ecommerce sales and reach 68% by 2020. Mobile now accounts for more than half of all ecommerce sales in China

21. Nutrition Market

The global Nutraceutical market is growing quickly because of the growth in the dietary supplement segment. The global Nutraceutical product market reached USD \$142.1 billion in 2011 and is expected to reach USD \$204.8 billion by 2017, growing at the compound annual growth rate (CAGR) of 6.3% from 2012 to 2017.

22. Olympic Games

The Olympic Marketing Revenue from 2013 – 2016 was \$7,798,000. Alibaba Group Holding Ltd.’s signed a deal to sponsor the Olympic Games through 2028 is worth \$800 million, according to a person familiar with the matter. After China won its bid to host the 2022 Olympics, President Xi Jinping vowed to get 300 million of his people "on the ice," an initiative to encourage winter sports.

23. Sports Industry

The estimated size of the global sports market is US\$1.3 trillion dollars. The estimated size of the sports industry market in China from 2013 to 2025. China's sports sector was worth 1.5 trillion-yuan (US\$226 billion) in 2016, is projected to double in value by 2020, and could be worth up to 5 trillion-yuan (\$747 billion) by 2025.

24. Sports Merchandise

The global licensed sports merchandise market will exhibit a healthy 6.4% CAGR from 2016 through 2024. If the prediction holds true, the market will rise from a valuation of US\$27.63 bn in 2015 to US\$48.17 bn by 2024. Of the key product categories in the market, the segment of sports apparel dominated in 2015, accounting for 39.8% share of the market's total revenues.

25. Subscription Box

The subscription industry is estimated to be a \$3 billion market. A subscription box is a package of retail products sent directly to a customer on a reoccurring basis. The industry has boomed in recent years, growing over 3,000%. As of January 2016, visits to these sites exceeded 21 million per month, as compared to just 722,000 from 36 months prior.

26. Travel

U.S. Travel and tourism has grown into a \$1.5 trillion industry. In 2016, 1.8 million Chinese tourists visited the U.S, with nearly 1.3 million tourists spending \$2.6 billion in California. In Los Angeles the number of tourists increased by more than 21.9 percent from 2015, making it the first US city to have more than 1 million visitors. Las Vegas receives over 200,000 Chinese visitors a year by airplane.

27. Sports Tourism

Global sports tourism market is expected to grow at a CAGR of over 41% from 2017-2021. Youth sports has become a \$7 billion industry in travel alone. Cross-leveraging of sport and destinations is facilitated when vertical and horizontal alliances are formed among sport and tourism providers.

28. Virtual Reality (VR)

The Virtual reality software and hardware market size worldwide is projected to grow from \$3.7B in 2016 to \$40B in 2020. "Bloomberg reports that China VR Market will be \$8.5 billion.

29. Wearable IOT Devices

It is projected that 411 million smart wearable devices, worth a staggering \$34 billion, will be sold in 2020.

30. Winter Sports China

Recent projections released by the government show that the industrial scale of winter sports should reach 600 billion yuan (about \$87 billion) by 2020, and this is set to further increase to one trillion by the year 2025 if all goes according to plan.

According to the Suggestions of Beijing Municipal People's Government on Accelerating the Development Ice & Snow Sports (2016 – 2022) and its seven supporting plans, by 2022, the number who participate in ice and snow sports will reach 8 million in Beijing

31. Youth Fundraisers

Schools and youth groups raise nearly \$2 billion each year through sales of popular consumer products. Product sales are consistently the most effective approach to fundraising. Research has found 75 percent of Americans - and eight out of 10 parents - purchase fundraising products and the majority of fundraising sales are made to family and friends.

32. Youth Sports

The U.S. youth-sports economy—which includes everything from travel to private coaching to apps that organize leagues and livestream games—is now a \$15.3 billion market, according to Winter Green Research, a private firm that tracks the industry. And the pot is rapidly getting bigger. According to figures

that Winter Green provided exclusively to TIME, the nation's youth-sports industry has grown by 55% since 2010.

33. Wealth Management

The number of high-net-worth individuals – those whose assets are worth at least \$1m (£750,000) excluding their primary residence – increased by 7.5pc last year, to a record global high of 16.5 million people.

Chinese private wealth market will see a further boom in 2017, with the total investable assets expected to reach 188 trillion yuan (\$27.5 trillion). The 2017 China Private Wealth Report released by Bain Consulting and China Merchants Bank predicts that the number of high-net-worth individuals (HNWI)—those who are in possession of over 10 million yuan's investable asset—in China will climb to 1.87 million this year.

Market Analysis Research

Apparel Industry

The global apparel market is valued at \$US3 trillion, and accounts for 2 percent of the world's Gross Domestic Product (GDP). The fashion industry includes many sub industries, such as menswear, women's wear, and sportswear.

- The womenswear industry is valued at 621 billion dollars
- The menswear industry is valued at 402 billion dollars
- The retail value of the luxury goods market is 339.4 billion dollars
- Children's wear had a global retail value of 186 billion dollars
- Sports footwear is valued at 90.4 billion dollars
- The bridalwear industry is valued at 57 billion dollars
- China demand for Western brands.

China Apparel Industry

- China is the world's largest textile producer and exporter, with 39 percent market share in 2016, according to l'Economiste. In 2015, exports reached \$284 billion dollars, mainly for the American market. However, this situation is changing, because China is expected to become the world's largest apparel market in 2017, ahead of the US. According to PwC study, the Chinese market, run by middle-class expansion, will account for one-third of the total Asian demand. That is the equivalent of the European market or North America market.
- The significant growth of the apparel market in China and textile market is due to the vitality of e-commerce in China. In 2013, China surpassed the US as the world's largest digital retail market, and clothing is the first product categories sold online.
- Since 2011, the American apparel market growth has averaged around 3% per year. In comparison, the Chinese market seems to be more dynamic. Over the last five years, the average growth of the market is 10% per year. Some years the growth jumps, like on 2014 where its rate reaches 18%.
- The Chinese apparel market tremendous growth is based on the infrastructures development. Those infrastructures are making the sales development possible on the internet. The growth is also maintained by the emergence of a Chinese middle class, which support the Chinese consumption.

- This digitalization is the true growth lever of the Chinese apparel market. According to the forecasts, in 2016 the share of online sales will be 40% of the global Chinese apparel market. On the American market, this share will represent only 20%.⁸

Artificial Intelligence

The global artificial intelligence market is expected to reach USD \$35 billion by 2025 from its direct revenue sources, growing at a CAGR of 57.2% from 2017 to 2025, whereas it is expected to garner around USD \$58 billion by 2025 from its enabled revenue arenas, according to a new report by Grand View Research, Inc.

Artificial Intelligence (AI) is considered to be the next big technological development, alike past developments such as the revolution of industries, the computer era, and the emergence of smartphone technology. The North American region is expected to dominate the industry due to the availability of high government funding, the presence of leading players, and strong technical base. Advances in image and voice recognition are driving the growth of the artificial intelligence market as improved image recognition technology is critical to offer enhanced drones, self-driving cars, and robotics. The AI market can be categorized based on solutions, technologies, end use, and geography.

The two major factors enabling market growth are emerging AI technologies and growth in big data espousal. The growing prominence of artificial intelligence is enabling new players to venture into the market by offering niche application-specific solutions. Furthermore, companies are also engaging in industry consolidations in a bid to gain competitive advantages. For instance, in January 2017, Microsoft Corporation acquired Maluuba for advancing in the deep learning and Artificial Intelligence (AI) landscape. Existing solution providers are innovating their product portfolio to include both hardware and software solutions.

The Asia Pacific regional market is expected to be the fastest-growing market, owing to the rapid improvements in information storage capacity, high computing power, and parallel processing, which have contributed to the swift uptake of artificial intelligence technology in end-use industries such as automotive and healthcare.

AI has the potential to reduce the burden on clinicians and provide an efficient tool to workforces for accomplishing their tasks in a better way. For instance, AI voice-enabled symptom checkers can better access a situation and assist patients to the emergency department when immediate treatment is required. AI is expected to resolve around 20% of unmet healthcare demands.⁹

AI and Marketing Content

Artificially intelligent systems constantly work on the background of popular products and services such as Netflix, Amazon, and, naturally, Google. In the past few years, though, AI has paved its way deeper into marketing, helping brands to enhance every step of the customer journey. Moreover, tools previously available to enterprise level companies have become affordable and accessible to medium- and small-sized businesses.

Augmented Reality (AR)

Augmented Reality is a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.

The augmented reality market was valued at USD \$2.39 billion in 2016 and is expected to reach USD 61.39 billion by 2023, growing at a CAGR of 55.71% during the forecast period. Mobile AR to drive \$108 billion VR/AR market by 2021. AR taking the lion's share of \$83 billion and VR \$25 billion. Pokémon Go has grossed over \$1 billion in revenue since it was launched on July 6 last year, according to measurement firm Sensor Tower.

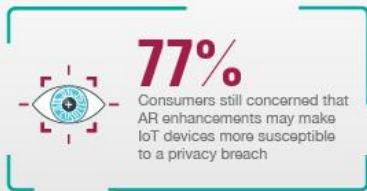
⁸ <http://daxueconsulting.com/apparel-market-in-china/>

⁹ <http://www.grandviewresearch.com/press-release/global-artificial-intelligence-ai-market>

INTERNET OF THINGS AND AUGMENTED REALITY RISK AND REWARDS



UNITED STATES



As more and more IoT devices become available, consumers are less confident in their knowledge of the category.



Considered themselves knowledgeable:



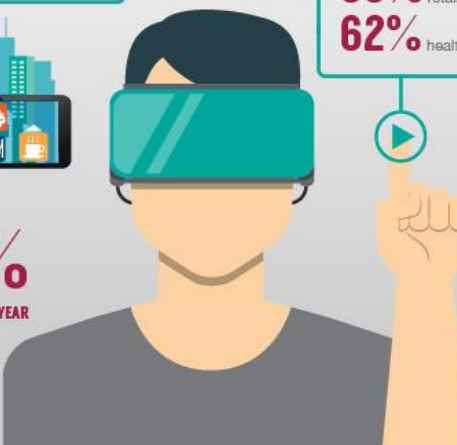
Source: ISACA 2016 IT Risk/Reward Barometer, U.S. Consumer Survey ©ISACA, 2016. All rights reserved

CONSUMERS SEE CLEAR BENEFITS OF AR-ENHANCED DEVICES IN EVERYDAY LIFE AND WORK

DAILY LIFE:



WORK:



agree AR enhancements would probably benefit their workplace through facilitation of remote participation in workplace learning and development



believe that their current workplace is vulnerable to "virtual graffiti" attacks

www.isaca.org/risk-reward-barometer

Call Center

Demand forecasts on the global Call Center market is projected to reach US\$407 billion by 2022, driven by the focus of businesses across all sectors to deliver customer-centric services and the resulting need for the call center as a critical touch point for customer interactions.

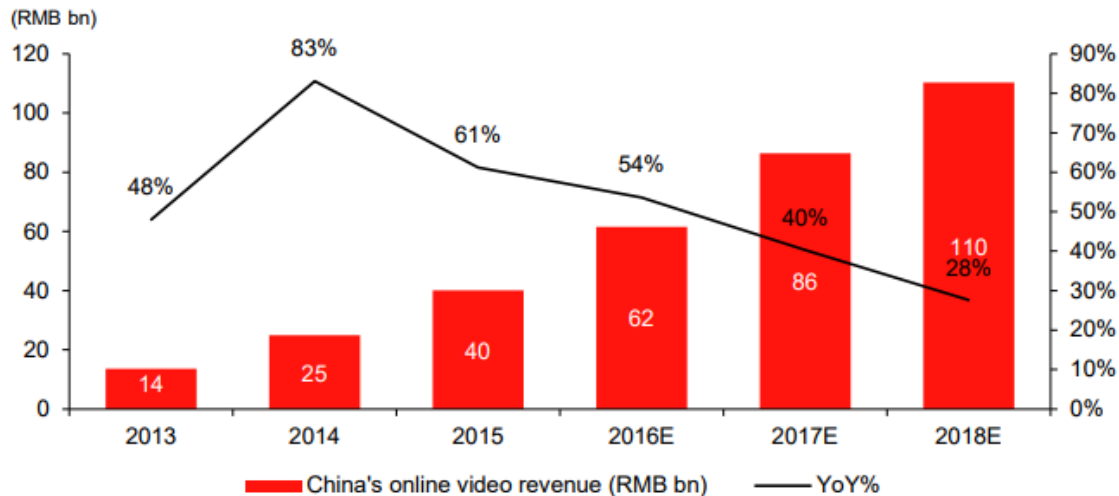
Call Center, also known as contact centers, have a staggering impact on the way modern enterprises communicate with their customers and represent a crucial element in delivery of high-quality service. Enterprises, which put customer loyalty on top of their agenda, have a higher preference for call centers and see call center as a means to differentiate their products and services and to maximize customer experience and satisfaction. Call centers play a critical role in customer retention, the customer lifecycle, especially when a customer is rethinking the value proposition offered by the company's products and services. Call centers have gone beyond serving only inbound calls to even embrace outbound call center operations.¹⁰

China Online Video Industry

iResearch projects that China's online video will grow at a revenue CAGR of 40% between 2015 and 2018 to reach a market size of RMB110 billion (US \$16.5 billion) in 2018. Advertising is entering a more mature stage with a revenue CAGR of 32% between 2015 and 2018 after years of rapid development.

¹⁰ <http://www.strategyr.com/MarketResearch/infographTemplate.asp?code=MCP-1145>

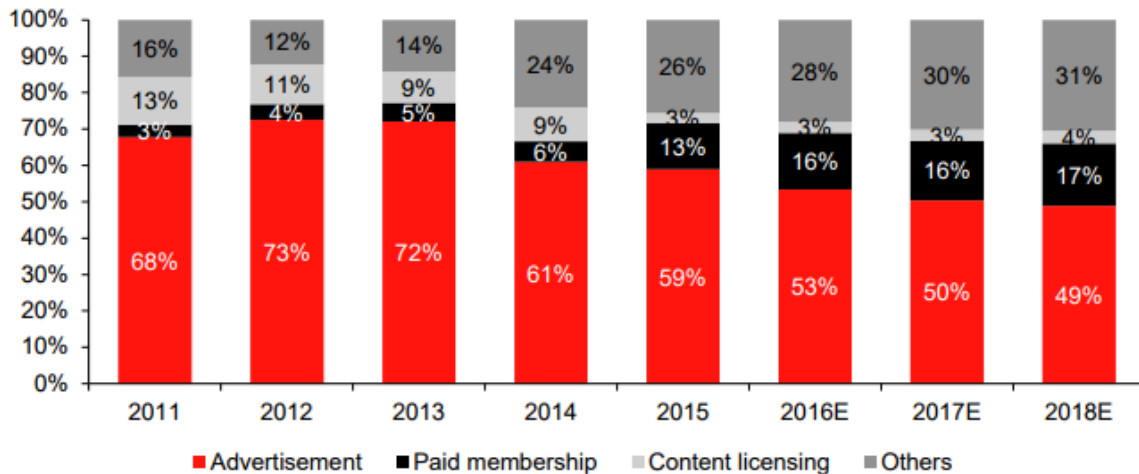
Fig 22 China's online video revenue



Source: iResearch, Macquarie Research, February 2017

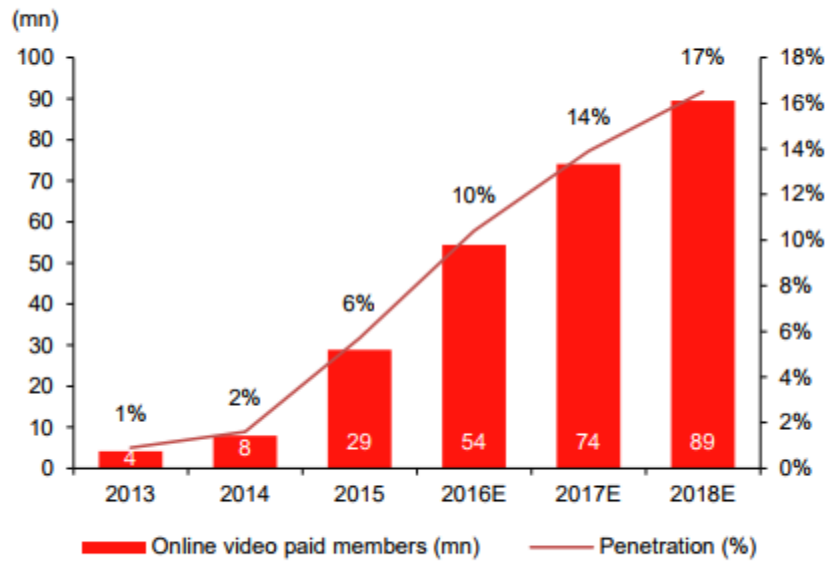
During the meantime, paid membership with a revenue CAGR of 55% between 2015 and 2018 will also become a major growth driver. Paid membership's contribution to China's total video revenue should rise from merely 6% in 2014 to 17% in 2018. The number of paid members, on the back of rich content offerings and cross-selling from hardware, should rise from 29mn in 2015 to 89mn in 2018, of which penetration as % of total video viewers will increase from 6% in 2015 to 17% in 2018.

Fig 23 Breakdown of online video revenue in China



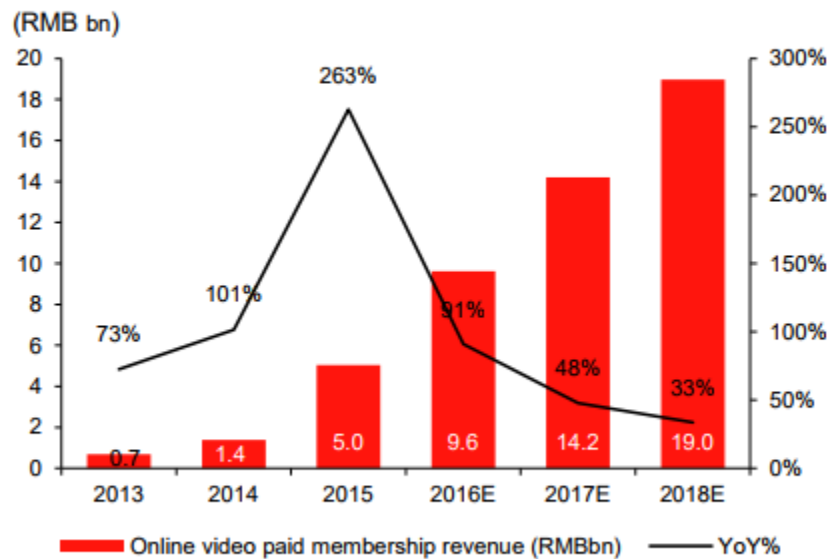
Source: iResearch, Macquarie Research, February 2017

Fig 24 China's no. of paid members for online video services and penetration



Source: iResearch, Macquarie Research, February 2017

Fig 25 Paid membership revenue of China's online video services



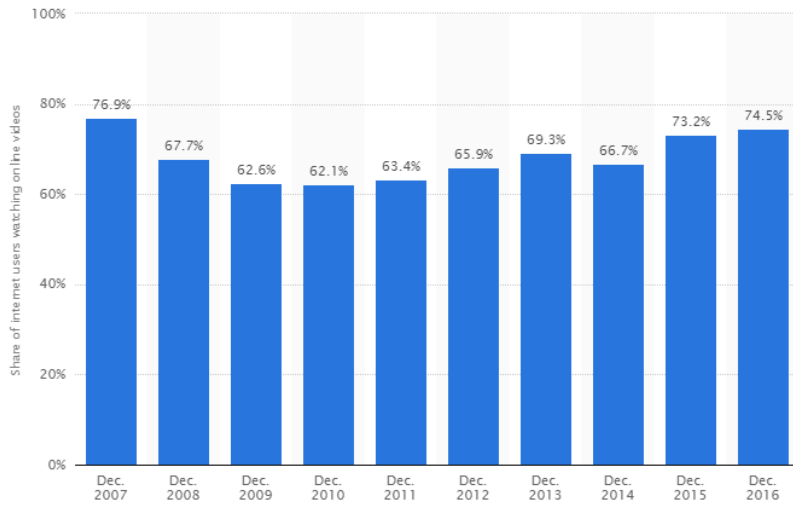
Source: iResearch, Macquarie Research, February 2017

Online video viewers are looking for better video viewing experience. Ad-free viewing, higher video resolution and privileged content are the top three reasons for membership subscription. Also, overseas and domestic movies, overseas and domestic TV dramas, and domestic web dramas are top five sought-after content from a paid membership.

Top players lead by a sizeable margin

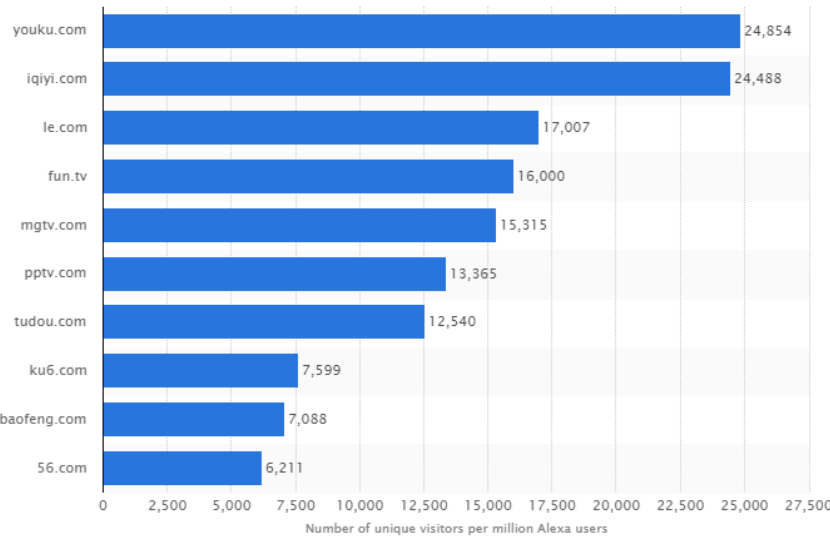
Tencent Video, iQiyi and Youku with a penetration of total online video MAU of 41%, 41% and 25% as well as time spent share of 28%, 32% and 13% were the top players in Nov 2016, according to Analysys. They lead the industry peers by a big gap. Leshi, Sohu and Baofeng with below 10% MAU penetration and about 3-4% time spent share each are lagging behind.¹¹

Penetration rate of online video use in China from December 2007 to December 2016.



In December 2016, around 77 percent of China internet users watched online videos.

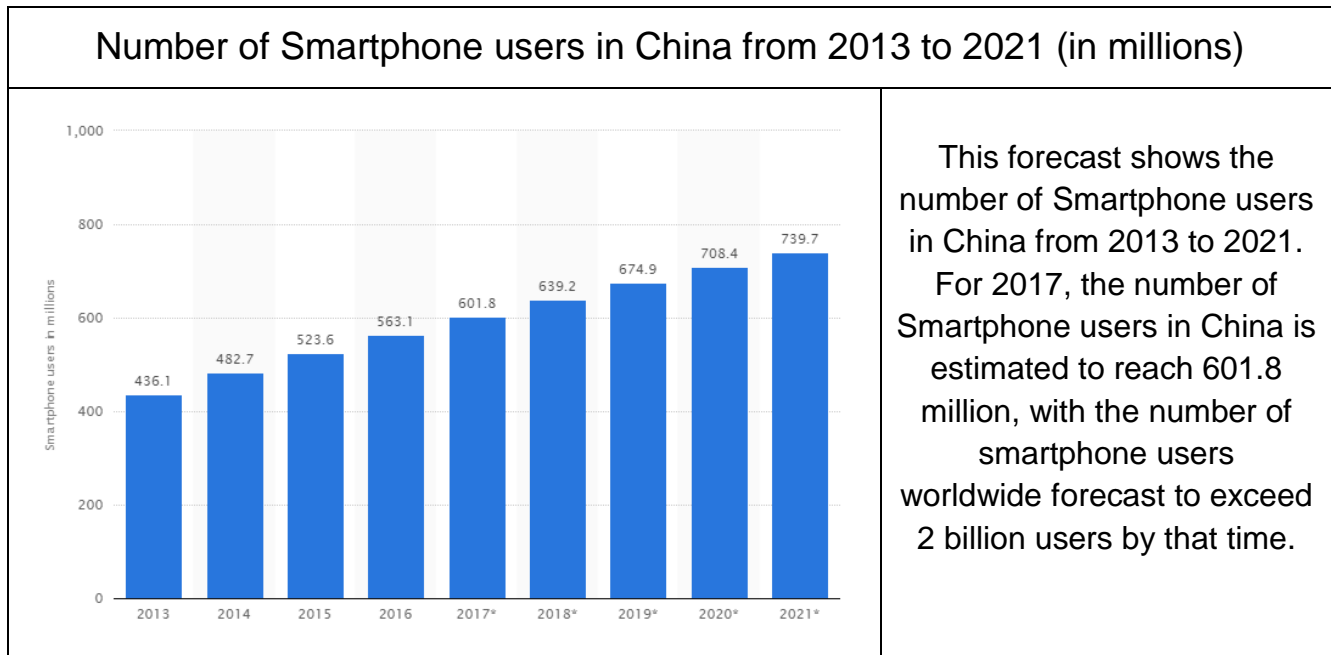
Leading online video platforms in China in March 2017 (in monthly unique visitors per million Alexa users)



- youku.com
- iqiyi.com
- le.com
- fun.tv
- mgmtv.com
- pptv.com
- tudou.com
- ku6.com
- baofeng.com
- 56.com

11

China and Global Smartphones



Chinese Immigration

Chinese American

Chinese immigrants are the third-largest foreign-born group in the United States, after Mexicans and Indians. Chinese immigration to the United States has consisted of two waves, the first arriving in the mid-1800s and the second from the late 1970s to the present. The population has grown more than six-fold since 1980, reaching 2.3 million in 2016, or 5 percent of the approximately 44 million immigrant population overall.¹²

Chinese Canadian

Canadians of Chinese descent, including mixed Chinese and other ethnic origins, make up about four percent of the Canadian population, or about 1.56 million people as of 2016.

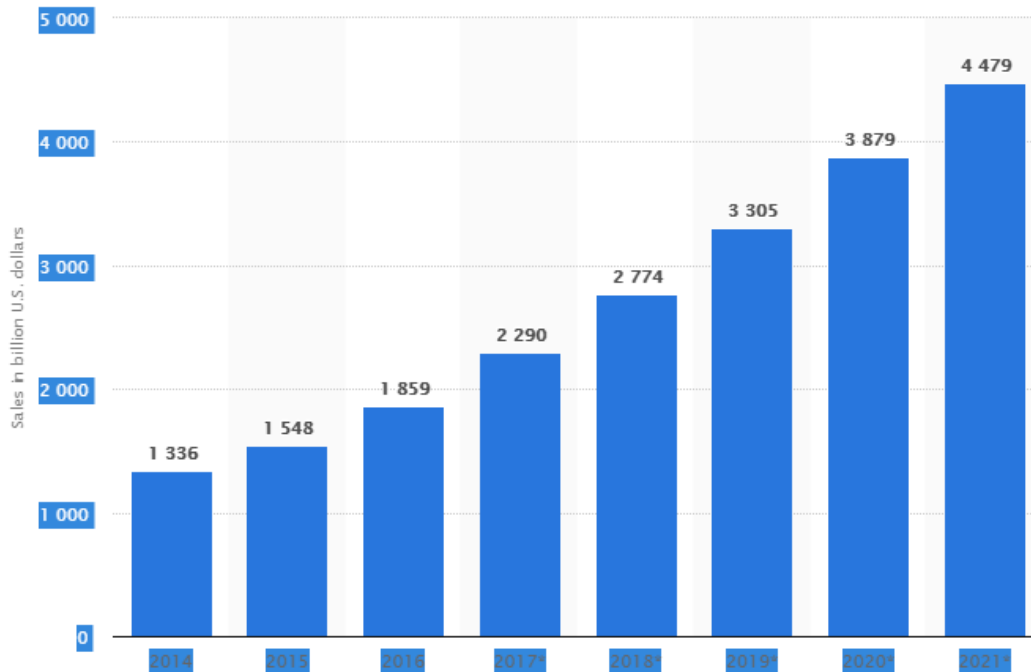
Ecommerce

In 2016, retail e-commerce sales worldwide amounted to 1.86 trillion US dollars and e-retail revenues are projected to grow to 4.48 trillion US dollars in 2021. Online shopping is one of the most popular online activities worldwide, but the usage varies by region - in 2016, an estimated 19 percent of all retail sales in China occurred via internet but in Japan the share was only 6.7 percent. Desktop PCs are still the most popular device for placing online shopping orders but mobile devices, especially smartphones, are catching up.

China eclipses the US to become the world's largest retail market and retail ecommerce sales are projected to top \$2.416 trillion in 2020. Retail ecommerce sales in North America will rise 15.6% this year to reach \$423.34 billion, maintaining the area's status as the world's second largest regional ecommerce market.

¹² <https://www.migrationpolicy.org/article/chinese-immigrants-united-states>

Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)



Entertainment & Media

China Entertainment and Media Market

China's entertainment and media industry will grow at a compound annual growth rate of 8.3 percent in the next five years prompted by the rise in internet video, internet ads, music, cinema, and video games, said an industry report.

According to PwC's global entertainment and media outlook 2017-21, the growth rate is much higher than the global figure of 4.2 percent.

China's box office revenue continues to flourish, with revenue growth estimated at 11.6 percent annually to reach \$10.7 billion by 2021, up from \$6.2 billion recorded last year.

Cinema advertising revenue is increasing rapidly and expected to be worth \$939 million by 2021, up from \$587 million in 2016.

Cinema construction in China continues to expand at a rapid pace. In 2016, China's total number of cinema screens exceeded those in the United States.

China had 41,056 cinema screens in 2016 compared to 40,928 in the US.

China will have 80,377 screens by 2021, the most in the world, compared with 42,643 in the United States by then.

By 2021, China will rank first globally in the number of IMAX 3D screens, with 575 IMAX 3D screens to be built in China by 2021, up from 296 3D screens in 2016.

Mobile internet advertising revenue in China will overtake wired internet advertising in 2019, an increase from \$15.4 billion in 2016 to \$38.7 billion in 2021.

Total internet advertising revenue will continue to grow at 12.6 percent annually to reach \$68.0 billion in 2021.

"Mobile advertising has huge growth opportunities in China, with social media being a key driver," said Brian Choi, PwC China entertainment and media partner.

China is the largest internet advertising market in Asia and the second-largest market globally after the US. In 2016, China had a 19.8 percent share of total global revenue worth \$37.5 billion.

With policy and financial support from the government, China's video game industry continues to grow rapidly and is starting to mature.

In 2016, total video game revenue was \$15.4 billion, and is forecast to grow at 11.2 percent to reach \$26.2 billion in 2021, making China the second-largest video game market after the US.

Total internet video revenue in China reached \$1.8 billion in 2016. Total consumer spending on internet video is forecast to reach nearly \$4.5 billion in 2021.

Global Entertainment & Media

Global E&M revenues are expected to rise from \$1.8 trillion in 2016 to \$2.2 trillion in 2021 at a compound annual growth rate (CAGR) of 4.2 percent – down from the 4.4 percent CAGR the firm forecast last year. By comparison, PwC's 2017 Outlook expects U.S. E&M revenues to reach \$759 billion by 2021, up from \$635 billion in 2016, increasing at a CAGR of 3.6 percent – holding steady at the same CAGR as last year. While there are increases in revenue, E&M is approaching an industry plateau. Traditional, mature segments are in decline; the internet and digital E&M content is growing though at a slowing rate; and the next wave of content and entertainment is in areas, such as e-sports and virtual reality, which are just beginning to accelerate.

PwC has identified eight emerging technologies as having the biggest potential to improve UX: augmented reality (AR)/virtual reality (VR); artificial intelligence (AI); Internet of Things (IoT); Big Data/data analytics; cloud; 3D printing; access, not ownership; and cybersecurity.

"The next era of differentiation in E&M is being defined and propelled by consumers' increased demand for live, immersive, sharable experiences. Consumers want to get closer, more engaged and better connected with the stories they love – both in the physical and digital worlds," said Deborah Bothun, PwC's Global Entertainment & Media Leader. "At the same time, companies can start to empower those experiences through a number of emerging technologies. Perhaps big data and artificial intelligence will create the most dramatic change, redefining how the industry can connect with all stakeholders and drive growth. We're already seeing a number of ways that AI is being used to personalize, customize and curate entertainment content and experiences at scale."

Key U.S. Entertainment & Media Highlights –
A total of 68M Virtual Reality (NEW) headsets will be in use in the U.S. by 2021 with the installed base growing at a CAGR of 69.2 percent over the forecast period. In fact, the segment is projected to add nearly the same revenue as TV advertising between 2016 to 2021, a total of \$4.6B. VR truly started to reach consumers in 2016 and has no legacy issues or false starts to look back on. The downside is a highly immature market with underdeveloped business models, flaky hardware, and lots of experimental or low-quality content. 2017 should at least see major advances in "inside out" movement tracking and lower cost headsets. It's worth noting VR's close relationship with the gaming market, yet many news and content organizations are pinning their hopes on VR to reinvigorate programming and recapture audiences lost to the internet.

Video Gaming continues to be a paradox: at once a large, growing business and yet a market where firms can fail in record time and new business models arise seemingly from nothing. It is this dynamism that both fascinates and concerns financial markets and partners in media, telco and IT spaces. Video games revenue was \$21.0B in 2016 and is forecast to grow by a 6.3 percent CAGR to reach \$28.5B in 2021.

The development of E-sports (NEW) has contributed to the video gaming boom. The nascent genre's revenue is forecast to reach \$299M in 2021, from \$108M in 2016, rising at a 22.6 percent CAGR. The U.S. is the largest market in revenue terms, having overtaken South Korea in 2015, although the latter will stay far ahead in terms of per-capita revenue. Not only does the ongoing popularization of competitive gaming by broadcasters bring new consumers into the gaming fold, but the games themselves help to boost online/microtransaction revenues on both consoles and PCs.

Data Consumption (NEW) is forecast to reach 290.7T MB by 2021, up from 117.9T MB in 2016 and representing a 19.8 percent CAGR. The U.S. will remain the largest market in the world in terms of data traffic in 2021, ahead of China despite the latter's faster growth. The single biggest driver of growth is the

increased adoption of smartphones, and in particular the rise of video streaming on smartphones. Video represents 83.4 percent of all data traffic in 2016, ahead of other digital content (7.8%), and music (3.1%). By 2021, video will account for more than 247T MB of data in the U.S., some 85 percent of total traffic.

The U.S. Internet Video (NEW) market is by far the largest and most established in the world, accounting for 47 percent of global revenue in 2016. This percentage is expected to fall to 43 percent by 2021 as internet video becomes more established in others regions, although international growth will be driven by U.S. companies' expansion overseas. Internet video will grow at a 9.6 percent CAGR – the fourth largest U.S. E&M segment CAGR, following Virtual Reality, E-sports and Internet Advertising, respectively – to produce revenues of \$18.8B in 2021. Nearly 75 percent of revenue at this time will be attributable to subscription video-on-demand (VOD) services, with transactional VOD platforms accounting for the remainder.

Internet Advertising revenue in the U.S. reached \$72.5B in 2016, comfortably the largest market in the world. This figure is forecast to reach \$116.2B in 2021, rising at a CAGR of 9.9 percent. While it was previously predicted that internet advertising would overtake TV advertising in 2017, the former actually surpassed the latter by the close of 2016. New tech innovations, especially around AI, will create both challenges and opportunities for incumbent players. The introduction of new screens, such as those in connected cars; the rollout of new content formats, like VR; and changes in the way we interact with technology, such as voice-activated search, create opportunities for new ways of engaging with and advertising to audiences. However, all require innovation and investment in order to meet their potential. Separately, the dominant force that is mobile advertising comprised 50.5 percent of total internet advertising revenue in 2016, rising from 34.7 percent the previous year and besting the contribution from wired internet advertising in the process. By 2021, PwC expects mobile to account for 74.4 percent of all U.S. internet advertising.

Cinema revenue will grow over the forecast period by a 1.3 percent CAGR. Specifically, box office revenue will rise from \$10.6B in 2016 – the biggest box office year in all of American history – to \$11.2B in 2021, a CAGR of 1.2 percent. PwC had expected China to overtake the U.S. in box office revenue in 2017, which would have marked this as the first time the U.S. has not held the leading position in an E&M segment. However, the second half of 2016 and the first half of 2017 were much softer at the Chinese box office than had been expected. That said, Chinese cinema revenue is still the most lucrative and the fastest-growing in the world. The big studio blockbusters remain the driving force, but the perennial debate about the three-month exclusive "window" for films in cinemas is intensifying – especially faced with intensifying competition from disruptors.

The Music industry has continued to turn the corner on nearly two decades of decline. The market was worth \$17.2B in 2016. Total music revenue is forecast to increase at a 5.6 percent CAGR to reach \$22.6B in 2021. The ongoing growth of digital music streaming – up an astonishing 99.1 percent year-over-year in 2016 to total \$3B – was THE music story of last year as consumers turned in huge numbers to on-demand services. Competition for new subscribers will likely be fierce in 2017. In addition to the uptick in streaming, the live music sector continues to deliver, with fans appearing to have a nearly insatiable appetite for music events and festival brands eager to franchise overseas.

Additional Industry Segment Data Points –

- Book revenue is expected to go from \$36.6B in 2016 to \$38.3B in 2021 (1% CAGR)
- Business-to-Business revenue is expected to grow from \$88.5B in 2016 to \$103.0B in 2021 (3.1% CAGR)
- Internet Access revenue is expected to rise from \$140.3B in 2016 to \$189.8B in 2021 (6.2% CAGR)
- Magazine revenue is expected to go from \$30.2B in 2016 to \$30.5B in 2021 (0.2% CAGR)
- Newspaper revenue is expected to decline from \$29.6B in 2016 to \$23.9B in 2021 (-4.1% CAGR)
- Out-of-Home advertising revenue is expected to rise from \$9.2B in 2016 to \$11B by 2021 (3.7% CAGR)
- Radio revenue is expected to rise from \$22B in 2016 to \$24.1B in 2021 (1.9% CAGR)
- Traditional TV and Home Video revenue is expected to contract from \$109B in 2016 to \$105B in 2021 (-0.7% CAGR)
- TV Advertising revenue is expected to grow from \$70.6B in 2016 to \$75.2B in 2021 (1.3% CAGR)

Events

The events industry sectors include travel, hospitality, venues, technology, media and communication. About 18 million events and meetings are organized in the U.S. every year. This produces \$280 billion in spending and \$66.8 billion in labor income. (source: Meeting Professionals International)

According to the U.S Department of Commerce, the share of spending on live experiences and events relative to total U.S. spending has increased by 70% in that timeframe. This can be attributed to an active group of millennials, 78% of which say they would rather spend money on an experience than a material possession. (source: Meeting Professionals International).

Overall, the events industry contributes \$115 billion to the national GDP, \$14.8 billion to federal tax revenue, and \$13.2 billion to state and local tax revenue. In other words, the events industry contributes more to GDP than air transportation, movie production, music recording, performing arts or spectator sports. Just traveling to events, meetings and incentive trips resulted in \$103 billion out of all business travel spending in the U.S. in 2012.

Examples of events range from high profile productions such as the Super Bowl and the Presidential Inauguration, to popular events like state and county fairs, cultural festivals, trade shows, and concerts. Business events include annual general meetings, marketing product launches, strategic planning meetings, incentive trips, professional development conferences, and networking events.

Schools and non-profit organizations host charitable fundraisers and awareness events. And let's not forget the many online events, such as webinars, virtual events and live streaming events. Currently, the events industry employs 100,000 workers. According to the U.S. Bureau of Labor Statistics, the event planner profession is expected to grow 10% from now to 2024—a faster rate than the average growth rate for all occupations.

IBIS World reports that over 200,000 U.S. businesses make up the event planning industry. Their data shows the industry currently boasts an annual growth of 4.8%. There are no companies with a dominant market share in this industry, which allows for greater competition from all players.

Athletic Events

The Athletic Event Organizers industry expanded over the five years to 2016 and generated \$2 billion in revenue. Increasing corporate spending on employee wellness events, backed by rising profit and the growing popularity of events tailored toward sports enthusiasts have helped boost demand for industry services. Moreover, steady economic growth has led to increased advertiser spending on industry events. Over the next five years, industry revenue growth is anticipated to continue its pace as the improving economy and increased awareness of health issues drive demand for athletic events. Moreover, the growing popularity of corporate wellness events and increasing emphasis on creating a more social atmosphere at athletic events will further fuel demand. 13

Film Industry Overview

The film industry or motion picture industry comprises the technological and commercial institutions of filmmaking, i.e., film production companies, film studios, cinematography, film production, screenwriting, pre-production, post production, film festivals, distribution; and actors, film directors and other film crew personnel.

Though the expense involved in making movies almost immediately led film production to concentrate under the auspices of standing production companies, advances in affordable film making equipment, and

¹³ <https://www.ibisworld.com/industry-trends/specialized-market-research-reports/consumer-goods-services/sports-recreation/athletic-event-organizers.html>

expansion of opportunities to acquire investment capital from outside the film industry itself, have allowed independent film production to evolve.

Today's Film Industry

The vitality and health of the motion picture industry has grown in recent years as a result of the skyrocketing demand for programming on a worldwide basis. The major domestic studios (Twentieth Century Fox, Paramount, Universal, Disney, Sony, Warner Bros., and MGM) continue to produce and distribute the majority of U.S. films. However, the studios cannot produce all the products they need to distribute on an annual basis, so they acquire additional product from independent filmmakers.

According to industry sources (The Hollywood Reporter and Paul Kagan and Associates), medium budget independent films with a studio distribution deal yield the highest profit ratio. In recent years, independently produced feature films have increasingly dominated Oscar nominations in a variety of categories.

Independent Film Making

Independents normally develop and produce commercial feature films at approximately 50% of the usual "studio" development and production costs because the high cost of studio "overhead" is added to a studio film's production budget.

Today, the challenge for independent filmmakers is to identify and acquire solid, commercial properties, locate a reliable source of independent financing, present a structure to financing sources which addresses their requirements and concerns, then successfully negotiate with the talent agencies, production staff, studios, and distribution entities to deliver the critical elements of the film.

Unfortunately, some film investors have been seduced by the lure of being in "show business" with high-profile individuals who made "big" films, without closely examining whether those high-profile individuals had made money for their investors. Investors who invested in a person vs. a strong financial structure usually lost money.

The producers of Iron Ice are "investor friendly" and have attempted to reduce the investor's down side risk by creating an attractive film financing structure for the project.

Film Distribution

Avenues of Distribution	
Domestic	Foreign
<ul style="list-style-type: none"> • Festivals • Theatrical • Semi – Theatrical • Cable VOD • Television • Direct DVD • Retail DVD • Education • Direct Digital – VOD • Retail Digital – VOD 	<ul style="list-style-type: none"> • Festivals • Theatrical • Television • Direct DVD • Retail DVD • Direct Digital • Retail Digital

Each year the (7) major domestic studios release approximately twenty-five feature films each, but may only produce eight to ten "in house." The studios must distribute at least twenty-five films annually to pay for their overhead and maintain market share. To make up the difference between what they produce and what they need to release, the studios acquire films from "independent" filmmakers on a "negative pick-up" or "distribution deal" basis.

In a "negative pick-up" deal, the independent filmmaker receives a commitment from a studio (Usually prior to going into production) to buy their film at a predetermined price (the negative cost plus a production fee), when they deliver the completed "negative" to the studio. The negative pick-up price is based on the elements - script, budget, genre, production team, talent, and industry relationships. The filmmaker takes the studio's commitment to the bank, discounts the contract, and receives production financing to produce the film.

The producer may also receive a small percentage of back-end "net profits." However, the studio's net profit definition is not favorable to the producer and the studio "owns" the film, totally controlling the distribution and marketing. Few producers realize additional compensation from a traditional "net profit" deal.

A "distribution deal" means the filmmaker finances the film through independent sources (private, institutional or co-venture with a strategic partner), then "licenses" the right to distribute their film to a studio after it is completed. The value of having a "distribution deal" vs. "negative pick up" is that the producer controls the copyright, distribution, and marketing of the film, and may be able to negotiate lower licensing fees and better terms from distributors. If the film is moderately successful, the producer and their investors may realize more revenue over the long-term than if they agree to a "negative pickup deal" vs. a distribution deal.

In a normal distribution deal, the studio or distributor puts up all the Prints & Advertising (P&A) and marketing money. The P&A expense is recouped against the gross "box office" revenues collected after the exhibitor's fee. Then the distribution fee of 40-50% is deducted before moneys flow to the production company.

Foreign distribution involves selling the rights to the picture for a set fee, on a territory-by-territory basis. The foreign fees depend on the genre of the film, the talent attached, and the domestic distributor involved.

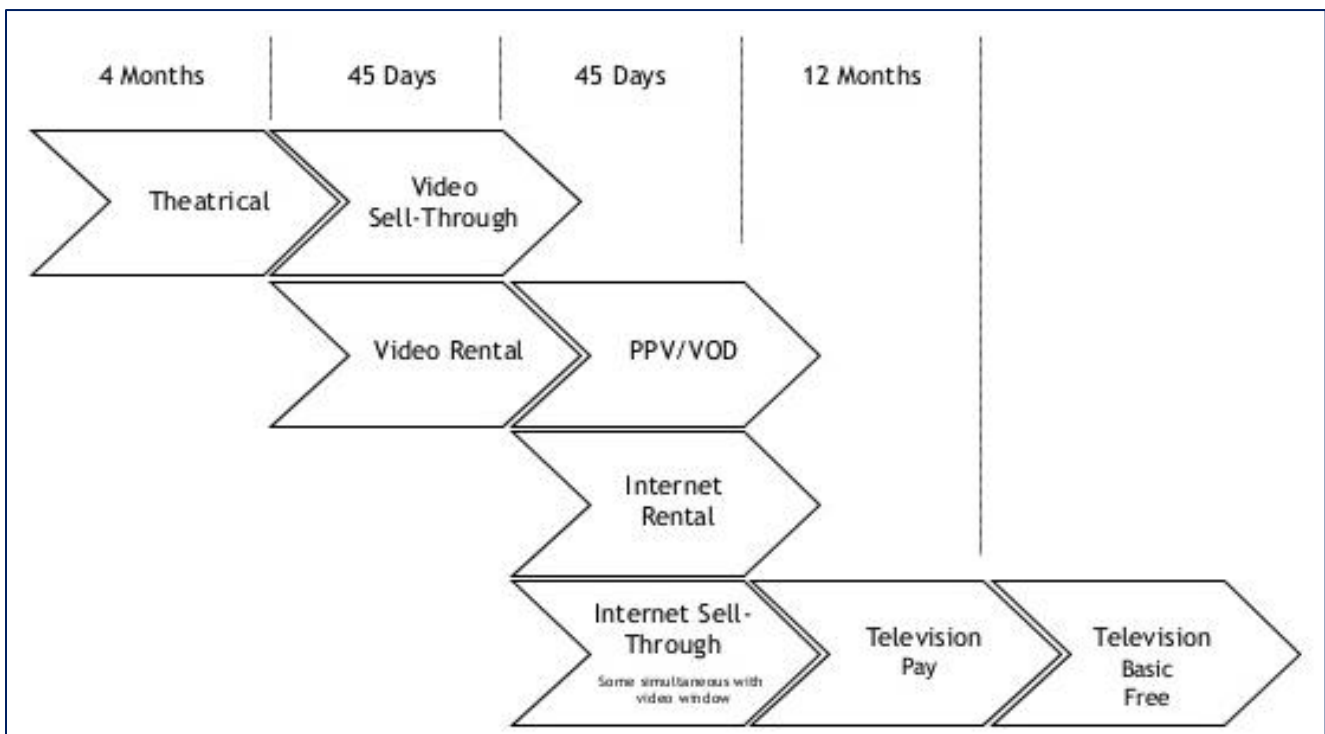
Film Marketing

The ingredients which make a motion picture successful include a number of elements - a solid story, a competent production team, recognized actors with a "defined-acceptance rating by distributors", high production values, and a well-executed distribution and marketing plan.

Iron Ice will implement a comprehensive marketing program, using both in-house and contracted support services. The key areas within marketing include audience and market research, media placement, exhibitor fulfillment services and additional creative services for publicity and special promotions.

Film Windowing Revenue Channels

Films earn their revenues by going through seven sales channels



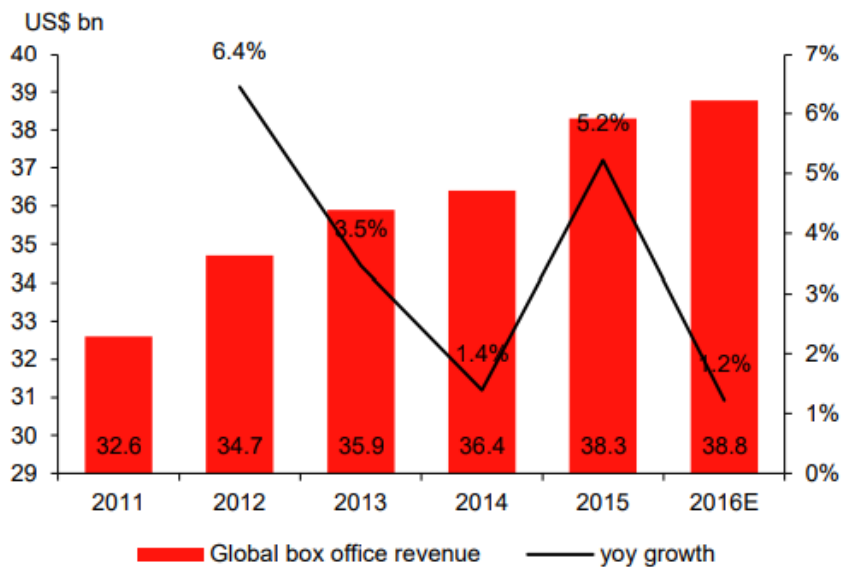
Global Box Office Trends

U.S. and China accounted for half of the global box office. According to MPAA, the global box office for all movies reached US\$38.3bn in 2015, up 5% yoy and reached a 4.1% CAGR between 2011-2015. In 2016, of the estimated US\$38.8bn global box office, 47% was dominated by sales in the US and China. The US commanded US\$11.4bn (+2.2%yoy) while China brought in US\$6.8bn (+3.7% yoy).

According to MPAA, global cinema screens increased 8% in 2015 to over 152,000, driven by the 19% growth in the Asia-Pacific area. In fact, APAC already had the highest number of cinema screens (56,106) vs US/Canada (43,661) and EMEA (40,665) by the end of 2015. Given most APAC cinema screens are newly built, the region also has the highest percentage of digital 3D screens (65%) vs North America (37%) and EMEA (43%). In terms of number of screens per capita across different countries; as of 2015, the US has the highest concentration with 126 screens per million population, followed by Australia (87), France (86), and UK (61). China's per million population screen number was only 23 in 2015. But if we only look at China's urban population (770m in 2015), the average screen per million population would have been 39.

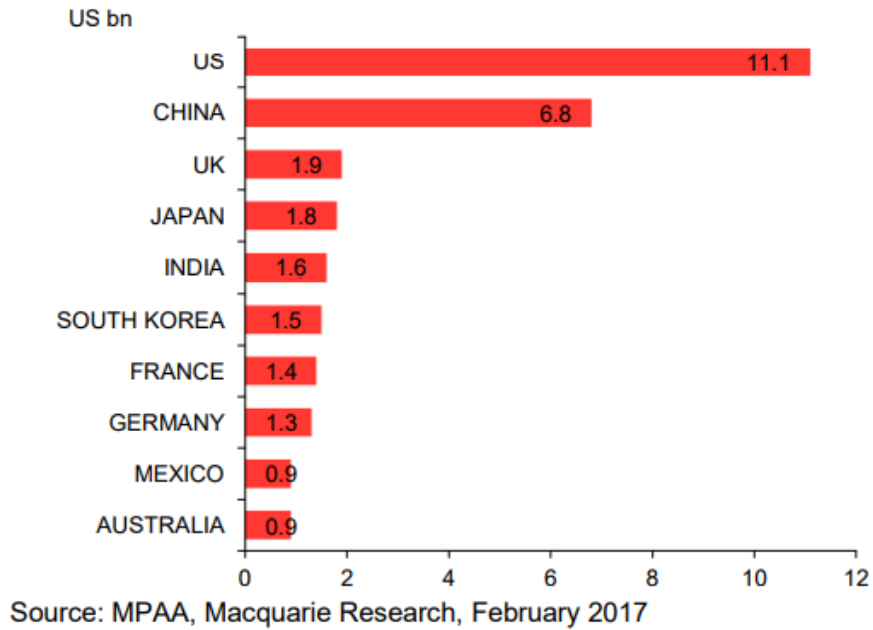
The main reason for the growing success of the film industry is the increasing synchronization between the film makers and distributors who continue to capitalize on popular themes or genres to fill the multiplexes. Moreover, there has recently been strong content development of both art-house (local and foreign) and big production budget movies, which has led to increased participation amongst different age groups, mainly the non-teenagers, who historically carried a movies' attendance and revenue performance.

Fig 3 Global movie box office revenue



Source: MPAA, Macquarie Research, February 2017

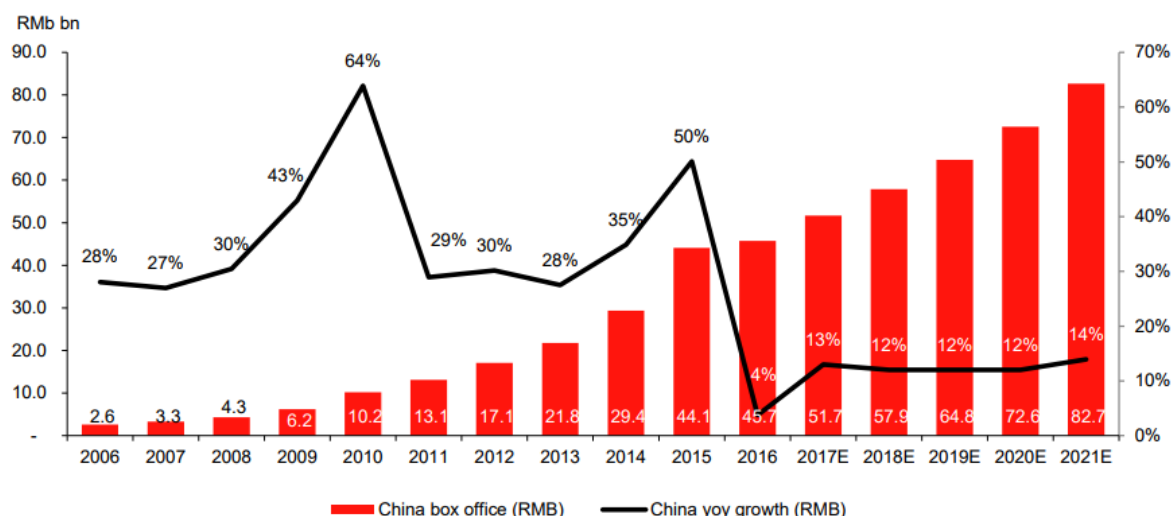
Fig 4 Top 10 box office markets by country (2015)



China Film Market

According to Ent Group, China's box office increased from US\$2.1bn (RMB13.1bn) in 2011 to US\$6.8bn (RMB45.7bn) in 2016, with a five-year CAGR of 25.7% or 28.3% in constant currency terms. The total number of screens in China increased from 9,286 in 2011 to 41,179 in 2016, with a CAGR of 35% between 2011 and 2016. China's screen number surpassed the US for the first time in 2016 which stood at 40,759 by the end of 2016. The number of screens per 100k urban population in the US was at 13.1 in 2016 vs. 5.3 in China during the same period. The per capita screen gap between the two countries is a lot smaller than the real urban disposal income difference (US\$31k in the US and US\$5k China), meaning screen number growth might have temporarily outpaced income growth. According to EntGroup, China's annual film admission reached 1.37bn in 2016 vs. 1.32bn in the US, surpassing the US market for the first time. In terms of urban per capita film attendance, the American urban population, on average, watches over four movies per year, still more than two times the amount of urban Chinese. Rising urban disposable income will be the key driving force behind the increase in movie consumption.

Fig 26 China annual box office



Source: EntGroup, Macquarie Research, February 2017

Long Term Growth Drivers in China

Looking ahead, we think the movie industry in China is unlikely to crash in the coming years because two of the key growth drivers for China’s film market remain intact: 1) rising disposable income, 2) rising movie watching frequency. We take the average box office number derived by these two approaches and estimate China’s film market can still grow at a 12.6% CAGR from 2016 to 2021 driven by these two factors.

Scenario 1: Rising income Under this scenario, box office growth is driven by an increase in urban income and rising movie consumption as a % income. We assume China urban disposable income grows at a 7% CAGR between 16-21E, and box office as a % of urban disposable income grows from 0.18% in 2016 to 0.20% by 2021. As a result, total box office revenue would grow from US\$ 6.8bn in 2016 to US\$12.4bn by 2021, with a five-year CAGR of 12.7% (assuming constant currency).

Fig 29 China box office forecast by 2021 (driven by rising income)

	Unit	2016	2021E	16-21 CAGR
China Box office	USD bn	6.8	12.4	12.7%
Urban disposable income per capita	USD	4,952	6,945	7%
Box office as % of income		0.18%	0.20%	2.3%
Urban population	mn	770	893	2.7%
Total population	mn	1,393	1,464	1%

Source: NBS, EntGroup, Macquarie Research, February 2017

Scenario 2: Rising movie watching frequency Under this scenario, box office growth is driven by the increase in movie watching frequency. We assume China urban per capita attendance will grow from 1.6 times per year in 2016 to 2.3 times per year in 2021 (assume all movie watchers are urban population). US consumers, in comparison, watch 4 movies per year. We also assume ticket price will increase 2% per year, just to catch up with inflation. As a result, total box office revenue would grow from US\$ 6.8bn in 2016 to US\$12.3bn by 2021, with a five-year CAGR of 12.5% (assuming constant currency), slightly lower than the numbers we derived in the above income approach.

Fig 30 China box office forecast by 2021 (driven by increase in movie watching frequency)

	Unit	2016	2021E	16-21 CAGR
China Box office	USD bn	6.8	12.3	12.5%
Total film attendance	mn	1,260	2,054	10.3%
Per urban capita attendance		1.6	2.3	7.0%
Per admission ticket price	USD	5.4	6.0	2%

Source: NBS, Macquarie Research, February 2017

China Movie Industry Value Chain

There are four major players in the Chinese film industry. 1) Studios, 2) Distributors, 3) Theatre Circuits, 4) Theatre investment companies. For every Rmb100 in box office ticket revenue generated, Rmb3.3 goes to tax and Rmb5 goes to the national special funds for film industry development. The rest is split among various industry players.

- Studios are in charge of script writing, financing, and production of films and own the copyright and work with distributors to release films.
- Distributors maintain relationships with theatre circuits and deliver film copies to theatre circuits before exhibition. This segment is largely dominated by the two state-owned enterprises, namely China Film Group Corporation and Huaxia Film Distribution. There are two main categories, Chinese-language films and Hollywood films.
 - Chinese-language films: SOE China Film Group and Huaxia Film collectively own 56% of the Chinese language film distribution market share as of 2015. The private distributors Enlight Media, Bona Film, Huayi Brothers all have single-digit market shares.
 - Hollywood films: The distribution of Hollywood movies in China is restricted to China Film Group and Huaxia Film due to government regulations. Currently there is an annual quota of 34 for box office sharing Hollywood films. Among the 34 movies, 14 must be in either 3D or IMAX format.
- Theatre Circuits controls access to films as distributors cannot distribute films directly to theatres, according to PRC law. The theatre circuits were created in 2002 to break down the local monopolies of regional film companies. The top 10 circuit companies currently account for about 66% of China's total box office. Wanda Cinema, the No.1 Theatre circuit in China, had 13.4% market share in 2015. Many of the theatre circuits are affiliates of theatre investment companies.
- Theatre investment companies own and operate theatres. They retain control over the screening schedules. Wanda Cinema, Jinyi Cinema and SMI (Stellar) are among the top theatre investment companies or exhibitors.

Film Market Segmentation

Iron Ice Film Trilogy

The main market segments of Iron Ice Film Trilogy are moviegoers from 18 to 24 of all nationalities and gender. Geographically speaking, this demographic are worldwide. However, MCF will focus on the China and Northern American Market with the following demographics:

China

- Under 25 years old as they made up 51% of movie audience in 2015
- People living in second tier cities accounted for 41%
- Third tier cities had the highest amount of growth
- 70% of people who commented on a film on social media are moviegoers aged 25 below, mostly women who were passionate when it came to recommending works they enjoyed, which made them a major force for marketing

- 7% movie addicts are college students from Shanghai Hangzhou and Beijing¹⁴

Northern America (USA and Canada)

- In 2016, 18-24 year olds went to the movies an average of 6.5 times over the year, up 0.6 from 2015. This was the largest increase of any age group. Per capita attendance was next highest for 12-17 year olds. Per capita attendance also increased for 25-39 year olds and 50-59 year olds compared to the previous year.
- Per capita attendance increased for African Americans and Asians/Other Ethnicities compared to 2015. In 2016, Asians/Other Ethnicities reported the highest annual attendance per capita, going to the cinema an average of 6.1 times in the year.
- Three of the top five grossing films in 2016 attracted majority female audiences. Finding Dory drew the largest proportion of females, with 55 percent of its box office coming from women. The Jungle Book drew the most ethnically diverse audience, followed by Finding Dory and Captain America: Civil War.

Game

Newzoo released the latest quarterly update of its Global Games Market Report. It shows that 2.2 billion gamers across the globe are expected to generate \$108.9 billion in game revenues in 2017. This represents an increase of \$7.8 billion, or 7.8%, from the year before. Digital game revenues will account for \$94.4 billion or 87% of the global market. Mobile is the most lucrative segment, with smartphone and tablet gaming growing 19% year over year to \$46.1 billion, claiming 42% of the market. In 2020, mobile gaming will represent just more than half of the total games market. The PC and console game markets will generate \$29.4 billion and \$33.5 billion in 2017, respectively.

Asia-Pacific is by far the largest region, with China expected to generate \$27.5 billion, or one-quarter of all revenues in 2017. Newzoo expects the global market to grow at a CAGR of +6.2% toward 2020 to reach \$128.5 billion. Based on its review of final 2016 financial results of more than 70 public companies, Newzoo also upped its final take on 2016 by \$1.1 billion to \$101.1 billion. Mobile games performed even better than expected, especially in China.¹⁵

Hockey

The Global market size of ice hockey is played in over 80 countries by 6 million people with the largest markets being Canada and United States. The registered player growth is 1-2% per year and the true rate higher due to unregistered players

It is estimated that 135 million people worldwide watch hockey. The NHL cites research from Scarborough and Simmons/PMB that shows its fan base as 58 million people in the United States and 13 million in Canada, it considers 12 million in the U.S. and 8.5 million in Canada part of a growing "avid" cohort who watch games league-wide

Play Hockey

- 80 countries
- 6 million play hockey

Watch Hockey

- 135 million worldwide
- 58 million in United States
- 13 million in Canada

¹⁴ <http://www.globaltimes.cn/content/967195.shtml>

¹⁵ <https://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/>

NHL Research

NHL cites research from Scarborough and Simmons/PMB that shows its fan base as 58 million people in the United States and 13 million in Canada. Of those, it considers 12 million in the U.S. and 8.5 million in Canada part of a growing “avid” cohort who watch games league-wide (note: by league reckoning, this accounts for 3 out of 10 Canadian adults). That leaves almost 50 million fans that fall into this danger zone of caring mostly for their local team.



USA Hockey

- USA Hockey has a membership of nearly 595,000 people.
- Since 2005- 06, hockey participation has grown by 15.6% nationwide



HOCKEY RANKS 6TH IN POPULARITY SURVEY: HARRIS POLL

Hockey ranks well behind pro football in a popularity contest among Americans. The game on ice is steady at 5 percent popularity in the U.S., ranking sixth among sports.

The NHL is often referred to as the No. 4 league when it comes to ranking the popularity of North American professional team sports. But in the latest Harris Poll, hockey comes in at No. 6 when a survey asked Americans what their favorite sport was. Pro football, namely the NFL, finished first for the 30th year in a row with 35 percent of the popular vote. Baseball was second at 14 percent, college football third at 11 percent, auto racing fourth at seven percent, pro basketball fifth at six percent, then hockey sixth at five percent. Hey, at least they didn't refer to it as ice hockey.

FAVORITE SPORT

"If you had to choose, which ONE of these sports would you say is your favorite?"

Base: All adults who follow one or more sport

	2005	2006	2007	2008	2009	2010	2011	2012	2013	CHANGE 1985-2012
	%	%	%	%	%	%	%	%	%	%
Pro football	33	29	30	31	35	31	36	34	35	11
Baseball	14	14	15	16	16	17	13	16	14	-9
College football	13	13	12	12	12	12	13	11	11	1
Auto racing	11	9	10	8	9	7	8	8	7	2
Men's pro basketball	4	7	4	6	5	6	5	7	6	0
Hockey	5	4	5	5	4	5	5	5	5	3
Men's college basketball	5	5	4	5	3	4	5	3	3	-3
Men's golf	4	4	4	4	4	2	2	2	2	-1
Men's soccer	2	2	2	3	2	4	1	2	2	-1

Hockey has actually climbed the rankings the past few decades. Back in 1985, pro football was 24 percent, baseball 23 percent, then college football and college basketball 10 percent each. Hockey was tied in 11th at two percent, also behind pro basketball, auto racing, golf, tennis, bowling and horse racing. Pro football has been climbing since then, mostly at the expense of baseball and college basketball. Hockey has never received more than five percent of the popular vote and has been at least four percent since 2004.

Ice Hockey Equipment Market

The estimated for the global ice hockey equipment market by a report of Fact.MR, during the forecast period 2017 to 2022. Revenues from the market are projected to reach nearly USD \$1.4 billion by 2022-end.

Market Taxonomy

Equipment Type	End User	Sales Channel
Ice Skates	Individual	Independent Sports Outlet
Skating Sticks	Institutional	Franchised Sports Outlet
Skating Helmets	Promotional	Modern Trade Channels
Skating Gloves		Direct to Customer Brand Outlet
Skating Pants		Direct to Customer Online Channel
Accessories		Direct to Customer Institutional Channel
		Third Party Online Channel

North America to Remain Dominant in the Market

North America will remain dominant in the global market for ice hockey equipment, in terms of revenues. The market in Europe, on the other hand, is expected to create an absolute \$ opportunity of US\$ 24.7 million during 2017 to 2022. The market in Middle East and Africa (MEA) will continue to exhibit a sluggish expansion through 2022.

Ice skates will continue to be the most lucrative product in the global ice hockey equipment market, with sales estimated to account for approximately US\$470 million revenues by 2022-end. Sales of skating helmets are expected to reflect the highest CAGR in the market through 2022.

On the basis of end-user, individual segment is projected to account for the largest revenue share of the market, followed by institutional segment. Online sales channel are expected to register the fastest expansion in the global ice hockey equipment market during the forecast period. Sales of ice hockey equipment in direct to customer brand outlets, and franchised sports outlets will exhibit similar CAGRs through 2022, franchised sports outlets being more lucrative than direct to customer brand outlets.

Competition Tracking

Key players listed in Fact.MR's report include New Balance, Inc., Sherwood Athletics Group Inc., Graf Skates AG, Franklin Sports Inc., Roces Srl, Bauer Hockey, Inc., Easton Hockey, Inc., Montreal-Tackla Hockey Company, Sport Maska Inc., and Don Simmons Sports, Inc.

Intellectual Property

As the world leader in innovation, U.S. companies have relied on intellectual property (IP) as one of the leading tools with which such advances were promoted and realized. Patents, trademarks, and copyrights are the principal means for establishing ownership rights to the creations, inventions, and brands that can be used to generate tangible economic benefits to their owner.

IP consists of music, film, games, television, Software, hardware, entertainment, medicine, science, and technology and generate immense quantities of intellectual property revenue.

The value added by IP-intensive industries increased substantially in both total amount and GDP share between 2010 and 2014. IP-intensive industries accounted for \$6.6 trillion in value added in 2014, up more than \$1.5 trillion (30 percent) from \$5.06 trillion in 2010. Accordingly, the share of total U.S. GDP attributable to IP-intensive industries increased from 34.8 percent in 2010 to 38.2 percent in 2014.

50% of the world's total intellectual property revenue flows directly into the United States.

Employment, either direct or indirect, in 313 IP-intensive industries account for some 40 million jobs, nearly 28% of all jobs in our economy. The jobs pay on average 42% more than non-IP-intensive work.

Nearly 61% of American exports, \$775 billion, come from IP-intensive industries.