

IT DOESN'T MATTER WHERE YOU'RE FROM, WHEN THE
PUCK DROPS, WE ALL SPEAK THE SAME LANGUAGE.



IRON ICE

COMING SOON

MANDARIN TRANSLATION



Translations into Mandarin (and other languages/dialects) available by contacting Marketing Completion Fund Investor Relations: (310) 663-1434.

MARKETING COMPLETION FUND



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 revenue streams globally.

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

The Company provides professional consulting services to companies focused on IP technology.

Pricing options for services are typically a combination 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 provides investor, financial and consumer lead generation services on a cost per lead and sales revenue success participation. www.Leadmatching.com

Current Clients & Projects: Alternative Quant Fund, (AI) Artificial Intelligence - Health, China – U.S. Cross Border Entertainment – Iron Ice Film, FinTech SaaS, Sports Brand, Student Housing Real Estate, Detroit Hat Trick Event.

INVESTMENT OPPORTUNITY



The Company is raising capital and presenting accredited, corporate, and institutional investors two investment offerings:

- **\$500,000 Seed Round Convertible Note** with terms of eight percent (8%) simple interest paid semi-annually. Convertible to “A” Units in Private Offering. Expected hold period of two years.

Followed by 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”).

\$500,000 PROJECTED USE OF PROCEEDS



The Company has budgeted the \$500,000 seed round use of funds in the following categories:

- \$50,000 for investor lead sales and marketing
- \$300,000 for investor and consumer lead generation
- \$25,000 for film pre-production which includes attaching talent and a director
- \$50,000 for IP product development which includes the Iron Ice film and Hat Trick sports brand product development and the Hollywood Hat Trick Celebrity Game, Entertainment, and Technology event
- \$25,000 for revisions and review of the private placement memorandum
- \$25,000 for engaging broker dealer placement agent
- \$25,000 for various administrative and legal costs
- \$25,000 for costs related to raising the seed round of capital

\$500K Seed Round Use of Funds			
Description	Year	Budget	%
Investor Lead Sales and Marketing	2018	\$ 50,000	10.00%
Investor Lead Generation			
Marketing Technology Platform	2018	\$ 50,000	10.00%
Social Media	2018	\$ 50,000	10.00%
Affiliate Marketing	2018	\$ 50,000	10.00%
Direct Mail	2018	\$ 50,000	10.00%
Email	2018	\$ 25,000	5.00%
Call Center	2018	\$ 25,000	5.00%
Events	2018	\$ 25,000	5.00%
Iron Ice Pre-Production	2018	\$ 25,000	5.00%
IP Product Development			
Hat Trick & Iron Ice Merchandise	2018	\$ 25,000	5.00%
HHT - Detroit Hat Trick	2018	\$ 25,000	5.00%
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	2018	\$ 475,000	95.00%
Offering Costs	2018	\$ 25,000	5.00%
TOTAL USE OF PROCEEDS		\$ 500,000	100.00%

OPTIONS FOR SUBSEQUENT OFFERING



The Maximum Offering is \$19,575,000 from all sources, i.e. the sale of A, B, and C 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. **THESE NOTES CONVERT TO “A” Units. Noteholders may also decide to include their “A” rights into a full “D” investment opportunity at time of conversion.**

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

PROBLEM FOR INVESTORS



1. Investors invest in tens of thousands of new Intellectual property ventures and film projects every year.
2. Many of the company products and films are really great.
3. But consumers have not heard about the products or the films.
4. The companies do not have the money or management expertise to generate exposure or sales.
5. This means the ventures are most likely not going to generate substantial revenues and investors may not receive a return on their investment.



VALUE PROPOSITION



MCF has designed a solution to:

- Increase successful outcomes investing in new IP ventures.
- Reduce the risk and pain of IP ventures not generating a return on their investment.
- Build an audience with a marketing technology system so the IP can be discovered, experienced and generate revenue.
- Generate value for investors by optimizing revenue streams and ROI.

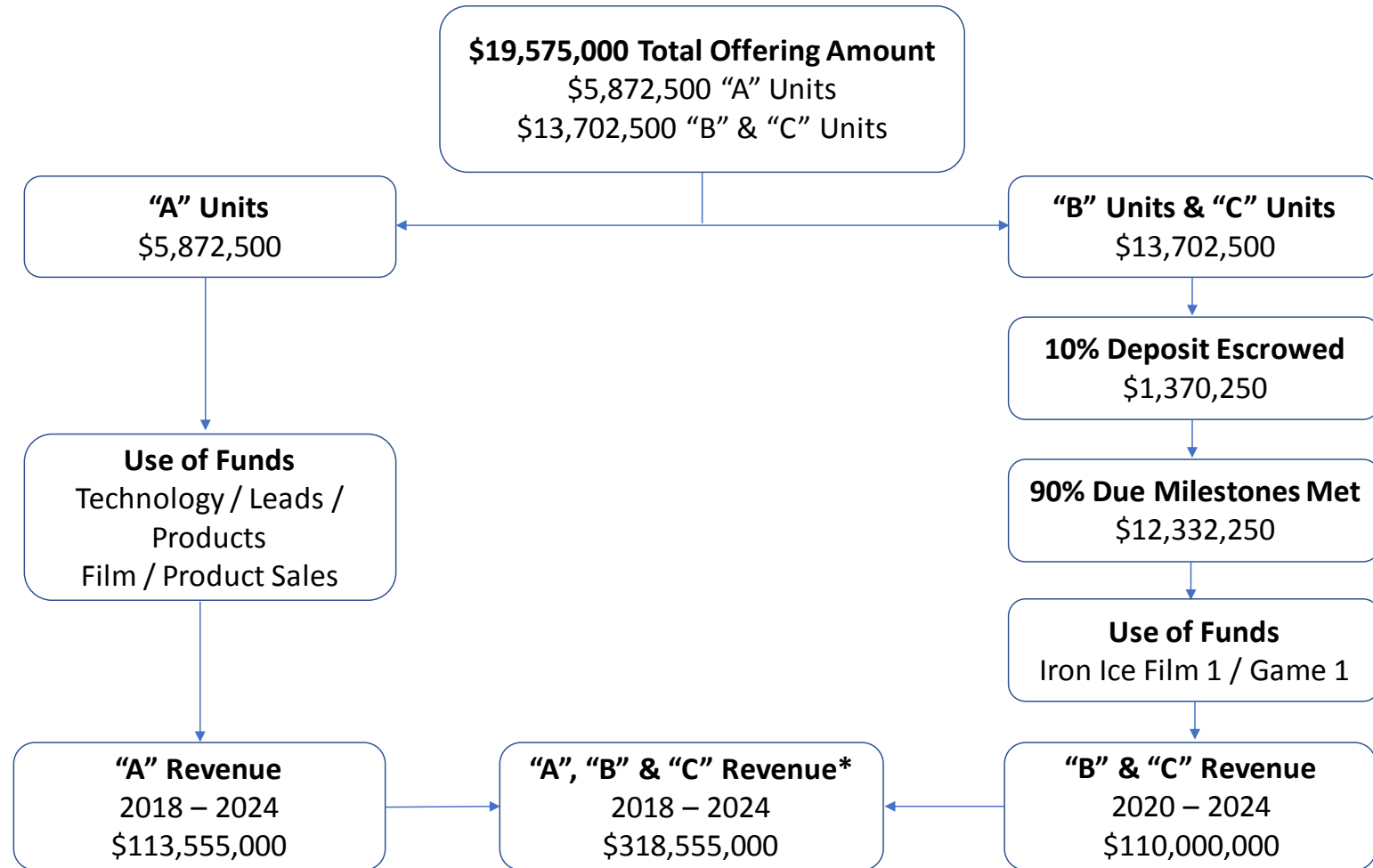


FINANCING RISK MITIGATION SYSTEM



Comprised of a Capital Formation Structure

- Terms in PPM provides options by level of risk tolerance.
- Terms that require investors deposit only a 10% amount of total “B” or “C” Unit subscription agreement in market rate interest escrow account.
- Utilizing escrow in a top tier bank to disburse funds only when milestones are achieved.



*Includes Film 2 & 3

FINANCING RISK MITIGATION SYSTEM



The FRMS is comprised of a Marketing Technology System

A Marketing Technology System that encompasses a grouping of technologies that improve marketing activities to simplify processes and make it easier to measure the impact of marketing channels and drive more efficient spending.

Marketing Technology Platform



MCF FILM & SPORTS BRAND IP



The first intellectual properties (“IP”) being developed utilizing the Financing Risk Mitigation and Marketing Technology System are the Iron Ice Feature Length Film and Hat Trick Lifestyle Sports Brand targeting the China, U.S. and global entertainment and media (\$2.2 trillion) and sports (\$1.5 trillion) markets.

MCF is developing IP focused on sports categories that are experiencing current and significant market growth in addition to significant investments being made into the category.

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

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

Iron Ice Film IP



Hat Trick Sports Brand IP



MCF INTELLECTUAL PROPERTY (IP)



1 Feature Film IP



Games * Merchandise * Licensing



2 Sports Lifestyle IP



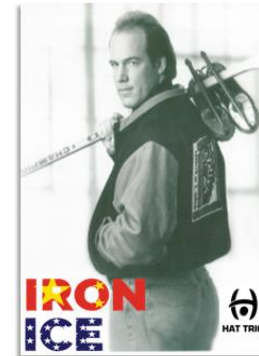
Games * Merchandise * Licensing



3 Celebrity Brand IP



Celebrity Teams



4 Technology IP

Marketing Technology



IOT Smart Wear CRM



INVESTOR LEAD GENERATION



Investor Lead Generation Experience

- Leadmatching (“LM”) provides digital marketing and 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.com



Film Project Investor Leads – English and Mandarin

- MCF 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 company will be one of the four clients that will take delivery of the investor leads. Our plan is to conduct a film survey with a free offer and utilize the investor leads to generate interest in investing in the film project and monetize the leads with Hat Trick products, events, and travel offers. LM will generate leads for both the English and Mandarin speaking consumers.

ADVISORY BOARD



David Ortiz, CEO,
Emortal Sports



George Cone,
Semi Conductor Pioneer



Mike Hainkel
Executive Vice President &
Chief Tax Officer



Richard Turner
Producer, Legal Affairs



LIBERTY GLOBAL



MCF & IRON ICE FILM TEAM



Brad Turner
CEO



Greg McAndrews
Corporate Finance



Bryan Lemster
CTO



Hatem Kateb
CFO



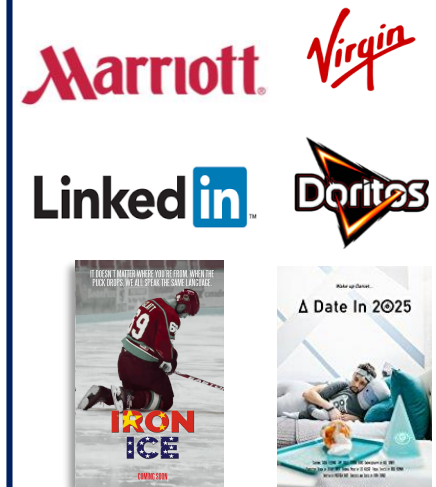
Ryan Turner
Writer, Director



Advisor to entities seeking to raise funds from the public in private placements or registered offerings. \$2,173,609,195 Raised in 234 Securities Engagements.

Provide technical leadership, strategy, website and mobile application development services, including large-scale retail sites, social networks, iOS apps & Android apps.

FP&A and MBA with 10 years corporate finance and business operations experience with focus on, financial strategy, capital investments, and corporate combinations.



ADVISORS & CONSULTANTS



China Strategy



Andrew Barrett



Cervantes Lee



Simone Liu



Rana Gujral



Digital



David Ludewig



David Kuff



China Film



DJ Jiang



Maya Ito



Film



Jesse Pepe



Ron Wells



Drew Aveling



Bill Kelman



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ADVISORS & CONSULTANTS



Hockey



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David LoPresti



China



Mark Simon



Brokers



Phillip Wright



Legal



Brian Ballo



Marketing



Mike Stevens



Nutrition



Greg Ris



W Stirling Wright



Pierre-Luc Racette



Jimmy Lee



Wealth Management



Aaron Soderberg



PROJECT MILESTONES & GOALS



Q1 2018	Q3 2018	Q4 2018	2019	Q4 2019	2020	2020
Script Delivered	Investor Lead Sales	Iron Ice / Hat Trick Product Sales	App / Ecommerce / VR Launch	Iron Ice Film Photography	Hollywood Hat Trick	Iron ice Film Release

- 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.
- 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, 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 – Alibaba, Renren, Taobao, Tencent, TMALL, WeChat).

REVENUE STRATEGIES



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.

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

PROJECTED REVENUE 2018 – 2024



Description	2018	2019	2020	2021	2022	2023	2024	2018 -2024
Revenue								
Iron Ice Film I	\$ -	\$ -	\$20,000,000	\$15,000,000	\$10,000,000	\$ 5,000,000	\$ 5,000,000	\$ 55,000,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$15,000,000	\$15,000,000	\$15,000,000	\$ 5,000,000	\$ 5,000,000	\$ 55,000,000
Iron Ice Merchandise	\$ 35,000	\$ 500,000	\$ 1,000,000	\$ 1,500,000	\$ 2,000,000	\$ 2,500,000	\$ 3,000,000	\$ 10,535,000
Iron Ice Sports Nutrition	\$ -	\$ 500,000	\$ 750,000	\$ 1,000,000	\$ 1,250,000	\$ 1,500,000	\$ 2,000,000	\$ 10,500,000
Iron Ice Film II	\$ -	\$ -	\$ -	\$20,000,000	\$15,000,000	\$ 10,000,000	\$ 5,000,000	\$ 50,000,000
Iron Ice Film III	\$ -	\$ -	\$ -	\$ -	\$20,000,000	\$ 15,000,000	\$10,000,000	\$ 45,000,000
MCF Consulting Services	\$ 120,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ 3,170,000
Leadmatching	\$ 350,000	\$ 1,000,000	\$ 3,000,000	\$ 4,000,000	\$ 5,000,000	\$ 6,000,000	\$ 7,000,000	\$ 26,350,000
Hockey Hat Trick e-commerce	\$ -	\$ 1,000,000	\$ 2,000,000	\$ 3,000,000	\$ 4,000,000	\$ 5,000,000	\$ 6,000,000	\$ 21,000,000
Hat Trick Merchandise	\$ -	\$ 500,000	\$ 1,000,000	\$ 1,500,000	\$ 2,000,000	\$ 2,500,000	\$ 3,000,000	\$ 10,500,000
Hat Trick Travel	\$ -	\$ 500,000	\$ 1,000,000	\$ 2,000,000	\$ 3,000,000	\$ 3,000,000	\$ 2,500,000	\$ 12,000,000
Hat Trick Youth Fundraisers	\$ -	\$ 500,000	\$ 1,000,000	\$ 2,000,000	\$ 3,000,000	\$ 4,000,000	\$ 3,000,000	\$ 13,500,000
Hollywood Hat Trick	\$ -	\$ 500,000	\$ 2,000,000	\$ 3,000,000	\$ 4,000,000	\$ 5,000,000	\$ 5,000,000	\$ 6,000,000
Total Revenue	\$ 505,000	\$ 5,500,000	\$47,250,000	\$68,500,000	\$84,750,000	\$ 65,000,000	\$57,000,000	\$ 318,555,000
Total Variable Costs	\$ 194,250	\$ 2,350,000	\$17,587,500	\$25,675,000	\$32,012,500	\$ 25,600,000	\$22,775,000	
Total Fixed Costs	\$ 101,000	\$ 1,100,000	\$10,450,000	\$14,450,000	\$17,450,000	\$ 13,250,000	\$11,650,000	
Total Net Income	\$ 209,750	\$ 2,050,000	\$19,212,500	\$28,375,000	\$35,287,500	\$ 26,150,000	\$22,575,000	
<i>Total Net Income %</i>	<i>41.5%</i>	<i>37.3%</i>	<i>40.7%</i>	<i>41.4%</i>	<i>41.6%</i>	<i>40.2%</i>	<i>39.6%</i>	
Total Iron Ice Film LLC Montly Net Income	\$ 1,313	\$ 37,500	\$ 1,294,792	\$ 1,156,250	\$ 1,017,708	\$ 504,167	\$ 541,667	

EARLY HIGH REVENUE/LOW RISK GAME PLAN



- 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.

Starting in 2018 the Company plans to generate revenue for two 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 2019.

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.

NOTE ACCELERATED REVENUE PLAN



The Convertible Note Use of Proceeds Conversion Metrics are estimated to:

- Generate 7,000 leads at an average cost of \$42.86
- 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 investor leads that will be sold generating \$350,000
- Convert 4 of the leads into MCF professional services clients generating \$120,000

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

NOTE CONVERSION TO “A” UNITS



CONVERTIBLE NOTE CONVERSION

The Convertible Promissory Note converts to “A” Preferred Units, comprised of (1) Marketing Completion Fund, Inc. Common Stock and (2) Iron Ice Film, LLC Membership Interests. The price per Unit is \$5.80 which is discounted 20% less than the Unit price of \$7.25 in the “Next Equity Financing”.

NOTICE: At time of conversion, if any Note investor is experiencing financial difficulty, the Sponsor will allow initial purchasers of Units in the subsequent \$19,750,000 Offering to purchase the Noteholder’s rights, thus providing a “cash out” option.

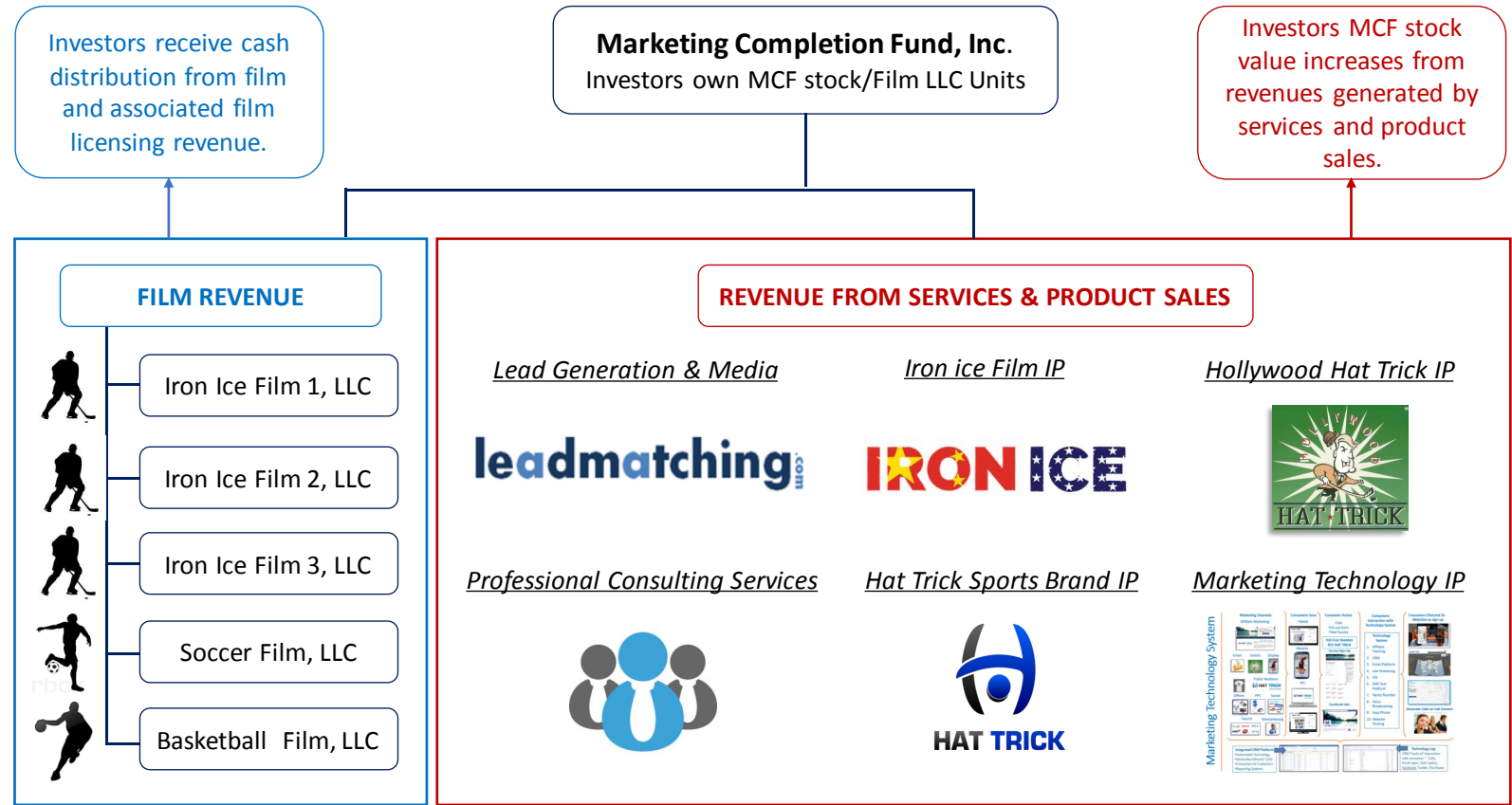
“A” UNITHOLDER OWNERSHIP PROJECTED RETURNS

Unit Type	“A”
Total Investment Amount From Investors	\$21,750
Initial Amount Due	\$21,750
Balance Due When Milestones Are Met	\$0
Ownership of Iron Ice Film, LLC	3,000
Ownership of MCF Common Shares	3,000
Total Cash Flows To Investors	\$52,566
Total Net Return %	143%
IRR%	26%
Equity in MCF Inc.	
Value at 10X Net Profit in 2024	\$127,542
Value Per Share	\$45.51

SUMMARY OF INVESTMENT OPPORTUNITY



- Provides both cash distribution and increase in stock price.
- Investors have 30% equity ownership in Marketing Completion Fund, Inc.
- Investors have 100% Ownership of Iron Ice, LLC Membership Units.
- Preferential Return and First Priority Distribution.
- Potential % ROI from cash flow (See next slide)
- 10x exit from M&A in 5 years (10x P/E)



Full Size Diagram Slide 24

Investors receive cash distribution from film and associated film licensing revenue.

Marketing Completion Fund, Inc.
Investors own MCF stock/Film LLC Units

Investors MCF stock value increases from revenues generated by services and product sales.

FILM REVENUE



Iron Ice Film 1, LLC



Iron Ice Film 2, LLC



Iron Ice Film 3, LLC



Soccer Film, LLC



Basketball Film, LLC

REVENUE FROM SERVICES & PRODUCT SALES

Lead Generation & Media



Iron ice Film IP



Hollywood Hat Trick IP



Professional Consulting Services



Hat Trick Sports Brand IP



Marketing Technology IP



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DISCLAIMER



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