

Executive Summary of Marketing Completion Fund, Inc

Business Summary: Marketing Completion Fund is a media investment company founded in 2018. Our vision is to apply a Financing Risk Mitigation and Marketing Technology System to reduce risks investing in new intellectual property (“IP”) ventures (e.g. Artificial Intelligence, Augmented Reality, Brands, Films, Games, MarTech, MedTech, and Virtual Reality) and monetizes revenue globally.

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

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

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

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

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

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

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

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

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

Company Profile:

Marketing Completion Fund Inc.
URL: Completionfund.com
Ironicefilm.com

Industries:

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

Founded: 2017

Employees: 3 **Consultants:** 8

Contact: Brad Turner

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Financials:

Pre-series A
\$500K Unsecured Subordinated Convertible Note
\$19,575,000 Private Offering of Common Stock / LLC Units

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

Management:

Brad Turner, Founder, CEO
Greg McAndrews, Corporate Finance
Bryan Lemster, CTO
Hatem Kateb, CFO
Andrew Barrett, China Strategy
Rana Gujral, China Partnerships
David Kuff, Media/Public Relations

Advisors:

Cervantes Lee, Cross – Border
Mike Hainkel, Film Tax Strategy
David Ortiz, Games, VR
Richard Turner, Business Affairs



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