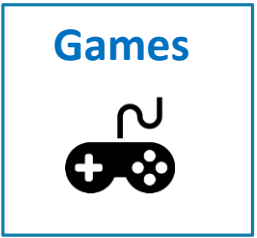
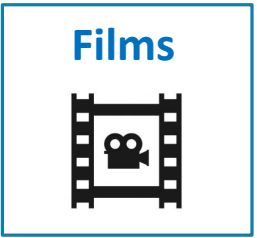
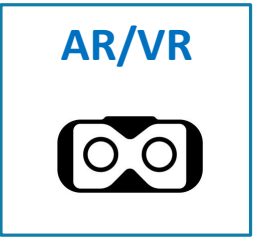
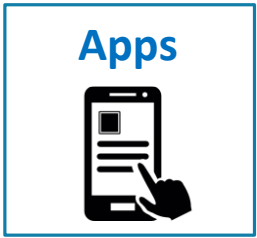




# IP Technology Investment

*A Financing Risk Mitigation and Marketing Technology System to Reduce Risks Investing in New (IP) Intellectual Property Ventures*



# FORWARD LOOKING STATEMENTS

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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.

# MARKETING COMPLETION FUND

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Marketing Completion Fund, Inc. is a media investment company founded to finance, develop, and distribute original and existing intellectual property (“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 monetizes revenue globally.
- MCF will invest in IP developed by early stage companies in a range of industry sectors and provides professional consulting services to companies focused on IP technology. (e.g. Artificial Intelligence, Augmented Reality, Brands, Films, Games, MarTech, MedTech, and Virtual Reality)
- Service pricing options 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.
- Current Clients: Alternative Quant Fund, (AI) Artificial Intelligence MedTech, BPO Call Center, China – U.S. Cross Border Entertainment, FinTech, Real Estate, SaaS Technology



# BUSINESS OVERVIEW



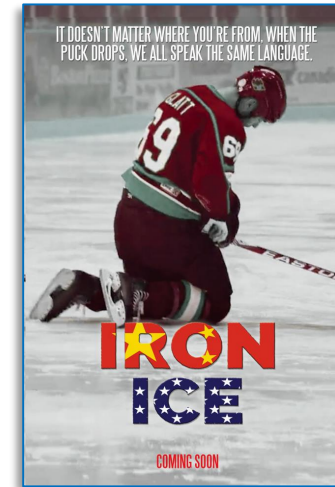
The first project and investment opportunity utilizing the Financing Risk Mitigation and Marketing Technology System is the Iron Ice feature film and Hat Trick lifestyle sports brand intellectual properties (“IP”) targeting the China, U.S. and global entertainment and media (\$2.2 trillion) and sports (\$1.5 trillion) markets.

*The features of the Capital Structure and Marketing Technology System are to:*

- Reduce levels of risk investing in new IP ventures.
- Generate customers and revenue PRIOR TO PRINCIPAL PHOTOGRAPY.
- Generate revenue projected to be \$5,000,000 in 30 months, \$60,000,000 in 60 months, and over \$300,000,000 in 120 months From feature films, animated series, books, e-commerce subscriptions, mobile games, AR/VR, events lead generation merchandise, travel marketing, celebrity charity events, youth fund raisers and other categories.

The Company is raising capital and offering accredited, corporate, and institutional investors an opportunity to invest in the following 2 options:

- \$500,000 seed round convertible note with terms of eight percent (8%) simple interest paid semi-annually.
- \$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”).



Iron Ice Film IP



**HAT TRICK**

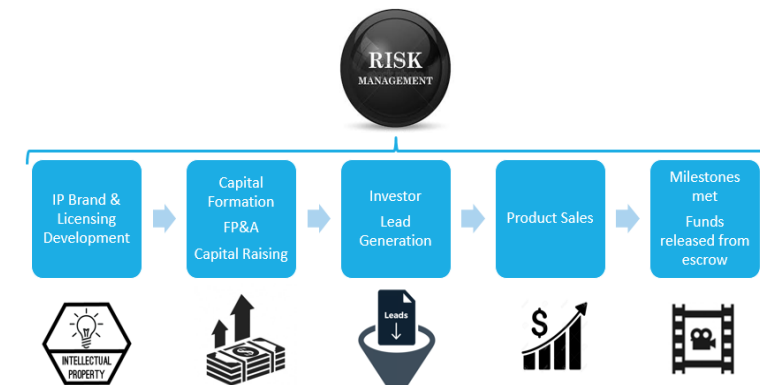
Hat Trick Sports IP

# MCF INNOVATION HIGHLIGHTS



MCF highlights include a:

- Financing Risk Mitigation System that addresses a perennial question for investors that would like to reduce risk in any new venture.
- 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.
- IP strategy to increase shareholder value.
- Business process that includes IP development, financing, content creation, and distribution.



# PROBLEM SOLVED FOR INVESTORS



## Financing Risk Mitigation System

MCF has developed its own Financing Risk Mitigation System that addresses a perennial question for investors that would like to reduce risk in any new venture: namely, protection of invested capital and infusion into the venture upon proven milestone achievement.

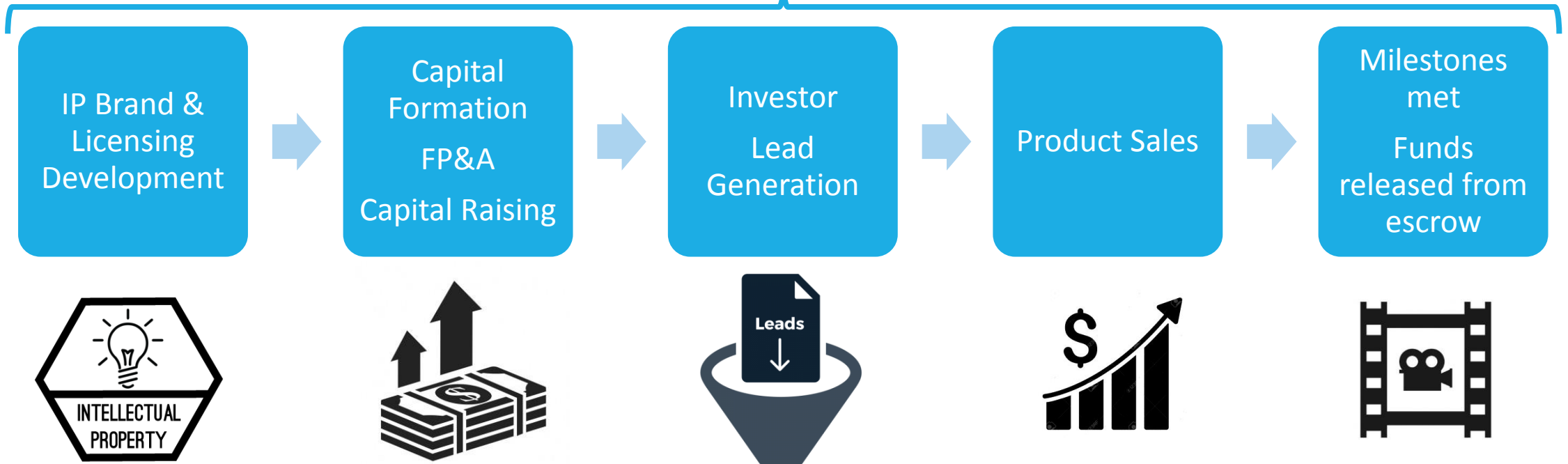
If these milestones are not met in a timely manner, then the remaining investor capital will be returned.

## Film Financing Risk Mitigation Features

- For film projects the Financing Risk Mitigation System requires specific milestones to be met before the monies invested can be released for film production.
- A marketing technology system designed to optimize generating revenue streams PRIOR TO PRINCIPAL PHOTOGRAPHY and after theatrical and digital distribution of the film.



# MCF RISK MANAGEMENT PROCESS



# MCF IP STRATEGY



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





# IP RESEARCH AND DEVELOPMENT



Iron Ice Film IP

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 Icon									
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 Sports IP







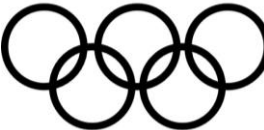









Hollywood Hat Trick IP

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

# SPORTS INDUSTRY VERTICAL IP STRATEGY



Hockey is the first sports vertical IP being developed (Iron Ice film and Hat Trick lifestyle brand) with early stage development in process in the sports of soccer, basketball, football, baseball, Rugby and the Olympics.

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

The Company owns the following URLs and plans to develop sports vertical websites and App. [www.baseballhattrick.com](http://www.baseballhattrick.com), [www.basketball.com](http://www.basketball.com), [www.gohattrick.com](http://www.gohattrick.com), [www.footballhattrick.com](http://www.footballhattrick.com), [www.olympichattrick.com](http://www.olympichattrick.com), [www.rugbyhattrick.com](http://www.rugbyhattrick.com), and [www.soccerhattrick.net](http://www.soccerhattrick.net). The Hockey Hat Trick website is online [www.hockeytrick.com](http://www.hockeytrick.com).

# PROJECT MILESTONES & GOALS



October 2017	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 & PROJECTIONS



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.

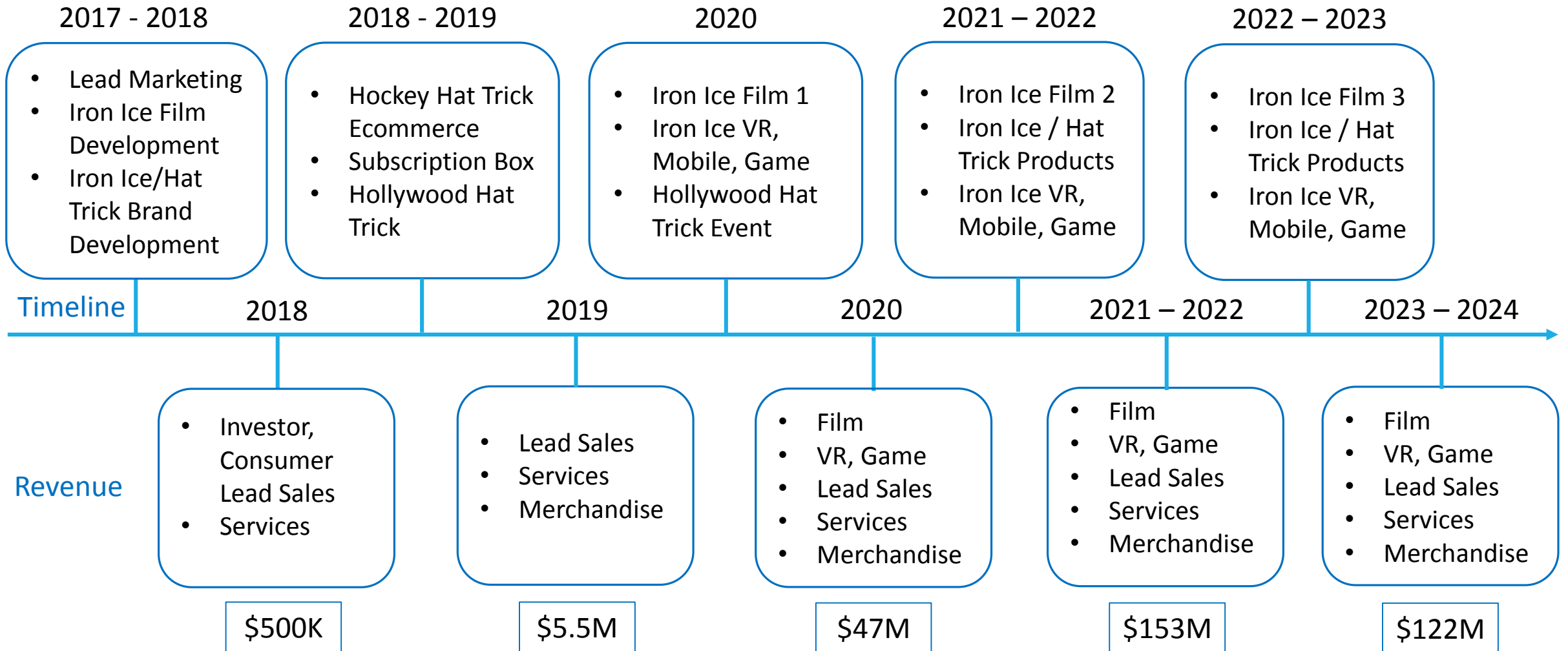
MCF plans to generate revenue from:

- 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 Merchandise (2018)
- Hat Trick Sports Lifestyle Products (2018)
- Hockey Hat Trick ecommerce website (2019)
- Go Hat Trick App (2019)
- Hockey 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)

	2017 -2024
<b>Description</b>	
<b>Revenue</b>	
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
<b>Total Revenue</b>	<b>\$ 318,555,000</b>

<b>Revenue</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
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

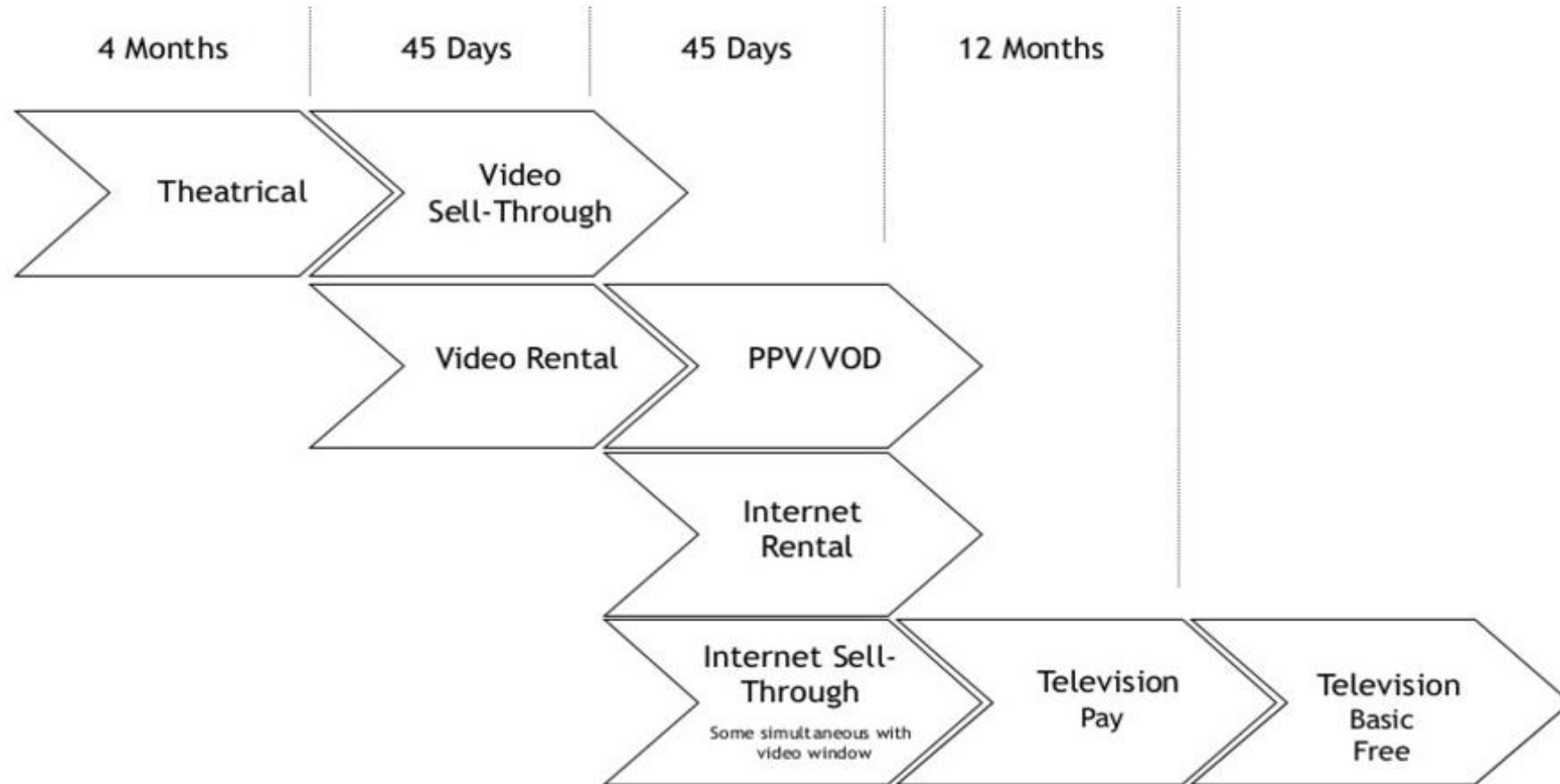
# REVENUE TIMELINE



# FILM WINDOWING REVENUE CHANNELS



Films earn their revenues by going through seven sales channels



# PROJECTED REVENUE 2018 – 2024



Description	2018	2019	2020	2021	2022	2023	2024	2018 - 2024
<b>Revenue</b>								
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
<b>Total Revenue</b>	<b>\$ 505,000</b>	<b>\$ 5,500,000</b>	<b>\$47,250,000</b>	<b>\$68,500,000</b>	<b>\$84,750,000</b>	<b>\$ 65,000,000</b>	<b>\$57,000,000</b>	<b>\$ 318,555,000</b>
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	

# China – U.S. Cross-Border Economic Development



# 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.

# ECONOMIC DEVELOPMENT



MCF will target economic development in the following countries, states, and cities and industry sectors with the estimated capital investment.

## China

## California

## Minnesota

## Seattle

Location



Investment

\$5 million

\$4 million

\$5 million

\$5 million

Industry Sectors

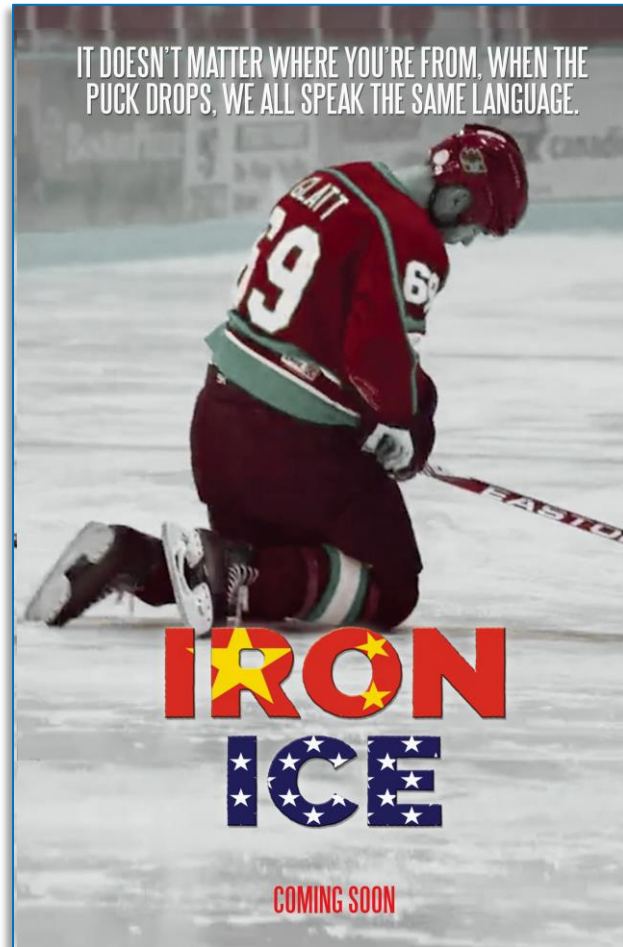
Ecommerce, Film, Financing, Digital Marketing, Sports, Technology, Travel

Call Center, Ecommerce, Film, Digital Marketing, Investment Banking, Sports, Technology, Travel

Call Center, Ecommerce, Film, Digital Marketing, Investment Banking, Sports, Technology, Travel

AI – Artificial Intelligence, AR – Augmented Reality, Games, Technology, VR – Virtual Reality

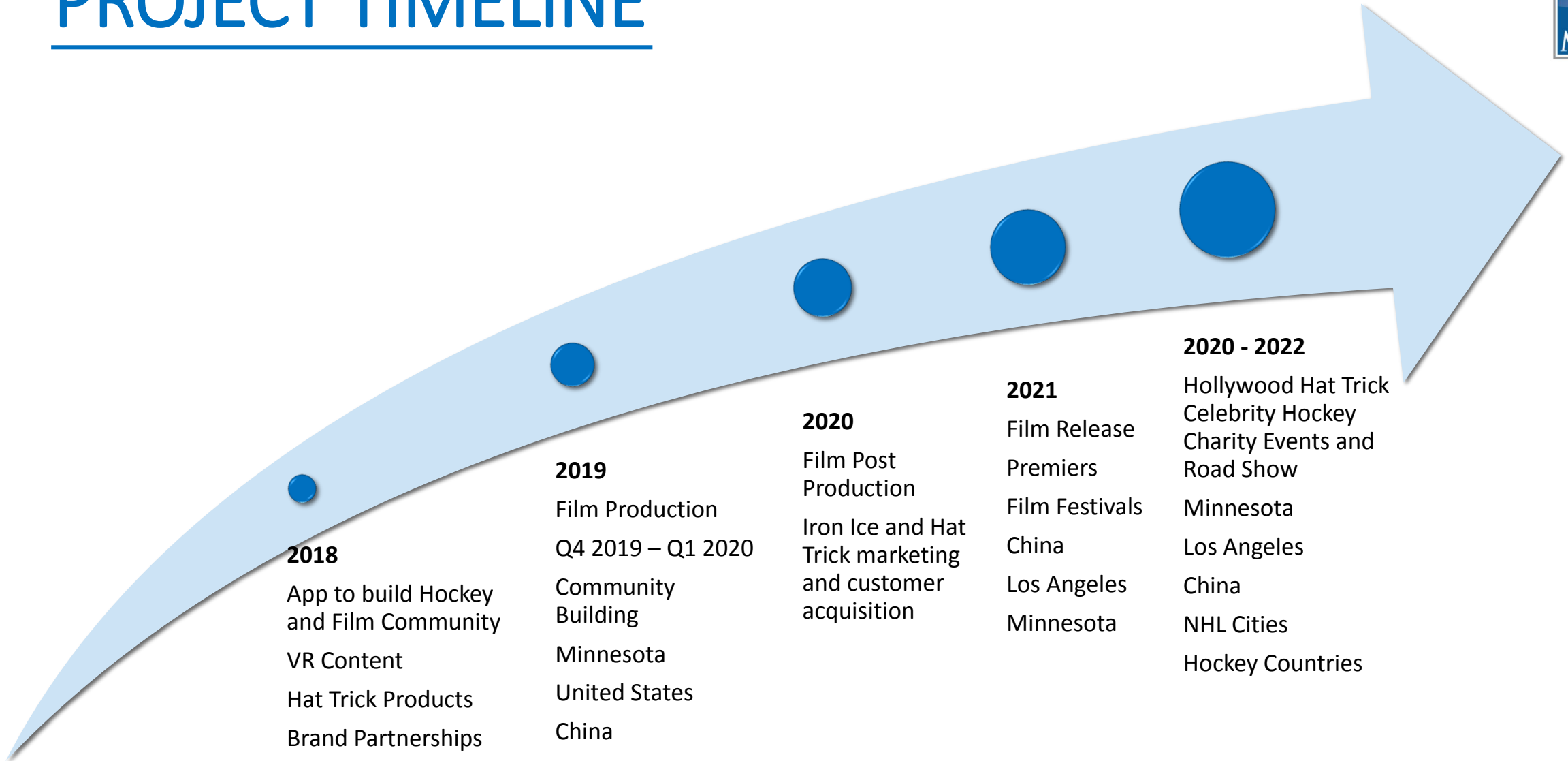
# CHINA – U.S. CROSS BORDER FILM & SPORTS



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



# PROJECT TIMELINE



# THE JOURNEY STARTS HERE

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## 旅游目的地在这里

### Three Feature Length Films

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.

### Iron Ice

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 sports event of its kind in the world.

### Goal is to Achieve Success Similar to Films Like **Blindside** and **Hoosiers**

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

# IRON ICE FILM TRILOGY



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

## *IRON ICE 1*



*Winter 2021*

[www.ironicefilm.com](http://www.ironicefilm.com)

## *IRON ICE 2*



*Winter 2022*

[www.olympicice.com](http://www.olympicice.com)

## *IRON ICE 3*



*Winter 2023*

[www.minnesotahattrick.com](http://www.minnesotahattrick.com)

# HOCKEY ON THE BIG SCREEN IN CHINA



## IRON ICE



## MINNESOTA HOCKEY COMES OF AGE IN CHINA

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 his team win the Minnesota State High School Boys Hockey Tournament.

*Winter 2020*

[www.ironicefilm.com](http://www.ironicefilm.com)



# BOX OFFICE DEMAND & PROJECTIONS



## Box Office Revenue

Following illustrates the range of possible cash returns should “Iron Ice” be a “low grosser” all the way up to a “hit” at the box office and video sales. These projected returns must be read in conjunction with all the material in the Confidential Offering Memorandum.

**Low Grosser**  
\$35,000,000

**Medium**  
\$75,000,000

**Hit**  
\$400,000,000

This general-release motion picture is an independent, commercial, action, PG film focusing on a teenage boy from China and high school hockey in the Midwest, specifically Minnesota. The goal is to produce a sports drama Like “Hoosiers” and the “The Blind Side”, it is expected to have international interest.

## Demand

There is a tremendous demand by the movie audiences around the world to see action, hockey (as well as many other sports), coming of age, immigration, romance, and relationship films. Everyone identifies with the ongoing internal struggle-for-life-answers that weave throughout the storyline of “Iron Ice”. While the setting is small town the themes are universal.

## Building Audience

Before the production of the motion picture, “Iron Ice” will engage in multiple efforts to promote the film and generate a large following and database of film and hockey fans with social media, marketing of merchandise, prior to the release of the film will increase attention



# IRON ICE FILM STORY

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The film story 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 mining company 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 his team win the Minnesota State High School Boys Hockey Tournament.

# IRON ICE STORY



1} 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.



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



3} 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.



4} 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.



5} 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.



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



7} 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.



8} I learned 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.



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



10} My goal is to help the Mesabi Miners win the Minnesota State Boys Hockey Tournament again.

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

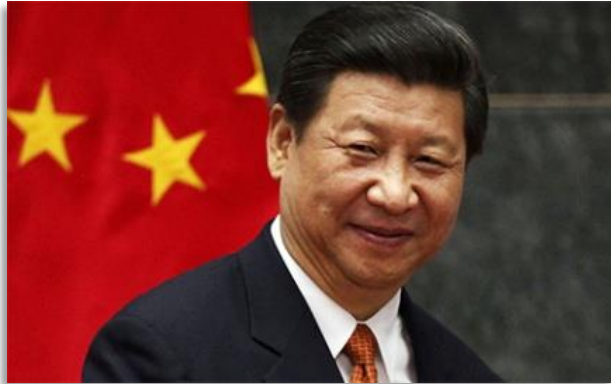
# CAPITALIZING ON ECONOMIC TRENDS



- China investments being made to prepare for the Beijing 2022 Winter Olympics.
- China investments in Hollywood films, technology and professional sports.
- Global brands, Hollywood, NHL, sports teams and technology companies are investing in the China film, internet, sports, technology and Olympics.
- Growth of the China middle class.
- Growth of China ecommerce, film, games, internet, hockey, sports, travel, and winter sports industries.
- Opportunities in new film distribution channels to monetize films.
- Globalization of sports industry and hockey.
- Los Angeles hosting of 2028 Summer Olympic Games.



# CHINA – U.S. HOCKEY MARKET GROWTH



China's President Xi Jinping Vowed to get 300 million of his people *"on the ice"*.

President Xi Jinping and the Chinese government pledged a "three-hundred-million-person winter-sports" plan, hoping to boost 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.

With a population of more than 1.3 billion, China is committed to hockey and expects to expand its participation in all winter sports to 300 million people by 2022.

The NHL will play a vital role in helping to promote hockey culture across China.

The League will look to develop programs to provide schools with training and instructional content

# ALIBABA PARTNERS WITH OLYMPICS



## “DEVELOPING BRAND IMAGE ON A GLOBAL STAGE”

*Jack Ma, Founder and CEO, Alibaba*



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.



# NHL PROMOTES HOCKEY IN CHINA



- The NHL will play a vital role in helping to promote hockey culture across various regions of China. With a population of more than 1.3 billion, China is committed to hockey and expects to expand its participation in all winter sports to 300 million people by 2022.
- The League will look to develop programs to provide schools with training and instructional content to implement these impactful hockey programs that promote physical education, sportsmanship, teamwork and fitness through participation in hockey.
- First preseason NHL games conducted in China 2017 NHL China Games™ presented by O.R.G. Packaging in Shanghai and Beijing between the Los Angeles Kings and the Vancouver Canucks Tickets to the preseason games between the Kings and Canucks on Sept. 21, 2017 at Mercedes-Benz Arena in Shanghai and on Sept. 23, 2017 at Wukesong Arena in Beijing are available for purchase now via [en.Damai.cn](http://en.Damai.cn).
- Canucks and Kings have each participated in youth hockey camps in China in recent years. In addition, several NHL clubs have conducted hockey camps for Chinese youth recently both in China and North America, including the Boston Bruins, Montreal Canadiens, New York Islanders, Toronto Maple Leafs and Washington Capitals.
- The 2017 NHL China Games presented by O.R.G. Packaging are a joint effort of the National Hockey League, the National Hockey League Players' Association (NHLPA), founding partner O.R.G. Packaging, Beijing Sports Bureau, Shanghai Sports Federation, Shanghai Sports Bureau, Beijing Sports Competitions Administration Center, Chinese Winter Sport Federation and Bloomage International Culture & Sports Development Company Ltd. The League will work side by side with many of these sports bureaus to develop grassroots hockey programs, support local youth hockey and hockey development at all levels over the following years.

# MINNESOTA STATE HIGH SCHOOL HOCKEY



The Minnesota High School Boys Hockey program is a high school ice hockey program in the State of Minnesota. Based on tournament attendance, ice hockey is the most popular high school sport in the state (approximately 256 schools and over 6,500 participants in total due to cooperative team arrangements) field sanctioned varsity teams competing in the Minnesota State High School League (MSHSL). These teams are divided into two classes, AA and A. Each class is also divided into eight sections.



## Minnesota State High School Hockey Tournament

Attendance has been strong throughout the years, with 22 tournaments eclipsing the 100,000+ barrier, and in 2015 a record setting total of 135,618 (both classes). In the 2006 State Tournament, the average attendance per game in the championship brackets was 18,000 people. The Minnesota State High School Hockey Tournament is currently the largest state sports tournament in terms of viewing and attendance, beating the Florida's State High School Football Tournament and Indiana's State High School Basketball Tournament.



# HOCKEY MARKET



## Why Minnesota hockey?

Minnesota is the No. 1 state in terms of hockey-playing population with a record high of 54,951 in 2011-12.

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.

## Why Hockey?

- Global market size of ice hockey played in over 80 countries by 6 million people with largest markets being Canada and U.S.
- There are 72 countries that are members of the International Hockey Association.
- Registered player growth 1-2% per year; true rate higher due to unregistered players.

## Watch Hockey

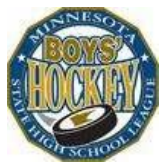
- 5 million in United States and Canada
- 135 million worldwide

## Hockey Product Sales

- Global hockey equipment market: \$650 million

## NHL

- The NHL cites research from 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 (note: by league reckoning, this accounts for 3 out of 10 Canadian adults).
- NHL has more than 1200 games per season, selling 21 million tickets.



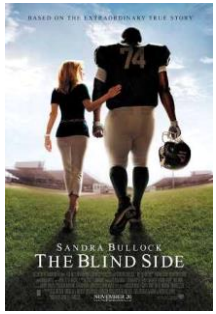
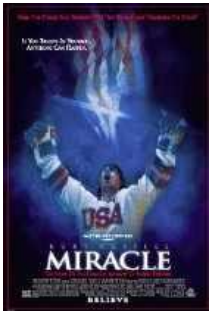

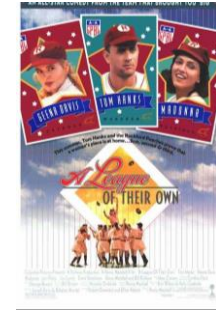
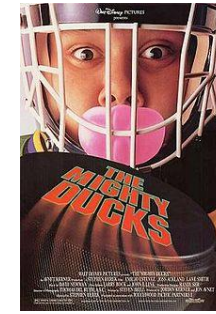
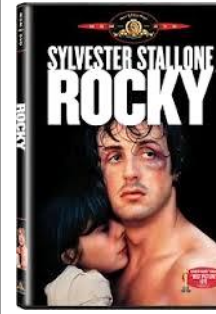
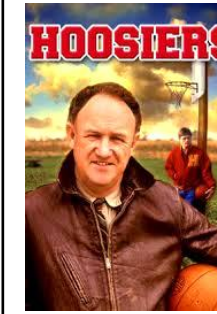


# CHINA FILM BOX OFFICE – TOP 8

								
Film Title	Wolf Warrior 2	The Mermaid (Mei ren yu)	Monster Hunt	Furious 7	Transformers: Age of Extinction	Kung Fu Yoga	Mojin: The Lost Legend	Journey to the West: The Demons Strike Back
Country	China	China	China Hong Kong	USA Japan	United States	China India	China	China Hong Kong
Year	2017	2016	2015	2017	2017	2017	2015	2017
Budget	\$30,100,000	\$60,720,000	\$56,000,000	\$190,000,000	\$21,000,000	\$65,000,000	\$37,000,000	\$63,900,000
Domestic	\$2,703,941	\$3,232,685	\$32,766	\$353,007,020	\$245,439,076	\$362,657	\$1,243,810	\$880,346
China / Foreign	\$867,604,339	\$550,577,543	\$385,252,051	\$383,000,000	\$858,614,996	\$253,849,588	\$258,124,638	\$245,740,052
Worldwide	\$870,308,280	\$553,810,228	\$385,284,817	\$1,516,045,911	\$1,104,054,072	\$254,212,245	\$259,368,448	\$246,620,398
Language	Mandarin English French	Mandarin	Mandarin	English	English	Mandarin	Mandarin	Mandarin

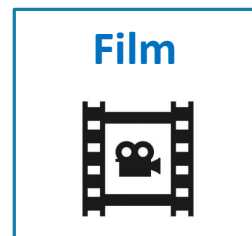
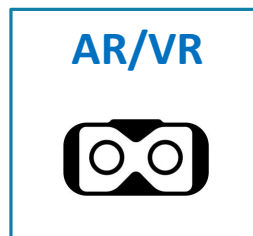
# SPORTS FILM BOX OFFICE



								
Film Title	The Blind Side	Miracle	Remember the Titans	Rudy	A League of Their Own	Mighty Ducks	Rocky	Hoosiers
Studio	Warner Bros	Walt Disney	Walt Disney	TriStar Pictures	Sony	Walt Disney	United Artists	Orion Pictures
Year	2009	2004	2000	1993	1992	1992	1976	1986
Budget	\$29,000,000	\$28,000,000	\$30,000,000	\$12,000,000	\$40,000,000	\$10,000,000	\$1,100,000	\$6,000,000
Domestic	\$255,959,475	\$64,378,093	\$115,654,751	\$22,750,363	\$107,533,928	\$50,700,000	\$117,235,147	\$28,607,000
Foreign	\$53,248,834	\$67,615	N/A	N/A	N/A	N/A	N/A	N/A
Worldwide	\$309,208,309	\$64,445,708	N/A	N/A	N/A	N/A	N/A	N/A
Domestic Video Sales	\$138,181,104	N/A	N/A	N/A	N/A	\$54,000,000	N/A	N/A



# Intellectual Property (IP) Development and Financial Modeling



# BUILDING IP VALUE



## Building Shareholder IP Value

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

## Value of IP

Intangible assets including IP comprised approximately 84 percent of the market capitalization of S&P 500 companies.

## 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.

# STRATEGIES FOR BUILDING IP BRAND VALUE



Strategies for building *IP intellectual property* brand value and revenue with goods and services focused on growth industries and economic development in targeted geographical areas and demographics.

## Industries

- Apparel
- Augmented Reality (AR)
- Ecommerce
- Entertainment
- Events
- Ecommerce
- Mobile
- Film
- Games
- Licensed Merchandise
- Marketing Technology
- Olympics
- Sports Industry
- Sports Merchandise
- Sports Nutrition
- Sports Travel
- Subscription Box
- Travel
- Virtual Reality (VR)
- Wearable IOT Devices
- Winter Sports
- Youth Fundraisers

## Countries

- China
- Canada
- United States
- Top film
- Top hockey

## States

- California
- Minnesota
- New York
- Nevada

## Cities

- Beijing
- Las Vegas
- Los Angeles
- Minneapolis
- New York
- San Francisco
- St. Paul
- Vancouver

# TRANSMEDIA STORYTELLING STRATEGY

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## Transmedia Storytelling

- Transmedia storytelling is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies.
- Transmedia storytelling involves creating content that engages an audience using various techniques to permeate their daily lives. In order to achieve this engagement, a transmedia production will develop stories across multiple forms of media in order to deliver unique pieces of content in each channel. Importantly, these pieces of content are not only linked together (overtly or subtly),

## MCF Transmedia Strategy

- The MCF Transmedia Strategy develops multiple verticals simultaneously to leverage the efficiencies of the project budget and maximize the marketing media spend.
- This transmedia planning and implementation strategy reduces and lowers risk and optimizes the highest projected returns across all verticals combined

# Iron Ice & Hat Trick IP Development

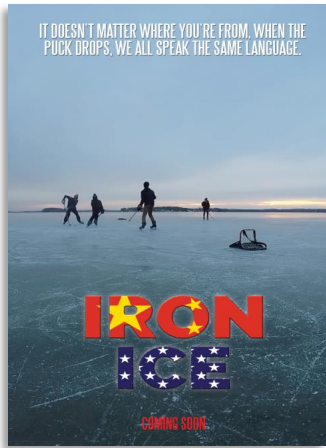


# MCF INTELLECTUAL PROPERTY (IP)



1

## Feature Film IP



Games \* Merchandise \* Licensing

**IRON ICE**



2

## Sports Lifestyle IP



Games \* Merchandise \* Licensing



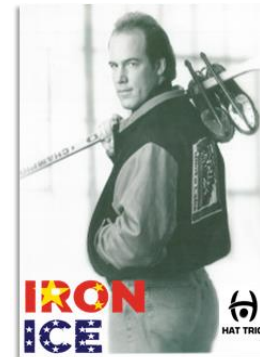
**HAT TRICK** **HAT TRICK**  
FUND RAISERS TRAVEL

3

## Celebrity Brand IP



Celebrity Teams



4

## Technology IP

### Marketing Technology



### IOT Smart Wear CRM

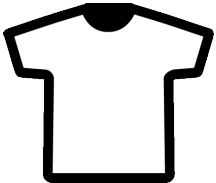

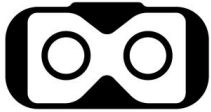










# IRON ICE FILM IP CATEGORIES



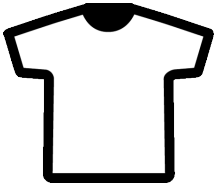

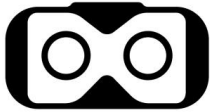






## Timeline –Market Size – Budget – Revenue Potential

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

# IRON ICE FILM IP CATEGORIES



## Timeline –Market Size – Budget – Revenue Potential

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
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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 SPORTS BRAND IP

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## The Hat Trick IP is being developed as a sports lifestyle 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**

# HAT TRICK SPORTS IP LICENSING



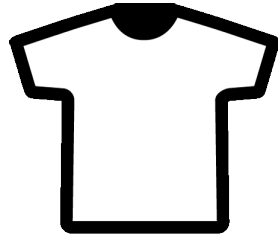
Timeline	2018	2018	2018	2019	2019	2020	2020	2020	2020
Category	Merchandise	Sports Nutrition	Ecommerce	Subscription Box	VR Hockey Training	Celebrity Charity Events	Smart Sport IOT Devices	Youth Fund Raisers	Sports Destination Travel
Category Icon									
Licensing Category									
Market Size	Sports 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

# HAT TRICK SPORTS IP LICENSING



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

# Apparel

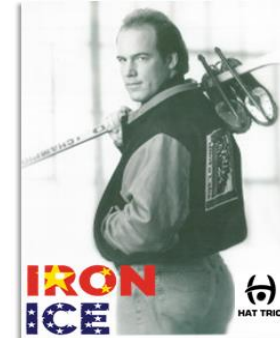


MCF is developing innovative Iron Ice and Hat Trick graphic designs for the casual and active sports athletes. A line of Tees, polos, walking shorts, shorts, and hoodies are just a few of the product lines being developed.

MCF is collaborating with leading companies to design, manufacture, market and distribute the Iron Ice and Hat Trick apparel.

Partner capabilities includes distribution to ecommerce, mass merchandisers, retailers, sports distribution and fund raising organizations.

## Iron Ice & Hat Trick Apparel



Timeline	2018	2018
Category	Iron Ice Merchandise	Hat Trick Merchandise
Market Size	Licensing movie tie-ins \$118.3B 2016	Sports Apparel \$184.6B by 2020
Production Cost	\$200K	\$200K
Revenue Potential	\$2M - \$10M per year	2018 -2024 \$10.5M



# AR – AUGMENTED REALITY



MCF is developing AR content that will overlay digital information on the physical world using a smartphone or a headset.

In its simplest form, AR is simply a rectangular display floating in front of the eyes. More advanced forms will drop video game characters or useful information seamlessly onto physical objects.

MCF is working with experienced AR development companies, that are already designing and building applications utilizing the latest Augmented Reality platforms for brands and films, to develop Iron Ice and Hat Trick AR experiences.

## Iron Ice & Hat Trick AR



Timeline	2019
Category	AR Content
Market Size	\$108B Market by 2021
Production Cost	\$100 - \$500K
Revenue Potential	\$1M - \$2M per year

# CELEBRITY TEAMS



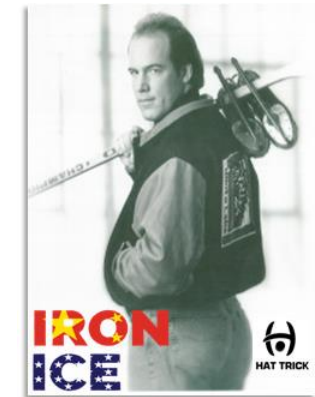
The goal of the celebrity teams is to support and generate awareness for causes, and raise donations for charities, non profits and youth organizations.

MCF is developing Celebrity sports teams and events modeled after the Harlem Globetrotters and Celebrity Hockey Team business model.

The team members will play charity event games, and support marketing and public relations activities.

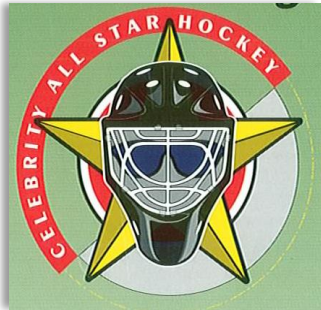
The Iron Ice and Hat Trick Celebrity team rosters will have Hollywood and local celebrities, professional athletes, social influencers and business leaders.

## Iron Ice & Hat Trick Celebrity Teams



Timeline	2020
Category	Celebrity Charity Events
Licensing Category	Celebrity Teams
Market Size	\$2B market 2.4% yearly growth
Production Cost	\$500K
Revenue Potential	2019 - 2024 - \$6M

# CELEBRITY HOCKEY PLAYERS



Celebrity Hockey Players and Coaches – The first Celebrity Hockey Team played together for over 11 years and helped raise donations for organizations and charities. Teams over the years have current film, music and television celebrities and National Hockey League (NHL) stars, past and present who 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	Scott Grimes	Mike Vallely	Lanny McDonald	D. B. Sweeney	Bill Goldberg
Glenn Anderson	Paul Guilfoyle	Llewellyn Wells	Neal McDonough	Michael Vartan	Patricia Heaton
Allan Bester	Chris Jericho	Stephen Baldwin	Mark McGrath	Barry Watson	Dulé Hill
Dave Coulier	Jari Kurri	Rachel Blanchard	Lochlyn Munro	Scott Wolf	Jane Seymour
Mark DeCarlo	McG	David Boreanaz	Mike Murphy	Enrico Colantoni	Dan Moriarty
Ryan Dempster	Barry Melrose	Mel Bridgman	Ken Olandt	Alan Doyle	Michael J Fox
Ron Duguay	Bernie Nicholls	Dino Ciccarelli	Rob Paulsen	Frank Gehry	Avril Lavigne
Phil Esposito	Rene Robert	Patrick Flatley	Pete Peeters	Michel Goulet	Keanu Reeves
Bobby Farrelly	Michael Rosenbaum	Jerry Houser	Larry Playfair	Sean McCann	Scott Bakula
Brendan Fehr	Kiefer Sutherland	Joshua Jackson	Jason Priestley	Rogatien Vachon	Paris Hilton
Matt Frewer	Dave Taylor	Pat LaFontaine	Chad Smith	Donnie Wahlberg	Tom Glavine
Rod Gilbert	Alan Thicke	Denis Leary	Peter Šťastný	Brad Garrett	Stephen Colbert
Cuba Gooding, Jr.	Alex Trebek	Pete Mahovich	Colin Mochrie	Jeremy Piven	

# CELEBRITIES WHO PLAY & LIKE HOCKEY



<ul style="list-style-type: none"> <li>• Taylor Kitsch (Friday Night Lights)</li> <li>• Michael Vartan (Alias)</li> <li>• David Boreanaz (Bones)</li> <li>• Andie MacDowell</li> <li>• Jason Priestley (Beverly Hills 90210)</li> <li>• Landon Donovan (LA Galaxy &amp; U.S. Men's National Team Alum)</li> <li>• Taylor Dayne</li> <li>• John Ondrasik (Five for Fighting),</li> <li>• Jerry Bruckheimer (CSI, Top Gun, Amazing Race)</li> <li>• Steven R. McQueen (Vampire Diaries, Chicago Fire)</li> <li>• Isaiah Mustafa (Old Spice commercials)</li> <li>• Riker Lynch (Glee)</li> <li>• Lorenzo Henrie (Fear the Walking Dead)</li> <li>• Chris Klein (President of the LA Galaxy)</li> <li>• Alyssa Milano</li> </ul>	<ul style="list-style-type: none"> <li>• Sylvester Stallone</li> <li>• Snoop Dogg</li> <li>• Emilio Estevez</li> <li>• Hulk Hogan</li> <li>• Drake</li> <li>• Steve Nash</li> <li>• Matthew Perry</li> <li>• Tom Hanks</li> <li>• Metallica</li> <li>• Carrie Underwood</li> <li>• Elisha Cuthbert</li> <li>• Michael J. Fox</li> <li>• Christie Brinkley</li> <li>• Shania Twain</li> <li>• David Beckham</li> <li>• Leonardo Di Caprio</li> <li>• Kevin James</li> </ul>	<ul style="list-style-type: none"> <li>• Michael Buble</li> <li>• Keanu Reeves</li> <li>• Will Arnett</li> <li>• Will Ferrell</li> <li>• Gord Downie</li> <li>• Jim Cuddy</li> <li>• Cuba Gooding Jr.</li> <li>• John Cusack</li> <li>• Anne Murray</li> <li>• Mark Wahlberg</li> <li>• Larry King</li> <li>• Steve Carell</li> <li>• Kiefer Sutherland</li> <li>• Jim Belushi</li> <li>• Stephen Colbert</li> <li>• Kid Rock</li> </ul>	<ul style="list-style-type: none"> <li>• Gene Simmons</li> <li>• William Shatner</li> <li>• Taylor Swift</li> <li>• Joe Piscopo</li> <li>• Nicole Kidman</li> <li>• Keith Urban</li> <li>• Ralph Macchio</li> <li>• John McEnroe</li> <li>• Jimmy Fallon</li> <li>• Tracey Morgan</li> <li>• John Goodman</li> <li>• Ozzy Osbourne</li> <li>• Burton Cummings</li> <li>• Chris Jericho</li> <li>• Rod Stewart son Liam Stewart currently plays for the Alaska Aces</li> </ul>
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# ECOMMERCE

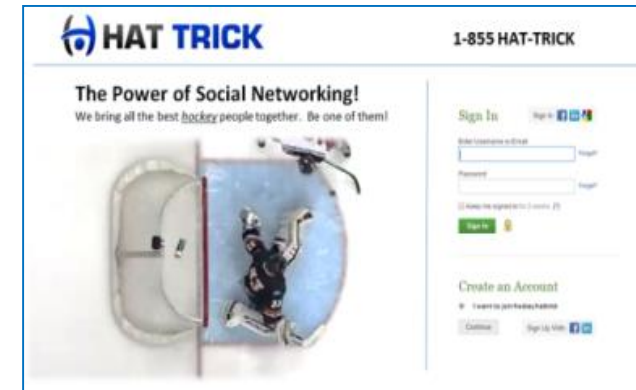


## Hockey Hat Trick Ecommerce Website

Hockey Hat Trick is a 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.

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.

There are future plans to develop additional sports vertical websites. (e.g., Basketball, Baseball, Football, Olympic, Rugby and Soccer).



[www.hockeyhatrick.com](http://www.hockeyhatrick.com)

Timeline	2018
Category	Ecommerce
Market Size	U.S.\$485B by 2021. China \$1.1T in 2017
Production Cost	\$500K
Revenue Potential	2019 -2024 – \$21M

# EVENTS



Hockey events in China, Minnesota, Los Angeles and other cities that will be organized teams of Hollywood and Hockey Celebrities from Minnesota, NHL, film, TV, sports, and business leaders.

Youth hockey players 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, film tickets.

Benefit local and national youth hockey and other charitable groups.

Corporate sponsorships that will highlight cause marketing.

Modeled after:

- SXSW
- NHL Celebrity Hockey Team
- Globetrotters

Cities / States / Countries

- Los Angeles
- China
- Minnesota

## Hollywood Hat Trick

Fan Festival, Expo & Charity Event



[www.hollywoodhattrick.com](http://www.hollywoodhattrick.com)

Timeline	2020
Category	Celebrity Charity Events
Market Size	\$2B market 2.4% yearly growth
Production Cost	\$500K



# FILMS



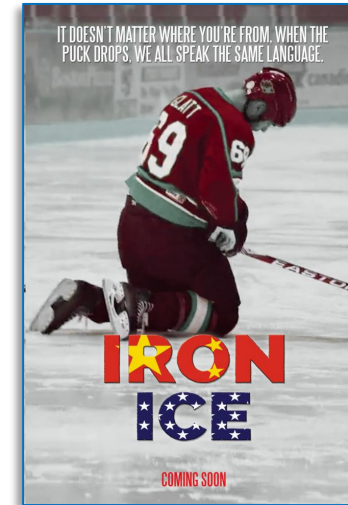
MCF is producing “Iron Ice”, a compelling coming of age, sports drama film story set against the expansive backdrops of Beijing, China, the Mesabi Iron Range in Northern Minnesota, and the Minnesota State High School Boys Ice Hockey Tournament.

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.

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

The logo for the film 'Iron Ice', with 'IRON' in red and 'ICE' in blue, both with white stars.

[www.ironicefilm.com](http://www.ironicefilm.com)



Timeline	2020
Category	Film
Market Size	\$50B by 2020
Production Cost	\$10M – \$30M
Revenue Potential	\$35M - \$75M per film

# FUND RAISERS



MCF is developing the Hat Trick Fund Raiser program as a sales division.

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.

## Youth Sports Fundraising Program Partnerships

Organizations can raise funds by selling Iron Ice and Hat Trick merchandising products that include games, hockey pucks, t-shirts, hats, wearables.



Timeline	2019
Category	Youth Fund Raisers
Market Size	\$2B yearly. Apparel top item sold.
Production Cost	\$200K
Revenue Potential	2019 – 2024 – \$13.5M

# GAMES



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.

MCF has engaged a leading game development team that has experience in developing games on multiple platforms for film content to optimize revenue.

The game team has developed some of the more popular sports games and generated over \$1.5B in game revenue.

## Iron Ice Games

**IRON ICE**



Timeline	2020	2020
Category	Mobile Gaming	Console/PC Gaming
Market Size	\$35B Market	\$60B Market
Production Cost	\$250K - \$5M	\$2M - \$60M
Revenue Potential	\$25M - \$75M	\$25M - \$75M

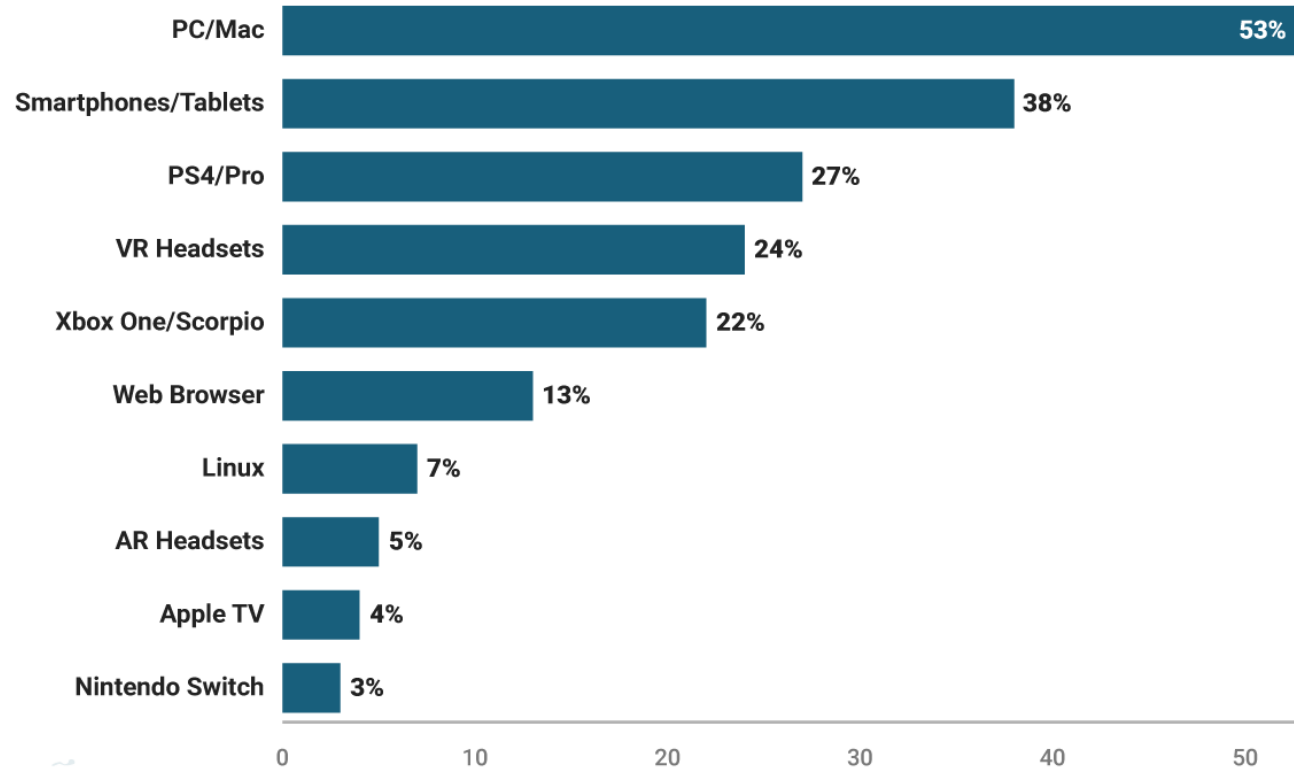
# GAMING PLATFORMS 2017



MCF is developing the Iron Ice games utilizing the most important gaming platforms.

## THE MOST IMPORTANT GAMING PLATFORMS IN 2017

Percentage of game developers who are currently developing games for the following platforms



SOURCE: Survey of 4,500 game developers ahead of Game Developers Conference 2017

statista | BUSINESS INSIDER

# SUBSCRIPTION BOX



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.

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.

MCF has been in discussion with strategic partners for product development, manufacturing, logistics, marketing and distribution.

## Hat Trick Box



Timeline	2019
Category	Subscription Box
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.

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.

## Hat Trick Supplements



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



# TRAVEL



The Hat Trick Travel company will offer entertainment and sports destination travel packages to Los Angeles and Las Vegas.

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.

The travel experience offerings include team sports; Los Angeles Kings - hockey, Lakers - basketball, Anaheim Ducks - hockey, Las Vegas Golden Knights – hockey and entertainment: Universal Studios, Disneyland and Las Vegas Strip Experience.

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.

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.



Timeline	2020
Category	Sports Destination Travel
Market Size	\$60B Market
Production Cost	\$200K
Revenue Potential	2019 - 2024 - \$12M

# WEARABLES



MCF is developing a the Hat Trick Wearable Smart Wristband IOT device integrating the IOT, 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.

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.

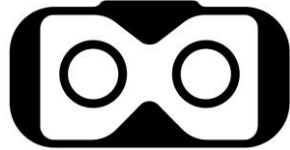
The MCF wearable development is supported by industry-standard technology platforms and tools such as Salesforce and Microsoft CRM, which allow devices, applications, data, products and services to work together in brand new ways. Internet connectivity through Wi-Fi, telecom networks and APIs provided by standard operating platforms such as Android and iOS are further powering the market's rapid evolution.

## Hat Trick Wearable Smart Wristband



Timeline	2020
Category	Wearable IOT Devices
Market Size	\$35B by 2020
Production Cost	\$200K
Revenue Potential	2019 – 2024 – \$5M

# VIRTUAL REALITY



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.

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.

VR products being developed are:

- Iron Ice VR experiences for customer acquisition
- Hat Trick VR Hockey Training App that where the development can be applied to other sports verticals

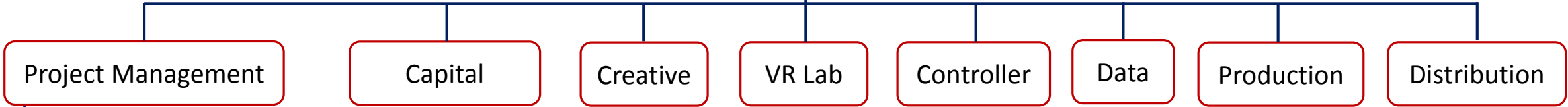
## Hat Trick Sports VR



Timeline	2019
Category	VR Hockey Training
Market Size	AR/VR \$35B by 2025
Production Cost	\$500K
Revenue Potential	2019 – 2024 – \$10M

# COMPANY

Marketing Completion Fund, Inc.



- Iron Ice Film 1, LLC
- Iron Ice Film 2, LLC
- Iron Ice Film 3, LLC
- Soccer Film, LLC
- Basketball Film, LLC

Capital Formation  
Structuring,  
FP&A, Capital  
Raising Strategies

IP strategy,  
branding, content,  
and product  
development

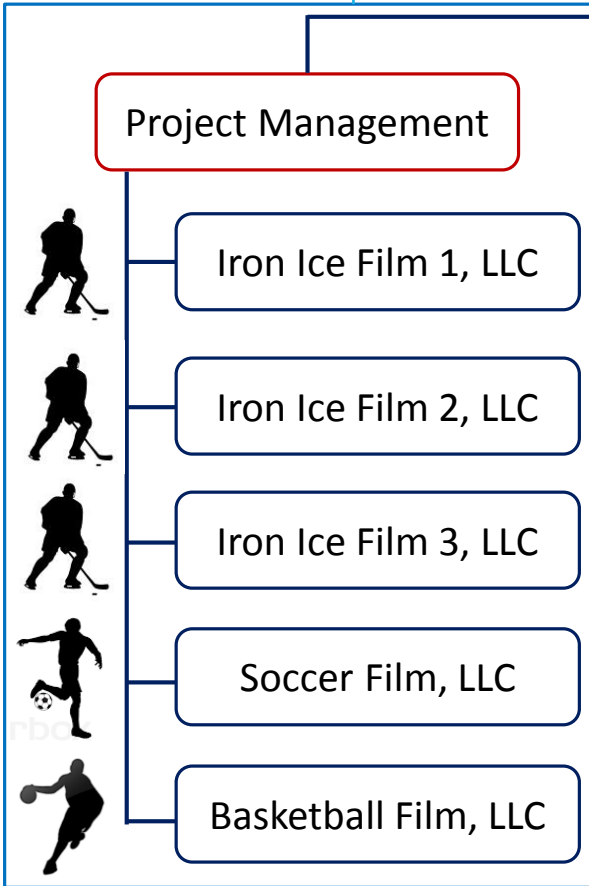
Creative space and  
virtual platform to  
develop innovative  
AR/VR content

Digital marketing,  
investor and consumer  
lead generation, and  
call center

Film revenue and associated film licensing revenue provide cash distribution

### Marketing Completion Fund, Inc.

Functions generate \$ for MCF, Inc. increasing value of common shares



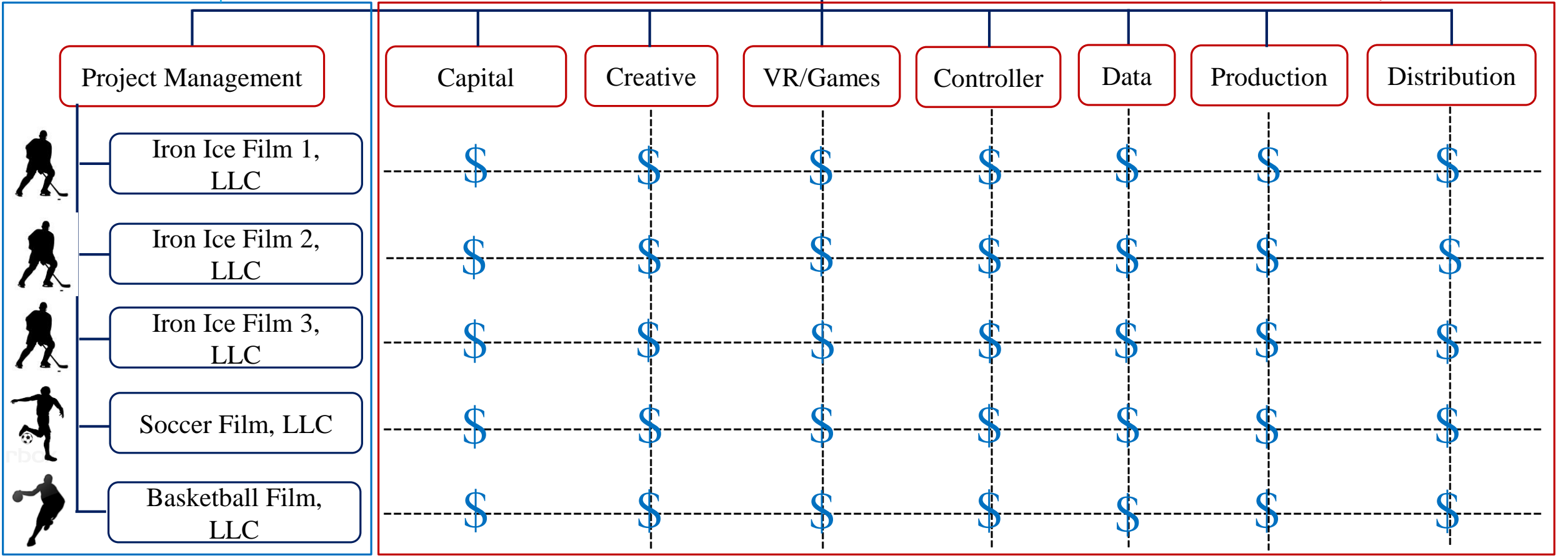
	Capital	Creative	VR/Games	Controller	Data	Production	Distribution
Iron Ice Film 1, LLC	\$	\$	\$	\$	\$	\$	\$
Iron Ice Film 2, LLC	\$	\$	\$	\$	\$	\$	\$
Iron Ice Film 3, LLC	\$	\$	\$	\$	\$	\$	\$
Soccer Film, LLC	\$	\$	\$	\$	\$	\$	\$
Basketball Film, LLC	\$	\$	\$	\$	\$	\$	\$



Film revenue and associated film licensing revenue provide cash distribution

# Marketing Completion Fund, Inc.

Functions generate \$ for MCF, Inc. increasing value of common shares



# TEAM EXPERIENCE

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Experience comprised of IP brand, content, film, game, product development and sales, call centers, capital raising, China M&A, digital marketing, events, film financing, production and distribution, media, marketing technology, merchandise, travel and Wealth Management.

- Technology Labs – Successfully built technology labs to develop future technology sold to governments and corporations.
- 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 – Successfully purchased and sold over \$10 billion in film for major studios. Produced and distributed independent films and documentaries. 50+ Years film finance, distribution, brand integration, and marketing experience.
- Games – Developed sports games for Activision, EA, Midway, and Sony that generated \$1.5 billion in sales.
- Digital Marketing – Over 100 years building and marketing company products and services for companies. DRTV, broadcast media buying, lead generation, global, U.S. brands, and vertical industries.

# ADVISORY BOARD



David Ortiz, CEO,  
Emortal Sports



George Cone,  
Semi Conductor Pioneer



Mike Hainkel  
Executive Vice President &  
Chief Tax Officer



Richard Turner  
Producer,  
Senior VP Business &  
Legal Affairs



# GEORGE CONE – SEMICONDUCTOR IP



George Cone

## George Cone, Semiconductor IP Technology

Mr. Cone has experience working at the world's leading semiconductor IP companies and 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 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 the war at 25 years of age he attended San Jose College on the GI bill and started working at the San Jose IBM plant 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 the IBM plants globally.

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 considered to two of the founders of Silicon Valley who also founded Intel. While at Fairchild he was selected to build the Fairchild semiconductor chip manufacturing plant in Hong Kong.

Mr. Cone has founded his own semiconductor company which he successfully sold and has been engaged by VCs to lead the management team of various IP technology companies and this led to him relocating to Seattle, Washington.



# DAVID ORTIZ – GAMING, ESPORTS, VR



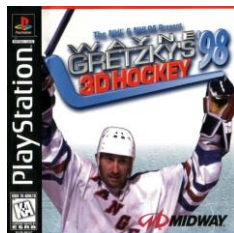
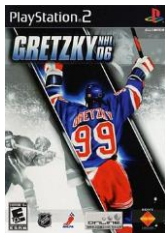
## David Ortiz, CEO, Emortal Sports

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 Emortal 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.





# MCF & IRON ICE FILM TEAM



China

Digital

Capital

Film

Finance

Health

Hockey

Technology



Andrew Barrett



David Ludewig



Brad Turner



Richard Turner



Ryan Turner



Greg McAndrews



Greg Ris



Aaron Soderberg



Bryan Lemster



DJ Jiang



David Kuff



Rana Gujral



Drew Aveling



Edward Singletary Jr.



Hatem Kateb

Hockey – China



Mark Simon



Charles Wang



Simone Liu



Ron Wells



Cervantes Lee



# TEAM EXPERIENCE



## Brand IPs



## Commercials



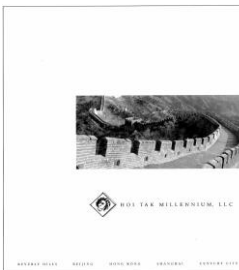
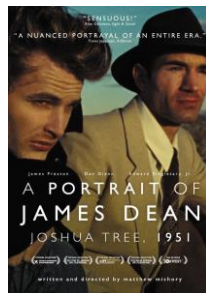
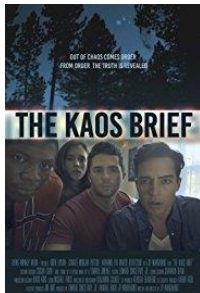
## Digital / Leads / PR



## Entertainment



## Films / Documentaries



## China Cross - Border

# CAPITAL RESOURCES

## Angel Groups



## China

## Crowdfunding



# MARKETING PARTNERSHIPS



China



清华大学  
Tsinghua University

Hollywood  
Hat Trick

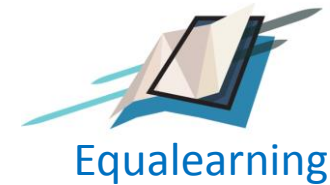


Product  
Development

Sports



Technology



# MCF DIVISIONS



MCF has five divisions that are profit centers for the IP they are developing in addition to providing services to other brands and companies.

- Marketing Completion Fund – Capital formation and capital raising services.
- Immersive IP Studios provides branding and product development company.
- Immersive IP Innovation Lab: Provide creative space and virtual platform to develop innovative AR/VR content with latest technology from Google, Dell, HP, Microsoft in addition to developing
- Hat Trick Film Production produces feature length films with a global universal story.
- Leadmatching.com is a digital marketing agency that manages a lead generation call center.

# MARKETING COMPLETION FUND

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Marketing Completion Fund, Inc. is a media company in Los Angeles, California since 2017. The company operates at the intersection of China – U.S. Cross Border diplomacy, Capital Advisory, entertainment, sports, technology, 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.

- Capital Formation Structuring
- Capital Raising Strategies
- Capital Introductions
- FP&A Services
- Marketing Materials
- Offering Documents
- Investor Events

[www.completionfund.com](http://www.completionfund.com)

# IMMERSIVE IP INNOVATION LABS



Creative people can bring to the forefront their ideas in the Immersive IP Innovation Labs, a state-of-the-art technology studio with the latest VR cameras, equipment, workstations connected to cloud VR tool platforms and distribution.



## Google Jump Camera

Jump enables VR filmmakers to produce 3D-360 video with cameras and automated stitching.



## Vase 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



<https://www.microsoft.com/en-us/hololens/hardware>



For professional creators  
Highest performing and fully customizable workstations certified with professional applications. Featuring the most powerful Intel® processors and an innovative design.



# INVESTOR LEAD GENERATION



**leadmatching**.com

## 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.



## 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.

# OFFICE LOCATIONS



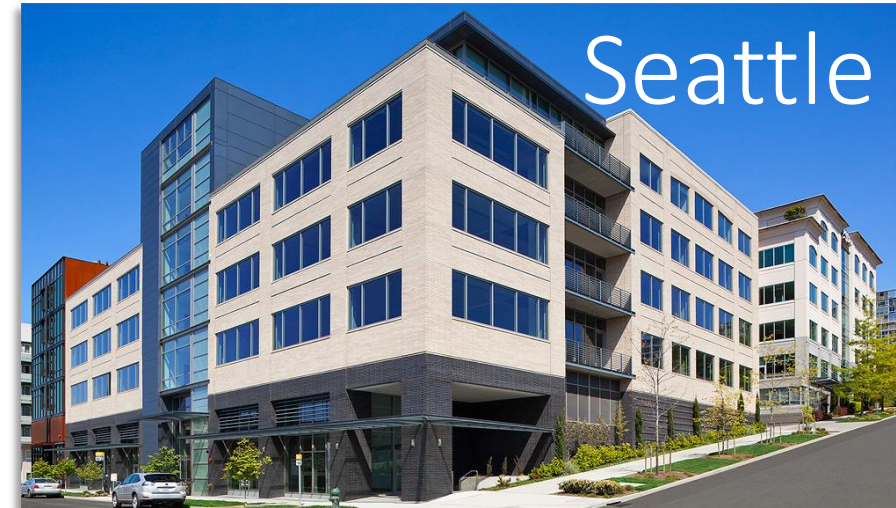
MCF is utilizing the flexible office solutions provided by WeWorks to house our VR Creative Lab technology equipment and sales, marketing, engineering, and innovation teams.



Century City  
10250 Constellation Blvd  
Los Angeles, CA 90067

Los Angeles is the Creative Capital of the World where one in every six residents works in the creative industry. Home to international trade, entertainment, technology, fashion, sports and Silicon Beach.

The Immersive IP Studios in Los Angeles is located at WeWork Constellation Place, a 35-story, 492-foot skyscraper in the Los Angeles, California community of Century City.



South Lake Union  
500 Yale Avenue North Seattle WA 98109

Seattle is home to software, biotechnology, and Internet companies and giants like Amazon, Microsoft, and Nintendo alongside the innovative startups.

The Immersive IP Studios in Los Angeles is located in the heart of Seattle's start-up and technology center in the South Lake Union district at WeWork.

# Customer Acquisition Marketing Technology

# GROWTH STRATEGIES

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- 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](http://www.hockeytrick.com), Football Hat Trick and Soccer Hat Trick.

# BUILDING CHINA – U.S. COMMUNITY



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

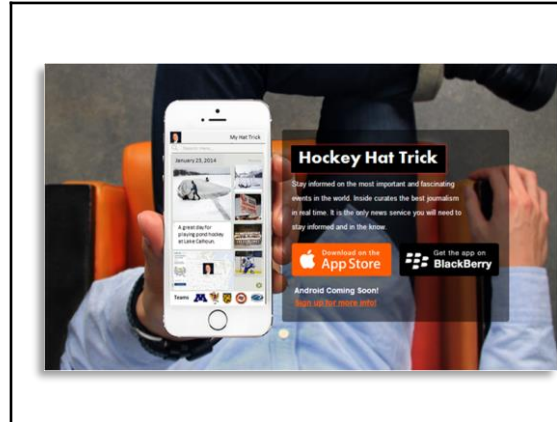
The comprehensive marketing plan includes:

- The Hockey Hat Trick community portal [www.hockeyhattrick.com](http://www.hockeyhattrick.com) and sports vertical websites.
- Go Hat Trick App (Developed with Google Maps and Google Earth API)
- Utilize China and Global third-party social media and messaging platforms (i.e. global – Facebook, Google, Instagram, YouTube, for China – Alibaba, Renren, Taobao, Tencent, TMALL, WeChat).





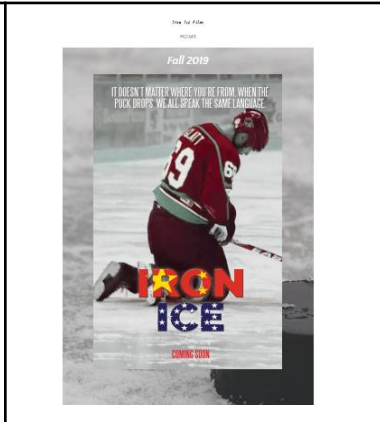
# MARKETING TECHNOLOGY



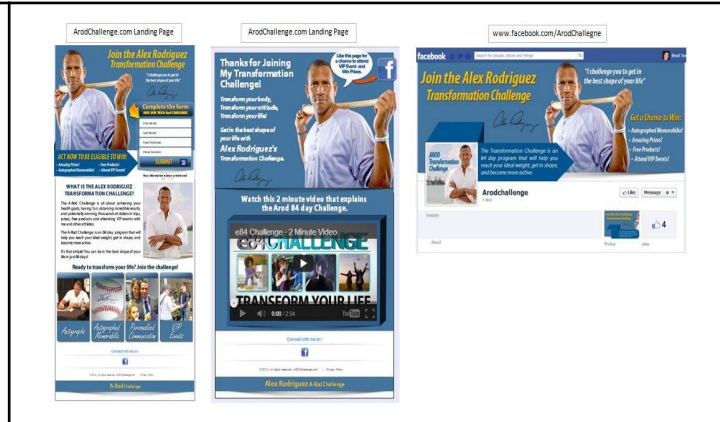
Go Hat Trick App



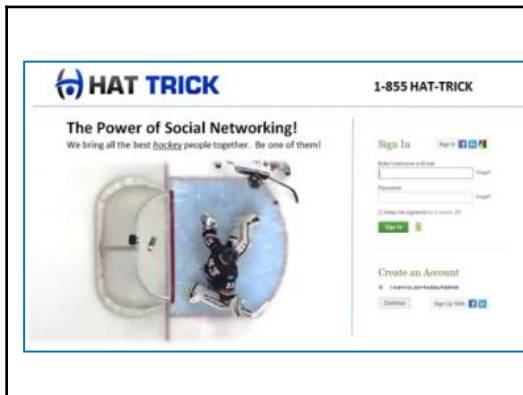
AR – Augmented Reality



Film Websites



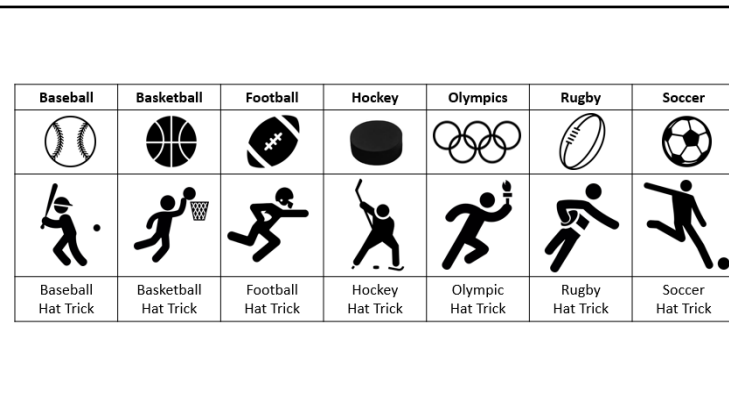
Influencer Marketing System



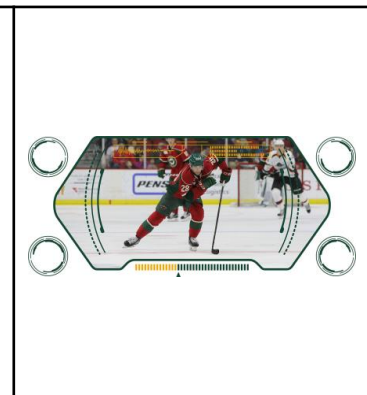
Ecommerce Websites



Google Map Technology



Sports Vertical Websites



AR/VR Content

# APP – GO HAT TRICK

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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.





# AR – AUGMENTED REALITY

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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.



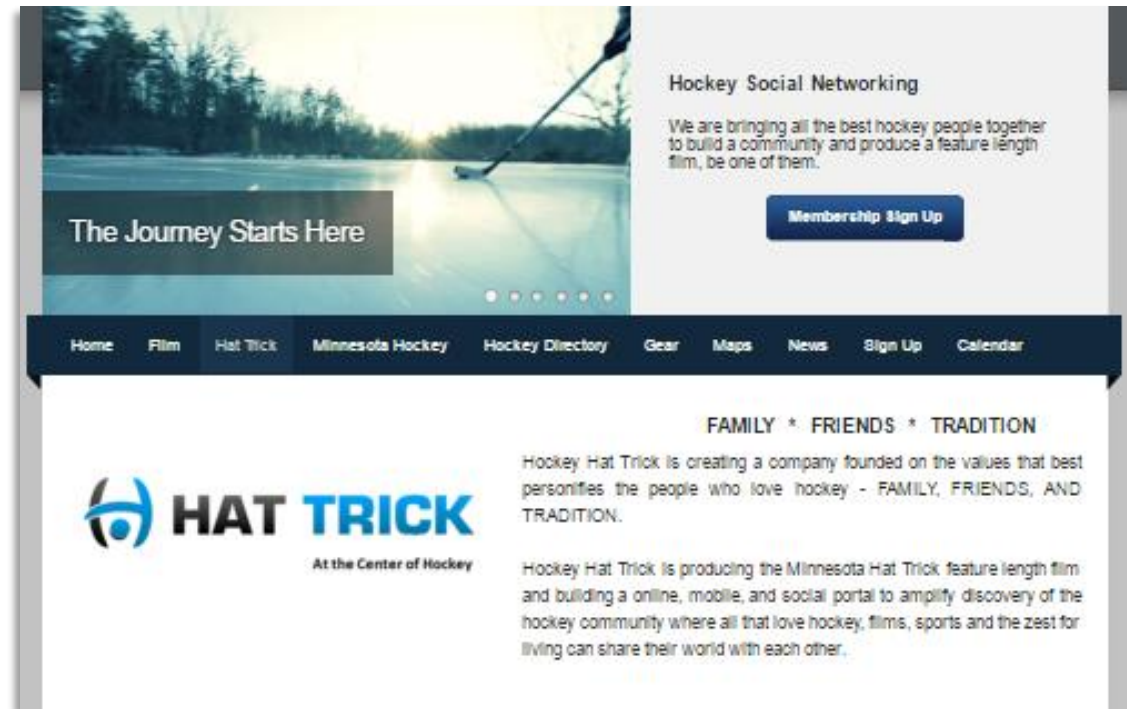
# ECOMMERCE – HOCKEY HAT TRICK



## Community Building Website for Hockey Players and Fans!

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.

## At The Center of Hockey



[www.hockeyhattrick.com](http://www.hockeyhattrick.com)

# FILM WEBSITES

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## Film Title

## Website URL

Iron Ice

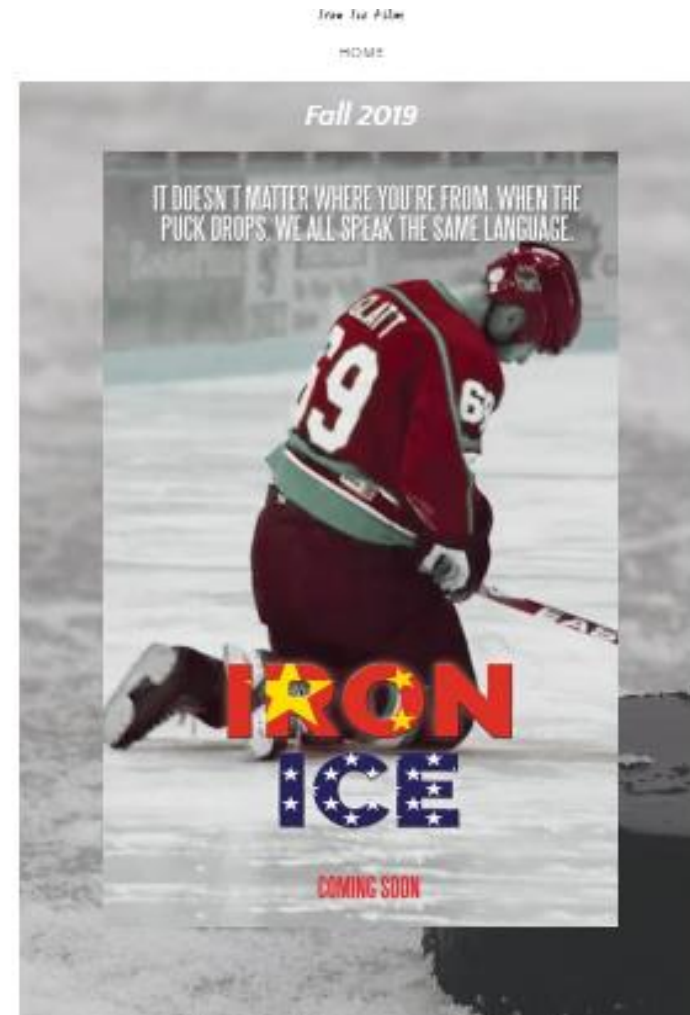
[www.ironicefilm.com](http://www.ironicefilm.com) - Live

Olympic Ice

[www.olympicice.com](http://www.olympicice.com)

Minnesota Hat Trick

[www.minnesotahattrick.com](http://www.minnesotahattrick.com) - Live



# INFLUENCER MARKETING SYSTEM

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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 DESIGN: AROD - ALEX RODRIQUEZ



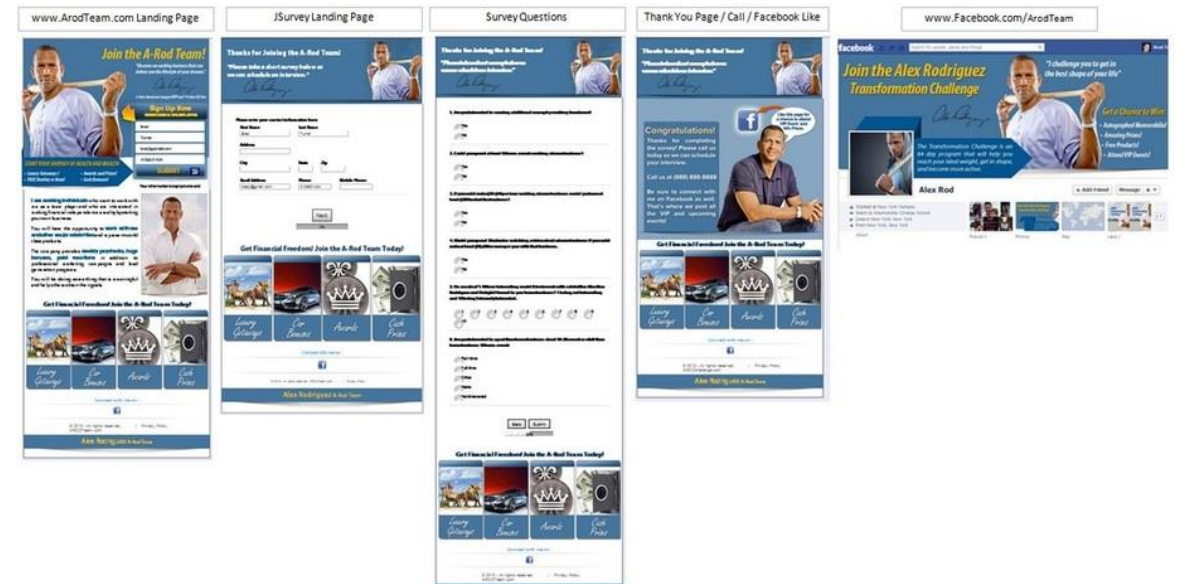
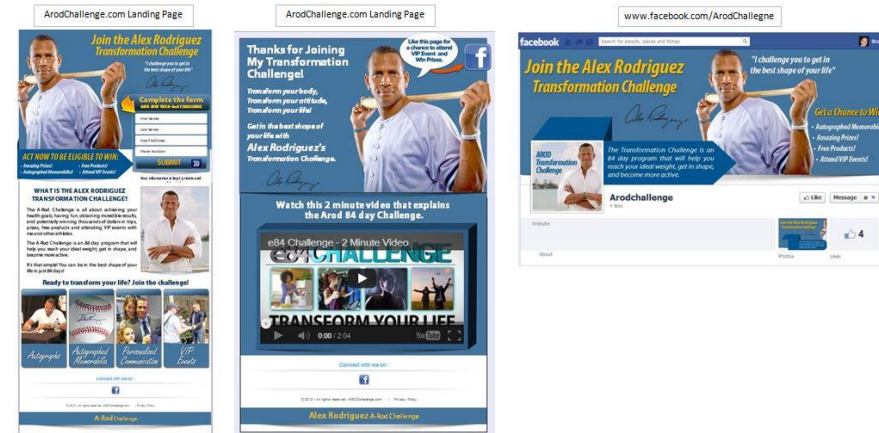
## Arod Team Campaign: Building Alex Rodriguez (Arod) Team

**Influencer Marketing 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 arod.celebritycommerce.com 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.





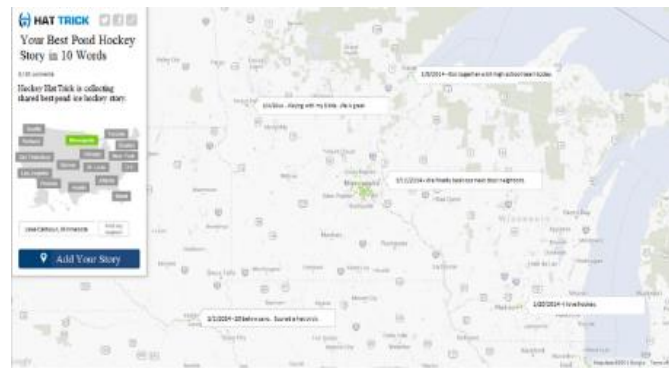
# GOOGLE MAP & EARTH TECHNOLOGY

## Hockey Player History Map



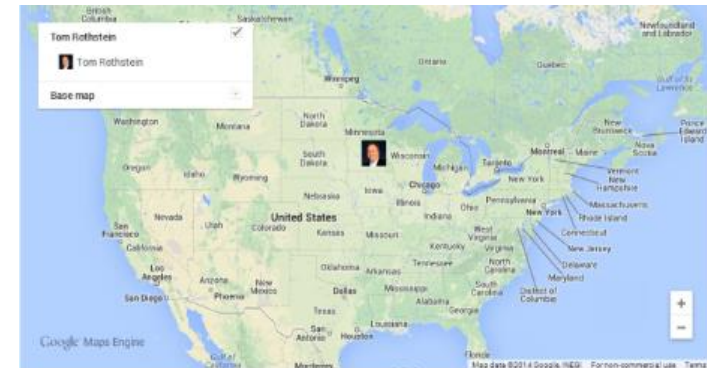
Hockey players will be able to map personal hockey history and experiences by location and organize it by time. Create a Google Earth movie video and share on YouTube.

## 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 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.

# MARKETING TECHNOLOGY SYSTEM

The Management team has developed a Marketing Technology System (“MTS”) that has been used to activate brands and celebrity fan bases.

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 Platform





# FILM WEBSITES

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## Film Title

## Website URL

Iron Ice

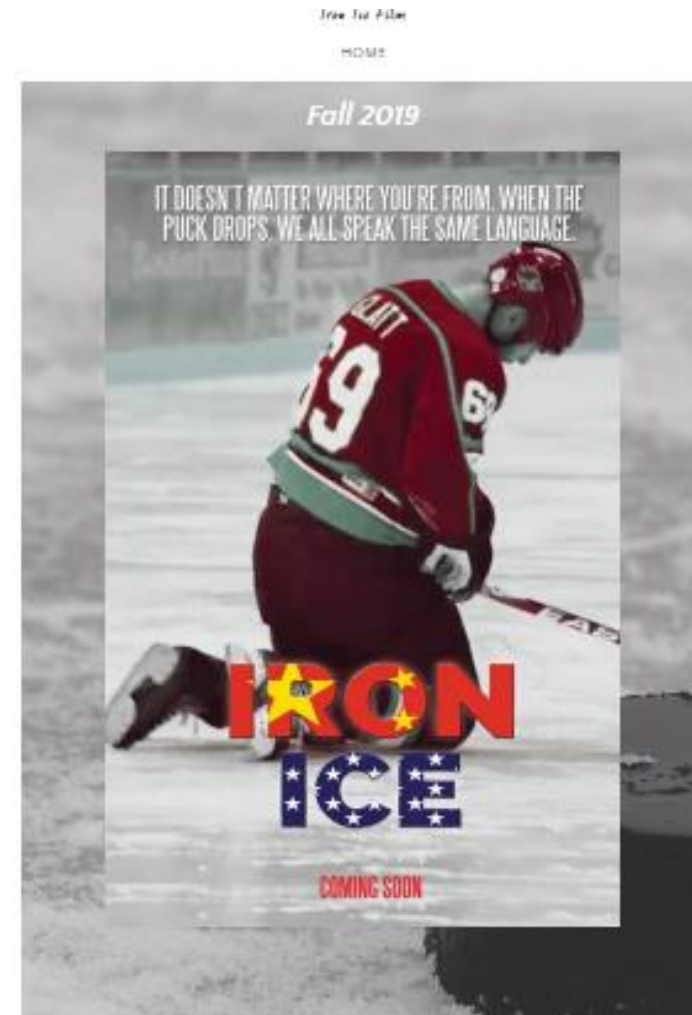
[www.ironicefilm.com](http://www.ironicefilm.com) - Live

Olympic Ice

[www.olympicice.com](http://www.olympicice.com)

Minnesota Hat Trick

[www.minnesotahattrick.com](http://www.minnesotahattrick.com) - Live



# HAT TRICK SPORTS VERTICAL WEBSITES



Sports vertical Hat Trick websites and App will be designed to build community, provide a directory, news, events and support the Hat Trick Lifestyle brand.

[www.baseballhattrick.com](http://www.baseballhattrick.com)

[www.footballhattrick.com](http://www.footballhattrick.com)

[www.basketball.com](http://www.basketball.com)





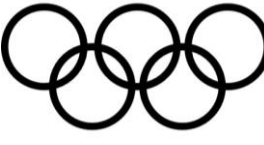









[www.olympichattrick.com](http://www.olympichattrick.com)

[www.gohattrick.com](http://www.gohattrick.com)

[www.rugbyhattrick.com](http://www.rugbyhattrick.com)

[www.hockeytrick.com](http://www.hockeytrick.com)

[www.soccerhattrick.net](http://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.



# Customer Acquisition

## Direct Response

# DIRECT MAIL – IRON ICE FILM SURVEY



## Lead Generation

Example of proven lead generation marketing program that generates investor leads, product sales, registration for newsletter and events.

### Postcard Size

The minimum postcard size is 3.5 inches by 5 inches. The maximum postcard size is 4.25 inches by 6 inches.

### What is the postage for a postcard?

A postcard is a rectangular mailer sent without an envelope. Sending a postcard is an extremely affordable way to communicate when you're using the U.S Postal Service—regular postcards cost only \$0.34 to mail!



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**

# China Customer Acquisition & Marketing Technology



# CHINESE CALL CENTERS



MCF has partnered with a business process outsourcing company that has 10 years of experience specializing in contact center and call center services. Services Provided include Inbound Customer Service, Outbound Customer Service, Live Web Chat, Inbound B2C Sales, Inbound B2B Sales, Outbound B2C Sales, Outbound B2B Sales, Market Survey and Lead Generation, Social Media, Back Office, Tech Support, Data Entry, Desktop Search



EXPERIENCED CALL CENTER IN  
Native Chinese Mandarin  
&  
CANTONESE

A blue icon of a rotary telephone handset.

CHINA

A dark blue silhouette map of China with a red location pin in the center. Above the map is a red circle containing the Chinese national flag.

ENTERING OR EXPANDING IN  
**CHINA MARKET**

# CHINESE MARKETING STRATEGIES



# CHINA CUSTOMER ACQUISITION



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%.



Tencent is one of the largest Internet companies, as well as the largest gaming company in the world. Its many services include social network, web portals, e-commerce, mobile games, smartphones, and multiplayer online games, which are all among the world's biggest and most successful in their respective category

Tencent's market value stood at US\$423.65 billion surpassed Wells Fargo to enter the world's top 10 most valuable companies

# CHINA SOCIAL MEDIA



Renren Inc. (NYSE: RENN) operates a social networking service (SNS) and internet finance business in China. Our SNS enables users to connect and communicate with each other, share photos and access mobile live streaming. Our internet finance business includes primarily auto financing. Renren.com and our renren mobile application had approximately 251 million activated users as of June 30, 2017.



Qzone, which is owned by the social giant Tencent, was one of the first ever social networks in China and, unlike Renren, attracts people from all demographics. Its 712 million registered accounts makes it the most popular media platform in China.



# CHINA PARTNER OPPORTUNITIES



## China

- Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games
- China National Tourism Administration
- State General Administration of Sports in China
- Beijing Olympic City Development Association (BODA)
- Beijing Olympic City Development Center
- IDG World Expo China Co., Ltd.

## Other

- The Association of International Olympic Winter Sports Federation (AIOWF)
- International Ice Hockey Federation

## Strategic Partner Organizations in China

- Sports Equipment Center of the State General Administration of Sports in China
- Department of Communication and Culture of the China Disabled Persons Federation
- Communications Department of the Communist Party of China's Beijing Municipal Committee
- Beijing Municipal Public Security Bureau
- Beijing Municipal Bureau of Finance
- Beijing Municipal Commission of Commerce
- Beijing Municipal Commission of Tourism Development
- Foreign Affairs Office of the People's Government of Beijing Municipality
- Beijing Municipal Bureau of Sports
- Government of Zhangjiakou, Hebei Province
- Beijing Olympic Park Administration Committee
- Beijing State owned Assets Management Co., Ltd.
- NorthStar Industrial Group

# Market Research



# INDUSTRY MARKET SUMMARY

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## 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.

## 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.

## 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. 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.

1

# INDUSTRY MARKET SUMMARY

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## 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.

## 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.

## 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

## 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.

2

# INDUSTRY MARKET SUMMARY

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## 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.

## 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

## 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.

3

# INDUSTRY MARKET SUMMARY

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## 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).

## Game

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.

4

# INDUSTRY MARKET SUMMARY

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## 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.

## 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.

## 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.

5

# INDUSTRY MARKET SUMMARY

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## **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.

## **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.

## **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.

6



# INDUSTRY MARKET SUMMARY

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## 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.

## 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.

## 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.

## 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.

7

# INDUSTRY MARKET SUMMARY

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## 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 billion in 2015 to US\$48.17 billion 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.

## 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.



## 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.

# INDUSTRY MARKET SUMMARY

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## **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.

## **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.

## **Wearable IOT Devices**

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

## **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.

9

# INDUSTRY MARKET SUMMARY

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## 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.

## 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.

## Wealth Management

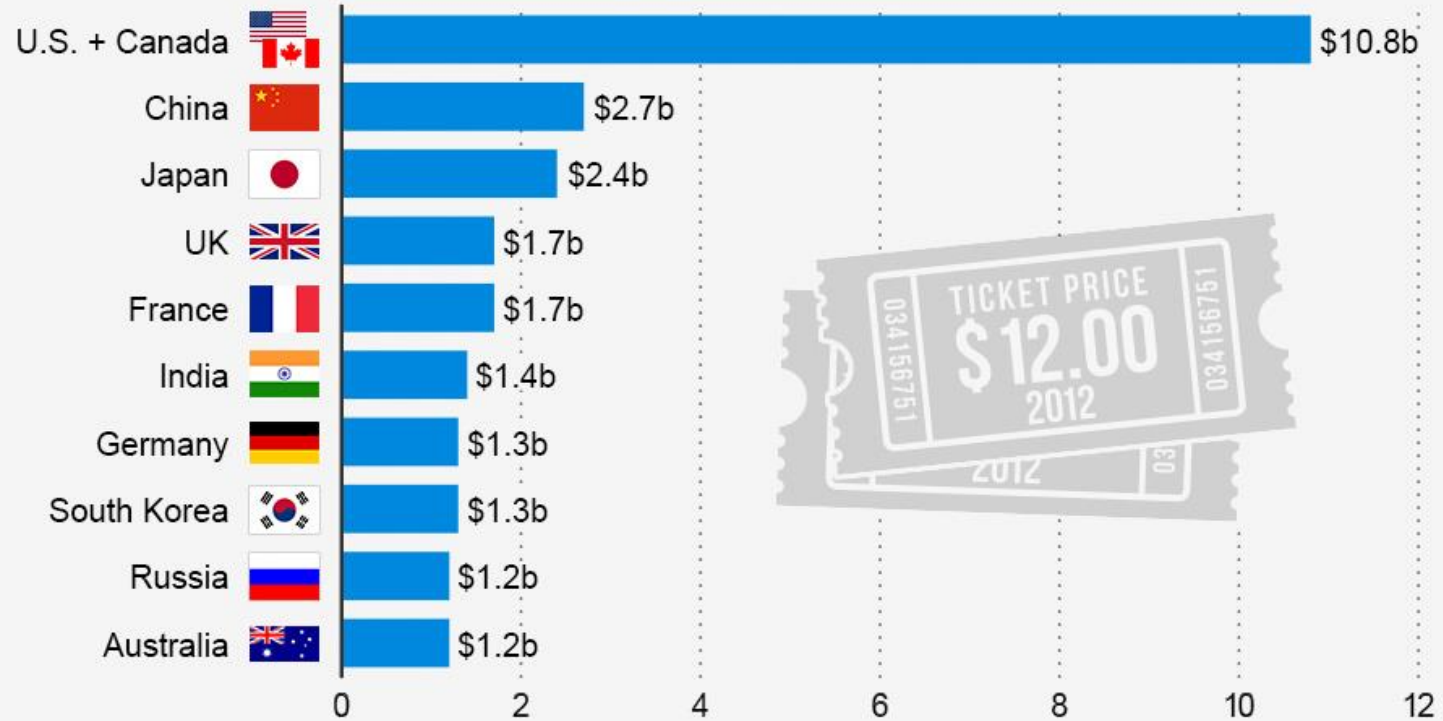
The number of high-net-worth individuals – those whose assets are worth at least \$1m (£750,000) excluding their primary residence – increased by 7.5pc last year, to a record global high of 16.5 million people. Chinese private wealth market will see a further boom in 2017, with the total investable assets 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.

10

# CHINA BOX OFFICE REVENUE

## China Becomes Second Largest Movie Market

Box office revenue in the world's largest movie markets in 2012



# BOX OFFICE: CHINA VS. U.S.



## Box Office: China vs. U.S.

CHINA U.S.

China's box office barely will eclipse the U.S. in 2017, but at 19 percent annual growth compared with 2 percent, it is poised to dominate every year thereafter.





# CHINESE GAMES MARKET



## 2013-2020 CHINESE GAMES MARKET

REVENUES PER SEGMENT 2013-2020



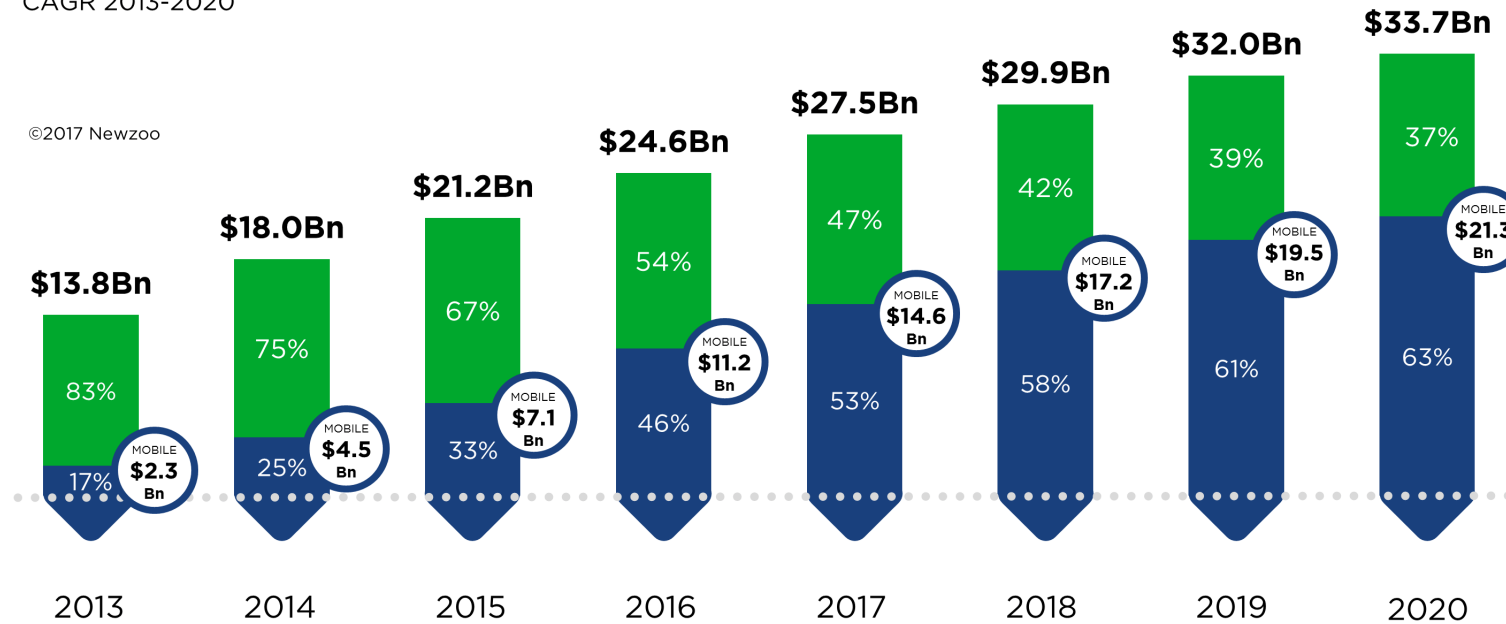
TOTAL MARKET

**+13.6%**

CAGR 2013-2020

● Mobile ● Other

©2017 Newzoo



# CHINA WINTER SPORTS



## The Development of China's Winter Sports Industry

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)
Ski Resorts	2016	646	2022	800 (in which the newly built number should not be less than 240)

### Resources:

- The Construction Plan for National Winter Sports Facilities (2016 – 2022)
- The Development Plan for Winter Sports (2016 – 2025)
- 2016 China Ski Industry White Paper

**World Winter Sports Expo Beijing**  
<http://www.wwse2022.com/>

# CHINA WINTER SPORTS



## The sports industry and winter sports industry

- 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.

## Winter sports in schools and youth training

- 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.
- It will realize 100% coverage in campus of knowledge spreading, such as relevant Winter Olympics Games, ice and snow sports, competition rules and watching etiquettes, eventually building a stronger talent team for China's ice and snow sport.

<b>Beijing's demand is 50,000 winter sports talent</b>
• Cultivating 1,500 senior managers of ice and snow sports
• 25,000 campus counselors and social sports instructors
• 4,200 athletes,, coaches and referee
• 15,000 service guarantee personnel
• 4,300 professional technicians

## **X Games**

Economic impact of the 2010 X Games 16 on Los Angeles County. Based on our analysis, we have concluded that X Games 16 produced up to \$50 million in identifiable benefits to Los Angeles. This figure includes increased expenditures and economic activity for the Los Angeles market, as well as significant benefits associated with exposure of the Los Angeles market through ESPN's broadcast of the X Games to millions of homes throughout the world.

The benefits quantified in this report include approximately \$12 million associated with increased tourism (reflecting as many as 58,000 additional visitor days spent in Los Angeles), around \$6 million associated with the setting up, staging and television broadcast production of X Games events, and roughly \$12 million in multiplier effects flowing from direct spending associated with the X Games. In addition, the value to Los Angeles of having 27.5 original hours of X Games broadcast live and in HD to all 50 states, 175 countries and more than 380 million homes is approximately \$20 million.

# EVENT RESEARCH

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## **South By Southwest (SXSW)**

SXSW attracts the world's leading creative professionals to Austin, Texas for an unparalleled event that includes a conference, trade shows, and festivals. For the past 30 years, SXSW has successfully helped creative people achieve their goals while catapulting Austin onto the world stage each March by transforming the city into a global mecca for creative professionals. 2016 was no exception; SXSW's core events attracted a record 87,971 registrants. In addition to its outsized role in sustaining Austin's cultural cachet, SXSW also injects hundreds of millions of dollars into the local economy.

**In 2016 alone, SXSW's economic impact on the Austin economy totaled \$325.3 million.**

The continued growth of SXSW reflects its singular ability to bring together creative disciplines across a multitude of industries. With keynote addresses from President Barack Obama, First Lady Michelle Obama, producer Tony Visconti and presentations by Twitter co-founder Biz Stone and director J.J. Abrams, SXSW 2016 provided unprecedented opportunities for creative cross-pollination. In addition to the core SXSW events—Interactive, Film, and Music—SXSWedu also experienced a banner year in 2016. Since its inception in 2011, SXSWedu attendance has increased eightfold. With the recent unification of the SXSW Conference, expanding badge access, and streamlined programming, SXSW promises to propel the event's convergence of entertainment, culture, and technology to new heights in 2017.

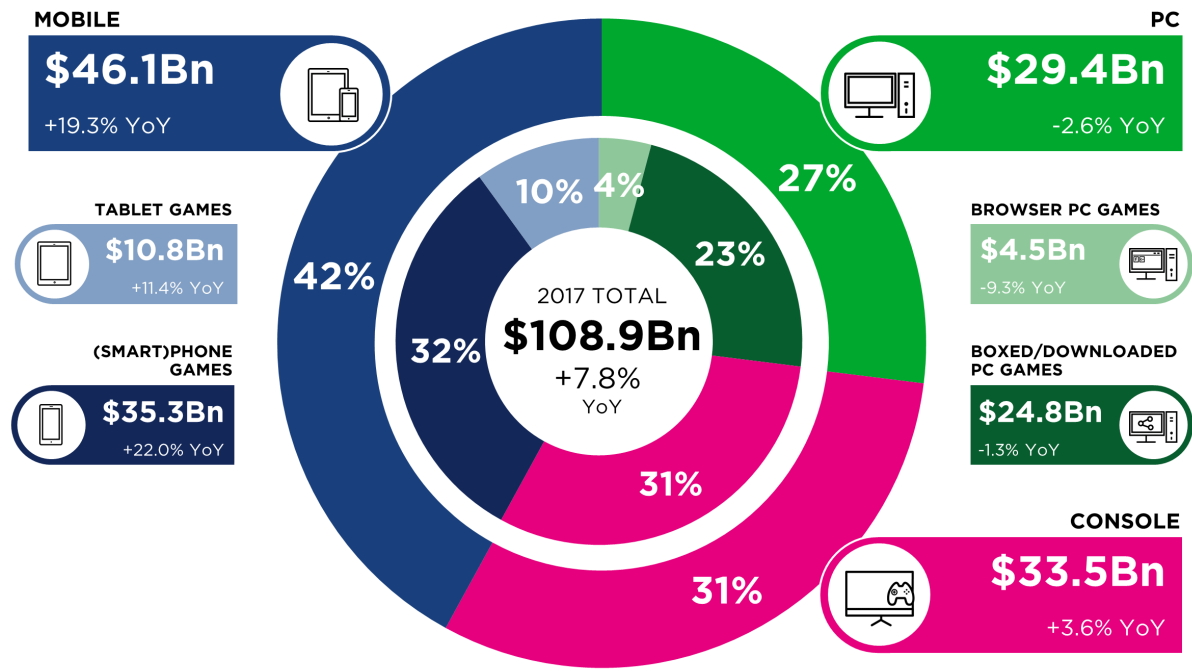
# GLOBAL GAMES MARKET



## 2017 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

©2017 Newzoo



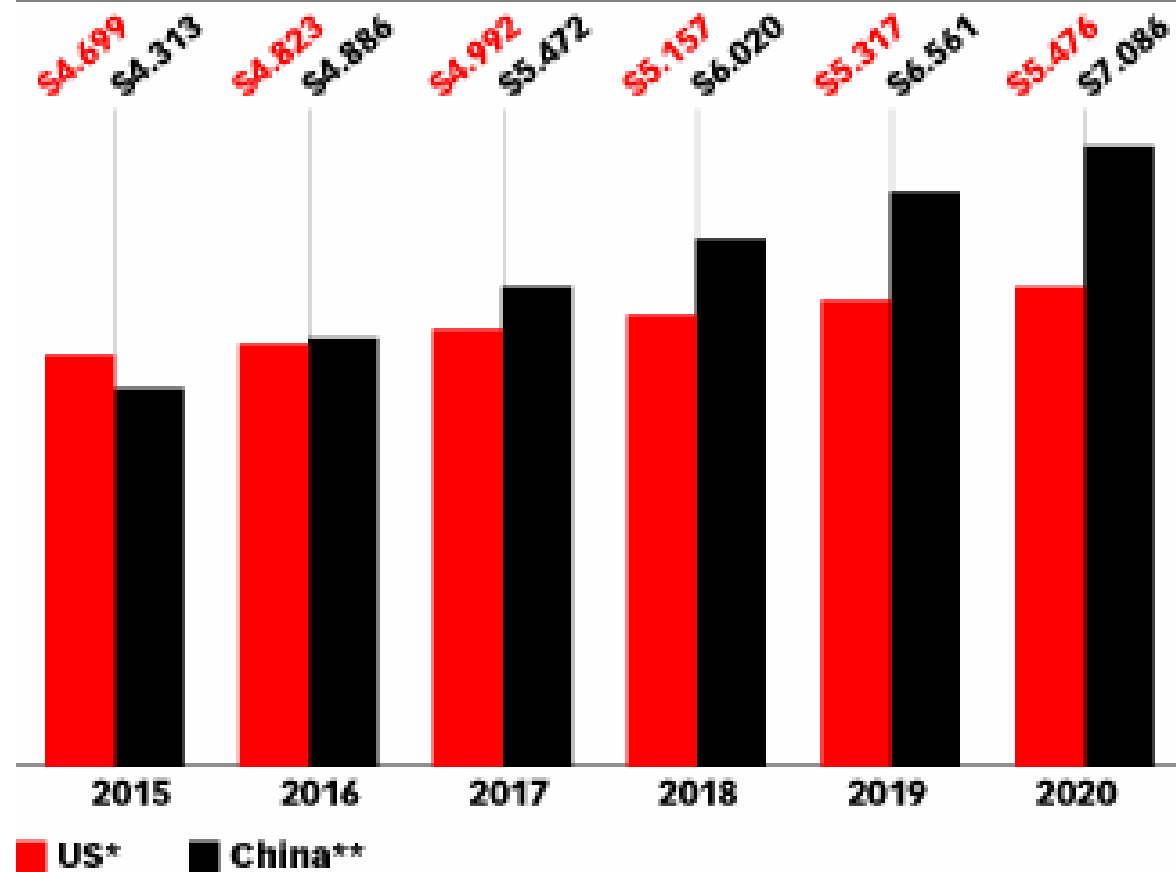
In 2017, mobile games will generate **\$46.1Bn** or **42%** of the global market.



# RETAIL SALES CHINA AND U.S.



**Total Retail Sales in China and the US, 2015-2020**  
trillions

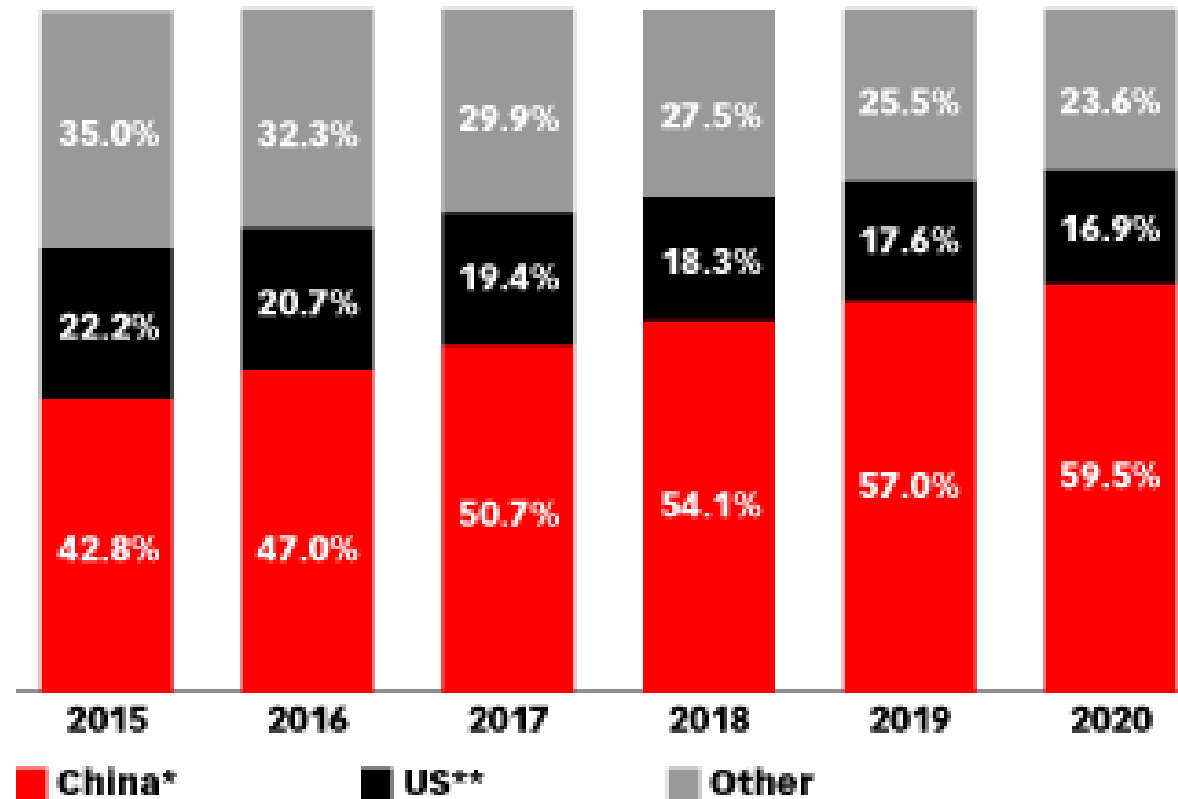


# ECOMMERCE SALES CHINA VS. U.S.



## Retail Ecommerce Sales Share of Worldwide, China\* vs. US\*\*, 2015-2020

% of total

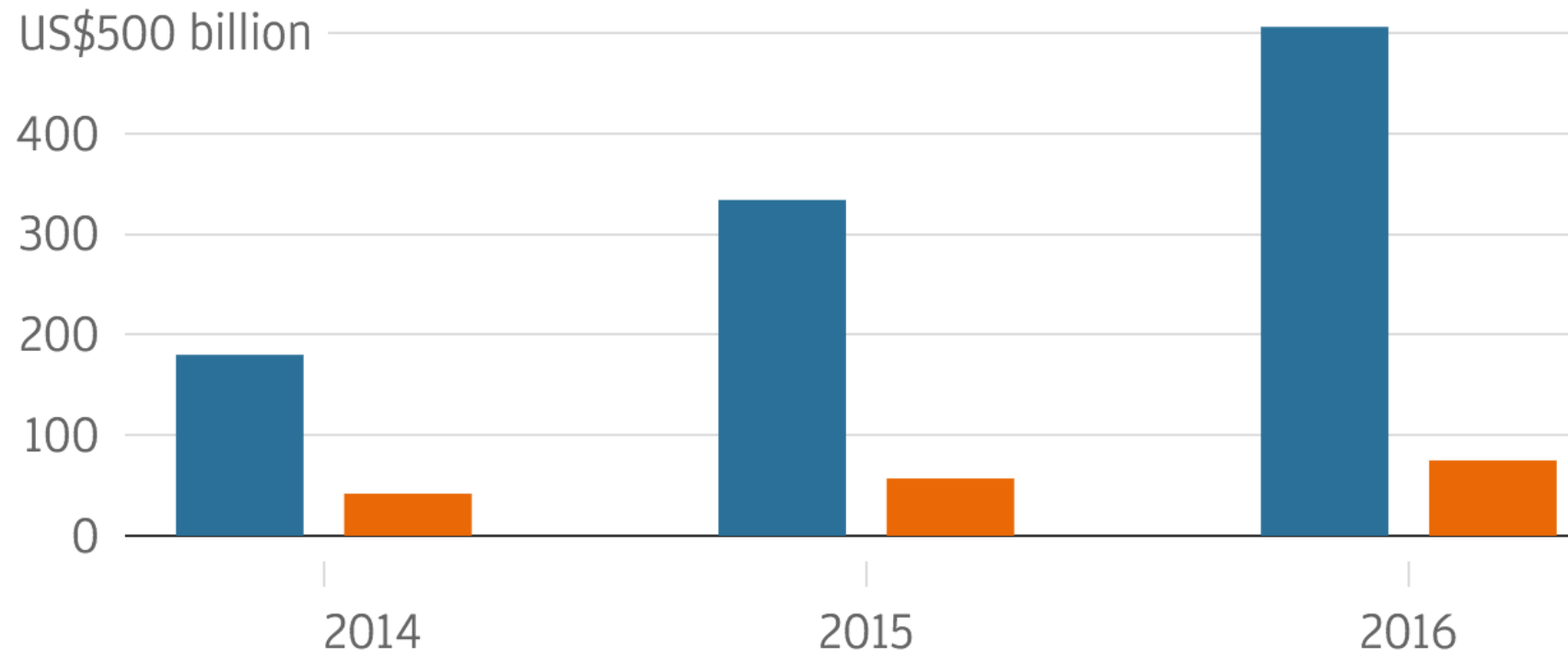


# MOBILE ECOMMERCE SALES CHINA VS. U.S.



## Mobile e-commerce revenue in China dwarfs US market

■ China ■ United States



Source: eMarketer

SCMP



# Thank You!

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