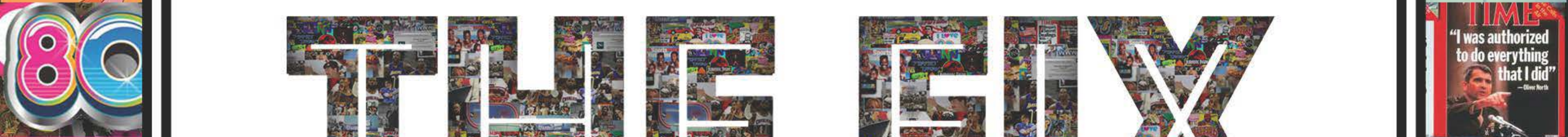


THE FIX

The story of how a **Nixon-led plot** to pull the country out its **recession in the mid-70's** forged an unlikely **partnership** between the **White House**, the **Mafia** and **Wall Street** creating America's largest and most profitable business while re-shaping **professional sports- sports gambling** and architecting the future of **technology, politics, and pop-culture.**



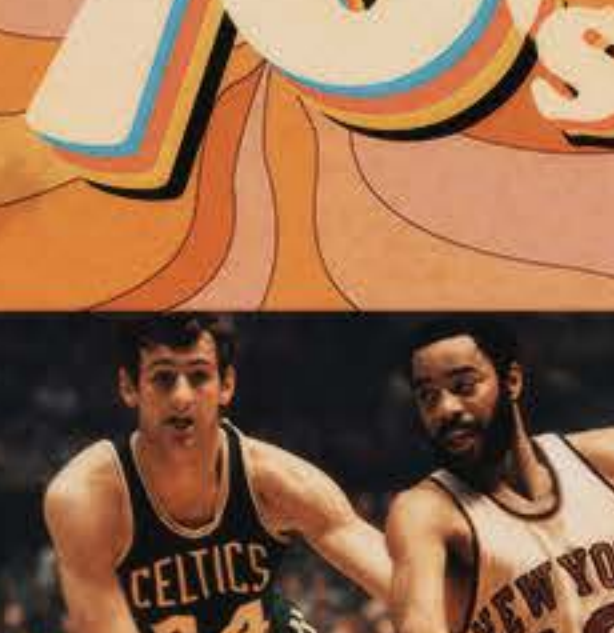
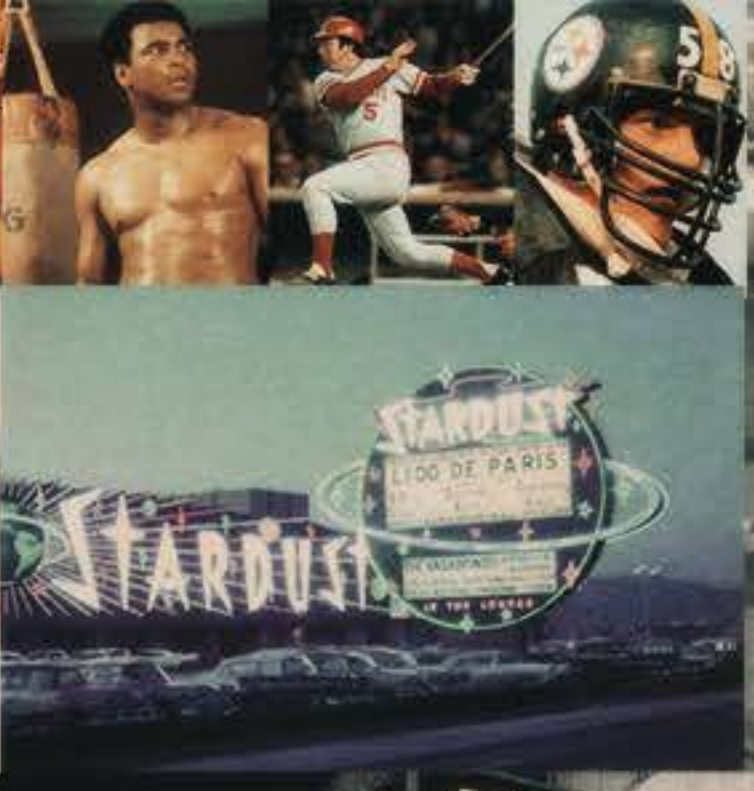
THE FIX

SERIES ARC

- | | |
|--------------------------|--------------------|
| Season One - 1970's | Build the Model |
| Season Two - 1980's | Flip the Model |
| Season Three - 1990's | Scale the Model |
| Season Four - 2000's | Break the Model |
| Season Five - 2000 Teens | Liberate the Model |



70's





1970s : BUILD THE MODEL

Restructure sports/sports gambling from 'player' to 'platform'
control the **Teams**, the **Coaches**, the **Rules**, the **Refs** and, most importantly, the **Media**

Mafia runs the operation – **Wall Street** runs the money – **White House** runs the economy

The Golden Rule – 'the player is untouchable' they build legend/lore and maintain the integrity of the game – 'an economy needs variability to survive...'

Create a 24/7 sports news cycle and the hook is set...



MTV

TIME TV's Daily WHODUNIT?

Fruit Stripe CANDY FLAVORS

PAC-MAN

POP ROCKS

Trivial Pursuit GENIUS EDITION

Mix Tape

Reagan

VICE

Fire

Dirty Dancing

TOP GUN

ST. ELMS FIRE

RAIDERS OF THE LOST ARK

Cheers

BACK TO THE FUTURE

ROBIN 1

Magnum, P.I.

MRT

SHOCKING EXPOSE OF CRIMINAL GOVERNMENT

TIME Reagan's Secret Dealings With Iran

TIME "I was authorized to do everything that I did"

E.T.

The Karate Kid

when harry met sally

RAIDERS OF THE LOST ARK

RAIDERS OF THE LOST ARK

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TIME "I was authorized to do everything that I did"

Indiana Jones

pretty in pink

THE BREAKFAST CLUB

RAIDERS OF THE LOST ARK

RAIDERS OF THE LOST ARK

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MRT

SHOCKING EXPOSE OF CRIMINAL GOVERNMENT

TIME Reagan's Secret Dealings With Iran

TIME "I was authorized to do everything that I did"

John Lennon

DEATH OF A HERO

1980

Caddy Shack

1984 Los Angeles

Los Angeles

Los Angeles

Los Angeles

Los Angeles

Los Angeles

Los Angeles

Los Angeles

JUST SAY NO

JUST SAY NO

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The Junk-Bond King's Next Move

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The Deal That Made Bill Gates, Age 30, \$350 Million

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1980s : FLIP THE MODEL

The Mafia shifts control of Las Vegas to Wall Street

The town is rebuilt on the back of 'junk bonds' and the mega resort era is born

Shift from shady to shiny drives middle America to the tables just as they are set to turn

The dye is cast for the PC revolution a young king is crowned

Lanes of the information superhighway are architected

The infrastructure for the globalization of gambling



The Fresh Prince of Bel-Air

THE 90'S IT'S PARTY TIME!

PULP FICTION

NIRVANA PEARL JAM

JURASSIC PARK

ESPN .COM

.com

Truly 18

12169 NASDAQ FALLS 6%

DREAM Sports TEAM

Illustrated

TRIS

SMOOTHIE

SMOOTHIE

SMOOTHIE

SMOOTHIE

SMOOTHIE

SMOOTHIE

GUTS

PIZZA

NOVA

NOVA

NOVA

NOVA

NOVA

NOVA

NOVA

NOVA

DARK

SALUTE YOUR SHORTS

INDI MATRIZ KIDS

HOOK

HOT WHEELS

WARCRAFT

WARCRAFT

WARCRAFT

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PULP



1990s : SCALE THE MODEL

The Internet goes 'live' - wired for **gambling** and **porn**
The Mafia locks in the real estate and monetization for porn
The Sports Team (PHDs/actuaries) drops gambling on the rails
Sports gambling 'frozen' in place just as it hits the mainstream
 Reach, velocity and complete control drive exponential growth
 Securing the model **deepening** the **dependency**





BARSTOOL SPORTS

THE 2000s

FORECLOSURE

YouTube SU RSS CS f digg B

2000

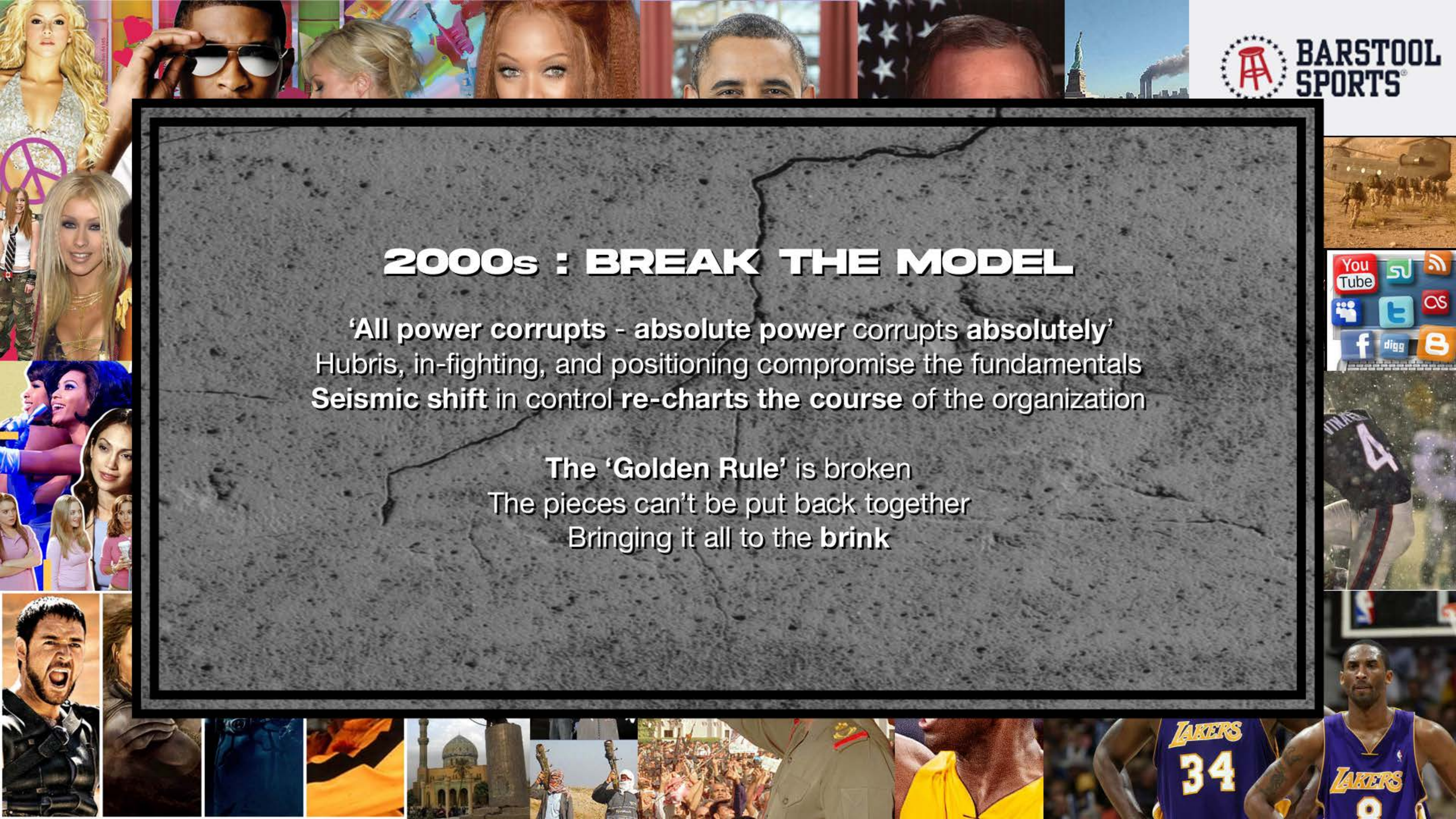
LAKERS 34

LAKERS 8

2000s : BREAK THE MODEL

'All power corrupts - absolute power corrupts absolutely'
Hubris, in-fighting, and positioning compromise the fundamentals
Seismic shift in control re-charts the course of the organization

The 'Golden Rule' is broken
The pieces can't be put back together
Bringing it all to the brink





Breaking Bad



Porn hub





2000 TEENS: LIBERATE THE MODEL

With the **seal broken** the organization **pivots**
Laying the groundwork for the **'legalization'** of **sports gambling**
Infrastructure and platforms, territories and coverage

Same players, **New Model**
Money, power, control still in place
The Fix continues - in the light of day



³⁵ Breakin
⁵⁶ Bad



hub

