

E-SHIDO

A fencing meets MMA armed combat sport.



The Opportunity

Globally, combat sports is a \$30 billion business.

Forbes' list of the most valuable combat sport promoting organizations include:



UFC



ONE Championship



WWE

These companies and all of those on Forbes' top 10 list regularly produce well-sponsored boxing, MMA, kickboxing, muay thai and professional wrestling matches. These are all **hand to hand** combat sports.

Hollywood has demonstrated time and again how enticing armed combat is to viewers.



However, traditional sword sports are hard for casual observers to follow, they're repetitive and they lack the pacing that makes sports like boxing and MMA so popular.

These sports fail to capitalize on the appetites for armed combat content. As a result, they rarely air, draw few views and attract little sponsorship.



(Notice the lack of branding on or around the athletes.)

E-SHIDO will address this hole in the market and own the **armed combat sport** space by offering:

- Visual cues that make landed attacks easy to follow
- Tactical variety
- Dynamic, fast paced action that looks like real combat
- A presentation evolved for today's consumers

Scoring in E-SHIDO will be easy to follow and esthetically pleasing.

Fighters will wear armor with embedded lights that flash indicating when they've taken a hit to their torso, arms or legs.

Scoring bars will help fighters and viewers keep track of score during rounds.



E-SHIDO will utilize multiple weapon styles such as:

Katana



Quan Dao



Sabre



Spear



Nunchaku



Sword and Shield



The sport will have fighters select one weapon to start a round and allow (and sometimes require) them to switch to a different weapon mid round, adding extra layers of strategy and variety.

E-SHIDO will offer a feel
and aesthetic of real combat

Electronic sensors will primarily be used to referee matches.

The result will be a presentation where combatants
focus only on each other and viewers focus only on the action.

The IP created from the founding of **E-SHIDO** will be used create multiple revenue generating opportunities from:

- Television rights
- Gear and accessory sales
- Institutions that teach the sport

The TAM for E-SHIDO

The TAM for E-SHIDO is estimated to encompass a potential market within the broader categories of combat sport enthusiasts, martial arts practitioners, and viewers seeking unique and high-action sports content with a potential reach further expanded by the growing popularity of esports and online gaming audiences through streaming platforms.

Key points about E-SHIDO's potential TAM:

- **Niche appeal:**

While E-SHIDO will begin as a new and unknown sport, the unique formats, the pace of play and weapon style changes will attract a dedicated audience with strong interest in martial arts and will instantly connect with viewers because the sport will more closely resemble the swordplay Hollywood has entertained us all with.

- **Preexisting Pool of competitors:**

E-SHIDO will attract players who have spent years in martial arts and weapons training developing skill sets that will directly translate to the sport.

- **Digital reach:**

Live streaming and online content on platforms like YouTube and Twitch can significantly expand the viewership beyond traditional television audiences.

- **Crossover potential:**

The sport's dynamic nature could appeal to fans of other combat sports like MMA, boxing, and professional wrestling.

- **Geographic reach:**

Currently, sword sports have varying levels of popularity in countries throughout the world, but many countries have locally developed weapon styles and traditions whose inclusion will attract viewership.

How E-SHIDO will get started:

- Phase 1: Prototyping

Armor sensors and the first versions of several of the weapons will be developed.

Phase 2: Beta Testing

This is where **E-SHIDO** is introduced to the public.

- Events will be held to exhibit the sport.
- Swordplay schools will be invited to participate in individual and team tournaments.
- Collaborative videos will be recorded with masters of different schools demonstrating their techniques vs other styles

These activities will help us recruit talent, gain a following across all social media and create valuable marketing content.

How E-SHIDO will grow:

- Phase 3: Start Professional League Play

This is where we leverage the growing popularity of the sport and our ability to attract views to sell television rights and sponsorship opportunities.

Phase 4: Equipment Sales

Our play-at-home sets will offer an industry unique swordplay experience to people of all ages. **E-SHIDO** hitting the airwaves will naturally lend itself to marketing that gear.

Phase 5: Teaching E-SHIDO

In this phase, a one of a kind chain of dojos will be launched that will:

- Teach all of the weapons styles involved in the sport
- Host leagues for all ages
- Offer open floor time for students and casual players to battle
- Sell gear and accessories
- Continually create content

These dojos will feed growth and ensure future of E-SHIDO.