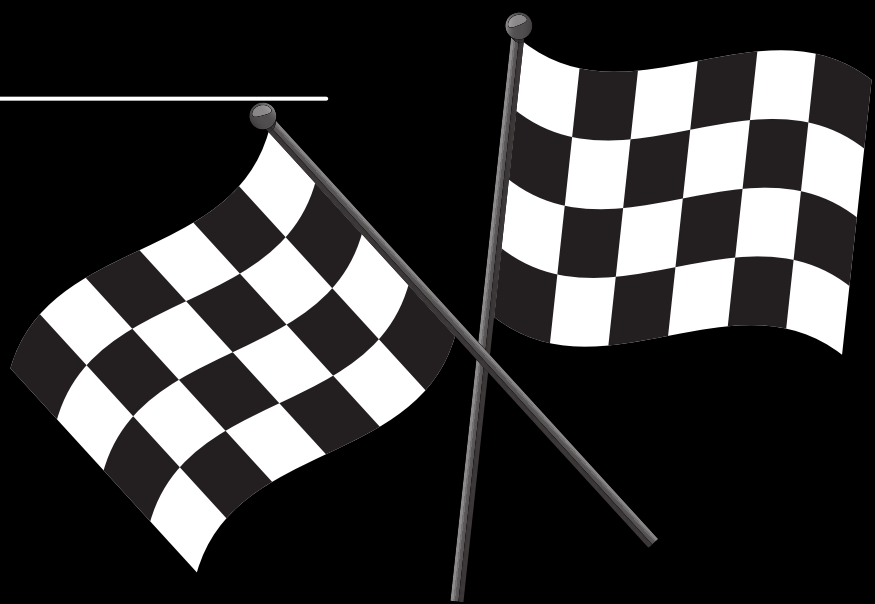


BATTLE RACING



EMOTIONAL
IDEAS



"The Future of Gamified Combat Motorsport Racing"

PRESS START

Problem

The global Family Entertainment & Amusement Park industry is looking for a way to reinvigorate the classic pastime of Amusement "Go-Karting"

which has seen minimum changes since its invention in 1956.

Additionally,

Traditional Motorsport Racing Organizations are seeing a decline in viewership, and seek to introduce innovation that will appeal to youth, young adults, and minority audiences.

***Brief
History of
Motorsports***



1948



1950

***Amusement
Go-karting***

1956

Solution

Battle Console REC-Series¹

An immersive gaming console controller designed to retrofit onto off-the-shelf electric go-karts and larger vehicles. It brings the excitement of combat racing games to real-world racing experiences, starting with our custom software game, TurboTron Battle Racing.

NO VR HEADSET or VIRTUAL REALITY EQUIPMENT NEEDED





Next Evolution of Motorsports



"Built for Drivers" "Designed for Gamers"

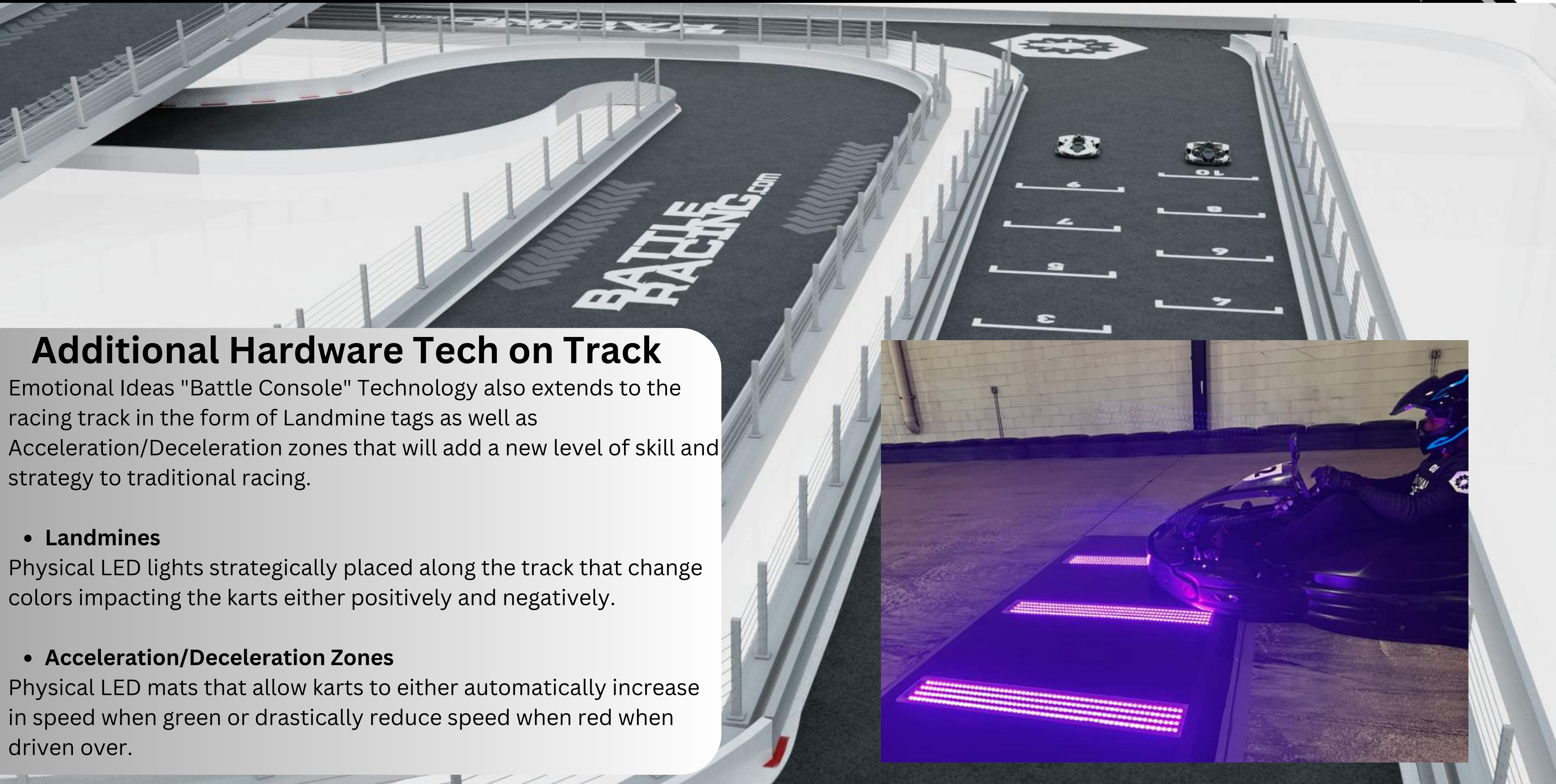
TurboTron Battle Racing is a Competitive, Mixed Reality Motorized (E)sport Game played exclusively with Emotional Ideas "Battle Console" technology on physical commercial electric go-karts.

Offensive/Defensive Power Items:
Impact the performance of the driver's vehicle

Points-Based System:
Earn points based on race position

Local and Global Tier Ranking:
Compete to Scale ranking system

Mixed Reality (E)sports:
A new era of immersive competition



Additional Hardware Tech on Track

Emotional Ideas "Battle Console" Technology also extends to the racing track in the form of Landmine tags as well as Acceleration/Deceleration zones that will add a new level of skill and strategy to traditional racing.

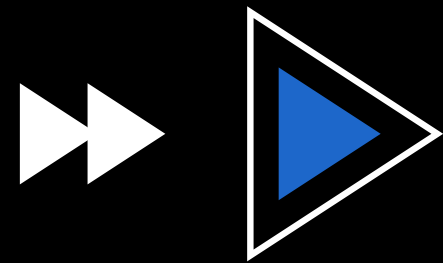
- **Landmines**

Physical LED lights strategically placed along the track that change colors impacting the karts either positively and negatively.

- **Acceleration/Deceleration Zones**

Physical LED mats that allow karts to either automatically increase in speed when green or drastically reduce speed when red when driven over.

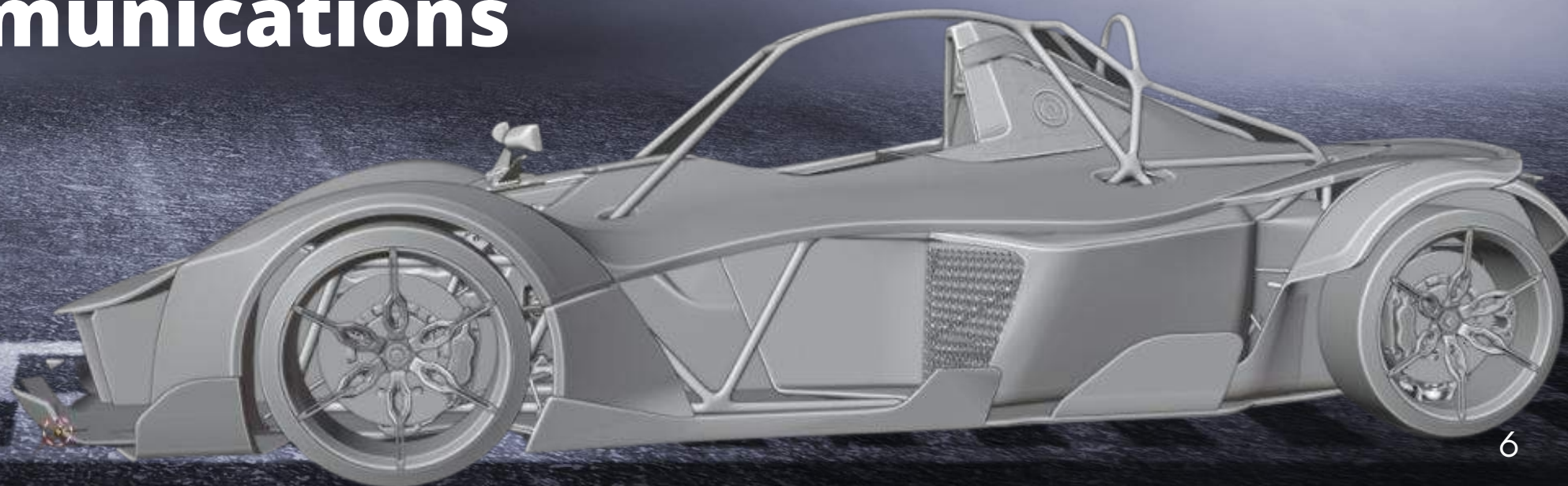




SAFETY FEATURES



- **Full Vehicle Roll Cage**
- **Enclosed Bodyshell**
- **Advanced Vehicle Sensor Matrix**
- **Remote Slow Down Features**
- **Notification Body Lights- Red, Yellow, Green**
- **Advanced Bumper System**
- **AI Guidance System- (B.R.A.I)**
- **Master Control to Driver Communications**
- **4 Point Seatbelt Mount**
- **Rear View Camera**
- **Sideview Mirrors**



Software

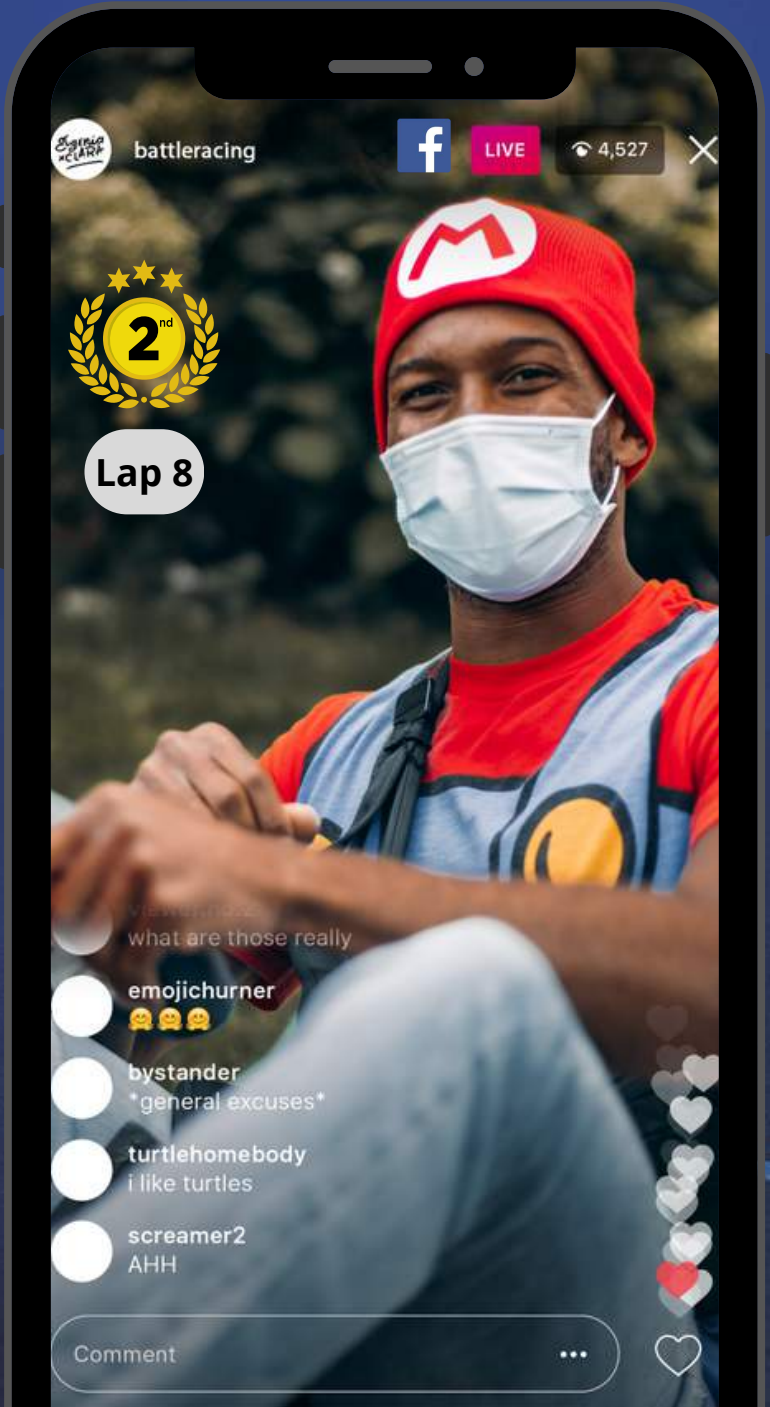
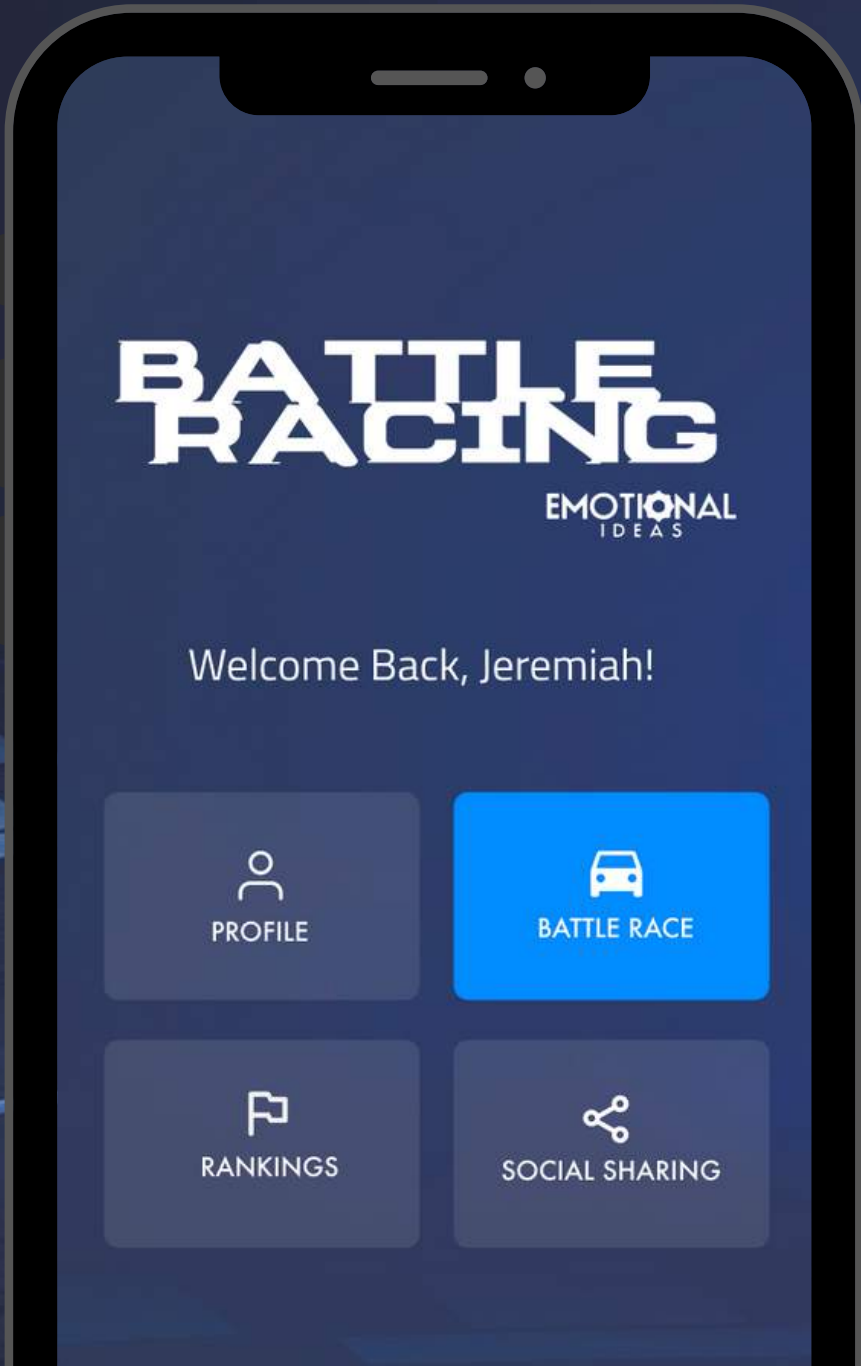
The Battle Racing software is combination of Unique Software features to enhance both the Drivers racing gameplay and Spectator viewing experience.

Live Video Leader Board

Mobile Companion App

Custom In-Game Currency

Onboard selfie camera- Live Stream Social Media



Third Party Game Collaborations

The Battle Console is designed to be able to accomodate and feature other third party combat racing gaming titles, thus presenting a new way to enjoy & experience popular racing games in the physical reality on real go-karts.

MARIOKART™



TWISTED
METAL



CTR
CRASH TEAM RACING
NITRO FUELED



GRIP
COMBAT RACING



*Cooperation & permission from game developers/ publishers must be established.
Games listed above are examples and future possible collaborations.

REC & PRO Models

PROFESSIONAL ◀ ◀

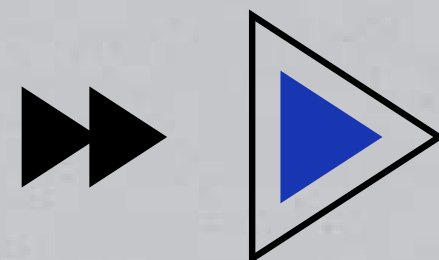


◯ ◯ ◯ ◯
PRO-S1
100 MPH
MAX SPEED

Battle Console system
designed to scale from go-karts
to large engine vehicles



◯ ◯ ◯ ◯
RS1
50 MPH
MAX SPEED



RECREATIONAL
ELECTRIC GO-KART

Product Development Roadmap

Core Features

The Battle Console Prototype will showcase preliminary functionality and potential for new features.

- Custom Gaming Steering Wheel with Buttons/Triggers
- Dual Dashboard Display
- Sensing and Targeting Components
- Rear View Camera
- Landmine Floor Tags
- Basic Power Items
 - Forward Shooting
 - Speed Boost



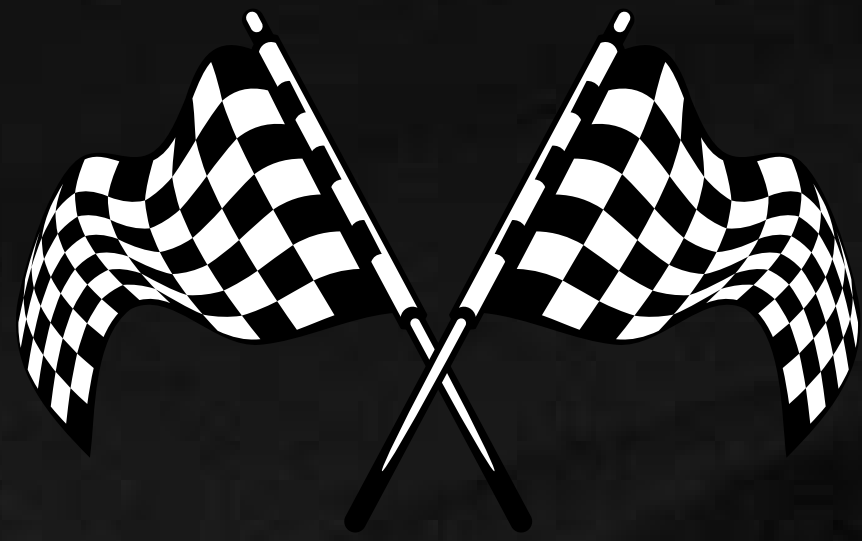
Additional Features

- More Power Items
- Go-Live Selfie stream to Social media platforms
- Acceleration Zones
- Deceleration Zones
- Mobile Companion Application
- Haptic Vibration in Seat and Steering Wheel
- Helmet with audio and microphone headset
- Battle Racing Assistance Interface (B.R.A.I)

Future Product Offerings

- Battle Console DUO model
- Arcade Kiosk
- Third party game title software license
- Mobile Game Application
- Battle Console PRO-S1 Model
- Custom Battle Racing Track

Product Benefits



1

Increase Ticket Sales by 25%

2

Attract Repeat Customers

3

Sell Marketing and Ad Space on Displays

4

Live Stream Marketing

5

Introduction of in House Battle Racing
Tournaments & Leagues

Competitors

			
Shooting Function	X	X	X
Virtual Power Items	X	X	X
Speed Boost	X	X	X
Dual Display Screens			X
Rear View Camera			X
Selfie Live Stream Camera			X
Granted US Patents			X
Scale to Large Vehicles			X
Scale to a Pro Motorsport			X

Competitive Advantages

1

Go-Kart Agnostic Retrofit Technology

.....

The Battle Console system can be retrofitted to any commercial electric go-kart model.

3

Enhanced Reality Features

.....

We incorporate sound and haptic vibrational feedback that brings the combat racing experience to life.

5

Software Agnostic Gaming Console

.....

The hardware is designed to accommodate other third-party software racing games like Nintendo's Mario Kart or Sony's Crash Team Racing gaming software.

2

Designed to scale to a Pro-league

.....

Our system is designed to accommodate both recreational and professional racing leagues.

4

Granted Patent With the USPTO & WIPO

.....

We have a non-provisional patent (21 claims granted) surrounding the battle racing technology and gameplay features.

6

Novel Social Sharing Features

.....

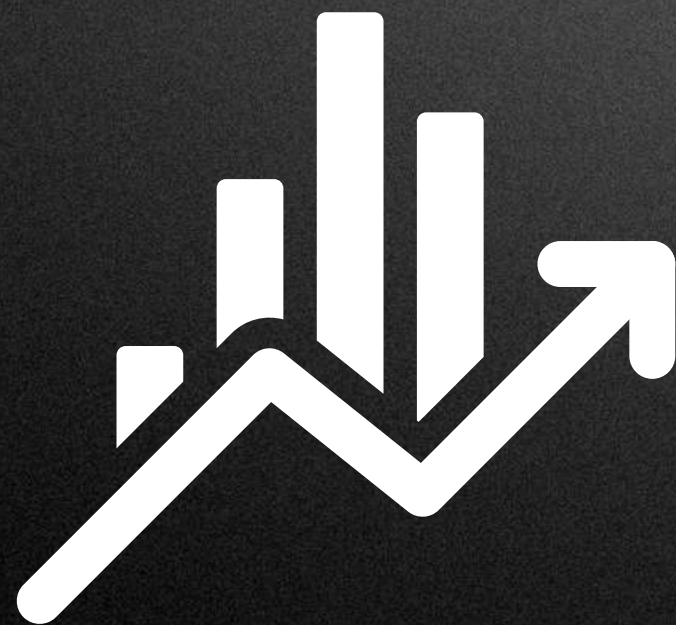
Players can choose to activate the on-board selfie camera to stream and go-live onto various social media platforms

Go To Market/Road map

Phase 1: Mobile Game Release

Phase 2: National Pop-Up Roadshow

Phase 3: Brick & Mortar Entertainment Franchise





Go To Market Business Model



PHASE 1

(Mid 2024)

Mobile Game

1. In-App Purchases
2. Ad-Marketing

PHASE 2

(Late 2024)

National Road show

1. Per Race Tickets
2. Merchandise
3. Sponsorships

PHASE 3

(2025-)

Entertainment Franchise

1. Per Race Ticket
2. Membership
3. Merchandise
4. Food & Beverage
5. Sponsorships

*Additional
Revenue Stream*

TURBOTRON™

BATTLE RACING

Mobile Game



Under Development

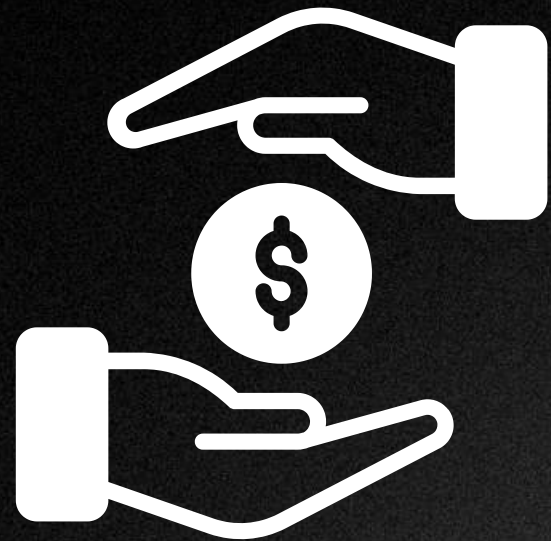


BATTLE RACING CITY HUBS

- **Battle Racing City Hub**; an exclusive esports facility dedicated to competitive Battle Racing tournaments designed as an indoor go-kart track arena complete with spectators viewing areas & food/beverage.
- Our goal is to establish City Hubs in major cities worldwide, hosting epic next level (E)sport racing tournaments. With each race players will experience real-time tier rankings, track their progress and aim for the top local spot to compete in growing regional, national, and global Battle Racing leagues & championships hosted throughout the year.
- Each facility will serve as a vibrant esports community spot, where both gaming, esport, and motorsport fans can gather to spectate this thrilling hybrid sport. Each city hub can also be leveraged for esport & gaming event, which will assist with marketing & exposure for the sport of Battle Racing.

Goal: 10 City Hubs by 2030





Go-Karting Entertainment Center Revenue Segments

Merchandise
8.1%

Food & Beverage
16.6%

Parties/ Events
4.2%

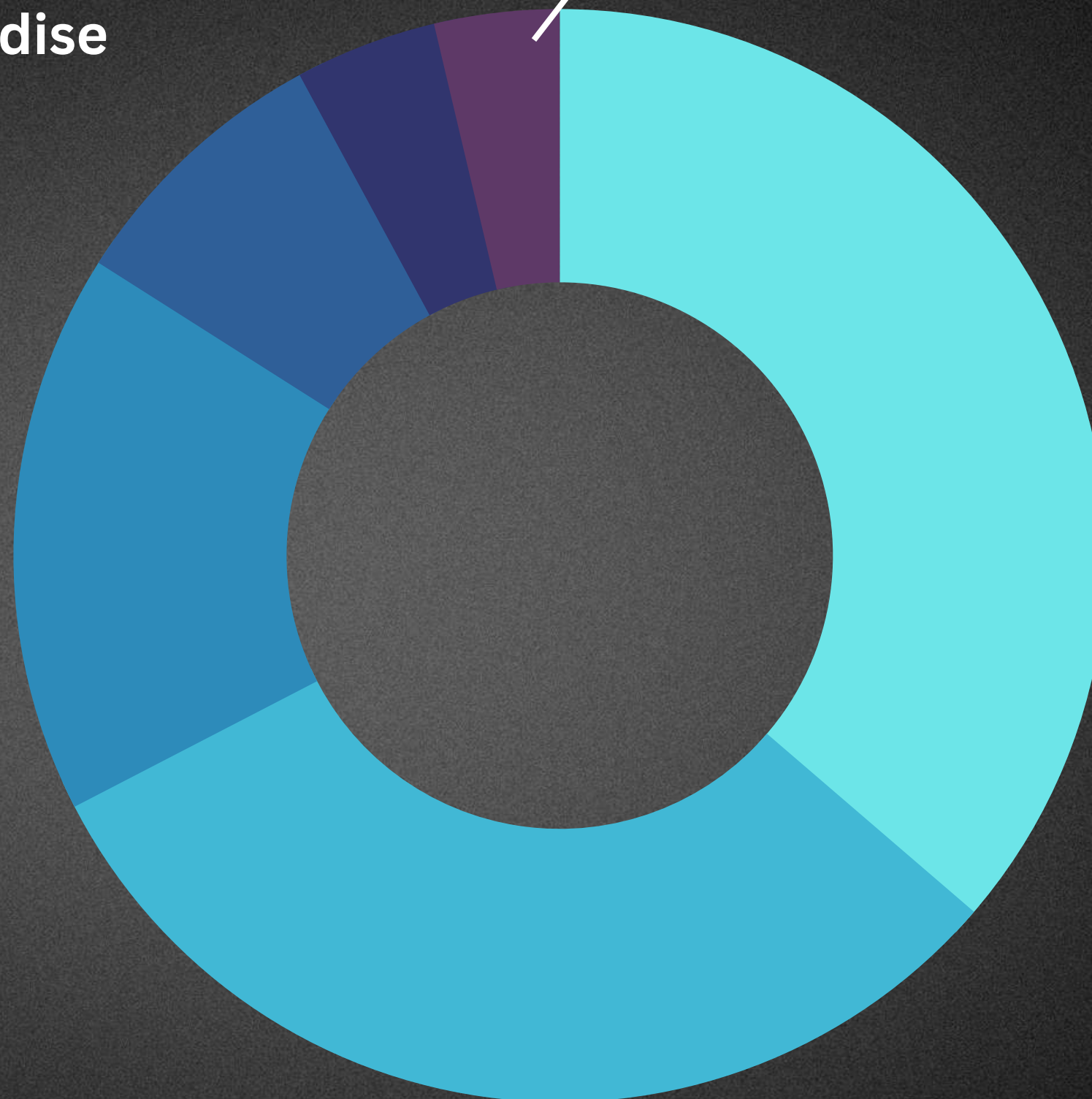
Other
3.7%

Daily Admissions
36.3%

Memberships
31.1%



**based on Industry Averages*



— *USA Market Size* —

*Based on Ages 15-35 @ \$30 per Race Ticket

Country

\$2.4B

TAM

Total Addressable Market

Age Population: 80 Million

North America

State

\$59.4M

SAM

Service Addressable Market

Age Population: 1.98 Million

Tennessee

City

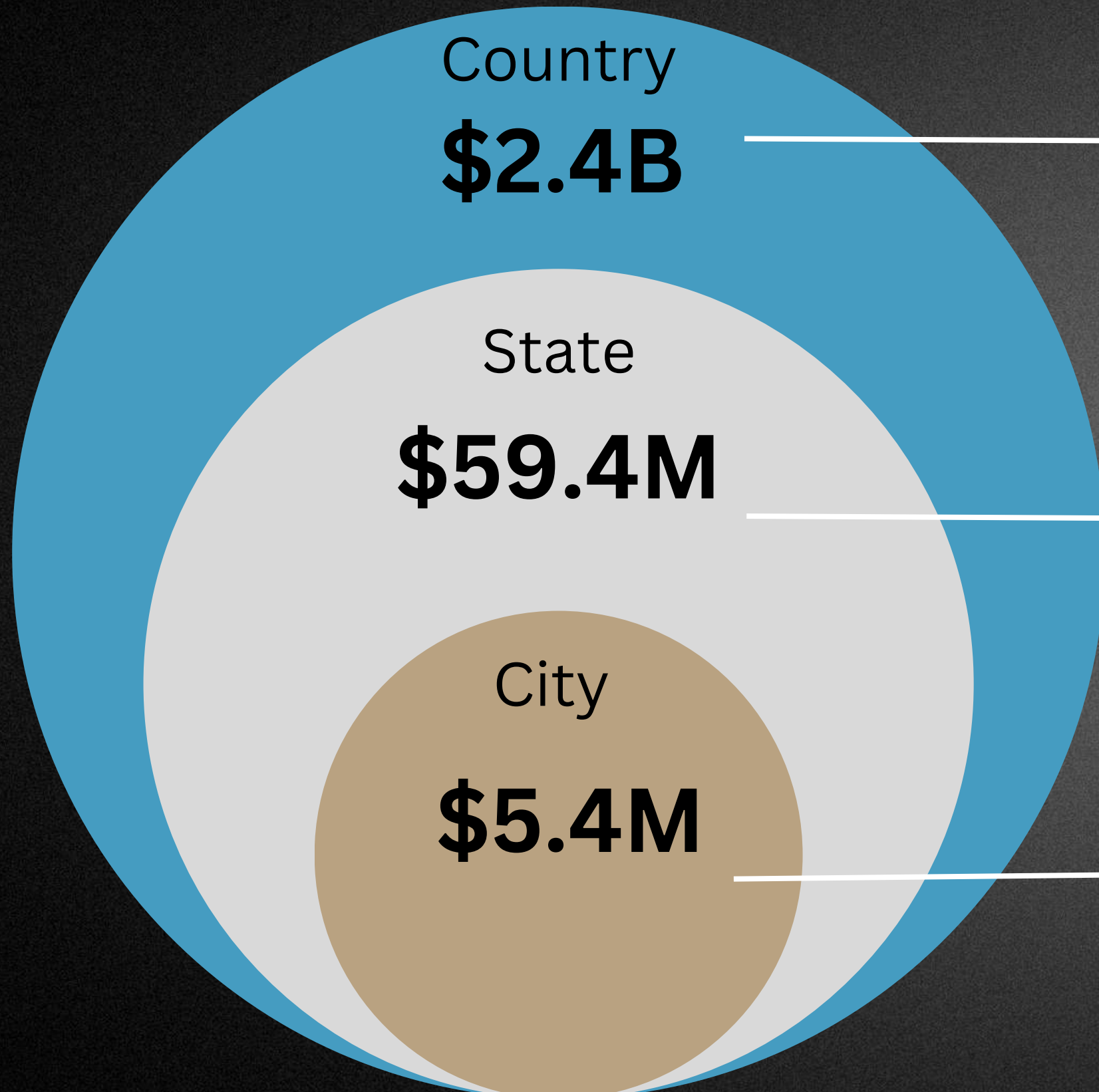
\$5.4M

SOM

Service Obtainable Market

Age Population: 180k

Nashville

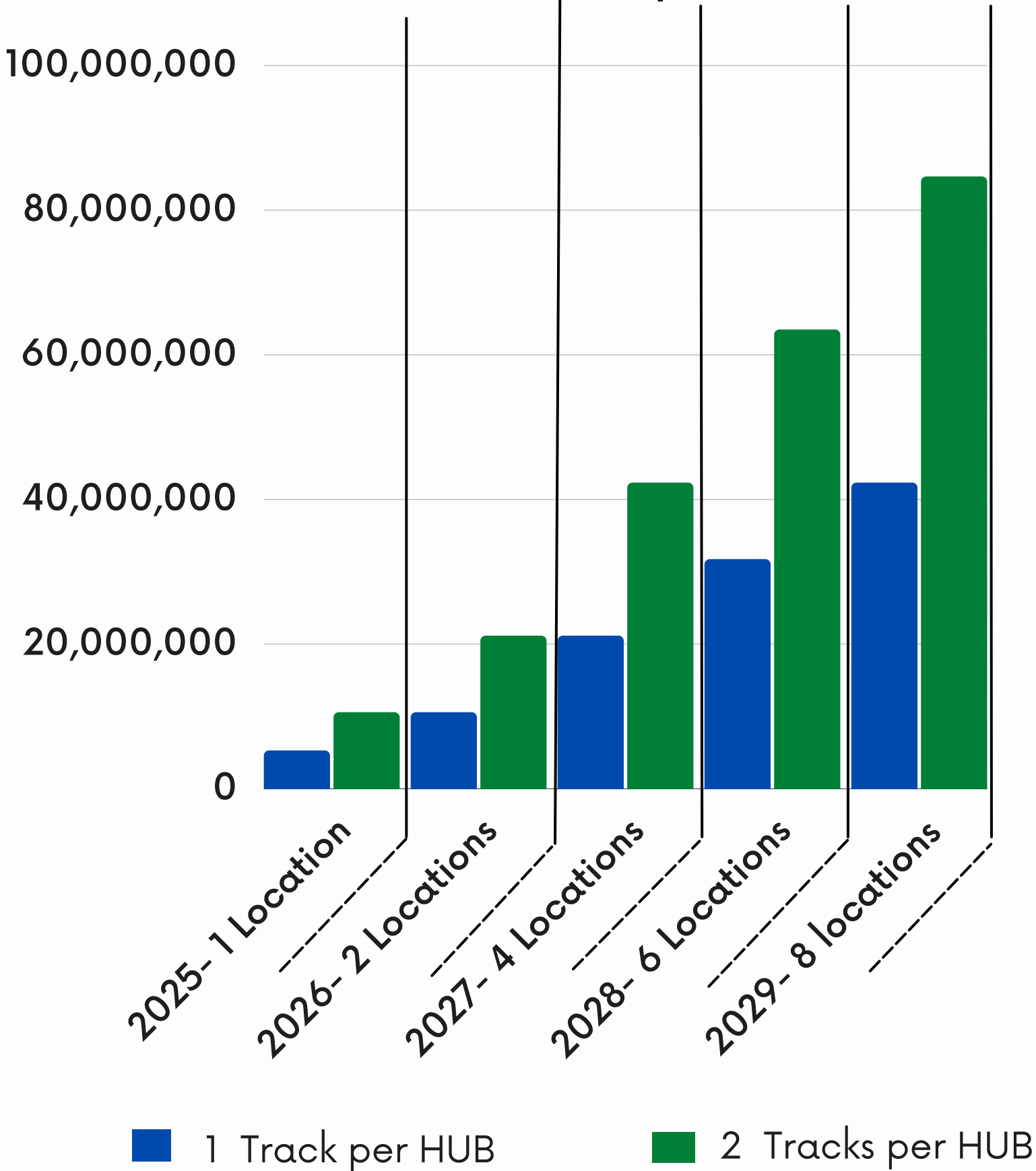


City Hub Financial Projections

Emotional Ideas plans to open our own privately Licensed City Hub locations across the US and sale directly to consumers.

- Based on ten locations over the next seven years with a minimum of one bi-level Qtr. mile track in each facility.
- Scale to develop two new City Hub Venues a year. after the initial City Hub Beta Facility in year 2024.
- Projections only showcase revenue from direct per race ticket sales at an estimated \$30/race. Does not include concessions, merchandise, memberships or tournament fees. (est. \$5.3M/year per track)
- Projections are further based on estimated \$30/ticket, 12-hour operating days, 5 cycles/hour, 10 karts/cycle, @100% facility capacity utilization over 49 weeks.

Financial projections are based upon a Minimum of 8 Battle Racing Go-kart Entertainment Centers in the US over the next 5 years.



Market Size & Scale Opportunities

Standalone Go-Karting Centers

Global Market- \$500M
US Market - \$101.7M

Family Entertainment Centers (FECs)

Global Market- \$18.7B
US Market - \$2.5B

Amusement & Theme Parks

Global Market- \$73.5B
US Market - \$19.6B

E-Sports Industry

Global Market- \$1.48B
Market - \$500M

Motorsports Industry

Global Market- \$4.8B
US Market - \$1B

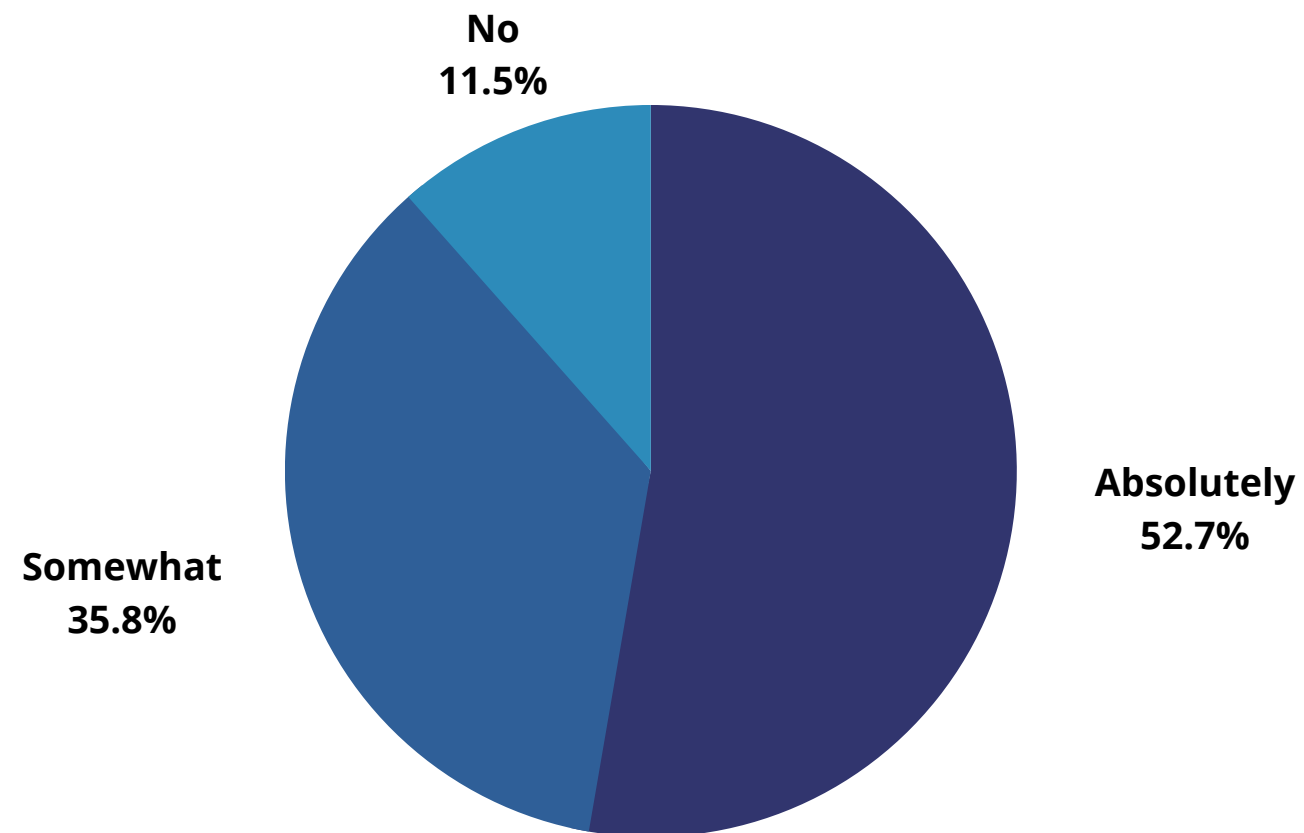


Market Interest

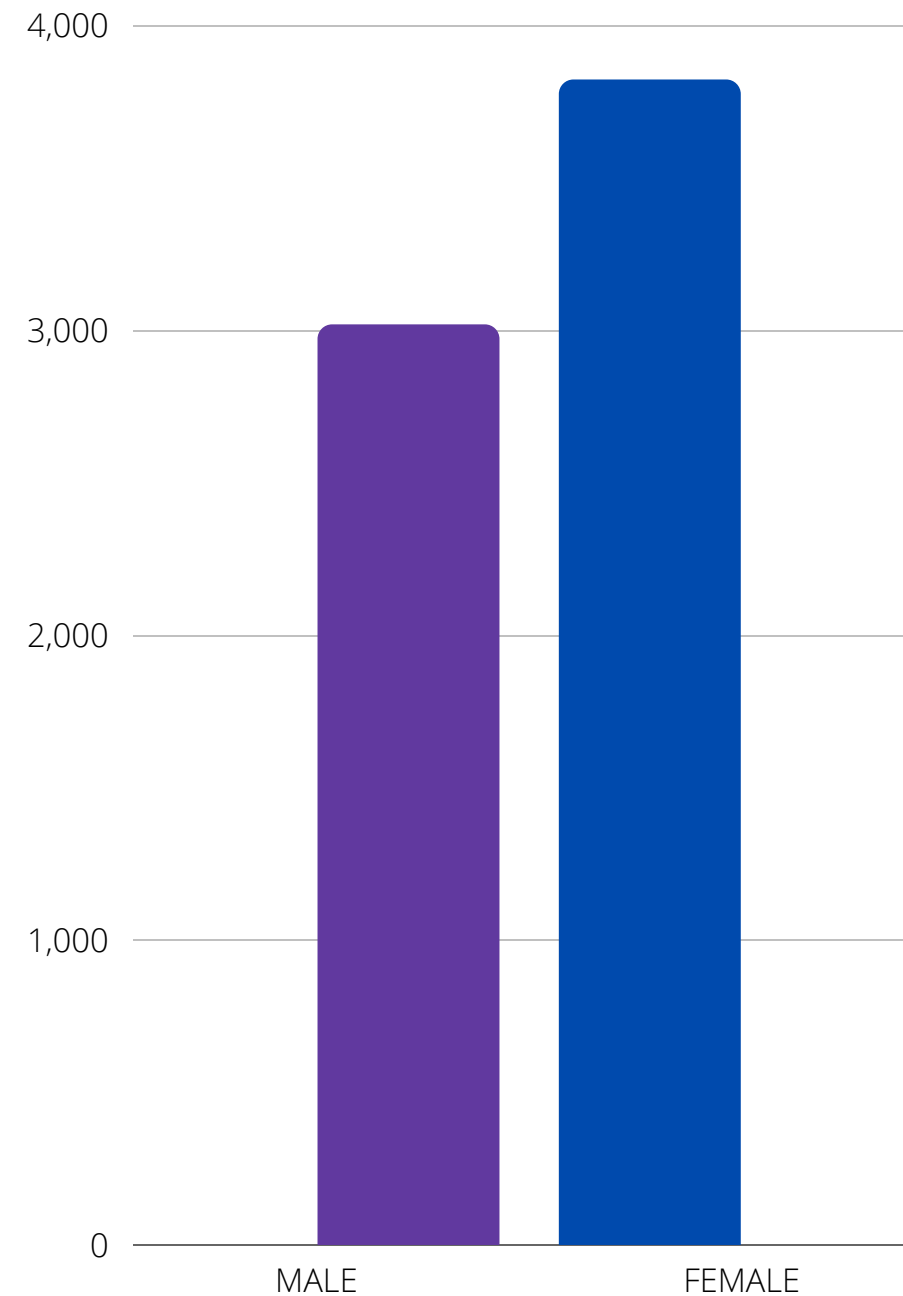
6894 National Online survey Submissions

Survey performed using Jotform.com

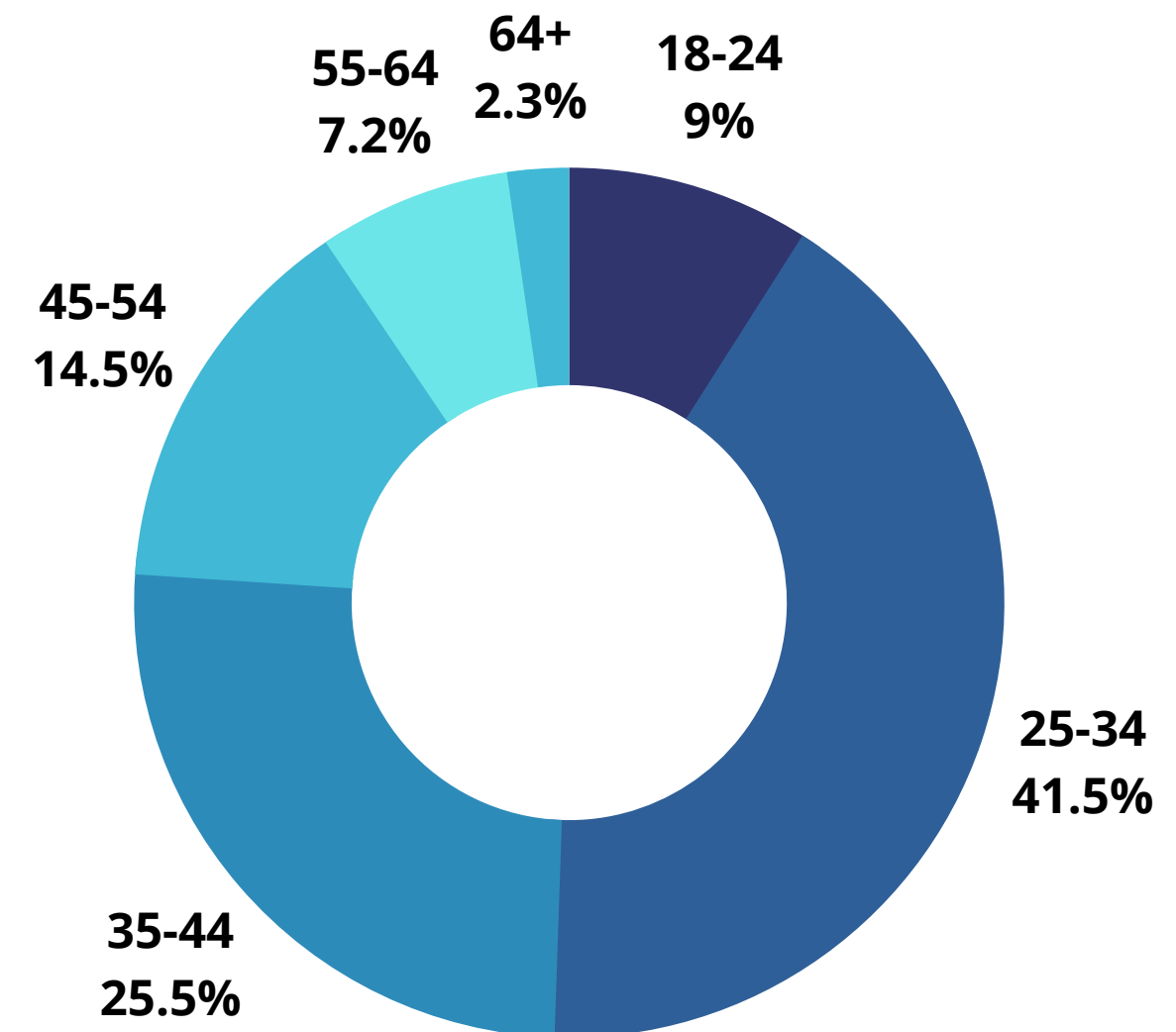
% Interested



Gender



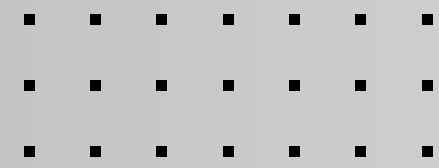
Age Range



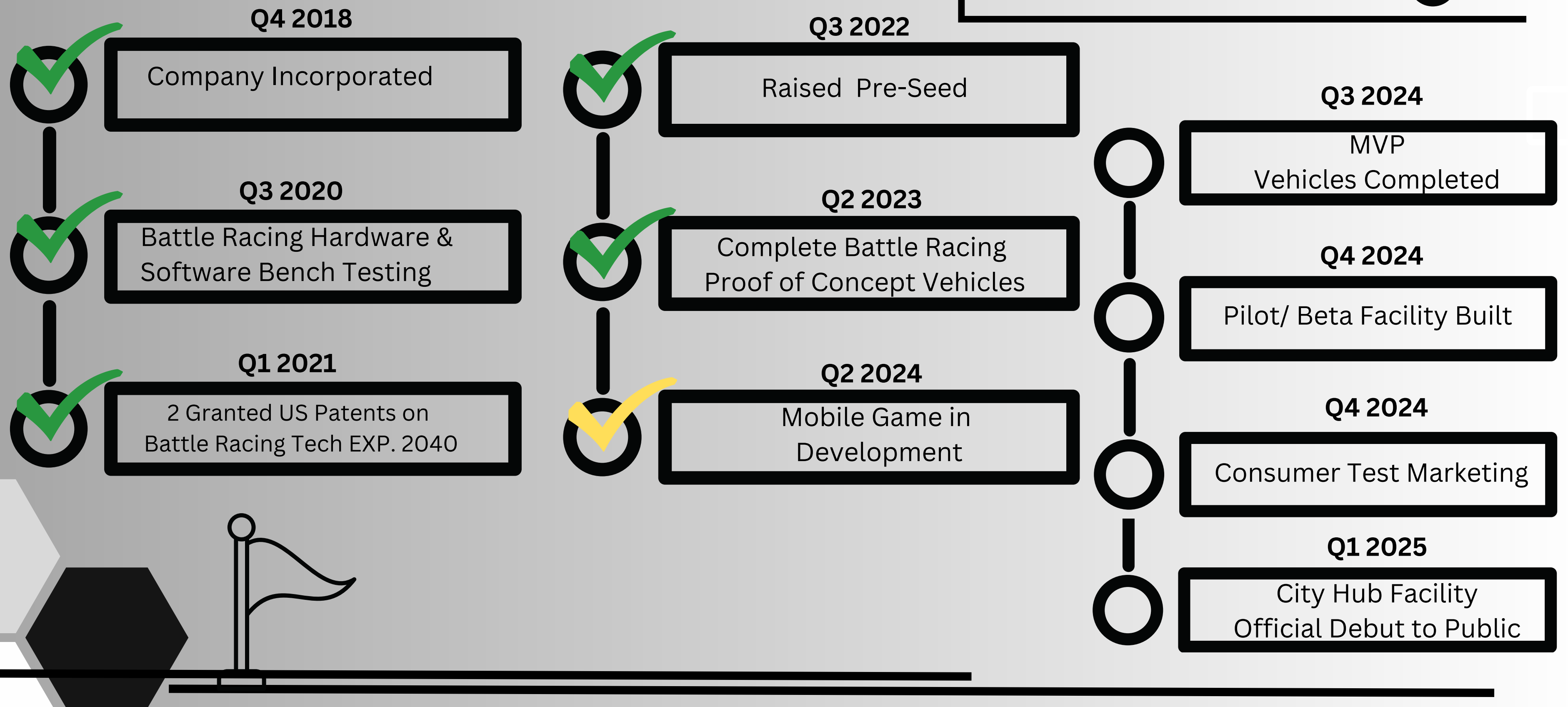
Milestones

- Raised \$300k in pre-seed F&F
- Co-marketing/ Co-Branding Product partnerships & sponsorship collaborations in development.
- Successful online survey 6894 votes with 88% positive support.
- 2 USPTO GRANTED Non-Provisional Patent with 22 Claims on our Battle Console retrofit Technology (U.S Patent #10,888,794 & #17,579,945)
- 2 Proof of Concept (Prototype) Vehicles completed Q3 2023
- Battle Racing Mobile Game under development that can generate revenue from ad monetization and in-app purchases & marketing for real Battle Racing.
- Signed Letter of Intent with a Global rental Go-kart manufacturer.
- Multiple LOIS from customers on a waiting list and Strategic product partnerships including SimplyNuc micro computers.

El Roadmap Timeline



Milestone Completed
Milestone Started
Not Started



SHORT TERM

Funding Ask

INVESTMENT: \$500K



Objective: Complete and Launch Battle Racing Mobile Game

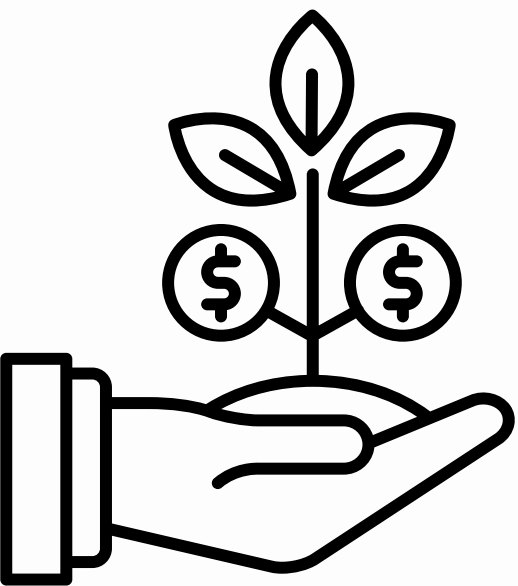
\$220K- Mobile Game Development

\$200K- Salaries

\$50K- Marketing

\$15K- Travel Expenses

\$15K- G&A Expenses



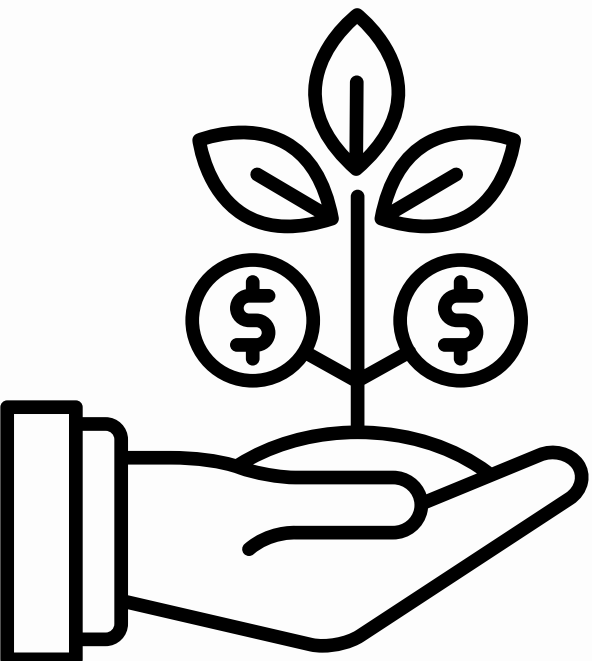
LONG TERM Funding Ask

INVESTMENT: \$10M

Raising a MINIMUM of \$3M



Objective: Minimum Investment of \$3M allows us to transition from prototypes to MVP Go-karts vehicles to begin Roadshow and \$5M-\$10M allows us to launch a single Battle Racing Pilot Facility with indoor Track to generate revenue and test market.



\$3M- Complete MVP & Begin Roadshow

- \$1.2M MVP Vehicles
- \$500K Salaries
- \$100K Marketing
- \$200k G&A Expense
- \$1M Roadshow Expense



\$5M- R/D Facility Location with indoor track with Early Revenue (BETA TESTING)

\$10M- Complete Market Ready Product and Open Pilot Facility to Public



Joshua Nelson
CEO



Bill Mckeel
COO



**Robert
Noel**



**Business
Development**

**Jana
Buresova**



**General
Legal**

**Sean
Mendez-Catlin**



**Gaming
IP & Legal**

**Joseph
Giannuzzi**



Technology

**Mallory
Seeker**



Finance

**Marcus
Howard**



**Gaming &
Esports**

Thank You!



Joshua Nelson

Founder/CEO
jnelson@emotionalideasinc.com

Bill Mckeel

Cofounder/ COO
wmckeel@emotionalideasinc.com

BattleRacing.com
TurboTronBattleRacing.com