

FOOTSPEED **Center**



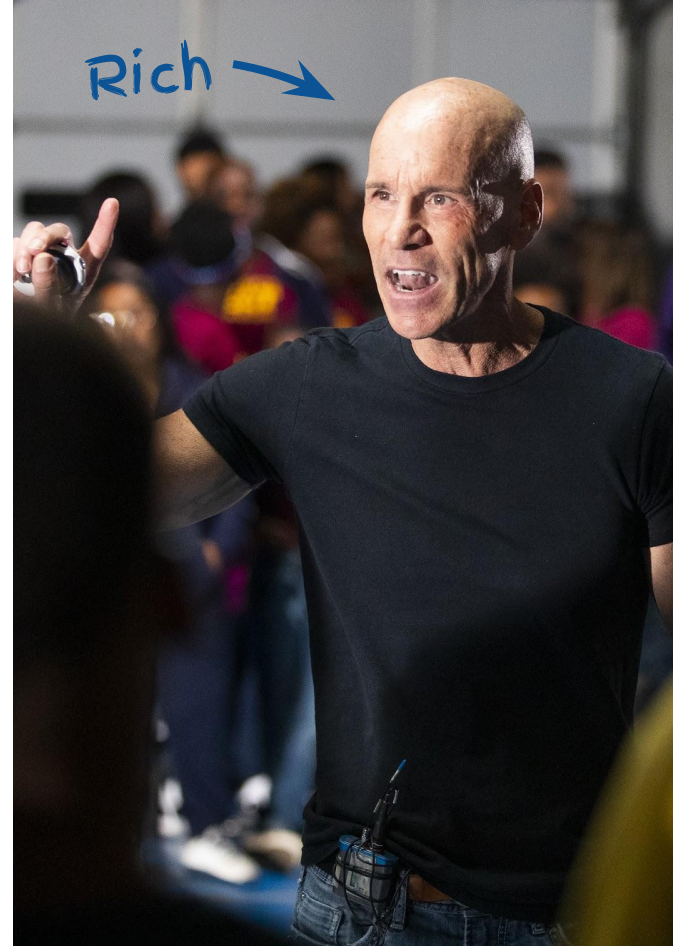
We have fun ideas.
Keep flipping! →

FOOTSPEED

Evolution of FOOTSPEED

1. Created by Rich Christensen in 2017 with the singular goal of finding the world's fastest human.
 2. Developed into a TV and live show format by RAYCOM Sports & Gray Television.
 3. Identified as a valuable centerpiece for an experiential retail opportunity called the FOOTSPEED Center.
- We are seeking partners to develop the FOOTSPEED Center concept further.

 We are here.



FOOTSPEED Center

An innovative experiential retail, dining, television studio, and entertainment space with the FOOTSPEED sport as the centerpiece.



FOOTSPEED

...to back up a few steps,

What Is FOOTSPEED?

Footspeed is a running competition created by Rich Christensen where contestants sprint one at a time through a "speed trap" that converts the runner's time through the trap into a mile per hour speed.

Whereby traditional running competition is based on having the lowest time over various distances, Footspeed aims to be the single event, a whole new running sport, that identifies and crowns the fastest humans on earth based on their mile per hour speed, not time.



FOOTSPEED

Matthew won
\$21,100 for this
pass.

Speed Trap Section

Judges only needed
for record-setting
passes.

FOOTSPEED

The Footspeed mechanism creates a more fun & participatory running experience for people of all ages, abilities, and backgrounds when not being used to find the fastest people in the world.



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FOOTSPEED Rules

There aren't many!

Runners can start anywhere along the runup section they would like and start sprinting whenever they're ready. The key strategy, other than running at your top speed of course, is to space your runup correctly so that you are at your fastest burst of speed while running through the speed trap segment of the track.



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FOOTSPEED Super Objective

Rich created Footspeed with the singular goal of finding the fastest person in the world. We think a human capable of running 28 MPH is out there, but currently unknown, and we aim to find them.

When that objective is achieved, all eyes of the world will be on that person and the Footspeed brand.

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FOOTSPEED “Side Effect”

The interesting discovery made while designing Footspeed is that, yes, it is a potent device for finding & ranking the fastest people in the world, but it's also just *FUN*.

Inclusivity is important to Rich and his team, and Footspeed accomplishes that in spades. No matter where you come from, rich, poor, old, young, everyone seems to enjoy running through the speed trap and seeing if they can go even faster on their next pass.

And that's where the idea of the FOOTSPEED Center was born!

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FOOTSPEED For All

Host a record-setting speed attempt on live TV one day and then a busload of kids on a field trip the next?

We don't just think that's possible, we think it's IDEAL.



FOOTSPEED

Rich's Vision for the FOOTSPEED Center

"I have a mission: to create a life-changing, singular location that is talked about, respected and revered around the globe. A place where no one is ever judged for who they are but only for what they do. A place where human speed is rewarded, glorified and celebrated. A place that explores and showcases what the human species is truly capable of. A place where the first 28 mile per hour human on the planet will be discovered and verified. A place of hope. A place of dreams. A place called the FOOTSPEED Center."



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FOOTSPEED Center Monetization Options **(Down to Business)**

These are the main ways that Footspeed can make money, in our opinion, in no exact order of value:

- ★ On-site sponsorships based on the Footspeed Fastest contest. We strongly believe this will become a well-known event with many eyeballs watching. The spaces all around the Footspeed track, and the track itself, will become valuable real estate for sponsorship dollars.
- ★ Online/TV sponsorships for when people are viewing the contest footage (for example: "Tonight's Footspeed Fastest world record attempt is brought to you by PowerBar.")
- ★ Paid access to athletes. College & pro recruiters, sports institutes, sponsors, and sports agents can pay to get access to the athletes that run on the Footspeed track. Anytime someone breaks 23 MPH they're going to get a lot of attention, even if they don't win the title (23 MPH is still very fast.) Only those offering something of value to the athletes would be allowed, such as scholarships, sponsorships, paid job positions, etc.
- ★ Potential creation of a Footspeed Fastest Contest TV show to sell to a network.

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FOOTSPEED Center Monetization Options **(Continued)**

- ★ Televised or streamed promotions, such as NFL vs. MLB, where top athletes from each sport run through the Footspeed Speed Trap to prove which sport's athletes are faster.
- ★ Shoe store sales. As described above, customers can pay \$20 to try on shoes and then apply that \$20 to any one pair that they wish to buy. The options are to run the store directly and receive the profits or to lease the space to a 3rd party shoe store, like Flight Club. Once Footspeed has gained notoriety, that retail space would likely become valuable in our opinion, and that's when a Nike or Reebok might come in to lease the store for their single-brand company store to go along with their sponsorship of the overall Footspeed brand.
- ★ Food & Beverage revenue. Offer a discount for speed, for example 1% for every MPH off any one purchase of food, beverage, shoes, or anything else in the FOOTSPEED Center. For example, a 17 MPH pass through the speed trap would get you 17% off one purchase.

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FOOTSPEED Center Monetization Options **(Continued)**

- ★ Additional spaces & kiosks for other stores, restaurants, bars, etc. It could become an entire entertainment district with Footspeed at the center.
- ★ Corporate/team building event rentals. (example: add up the speeds of each participant on a team to create a "Team Speed", like 213 MPH; each round the teams try to increase their Team Speed from the previous round. There are many more options for team event mechanisms.)
- ★ Under our current plans for the FOOTSPPEED Center, you do not have to make a purchase to run on the track. We see it as a free attraction to gather attention and promote the sport as well as to make it inclusive for everyone. That being said, we are more than open to hearing other ideas regarding possibly charging to run through the speed trap.

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