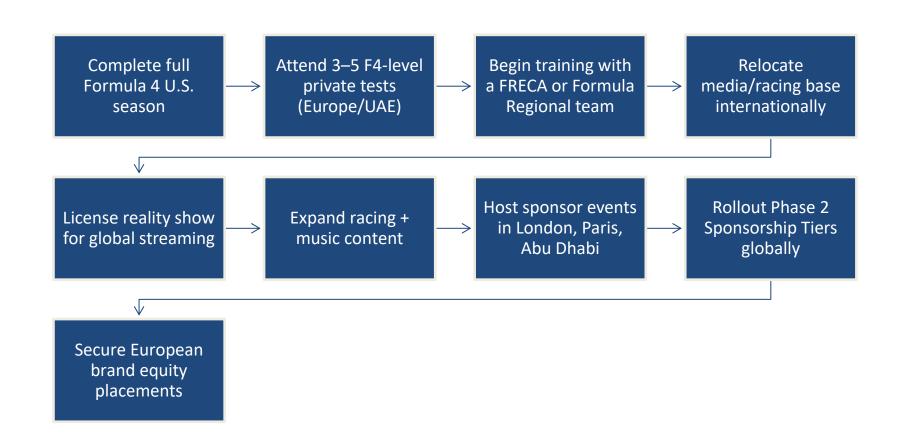


#### Phase 2 Overview

- Transition from
   U.S.-based F4 to
   international racing
   platforms
- Scale brand visibility across motorsport, music, and media
- Lay foundation for FRECA/F3 competition and global sponsorship



### Objectives



### Pre-F3 Testing & Transition

3–5 official test sessions with FRECA teams

Sub 1:35 benchmark at Monza

European sim racing + telemetry analysis

10–12 hr sim training per week

FIA licensing documentation

Document training camp for reality series



### Performance Tracking Goals

- Target Lap Time: Sub 1:35 at Monza
- 3–5 International Test Sessions
- 10–12 Hours Weekly Sim Training
- 3 Reels + 1 Recap Per Week
- Episodes 6–10: Global Edition
- +30K Social Followers Across Platforms
- 1M+ Impressions/Event

# ContentProductionGoals

- Episodes 6–10 of 'From Memphis to Monaco'
- 'DaVincci: Global Grip' short-form series
- Monthly sponsor update emails
- 'World Series' mixtape aligned to races
- European DJ session content drops

## Sponsor Brand Placement

- Car liveries, suits, gloves, helmet
- EXSIM Europe simulator branding
- Event merch, lifestyle visuals, backdrops
- Music videos, mixtape art, docuseries
- Brand visuals during DJ events

## Budget Allocation

- Travel & Lodging: \$300K-\$500K
- F3 Testing & Licensing: \$800K-\$1.2M
- Media Production: \$150K-\$300K
- PR Campaigns: \$300K-\$400K
- Team Ops & Logistics: \$500K-\$700K
- TOTAL: \$2.5M-\$4M



- 50M+ global race viewership (FIA)
- 2M music/media impressions/month
- 7–10 brand mentions per recap
- ROI Multiplier: 4.5x 7x
- Market entry: Europe, UAE, Asia

### Call to Action

- "Become a Phase 2 Partner and fuel the global takeover."
- Get exclusive access to global content, racing visibility, and brand licensing.
- Sponsor decks, data reports, and integration plans available upon request.