

KDV ENT 901: The Road to F1 – Investor Brief

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Vision Statement

The Road to F1 is not just a racing campaign — it's a cultural revolution. K.Le DaVinci is building the world's first multi-phase, Black-owned Formula 1 legacy movement that fuses motorsport, music, media, fashion, and technology under one unified brand. This journey begins in Memphis, TN and ends on the global F1 grid. We're inviting visionary investors to back a once-in-a-generation blueprint already in motion.

Campaign Milestones

Each phase includes deliverables, exposure opportunities, and a trackable ROI framework.

Phase 1: Foundation & F4 License

- Licensed F4 racer via Skip Barber Racing School
- National karting campaign w/ verified performance (Top 0.016%)
- Media: 4 mixtapes, 5-episode docuseries, 50+ social clips
- Budget: \$1.5M | ROI Estimate: \$6M–\$8.25M

Phase 2: Global Climb (F4 → F3)

- International F3 testing & relocation to Europe
- Global brand drops, content filmed at Silverstone, Monza, Dubai
- New 'World Series' mixtape campaign + NFT pilot
- Budget: \$2.5M–\$4.3M | Impressions: 50M+

Phase 3: F1 Takeover

- Secure F1 Rookie Tests + cultural media explosion
- Launch 'Renaissance Racer' doc, soundtrack & Nike/Puma capsule
- Global press, brand equity deals, and legacy fund creation
- Budget: \$6.5M–\$8.5M | Impressions: 150M+

Business & Brand Model

This is a vertically integrated empire across 5 verticals:

1. Motorsport – Full license path to F1


2. Music – Mixtapes, licensing, sync deals
3. Media – Docuseries, social reach, brand content
4. Merch – F1 racewear, fashion collabs
5. Equity – Long-term licensing, digital assets, IP Trusts

Investor Incentives

- First access to all sponsorship tiers and naming rights
- ROI-based deliverables: media impressions, conversions, audience growth
- Co-branding in music, press, and merch rollouts
- Special access to race events, docuseries credits, and cultural media
- Long-term: Equity options in future licensing or merch lines (Phase 3+)

Final Word

If you ever wanted to invest in the next global creator-athlete, this is your moment. K.Le DaVincci is not just going to F1 — he's taking the culture with him.

 Contact us to receive:

- The Legacy Deck (All 3 Phases)
- Sponsorship Proposal
- Digital Press Kit & Visual Assets

****Sponsor the future. Be part of history.****