



MLDR: Scaling Professional Drone Racing with \$5M Seed Investment


Welcome to our presentation outlining how MLDR plans to transform the drone racing industry. We'll explore our strategic allocation of the \$5 million seed investment, our 5-year growth trajectory, and the multiple revenue streams that will drive our success in this rapidly expanding market.

Our vision is to establish MLDR as the premier professional drone racing league globally, with a clear path to significant returns through ticket sales, sponsorships, media rights, and franchising opportunities.




by Richard Tulloch



 YouTube



Major League Drone Racing(MLDR)

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VETERAN
OWNED BUSINESS

Strategic Allocation of \$5M Seed Investment

Event Production

\$1.8 million allocated to produce 12+ large-scale events per year, creating the foundation of our spectator experience and revenue generation.

Technology Development

\$800,000 invested in cutting-edge FPV systems, race drones, telemetry, and broadcasting technology to deliver thrilling racing experiences.

Team & Marketing

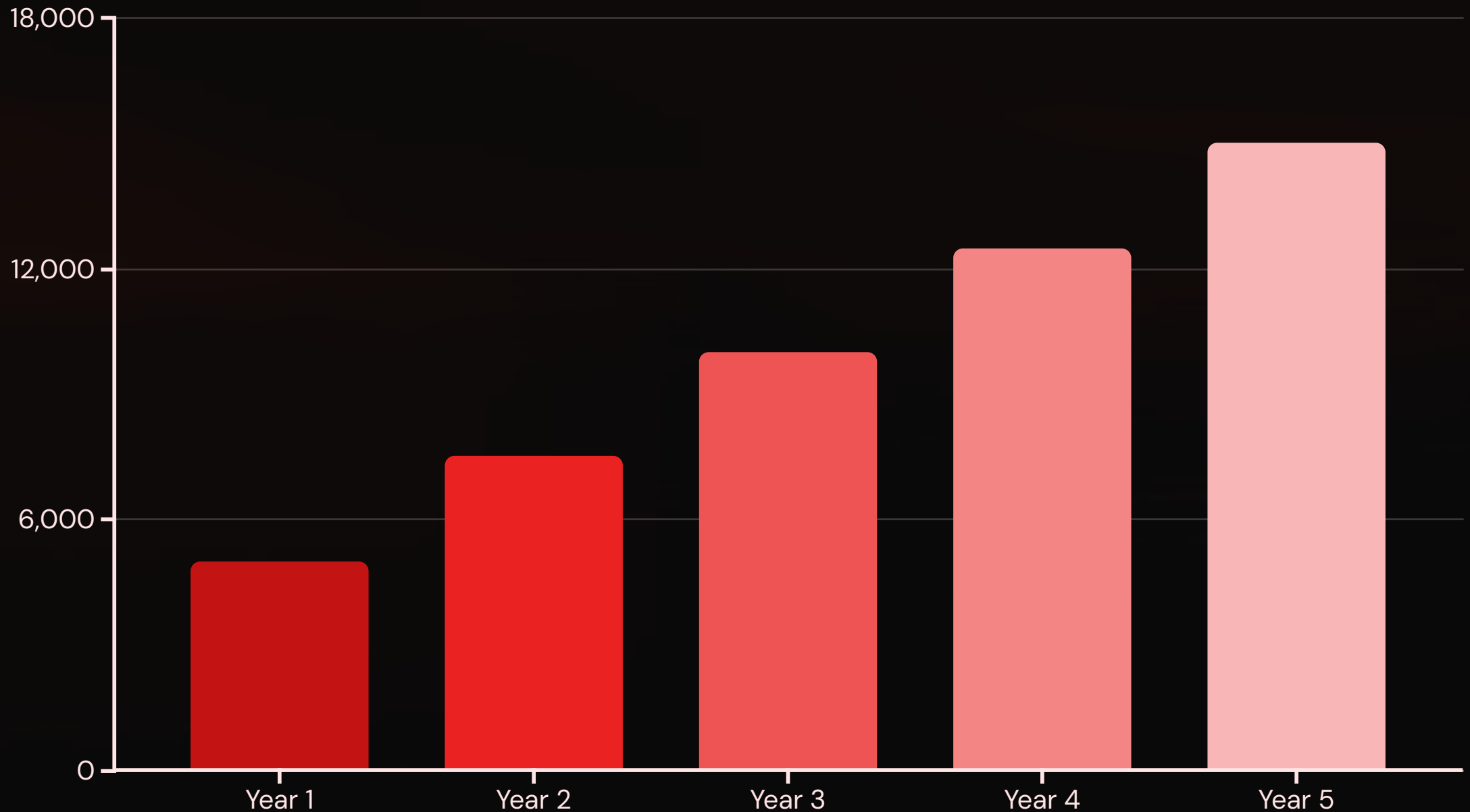
\$1.1 million combined for pilot development, recruitment, training, team branding, marketing campaigns, and digital presence building.

Operations & Structure

\$1.3 million for franchise system development, legal structure, staffing, operational overhead, and contingency funds to ensure smooth operations.



5-Year Attendance Growth Strategy



Our growth strategy focuses on steadily increasing attendance at each event, starting with 5,000 spectators per event in Year 1 and scaling to 15,000 by Year 5. With 12 events annually, this translates to 60,000 total attendees in Year 1, growing to 180,000 by Year 5.

This controlled growth allows us to refine our event experience, build fan loyalty, and create increasingly attractive sponsorship opportunities as our audience expands.

Ticket Revenue Projections

\$1.2M

Year 1 Revenue

60,000 total attendees at \$20 per ticket

\$2.4M

Year 3 Revenue

120,000 total attendees at \$20 per ticket

\$3.6M

Year 5 Revenue

180,000 total attendees at \$20 per ticket

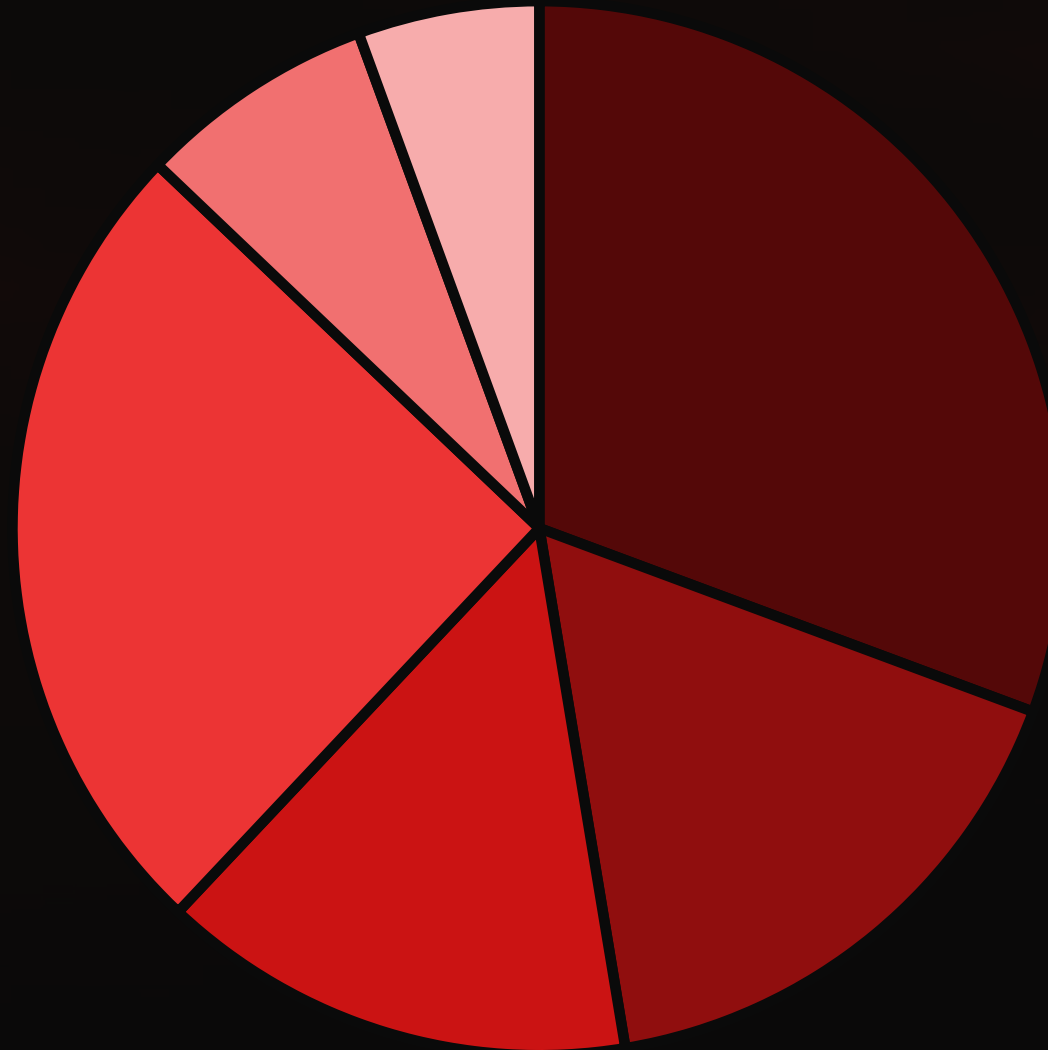
\$12M

5-Year Total

Cumulative ticket revenue projection

While maintaining an accessible average ticket price of \$20, our revenue grows substantially through increased attendance. This pricing strategy ensures broad market appeal while building a solid revenue foundation that will reach \$3.6 million annually by Year 5.

Multiple Revenue Streams Beyond Tickets



■ Sponsorship ■ Tickets ■ Media Rights ■ Franchise Sales ■ Merchandise ■ Technology Licensing

MLDR's business model leverages six distinct revenue streams, with ticket sales representing just 17% of our projected 5-year revenue of \$71.75 million. Sponsorships and franchise sales will be our largest revenue generators, followed by media rights, merchandise, and technology licensing.

This diversified approach creates resilience in our business model and multiple paths to profitability.



Sponsorship & Advertising Growth

Year 1: \$1.5M

Initial partnerships with technology brands, energy drinks, and drone manufacturers seeking early association with the sport.

1

2

Year 3: \$4M

Expanded national sponsorships as audience reach grows and demographic data proves valuable to advertisers targeting tech-savvy consumers.

3

Year 5: \$8M

Premium sponsorship packages commanding higher rates due to established audience, broadcast reach, and proven engagement metrics.

Sponsorship represents our largest revenue opportunity, growing from \$1.5 million in Year 1 to \$8 million by Year 5. As our audience expands and our events gain prominence, we'll attract increasingly valuable partnerships with brands eager to reach our tech-forward demographic.



Media Rights & Broadcast Strategy

1

Year 1: \$500K

Initial streaming deals and digital content partnerships to establish audience and prove concept.

2

Year 3: \$2M

Expanded media distribution agreements with sports networks and major streaming platforms.

3

Year 5: \$4M

Premium broadcast rights packages with international distribution and exclusive content deals.

Our media strategy begins with digital-first distribution to build audience and prove the broadcast appeal of drone racing. By Year 3, we'll secure major distribution agreements with established sports networks and streaming platforms, expanding to international markets by Year 5.

The immersive, high-tech nature of drone racing makes it particularly well-suited for broadcast, with first-person view (FPV) footage creating compelling viewing experiences.

Franchise Sales & Licensing Model

Year 1: \$1M

Launch initial franchise discussions and secure first 2-3 team franchises with early adopter owners.

Year 2: \$2M

Establish 3-5 franchise teams, securing franchise fees and building local fan bases in key markets.

Year 3: \$3M

Solidify national league with 8-10 fully operational teams across major markets.

Year 5: \$7M

Operate as a full franchise league with teams in all major markets and international expansion underway.

Our franchise model follows proven sports league structures, allowing team ownership by investors who build local fan bases and compete in our national championship series. Franchise fees, revenue sharing, and licensing create a sustainable ecosystem that benefits both MLDR and team owners.

Merchandise & Consumer Products



Team Apparel

Branded clothing featuring team logos, pilot names, and event commemorative items growing from \$150K in Year 1 to \$1M by Year 5.



Consumer Drones

Licensed racing drones and starter kits for fans wanting to try the sport, projected to reach \$500K annually by Year 5.



Digital Products

Gaming, apps, and digital collectibles creating \$500K in annual revenue by Year 5 through licensing partnerships.

Merchandise and consumer products represent a growing revenue stream, starting at \$250K in Year 1 and reaching \$2M annually by Year 5. Beyond direct revenue, these products serve as marketing tools that increase fan engagement and create walking advertisements for the league.





Technology Licensing Opportunities

1 Racing Technology

Proprietary course design, timing systems, and race management software licensed to amateur leagues and educational programs.

2 Broadcast Innovations

Specialized camera systems, telemetry overlays, and augmented reality features licensed to other sports and entertainment productions.

3 Safety Systems

Drone tracking, obstacle avoidance, and spectator protection technologies licensed to commercial drone operators and event venues.

4 Educational Platforms

STEM curriculum and training programs licensed to schools and educational institutions, creating both revenue and talent pipeline.

Our investment in technology development creates valuable intellectual property that can be licensed across multiple industries, growing from \$250K in Year 1 to \$1.5M annually by Year 5.

Year 1: Foundation Building

Event Focus

Host 12 events in regional stadiums, establishing our event production capabilities and building initial audience. Focus on creating spectacular, shareable moments that drive organic marketing.

Technology Development

Develop and fine-tune race technology, live broadcast capabilities, and fan engagement tools. Create proprietary systems that differentiate MLDR from amateur drone racing events.

Strategic Partnerships

Establish relationships with sponsors, first responders for safety protocols, and school districts for STEM integration. Begin franchise discussions with potential team owners.

Year 1 focuses on proving our concept at scale, developing our core technologies, and establishing the partnerships that will fuel future growth. With \$1.2M in ticket revenue and additional income from early sponsorships and franchise discussions, we'll demonstrate the viability of our business model.

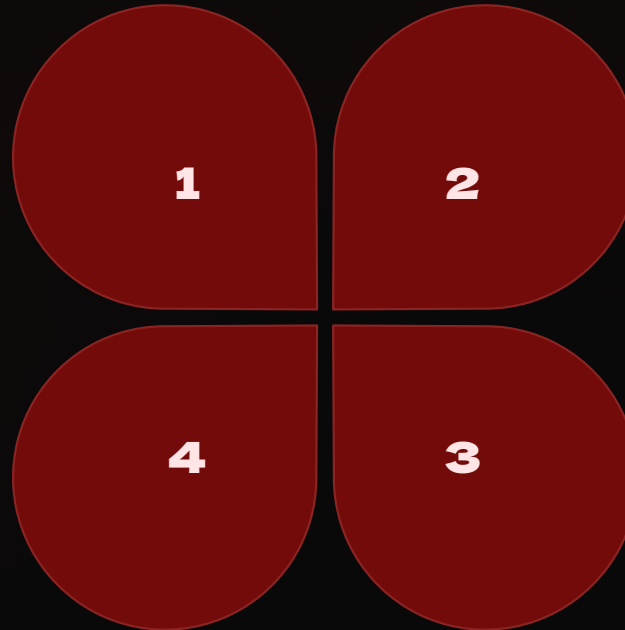
Years 2-3: National Growth Phase

Audience Expansion

Grow attendance to 7,500+ per event in Year 2 and 10,000+ in Year 3 through targeted marketing and enhanced event experiences.

National Sponsorships

Attract major national sponsors as MLDR solidifies its position as the premier professional drone racing league in the country.



Team Development

Establish 3-5 franchise teams in Year 2, expanding to 8-10 fully operational teams by Year 3, creating local fan bases and regional rivalries.

Media Distribution

Secure agreements with sports networks and streaming platforms, dramatically increasing visibility and creating new revenue opportunities.

Years 2-3 represent our national growth phase, with combined ticket revenue of \$4.2M and significant growth across all revenue streams. By the end of Year 3, MLDR will be established as a legitimate professional sports league with national recognition.

Years 4-5: International Expansion



In Years 4-5, we'll leverage our established national presence to begin international expansion. We'll explore showcase events in key global markets while enhancing the fan experience through augmented reality and immersive broadcast features.

By Year 5, we'll operate as a full franchise league with 15,000+ attendees per event, generating \$3.6M in annual ticket revenue and substantial income from our other revenue streams. This positions us for potential exit strategies, including IPO possibilities or acquisition by global media companies.

5-Year Combined Revenue Forecast

1

Year 5: \$26.1M

Full-scale professional league operation

2

Year 4: \$19.5M

International expansion begins

3

Year 3: \$13.15M

National league development

4

Year 2: \$8.3M

Audience and team growth

5

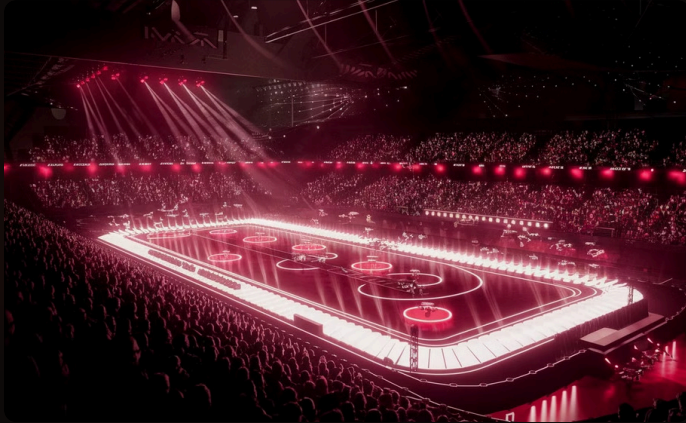
Year 1: \$4.7M

Foundation building year

Our combined revenue across all streams shows dramatic growth from \$4.7M in Year 1 to \$26.1M in Year 5, representing a 5.5x increase. This growth is driven by our expanding audience, increasing sponsorship values, media rights deals, and franchise expansion.

The total 5-year revenue projection of \$71.75 million demonstrates the substantial return potential on the initial \$5 million seed investment, with multiple paths to profitability and continued growth beyond Year 5.

Key Investor Takeaways



Established Infrastructure

The \$5M seed investment directly funds the infrastructure, events, technology, and marketing needed to establish MLDR as the leading professional drone racing league.

MLDR represents a unique investment opportunity in the emerging professional drone racing space. With our strategic allocation of the \$5M seed investment, clear growth trajectory, and diversified revenue model, we're building a sustainable sports and entertainment business with significant scaling potential.

We invite you to join us in revolutionizing this exciting industry and creating the next major professional sports league.



Diversified Revenue

Our model offers a scalable, diversified approach with six distinct revenue streams, reducing risk and creating multiple paths to profitability.



Growth Industry

We're positioning MLDR at the forefront of a fast-growing global industry projected to reach \$3.8 billion by 2030, offering substantial long-term growth potential.