

Money Round Boxing

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Quincy, MA 02170

(702)406-6000



Did you know that the average professional boxer earns less than \$10,000 per year, which is the “2nd lowest pay” in professional sports? **Money Round Boxing League** plans to change that, and you could come along for the ride!

Contained herewith for your consideration is a comprehensive Business Plan for a revolutionary approach to the sport called **Money Round Boxing League**. The plan details how we will bring to the 21st Century the promise of boxing as an exciting and successful enterprise. Your participation in this action-packed new venture is invited.

Boxing is a solo journey sport that, in a quest for glory, requires athletes to dedicate their lives to the most intense physical training in the world. Unfortunately, what was once a dignified sport has devolved into a somewhat distasteful side show.

Upon reading the Business Plan you will see that **Money Round Boxing League** has a winning strategy to bring back the glory and excitement of the sport, and ensure fair and well-deserved compensation to these world-class athletes. This new approach to boxing also has the potential to deliver substantial returns to forward-thinking, visionary investors.

The Fitness Industry is currently a \$49B industry with a growth rate of approximately 4.9% a year. The popularity of activities such as yoga, Pilates, running, weight-lifting, cross-t, cycling rarely recognizes that the motion and training that lies at the heart of these activities is a form of boxing. Everyone wants to train like a boxer. The heart of the boxer beats in all of us.

Money Round Boxing League will give fighters a home and a chance to be equitably compensated for their skill set. No longer will greedy promoters be able to set the price and walk away with as much as 300% reward on the fighter’s efforts. With its sliding scale the **Money Round Boxing League** compensation plan will cater to all levels of professional fighters. Fighters in all weight classes will participate in an equitable system where their pay will match their skills and experience with remuneration. But this is just the tip of the iceberg. The business plan will fill you in on the rest of the details.

Don’t miss your chance to get in on this opportunity at the ground floor. If you have any questions or comments feel free to contact us any time. We look forward to hearing from you.

Sincerely yours,

Howard J. Sanford, CEO



MONEY ROUND BOXING

LEAGUE STYLE BOXING EVENTS

AGAINST THE ROPES

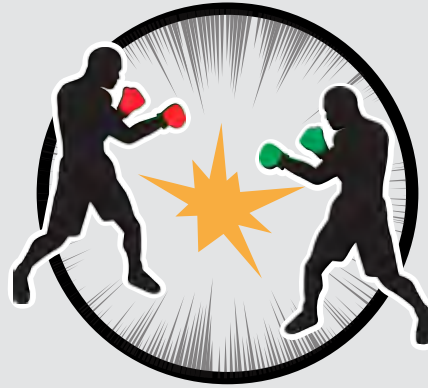
Boxing's Current Rules, Organization + Pay Structure Undermine This Global Sport's **TREMENDOUS GROWTH POTENTIAL**

- Fights are too long, with too much dancing which limits mainstream appeal
- Unfair pay structure hurts fighters and boxing's reputation
- League exclusivity + market fragmentation stifle expansion, innovation + revenue



UBER-IZE THE SPORT OF BOXING!

AMP UP THE INTENSITY



- Rule changes + sport mods
- New fighter incentives
- “Snackable,” viral entertainment for shrinking attention spans

ATTRACT TOP TALENT



- Fighter-friendly pay
- Increased competition, fairness, quality, integrity & prestige

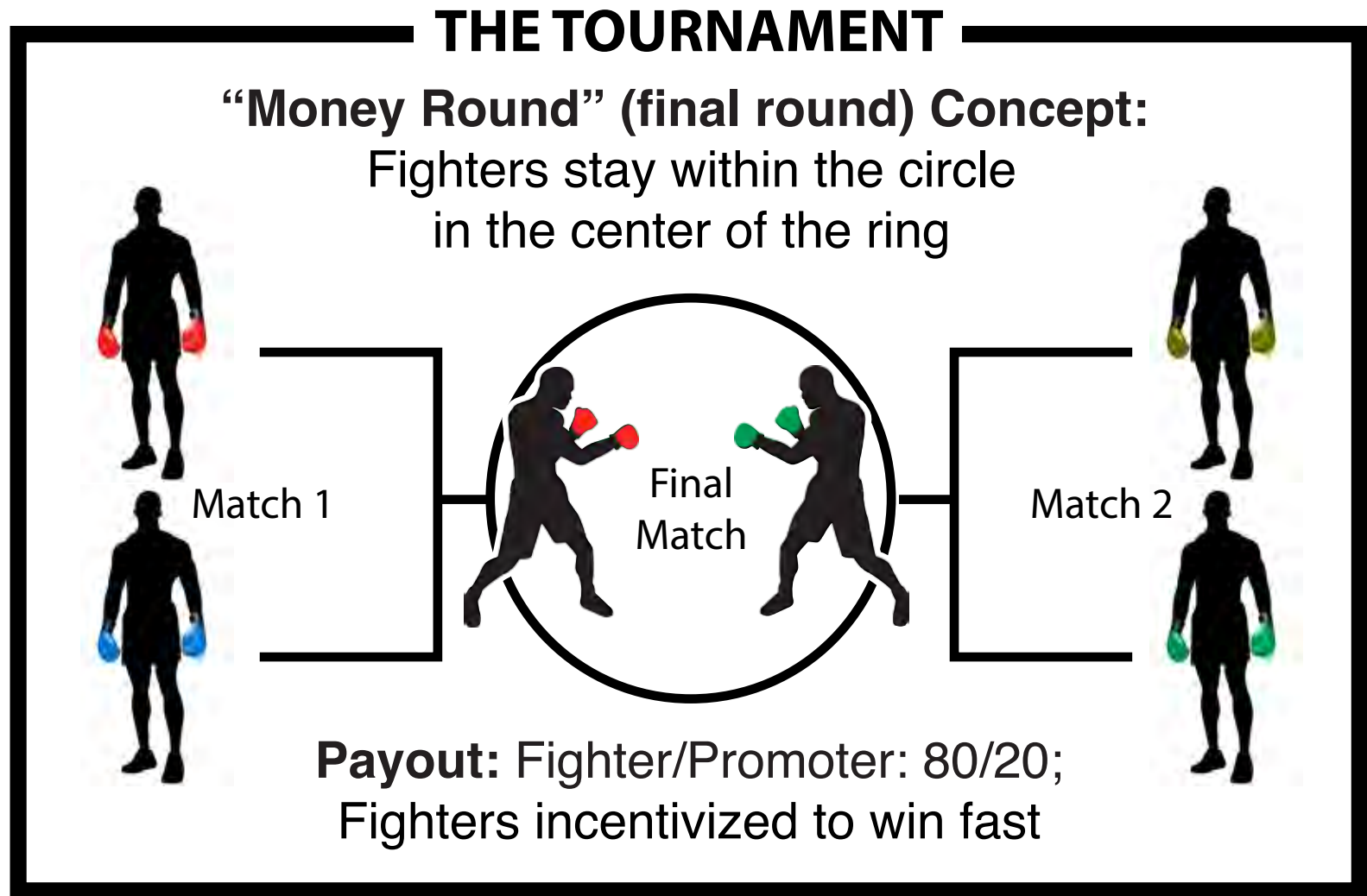
NEW REVENUE STREAMS & SPONSORSHIP OPPORTUNITIES



- Shorter bouts, and more of them
- More fighters + more fights + more excitement = more fans, more sponsors, more money

PATENT-PENDING BOXING MODEL

- MONEY ROUND
- PAYOUT STRUCTURE



BUSINESS MODEL

	FUTURE EVENTS SPONSORS PAY FOR:		MRBL & PROMOTERS PAYS FOR:	
	1-MONTH SINGLE EVENT PROMOTION Offline & Online	FIGHT NIGHT PRODUCTION COSTS Payout Structure, Venue, Signage	FIGHT NIGHT PRODUCTION COSTS Video Production, Staff, Security	
TOURNAMENTS	1	\$100,000	\$75,000	\$35,000
	10	\$1,000,000	\$750,000	\$350,000
	50	\$5,000,000	\$3,750,000	\$1,750,000
	100	\$10,000,000	\$7,500,000	\$3,500,000

Investor money will support the full production of the first two 3-night League Events to prove concept and audience. This will help secure future sponsors so investor money will only need to support production costs of the ensuing 100 events, once sponsorship is secured. Revenue streams will be generated from the following:

- Licensing
- Ticket Sales
- Streaming Video
- Rolling Media Truck Advertising
- Gym Training Facilities
- Website Ad Revenue
- Merchandising

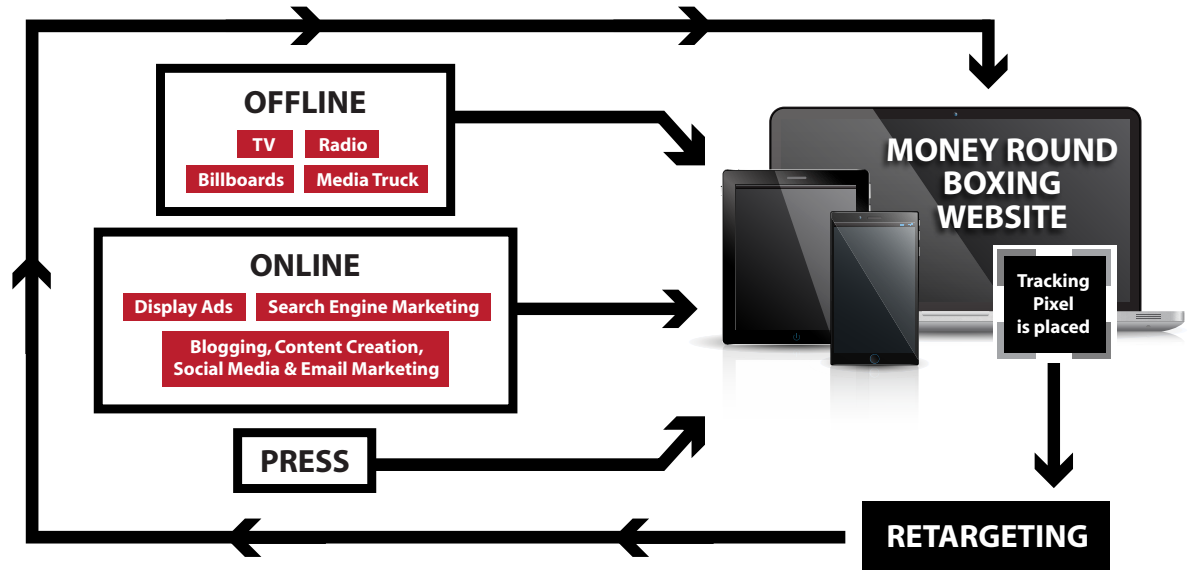
After the first 100 tournaments, Fight Night production costs are paid for by Money Round Boxing Operating Account.

GO-TO-MARKET

SINGLE TOURNAMENT PROMOTION

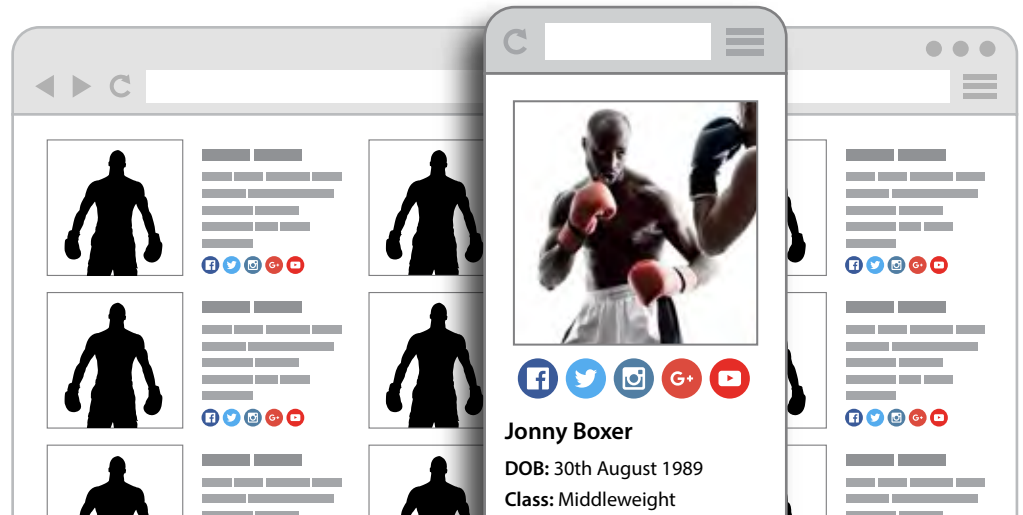
- 180 TV spots/month
- 210 Radio spots/month
- Rolling Media Truck Ad Space
- Outdoor Billboard
- Display Ads
- Search Engine Marketing
- Content Marketing
- Social Media Paid Ads
- Retargeting

x100
Tournaments



BOXER PROFILE / EXPOSURE FOR MATCHMAKERS

- Boxer registration across all skill levels & weight classes
- Boxers update their content to their profile and shared across social media
- 20,000 potential boxers, 20,000 potential fanbases
- Exposure for fight runner & match selections
- 16 paid fighters/events
- 1,600 paid fighters over the first 100 events



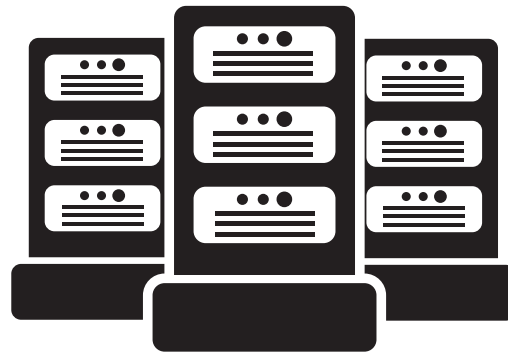
Sponsorship and Brand Awareness spreads exponentially, on local levels across communities and individual boxers' fanbases

GO-TO-MARKET

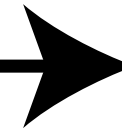
SENSORS IN GLOVE TRANSMIT FIGHTER DATA IN REAL TIME



**SENSORS
IN GLOVES**



**BIG DATA
ENGINE**
on Secure
Servers



**PERFORMANCE
MONITORING**

Punch Impact Power for Public;
Password Protected View
on Boxer Profiles showing:
Blood Pressure • Heart Rate
EKG • Hydration Levels

GAMING / SPORTS ENTERTAINMENT: 12 MATCHES PER TOURNAMENT

@ Conte Forum – Boston, MA

Lightweight					Middleweight				
Jan. 17	24001	J. Boxer	☐ +110	☐ o1½-210	Jan. 17	24005	Z. Contender	☐ +110	☐ o2½-210
6:00 PM	24002	C. Fighter	☐ -140	☐ u1½+160	7:00 PM	24006	A. Prizefighter	☐ -140	☐ u2½+110
Welterweight					Heavyweight				
Jan. 17	24003	D. Pugilist	☐ +147	☐ o3½-210	Jan. 17	24007	B. Scrapper	☐ +110	☐ o3½-210
6:30 PM	24004	K. Puncher	☐ -177	☐ u3½+160	7:30 PM	24008	C. Bruiser	☐ +110	☐ u3½+160

COMPETITIVE ANALYSIS

BOXING HAS TREMENDOUS UNTAPPED POTENTIAL & MASSIVE UPSIDE

- Boxing is firmly established in 160 countries
- One of the fastest growing sports in the US.
- Over 20,000 Pro Boxers in US alone—*far greater than* any other professional sport.
- Boxing is ranked the #8 most popular sport in the world behind car racing but ahead of hockey, golf, baseball and American football*
- MMA has gained a competitive advantage over boxing because boxing has become top-heavy...
- ...Money consolidated in the pockets of Mayweather and a small handful of other high profile boxers does nothing to advance the sport, leaving a huge opportunity to generate revenue and usher in a new era of glory for the great sport of boxing

* Source: Total Sportek <http://www.totalsportek.com/most-popular-sports/>



Howard
SANFORD
CEO & Founder of
Stealthletic



Steven
ANTONELLIS
Chief Revenue Officer
of SERPCOM



Tony
BELL
Commissioner;
Owner of Tony Bell
Boxing Gym



Erik
KALOYANIDES
CEO & Founder of
Evolution Performance



Tommy
McINERNEY
CEO & Founder of
FitBox



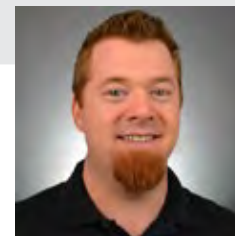
Jonathan
SHUBOW
CEO of SERPCOM



Carl
BRUCE
Business Manager



John
BOVERI
Chief Creative Officer
of SERPCOM



Greg
STOUT
COO of SERPCOM



Christopher
STEPHENSON
CEO of Topos Labs

KEY METRICS - 3 YEAR FORECAST

		MRBL REVENUE
LICENSING MODEL @\$10k per license	100 Licenses	\$100,000
75% REVENUE OF VENUE TICKET SALES @ 10k seat avg. venue capacity @ 50% capacity and \$25/ticket and 25% revenue \$3,125,000 to local promoters	100 Events	\$9,375,000
VIEWER STREAMING VIDEO @ \$3.99 per stream (- Vimeo's cut)/ and 100k streams per event for 1,000,000 streams	100 Events	\$3,999,000
ROLLING MEDIA TRUCKS @ 12 Ad Slots per truck/\$2,500 per ad slot per month	5 Trucks	\$1,800,000
OFFICIAL TRAINING FACILITIES @ \$5k/mo lease and 300 members per Gym and \$100/mo membership fee	5 Gyms	\$1,500,000 (- lease)
WEBSITE DISPLAY AD REVENUE 5 ROS ad slots @ 50 advertisers per month / 100k impressions per advertiser @ \$25CPM / \$2,500/mo per ad slot	1,000,000 Pageviews	\$1,500,000 yearly
WEBSITE NATIVE CONTENT 6 exclusive slots @ 1/3 of total site traffic on homepage and an average \$15CPM for \$5k/mo per slot	333,333 Homepage Pageviews	\$360,000 yearly
MRBL E-NEWSLETTER SPONSORSHIPS 6 ad slots @ \$50CPM of Subscribers	100,000 Subscribers	\$360,000 yearly
TOTAL		\$18,985,000

TOTAL # OF SPONSORS: 3
100 TOURNAMENTS

FIGHT NIGHT EXPOSURE

- 500,000 Attendees
- 1,000,000 Online Paying Viewers
- 1,600 Paid Boxers
- 1,200 Matches

1-MONTH PROMO SPONSORSHIP EXPOSURE
VIEWABILITY PER EVENT

- 1,000,000 TV Commercial Views
- 1,000,000 Radio Listeners
- 1,000,000 Outdoor Billboard Viewers
- 1,000,000 Rolling Media Truck Views
- 2,000,000 Display Prospecting Impressions
- 2,000,000 Search Engine Marketing News
- 5,000,000 MRBL Website Banners Impressions @ 1 Million page views and 5 ad slots ROS
- 2,000,000 Native content views at 6 ad slots @ 333,333 homepage page views per month
- 2,400,000 E-Newsletter Sponsor Impressions @ 4 sends per month and 100k subscribers and 6 ad slots
- 17,400,000 Total Viewability of 1-month sponsorship per event

1,740,000,000 TOTAL SPONSORSHIP EXPOSURE OVER 100 EVENTS

NEAR-TERM

FEB 2018

INITIAL BUSINESS STRUCTURE SET UP

- Website Development \$50,000
- Rolling Media Truck \$50,000
- Official Training Center Facility \$60,000
- OTT DTC Live Video Apps (7 Apps, covering iOS, Android, Apple TV, etc.) \$20,000/year (90 days to develop once investment secured)

SECURING 3 SPONSORS FOR THE LAUNCH EVENT

- 3 Sponsorship Packages Set Up: Money One, Money Two, Money Three
- Ability for national sponsors to sponsor first 100 tournaments
- Note: Investor money will cover the first two 3-night league events to prove concept and provide hard numbers for presentation to future sponsors

MAR 2018

SPONSORSHIP: SIGNAGE, CREATIVE & PLACEMENT SECURED WITH VENDORS

- For 3 month promo and fight night positioning (30 days from website completion)

NEAR-TERM

APR 2018

SPONSORSHIP & 3-MONTH LAUNCH PROMOTION BEGINS

BOXER REGISTRATION ON MONEY ROUND BOXING LEAGUE WEBSITE

- Post-launch of website: 4 months of open registration prior to fighter selection (ongoing from this point on)

MAY 2018

FIGHT SELECTION

- Fight Runners Tommy McInerney and Commissioner Tony Bell, deeply embedded in Boston and Washington DC boxing communities, respectively
- Two League Events consisting of 16 Fighters each:
4 Lightweight, 4 Welterweight, 4 Middleweight, 4 Heavyweight

JULY 2018

LAUNCH EVENT

FUND-RAISING PLAN

We are raising \$4,250,000

- We are selling convertible notes.
- \$750,000 for development and staffing including C-Level, marketing, technology data tracking, etc.
- \$3.5M to pay for the production costs of the first 100 tournaments.
- Operational % of Revenue will pay for fight night production costs after the first 100 tournaments and the operational expenses tied to each revenue line item.

	Revenue	Howard Sanford		Management Team	Example ROI at	Available Multiple
		% for Operational	% as Exec. Chairman	% of Revenue	2% of Revenue	Investors % of Revenue
MRBL Investors - % Shares	100%	41%	10%	18%	2%	30%
Promoter Licensing Revenue						
100 Licenses	\$1,000,000	\$410,000	\$100,000	\$180,000	\$20,000	\$300,000
Venue Ticket Sales at 50% Avg. Total Capacity of 10k, less commission of 25% to local promoter (\$93,750)						
50% Cap., 100 Licenses	\$9,375,000	\$3,843,750	\$937,500	\$1,687,500	\$187,500	\$2,812,500
Viewer Streaming Revenue						
1,000,000 Streams	\$3,990,000	\$1,635,900	\$399,000	\$718,200	\$79,800	\$1,197,000
Rolling Media Truck Ad Revenue						
5 Trucks	\$1,800,000	\$738,000	\$180,000	\$324,000	\$36,000	\$540,000
Facility Gym Memberships						
5 Gyms	\$1,500,000	\$615,000	\$150,000	\$270,000	\$30,000	\$450,000
MRBL Website Revenue: Display Ads						
1,000,000 Page Views	\$1,500,000	\$615,000	\$150,000	\$270,000	\$30,000	\$450,000
MRBL Website Revenue: Native Content						
Sponsored Content	\$360,000	\$147,600	\$36,000	\$64,800	\$7,200	\$108,000
MRBL Website Revenue: Newsletter Advertisements						
100,000 Subscribers	\$360,000	\$147,600	\$36,000	\$64,800	\$7,200	\$108,000
TOTALS	\$18,265,000	\$8,152,850	\$1,826,500	\$3,287,700	\$397,700	\$5,479,500



BUSINESS PLAN

EXECUTIVE SUMMARY

Boxing is a sport that requires athletes to dedicate their lives to the most intense physical training in the world, and unlike many team sports, the boxer is on a solo journey, a loner in his quest for glory. Professional boxing has not been a universally promising career to pursue, but we aim to change that.

Whereas professional boxing was once a dignified sport, it has devolved in the eyes of the public, into a somewhat distasteful sideshow. Money Round Boxing has the formula to bring boxing back to glory, to give the tireless, passionate, and deserving fighters a home and a chance to earn their due, and get compensated per their skill set. Instead of a promoter setting the price for what a fighter should get while they earn 300% or more on events, sponsorship and TV network deals, Money Round boxing believes a fighter's career should run on a full range pay scale, like any other industry, to match their skills and experience. Just as a first year apprentice works on one end, a journeyman carpenter at another, and a master heart surgeon at the top end, Money Round Boxing will have a place for all professional fighter levels. Money Round Boxing will create a true lifestyle for all fighters in all weight classes, no matter the fighter, no matter the record.

When you think about it, everyone wants to train like a boxer. Yoga, Pilates, Running, Weight lifting, Cross-fit, Cycling and many other fitness training programs all have one thing in common—the motion, the training, at the heart of it, it's all a form of Boxing. The fitness industry is currently a 49,000,000,000-billion-dollar industry, growing at about 4.9% a year, with little-to-no credit given to what started it all: Boxing, and we see a huge opportunity in this connection. The marketing, merchandising and sponsorship partnership avenues are incredibly promising.



MADE IN BOSTON, MASSACHUSETTS

Money Round Boxing League will be a Boston-based company

Boston is a city of champions, with arguably the most rabid sports fanbase in the entire country. The home state of boxing legends Rocky Marciano and Marvin Hagler, as well as the Red Sox, Patriots, Celtics, Bruins, and the Boston Marathon—it's unquestionably a major sports hub.

On top of that, it's a leading region in the fields of education, healthcare, technology and innovation.

As one of the original 13 colonies, it has a special place in the birthplace of America, and the beginning of the American Dream. Money Round Boxing is an extension, and an example, of this great American Dream, and favorable changes to the old "blue laws" have created the perfect atmosphere for the rise and growth of our platform, a league that will provide sports entertainment all year-round, and it will begin, proudly, in Boston.





MONEY ROUND BOXING FIGHT FORMAT

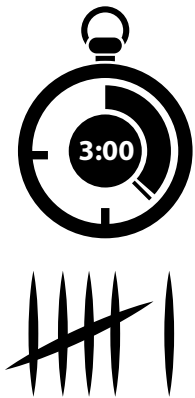
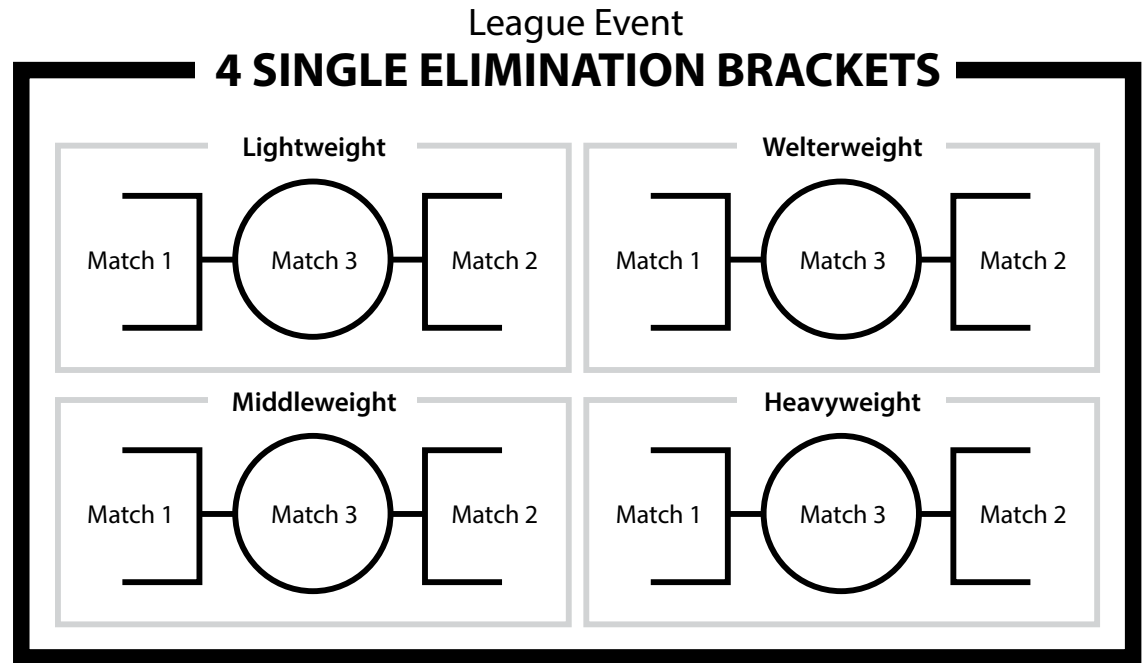
MONEY ROUND BOXING: HOW IT WORKS

Money Round Boxing League Events will consist of four single elimination brackets per tier (one per weight class).

Each bracket will consist of two boxing matches, with the two winners advancing to battle each other in the final match for their weight class.

Weight class champions advance to the next Tier in the league. Fighters remain in their Tier until they win their way out of it.

Fighter payout structure will increase with audience size and skill level.



3-MINUTE ROUNDS, 6-ROUND CONTESTS

All fight rounds will be 3 minutes, and all fights will be 6-round contests, in full compliance with local jurisdictions + athletic commission.

Entering the Event

TOUCHING GLOVES



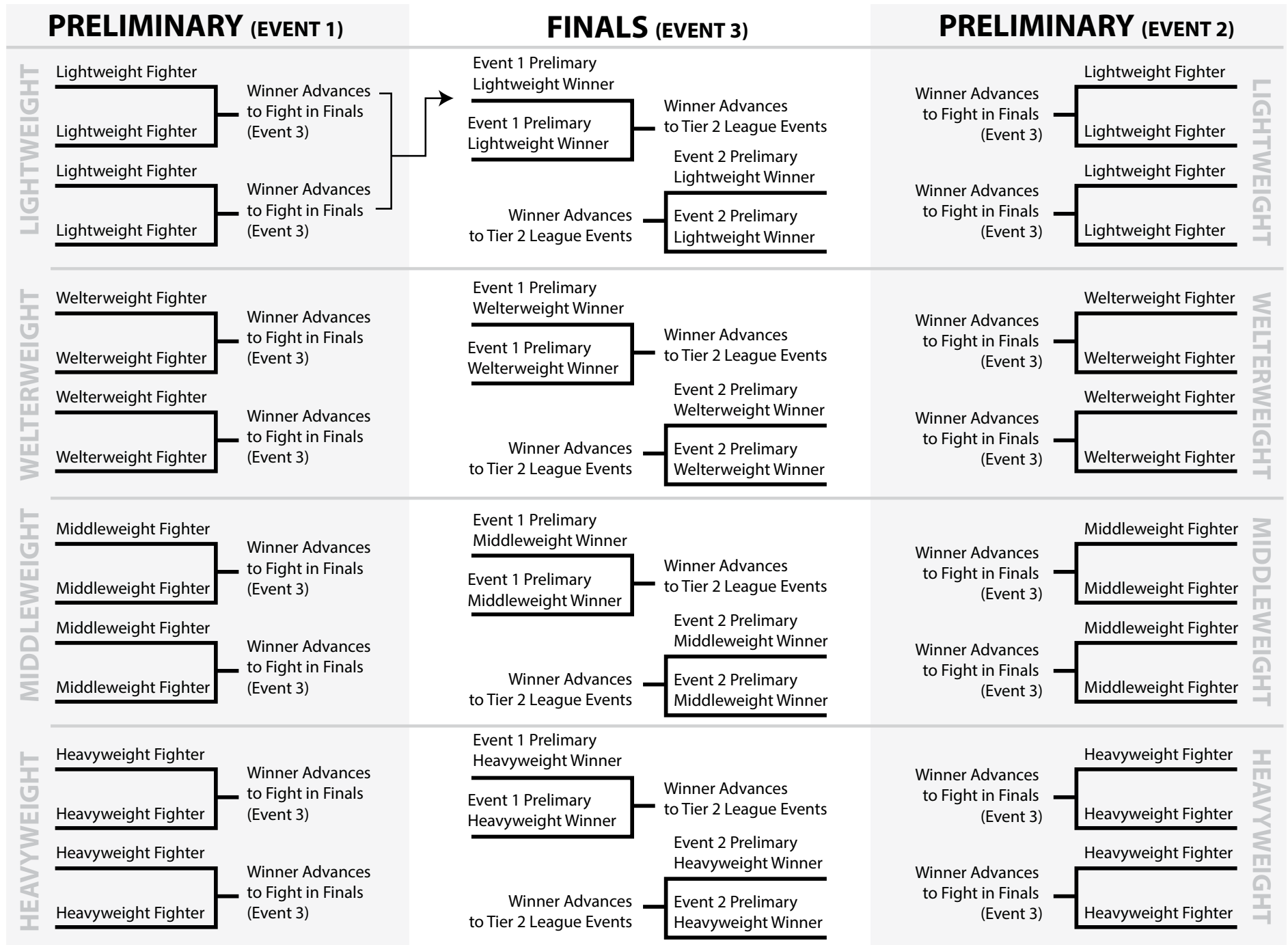
Each fighter will receive
\$500
for touching gloves



TIER 1 3-NIGHT LEAGUE EVENT FORMAT

8 Matches Per Event. 8 Winners from 2 Preliminary Nights advance to fight on Final Night

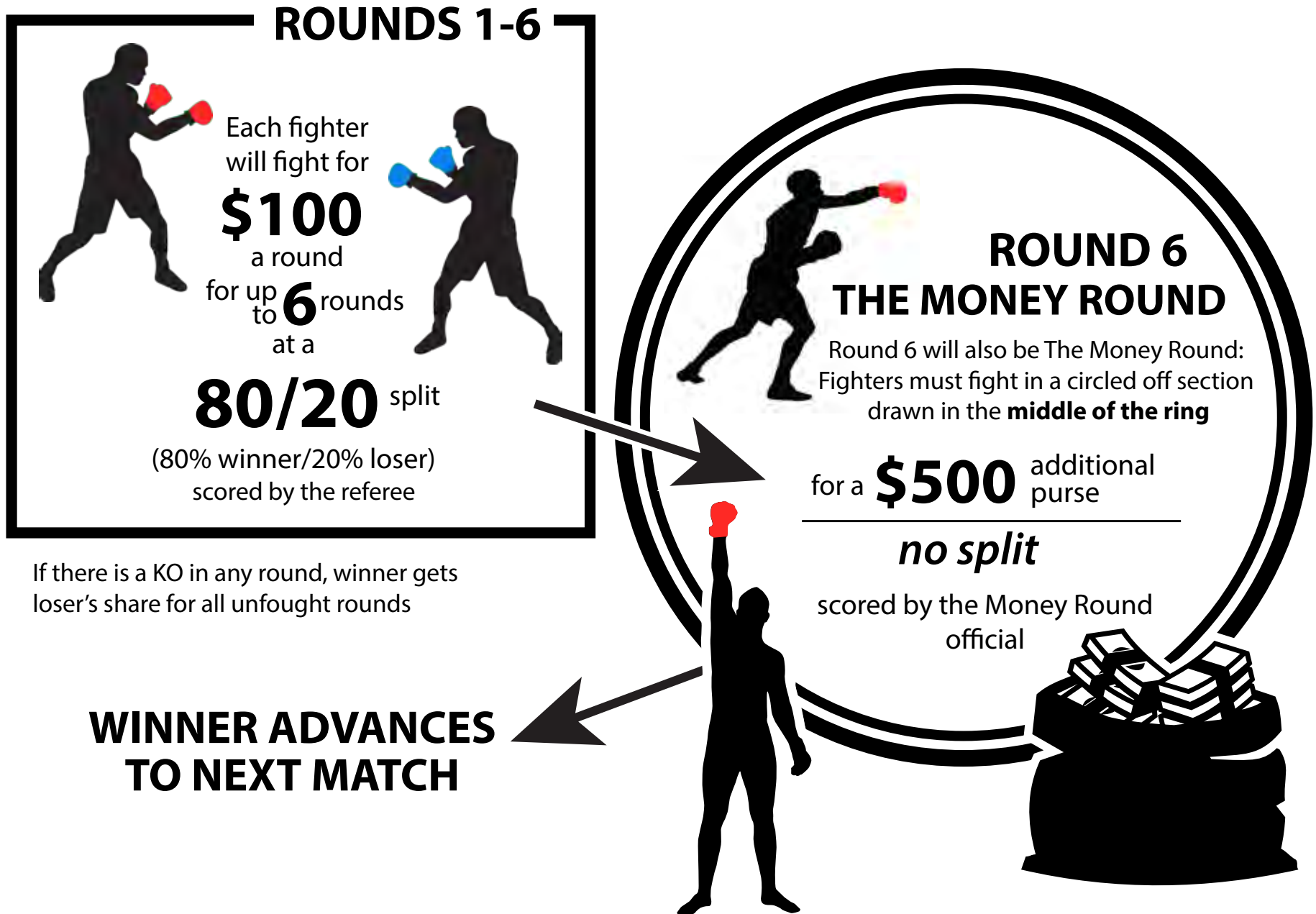
© 2018 Money Round Boxing.



Every Two Tier 1 3-Night League Events will kick off ensuing Tier 2 Events under the same 3-Night League Event format.

MONEY ROUND BOXING: THE FIGHT FORMAT

Event Match

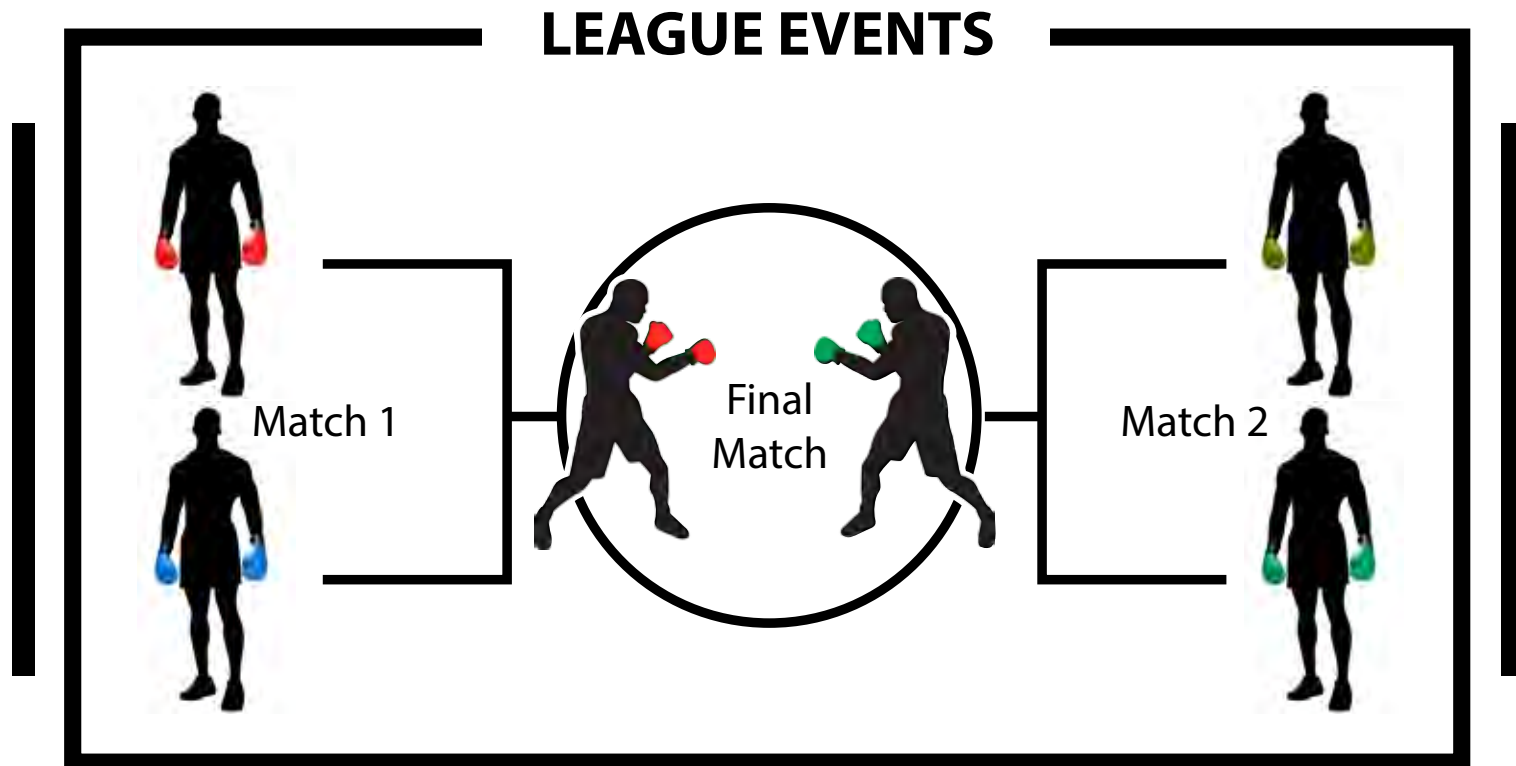


MONEY ROUND BOXING: THE FIGHT FORMAT

After the first 6-round fight, the winners will advance to the next event and will await their next challenger—the winner of the second 6-round fight in their weight class.

As there will be brackets across four weight classes, this will give advancing fighters time to rest and prepare for the bracket final match.

The winners of each fight will advance to face each other in the final 6 round match for their class. It will be fought under the exact same rules.



THE MONEY ROUND OFFICIATING RULES

1. The Money Round rules are in place during Round 6 of each league event.
2. During the Money Round (Round 6) both fighters must remain inside the Money Round Circle drawn in the center of the ring for punches to count towards the score keeping of the match.
3. Only punches thrown from inside the Money Round Circle will be counted by the Money Round Boxing official.
4. The match will NOT be stopped if either opponent steps outside the Money Round Circle.
5. All scoring of the Money Round will be scored by the Money Round official to determine the Money Round purse winner.
6. All scoring by the referee will fall under the existing rules and regulations in which the event is staged for Rounds 1-6 to determine the round by round purse winners.

See Appendix A.

PRIZE MONEY BREAKDOWN (TIER 1 PRELIMINARIES):

Round by Round Examples

(note that no winnings are realized until the match is over)

Round by Round Purse 1-6

Prize Money is awarded based on who wins that particular round.

Money Round

Whoever wins the Money Round under the Money Round officiating rules gets \$500.



	LOSER COLLECTS Round by Round Money	WINNER COLLECTS Round by Round Money	ROUND BY ROUND PURSE	SCOREKEEPING
Round 1	\$20	\$80	\$100	Referee
Round 2	\$20	\$80	\$100	Referee
Round 3	\$20	\$80	\$100	Referee
Round 4	\$20	\$80	\$100	Referee
Round 5	\$20	\$80	\$100	Referee
Round 6	\$20	\$80	\$100	Referee
Money Round	\$0	\$500	\$500	Money Round Official

PRIZE MONEY BREAKDOWN (TIER 1 PRELIMINARIES):

Knockout Examples

(note that no winnings are realized until the match is over)

If there is a KO during any given round,
 the Winner collects both fighters' money for that round,
 thru Round 6, at an 80/20 split.
 The Loser receives nothing from that round, forward.



	LOSER COLLECTS	WINNER COLLECTS			
	Round by Round Money	Round by Round Money	Loser's Share	Money Round Purse	Total Winner's Prize Money
Round 1 KO*	\$0	\$0	\$600	\$500	\$1100
Round 2 KO*	\$20 for Round 1	\$80 for Round 1	+ \$500	+ \$500	= \$1080
Round 3 KO*	\$40 for Rounds 1+2	\$160 for Rounds 1+2	+ \$400	+ \$500	= \$1060
Round 4 KO*	\$60 for Rounds 1-3	\$240 for Rounds 1-3	+ \$300	+ \$500	= \$1040
Round 5 KO*	\$80 for Rounds 1-4	\$320 for Rounds 1-4	+ \$200	+ \$500	= \$1020
Round 6**	\$100 for Rounds 1-5	\$400 for Rounds 1-5	+ \$100	+ \$500	= \$1000

* Or TKO, or disqualification ** Round 6 will end with KO, Disqualification, or a final Match Decision.

PRIZE MONEY BREAKDOWN (TIER 1 FINALS):

Round by Round Examples

(note that no winnings are realized until the match is over)

Round by Round Purse 1-6

Prize Money is awarded based on who wins that particular round.

Money Round

Whoever wins the Money Round under the Money Round officiating rules gets \$1000.



	LOSER COLLECTS Round by Round Money	WINNER COLLECTS Round by Round Money	ROUND BY ROUND PURSE	SCOREKEEPING
Round 1	\$40	\$160	\$200	Referee
Round 2	\$40	\$160	\$200	Referee
Round 3	\$40	\$160	\$200	Referee
Round 4	\$40	\$160	\$200	Referee
Round 5	\$40	\$160	\$200	Referee
Round 6	\$40	\$160	\$200	Referee
Money Round	\$0	\$1000	\$1000	Money Round Official

PRIZE MONEY BREAKDOWN (TIER 1 FINALS):

Knockout Examples

(note that no winnings are realized until the match is over)

If there is a KO during any given round,
 the Winner collects both fighters' money for that round,
 thru Round 6, at an 80/20 split.
 The Loser receives nothing from that round, forward.



	LOSER COLLECTS	WINNER COLLECTS			
	Round by Round Money	Round by Round Money	Loser's Share	Money Round Purse	Total Winner's Prize Money
Round 1 KO*	\$0	\$0	\$1200	\$1000	\$2200
Round 2 KO*	\$40 for Round 1	\$160 for Round 1	+ \$1000	+ \$1000	= \$2160
Round 3 KO*	\$80 for Rounds 1+2	\$320 for Rounds 1+2	+ \$800	+ \$1000	= \$2120
Round 4 KO*	\$120 for Rounds 1-3	\$480 for Rounds 1-3	+ \$600	+ \$1000	= \$2080
Round 5 KO*	\$160 for Rounds 1-4	\$640 for Rounds 1-4	+ \$400	+ \$1000	= \$2040
Round 6**	\$200 for Rounds 1-5	\$800 for Rounds 1-5	+ \$200	+ \$1000	= \$2000

* Or TKO, or disqualification ** Round 6 will end with KO, Disqualification, or a final Match Decision.

OFFICIAL ATHLETIC GEAR SPONSOR

Stealthletic Gear Will Be
The Official Athletic Gear
of Money Round Boxing



INTELLECTUAL PROPERTY

This fighting model is the intellectual property of Money Round Boxing, specifically:

- **The Concept of the Money Round,** whereby fighters must fight within the circle drawn in the center of the ring
- **The Payout Structure**

With hard work and strategic planning, our proto-type event will excite the public and launch a successful + profitable sporting league, well-positioned to scale upwards, revitalizing the glorious sport of boxing.





WEB STRATEGY

WEBSITE DEVELOPMENT

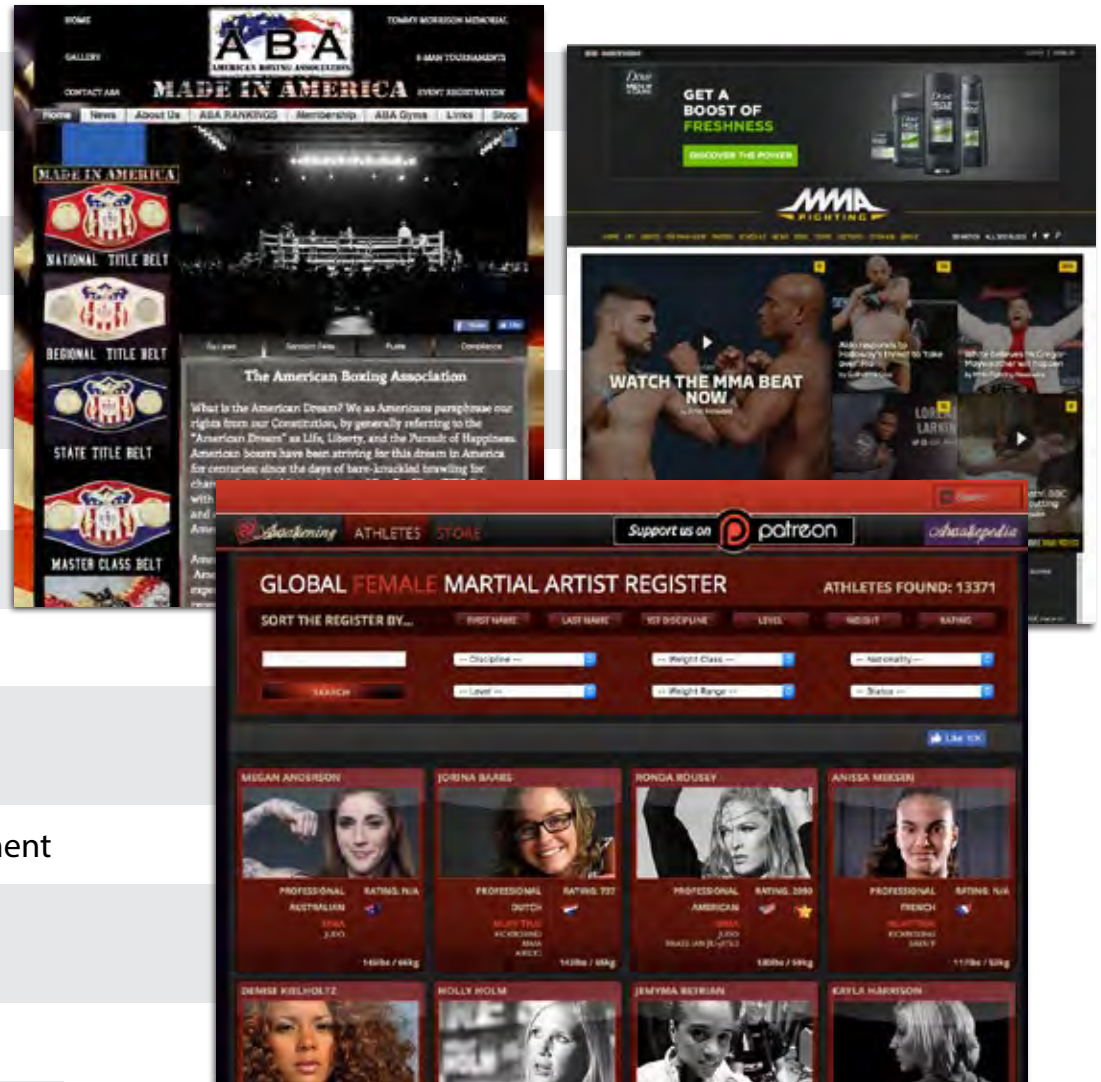
Investment:

\$50,000

Money Round Boxing Website

- Portal Development & Design
- SEO Keyword Analysis & Site Strategy
- Content Management System (CMS)
- E-Commerce Store
- MRBL News & Content
- Boxer Profiles & Blogs/ Exposure for Match Maker
- Social Media Creation & Integration
- Newsletter Design & Content Automation
- SEO, Monthly Management Tools, Support & Analytics
- Digital Advertising Design & Campaign Management
- Custom Programming, Development, Graphic Design, Photography

✳ See Appendix A for full site development details



Images For Illustration Purposes Only



ROLLING MEDIA TRUCK

ROLLING MEDIA TRUCK

Investment:

\$50,000

-Digital Billboards, to be used to feature 12 sponsor advertisement slots in equal rotation on both sides of truck

\$2500/month per slot x 12 = \$30,000 revenue per month | \$360,000 Yearly Revenue

-Custom Money Round Boxing wrap

-Mobile Retail Store selling all Money Round Boxing League & Stealthletic Apparel
www.stealthletic.com



Billboard Image For Illustration Purposes



OFFICIAL TRAINING FACILITY

MRBL OFFICIAL TRAINING FACILITY

Investment:

\$5,000/month lease

- 2,300 Square Feet
- Located in the same facility as Athletic Evolution (official training center for pro athletes)
- \$5,000/month lease
- Capacity for 300 members
- Membership Cost \$100/month
- Potential \$30,000/month in membership fees
- Potential \$25,000/month profit
- Potential \$300,000 yearly profit



VIDEO LIVE STREAMING APPS

VIDEO LIVE STREAMING APPS

Investment:

\$20,000/year

-8 Apps (iOS, Android, Roku, fireTV, androidtv, Xbox, tvOS, Tizen)

-3-month development from time of funding

iOS

fireTV

android

Roku

androidtv

XBOX

tvOS

TIZEN



FIGHT NIGHT PRODUCTION

FIGHT NIGHT PRODUCTION

MRBL Production Cost:

\$71,500

\$5,000	Venue Lease
\$15,000	Video Production
\$50,000	Signage and Venue Displays
\$1,500	General Liability Insurance*
---	Ticket Sales Management

Local Promoter Production Cost:

\$14,400

\$2,500	Police Detail (@ \$150/hr)
\$2,500	Referees
\$2,500	Judges
\$1,000	Ring Announcer
\$600	Ring Rental
\$300	DJ
\$5,000	Event-Specific Liability Insurance*

*Awaiting Confirmation



VENUE

VENUE

Investment:

\$15,000

Launch events to be held at the Convention Center in Washington, DC (3 nights @ \$5,000 each)*

Individual promoters will secure their own venues for each tournament.



*Awaiting Confirmation



SIGNAGE & VENUE DISPLAYS FOR FIGHT NIGHT

SIGNAGE AND VENUE DISPLAYS

Investment:

\$50,000

Signage for Sponsorship Positions:

- Sponsor's Logo on Four (4) Ropes
- Sponsor's Logo on Four (4) Pad Corners
- Sponsor's Logo on Middle of The Ring on the Mat
- Sponsor's Logo On Fighters' Apparel Branding, Along with Stealthletic Gear
- Sponsor's Branding worn by Three (3) Ring Girls
- Sponsor's Banner Hanging from the Middle of the Rafter (60-inch x 90-inch)
- Two (2) Promotional Locations for Booth Display for Sponsor's Products
- Sponsor's Logo on Four (4) Corners on the Mat
- Sponsor's T-Shirts Pulled Over the Back of All Chairs in the First Two (2) Rows
- Two (2) of Sponsor's Banner Hanging from the Rafters (48-inch x 48-inch)
- One (1) Promotional Location for Booth Display for Sponsor's Products
- Sponsor's Logo on Ring Curtain Around the Ring



TOURNAMENT PAYOUT

3-NIGHT LEAGUE EVENT PAYOUT

Payout to Fighters:

\$59,200

Fixed Fighter Payout

Two Preliminary Matches (16 Fighters each @ \$500 per)

\$16,000

Two Final Matches (8 Fighters each @ \$500 per)

\$8,000

Fixed Fighter Payout:

\$24,000

Round by Round Prize Money

16 Preliminary Matches

\$9,600

8 Final Matches

\$9,600

Round by Round Payout:

\$19,200

Money Round Prize Money

16 Preliminary Matches

\$8,000

8 Final Matches

\$8,000

Round by Round Payout:

\$16,000



3-MONTH PRE-FIGHT PROMOTION

OFFLINE PROMOTION

Investment:

Cost Per Month: \$50,000

TV (BOSTON DMA)

3-MONTH COST:

ESPN

\$12,000

30-Second Spots, 10/day, 3 days/week, 3 weeks/month
Total of 90 spots/month for \$7,500

Comcast Sports Network: *Toucher & Rich, Felger & Mazz*

30-Second Spots, 10/day, 3 days/week, 3 weeks/month
Total of 90 spots/month for \$4,500

Total Flight:

On 3 weeks, Off 1 week per month = \$12,000/month Gross Total

* Note: ESPN Jan 2017 entered agreement w/ Golden Boy Promotions to bring a huge slate of live boxing to ESPN, starting March 2017!!

Radio

Sports Hub

\$12,000

15-second spots, 10 x per day, Rotators Mon - Sun. 5:00am - 6:00pm, 30 x per week

Total Flight:

On 3 weeks, off one week per month, total of 90 spots/month for \$12,000

Outdoor Billboard

–Northbound/Southbound Rt 93 Quincy/Boston

\$26,000

Rolling Media Truck

–With a Digital Billboard Featuring 12 Advertiser Slots in Even Rotation
–Wrapper, Fixed for Entire Promotion

*Cost Is Covered in Initial Investment.
Will be used for Sponsor Positioning.*

ONLINE PROMOTION: DISPLAY ADS

Investment:

Cost Per Month: \$10,000

Display Ads, Desktop & Mobile

Ad Specs: 728x90, 300x250, 300x600

Behavioral/Geographic/Demo Targeting

Target Ads on Run of Network Across 99% of All Publisher Websites:

- Geographic Target: Boston DMA
- Demographic Target: Males
- Age Range: 21-44
- Interest/Behaviors: Boxing, Live Events

728x90

300x250

300x600

Target ads on Premium Boston News Websites

TIER 1: *boston.com, barstoolsports.com, boston.barstoolsports.com, bostonherald.com, improper.com, bostonmagazine.com, bostinno.com*

TIER 2: *bostoncommon-magazine.com, boston.cbslocal.com, wcvb.com, myfoxboston.com, providencejournal.com, patriotledger.com, metrowestdailynews.com, wickedlocal.com, patch.com*

Target ads on Boston Sports Websites

espn.go.com/boston, patriots.com, bruins.nhl.com, nba.com/celtics, boston.redsox.mlb.com

Target Ads on Boxing- and UFC-specific sites

National Brand Sites

Monthly Impressions: 2,000,000 | Campaign CPM: \$5.00

ONLINE PROMOTION: SEARCH ENGINE MARKETING

Investment:

Cost Per Month: \$10,000

Search Engine Marketing

Google, Yahoo/Bing

Strategically position Advertisements (Display & Text Ads) to users making searches for relevant fight-related material* to a custom landing page announcing and introducing the new Money Round Boxing League.

Search Retargeting/Lookalike Modeling

Special Interests

i.e.: UFC, MMA Fighters, Boxing, Boxing Fighters, etc.

example: Serve ads to users who recently performed a search for "Rhonda Rousey Fight" or "Mayweather Fight"

Ad Specs: Text Ads, Display Ads

* Boxing Events, Boxing News, Boxing Headline Fights, UFC Headline Fights.

ONLINE PROMOTION: CONTENT MARKETING

Investment:

Cost Per Month: \$25,000

Blogging, Content Creation, Social Media & Email Marketing

COST PER MONTH:

Blogging

Weekly blog post highlighting customer generated content that pertains to Money Round Boxing and the streaming of the upcoming MRBL Events.

1 Professional Post per week (4 per month)

Email Marketing

Newsletter creation & deployment to complement the blog content that drives people to visit the website.

1 Newsletter send per week (4 per month)

\$15,000

Instagram/Twitter/Facebook/LinkedIn

Engage with every comment, content share and social mention.

3-5 status updates or short blog posts per week specific to Money Round Boxing.

Identify 5-10 social media influencers to engage with each week across all social media channels.

3-5 boosted posts/social media paid ads per week

Trending Boxing Keywords Content Aggregation Software

Pools all conversations about boxing into a portal for engagement & insights into the boxing industry

Social Media Paid Ads

Combination of 3-5 boosted posts and social media advertisements each week.

3-5 boosted posts/social media paid ads per week

\$10,000

ONLINE PROMOTION: RETARGETING

Investment:

Cost Per Month: \$5,000

Retargeting

Website retargeting

All unique visitors from MA @ ~ 25 impressions per user.

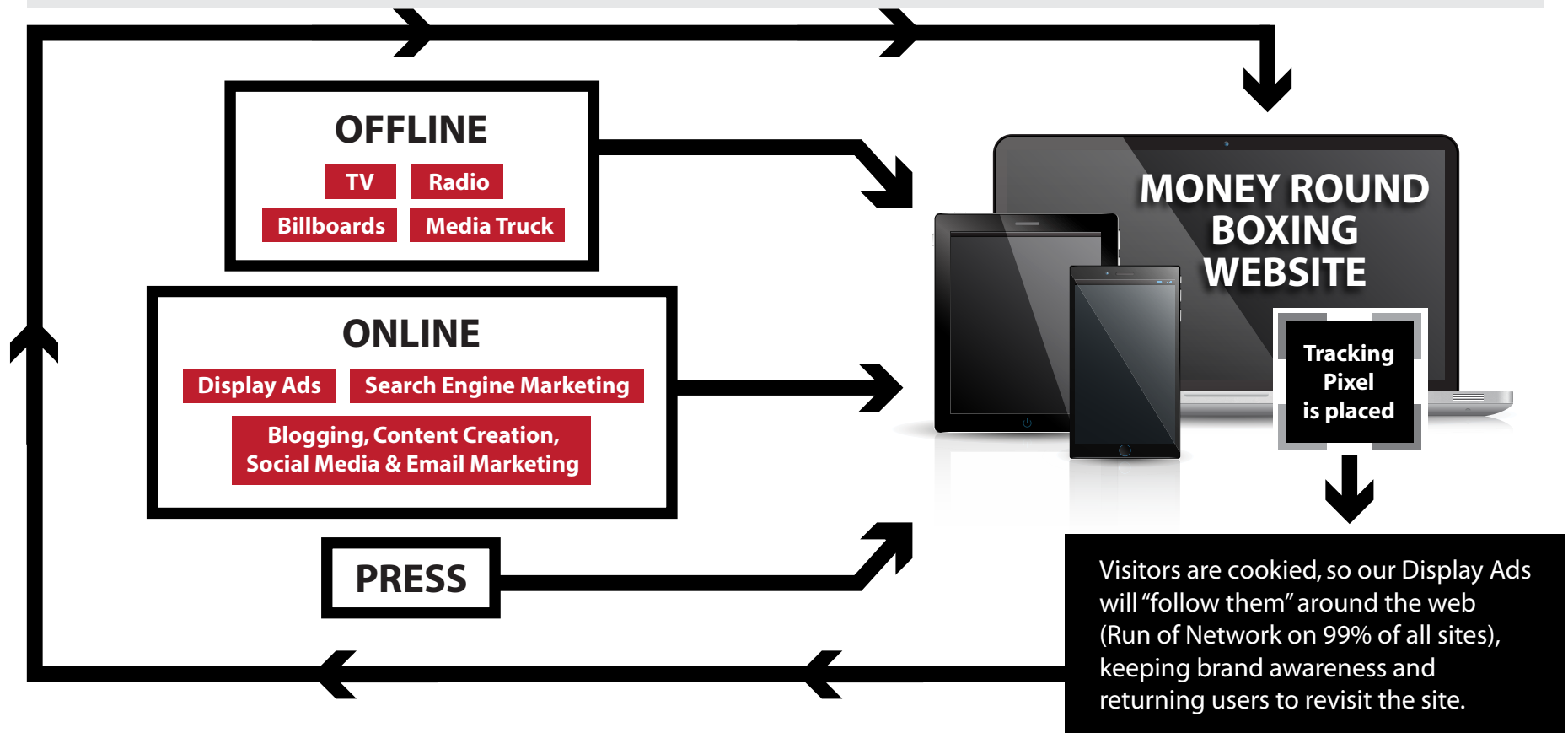
Anywhere on the Run of Network websites.

* Impressions based on 40,000 unique visitors

* Creative retargeting all gym members

Client Plan Impressions: 1,000,000

Campaign CPM: \$5.00





SET UP COST SUMMARY

SET UP COST SUMMARY

Set Up Cost Total: \$711,900

Website Development	\$50,000
Rolling Media Truck	\$50,000
Official Training Center Facility, 1 Year @5,000/month	\$60,000
Video Live Streaming Apps	\$20,000

One-Time Initial Business Structure Cost: \$180,000

MRBL Fight Night Production Cost (\$21,500 x 3 League Events)	\$64,500
Local Promoter Fight Night Production Cost (\$14,400 x 3 League Events)	\$43,200
Venue	\$15,000
Signage and Venue Displays for Fight Night	\$50,000
Preliminary Prize Money (\$16,800 x 2 Prelim League Events)	\$33,600
Finals Prize Money (\$25,600 x 1 Finals League Event)	\$25,600
Offline Promotion (TV, Radio, Outdoor Billboards) [3 months]	\$150,000
Online Promotion: Display Ads, SEM, Content Marketing, Retargeting [3 months]	\$150,000

Future Events Paid for
by Promo Sponsorship

3-Month League Event Total Production Cost: \$531,900



SPONSORSHIP OPPORTUNITIES

FIGHT NIGHT SPONSORSHIP PACKAGES For Local Promoter

MONEY ONE Sponsorship Package

\$80,000

INCLUDES:

INDIVIDUAL PRICE:

Sponsor's Logo on Four (4) Ropes

\$20,000

Sponsor's Logo on Four (4) Pad Corners

\$15,000

Sponsor's Logo on Middle of The Ring on the Mat

\$15,000

Sponsor's Banner Hanging from the Middle of the Rafter
(60-inch x 90-inch)

\$12,500

Sponsor's Logo On Fighters' Apparel Branding,
Along with Stealthletic Gear

\$5,000

(i.e. \$2,500 Per Fighter)

Sponsor's Branding worn by Three (3) Ring Girls

\$5,000

Two (2) Promotional Locations for Booth Display
for Sponsor's Products

\$5,000

Ring Announcer

\$2,500

MONEY ONE

FIGHT NIGHT SPONSORSHIP PACKAGES For Local Promoter

MONEY TWO Sponsorship Package

\$40,000

INCLUDES:

INDIVIDUAL PRICE:

Sponsor's Logo on Four (4) Corners on the Mat
(smaller than the logos offered in the Middle of the Ring
on the Mat, in the MONEY ONE package)

\$15,000

Two (2) of Sponsor's Banner Hanging from the Rafters
(48-inch x 48-inch)

\$10,000

Sponsor's T-Shirts Pulled Over the Back of All Chairs in
the First Two (2) Rows

\$5,000

Ring Announcer

\$2,500

One (1) Promotional Location for Booth Display
for Sponsor's Products

\$2,500

MONEY TWO

FIGHT NIGHT SPONSORSHIP PACKAGES For Local Promoter

MONEY THREE Sponsorship Package

\$15,000

INCLUDES:

INDIVIDUAL PRICE:

Sponsor's Logo on Ring Curtain Around the Ring

\$12,500

One (1) Promotional Location for Booth Display
for Sponsor's Products

\$2,500

MONEY THREE

PROMO SPONSORSHIP PACKAGES

MONEY ONE

MONEY ONE Promo Sponsorship Package		\$95,000	\$570,000
INCLUDES:		Cost Per Month:	6-Month Cost:
Outdoor Billboard		\$26,000	\$156,000
TV Placement (Boston DMA) –Premier Sponsor Logo in :30 ads-180 spots/month		\$12,000	\$72,000
Radio Placement (Boston DMA) –Premier Sponsor Mention in :15 ads-90 spots/month		\$12,000	\$72,000
50% Share of Rolling Media Truck Ad Space (6 of 12 ad slots)		\$15,000	\$90,000
Online Display Advertising (co-branded display ads) 50% Share of Campaign Impressions: 1 million impressions @ \$5 cpm		\$5,000	\$30,000
Website Display Retargeting (co-branded display ads) 50% Share of Campaign Impressions: 500,000 impressions @ \$5 cpm		\$2,500	\$15,000
Social Media Paid Display		\$5,000	\$30,000
Content Marketing <ul style="list-style-type: none"> • Native Advertising on Money Round Boxing League Website –Sponsorship Positions 1 & 2 • Banner Advertisement on Money Round Boxing League Newsletter –Sponsorship Positions 1 & 2 		\$12,500	\$75,000
Banners on Money Round Boxing League Website, 50% Share of Ad Space (6 of 12 ad slots)		\$5,000	\$30,000

**GEO- & IMPRESSION-BASED
POST-LAUNCH**

PROMO SPONSORSHIP PACKAGES

MONEY TWO

MONEY TWO Promo Sponsorship Package		\$28,300	\$169,800
INCLUDES:		Cost Per Month:	6-Month Cost:
33% Share of Rolling Media Truck Ad Space (4 of 12 ad slots)		\$10,000	\$60,000
Online Display Advertising (co-branded display ads) 33% Share of Campaign Impressions: 660,000 impressions @ \$5 cpm		\$3,300	\$19,800
Website Display Retargeting (co-branded display ads) 33% Share of Campaign Impressions: 333,333 impressions @ \$5 cpm		\$1,667	\$10,000
Social Media Paid Display		\$3,333	\$19,998
Content Marketing <ul style="list-style-type: none"> • Native Advertising on Money Round Boxing League Website <ul style="list-style-type: none"> – Sponsorship Positions 3 & 4 • Banner Advertisement on Money Round Boxing League Newsletter <ul style="list-style-type: none"> – Sponsorship Positions 3 & 4 		\$7,500	\$45,000
Banners on Money Round Boxing League Website 33% Share of Ad Space (4 of 12 ad slots)		\$2,500	\$15,000

GEO- & IMPRESSION-BASED
POST-LAUNCH

PROMO SPONSORSHIP PACKAGES

MONEY THREE Promo Sponsorship Package

\$15,038 **\$90,230**

INCLUDES:

Cost Per Month:

6-Month Cost:

16.7% Share of Rolling Media Truck Ad Space
(2 of 12 ad slots)

\$5,000

\$30,000

Online Display Advertising (co-branded display ads)
16.7% Share of Campaign Impressions: 340,000 impressions @ \$5 cpm

\$1,700

\$10,200

Website Display Retargeting (co-branded display ads)
16.7% Share of Campaign Impressions: 167,000 impressions @ \$5 cpm

\$835

\$5,010

Social Media Paid Display

\$1,670

\$10,020

Content Marketing

\$5,000

\$30,000

- Native Advertising on Money Round Boxing League Website
–Sponsorship Positions 5 & 6
- Banner Advertisement on Money Round Boxing League Newsletter
–Sponsorship Positions 5 & 6

Banners on Money Round Boxing League Website
16.7% Share of Ad Space (2 of 12 ad slots)

\$833

\$5,000

GEO- & IMPRESSION-BASED
POST-LAUNCH

MONEY THREE



RETURN ON INVESTMENT

INVESTORS' OPPORTUNITY

Investors' Opportunity

- We are raising \$4,250,000.
- We are selling convertible notes.

$\$275,000 \times 15 \text{ Investors,} + \$137,500 \times 1 \text{ Investor} = \$4,262,500 \text{ Total Funding Goal}$



ROI ON FRANCHISE LICENSING

Licensing Model

An individual promoter will be granted the opportunity to hold a Money Round Boxing Fight night with their purchase of a single event license fee, for \$10,000.

Investment Returns from Licensing Fees @ \$10,000 per Fight Night Event

Licenses	Revenue	Investor ROI
10	\$100,000	\$2,000
100	\$1,000,000	\$20,000
1,000	\$10,000,000	\$200,000
10,000	\$100,000,000	\$2,000,000

ROI ON TICKET SALES

Ticket Sale Revenue Breakdown

-75% to Money Round Boxing League, 25% to Local Promoter

Ticket Revenue Scenarios for a 10,000-seat venue

Ticket Sales	Attendees	Price Per Ticket	Total Ticket Revenue	MRBL's 75% Cut*	Promoter's 25% Cut	Investor ROI from MRBL
100% of Tickets Sold	10,000	\$25	\$250,000	\$187,500	\$62,500	\$3,750
50% of Tickets Sold	5,000	\$25	\$125,000	\$93,750	\$31,250	\$1,874
25% of Tickets Sold	2,500	\$25	\$62,500	\$46,875	\$15,625	\$937.50

* minus commission to fighters' ticket sales

ROI ON STREAMING VIDEO, MEDIA TRUCK, GYM MEMBERSHIPS

Streaming Video: Investment Returns from Viewer Streams @ \$3.99/stream

Streams	Revenue	Investor ROI
100,000	\$399,000	\$7,980
1,000,000	\$3,990,000	\$79,800
10,000,000	\$39,900,000	\$798,000

Media Truck: Digital Ad Revenue @ \$2,500/Ad Slot

Trucks	Ad Slots	Monthly Revenue	Yearly Revenue	Investor ROI
1	12	\$30,000	\$360,000	\$7,200
10	120	\$300,000	\$3,600,000	\$72,000
100	1,200	\$3,000,000	\$36,000,000	\$720,000

Training Facility Gym Memberships @ \$100 Membership Fee

Gyms	Memberships	Monthly Revenue (- fees)	Yearly Revenue (- fees)	Investor Yearly ROI
1	300	\$25,000	\$300,000	\$6,000
10	3,000	\$250,000	\$3,000,000	\$60,000
100	30,000	\$2,500,000	\$30,000,000	\$600,000

ROI ON WEBSITE REVENUE

Display Sales Ad Revenue - Based on 5 Ad Slots - ROS / \$25 cpm

Projections Based on Site Traffic Levels:

Site Traffic Level/Month	Impressions per Site	# of Advertisers per Month	Share of Voice per Ad Position	Impressions per Advertiser	Price per Advertiser	Monthly Revenue Potential	Yearly Revenue Potential	Investor Yearly ROI
100,000	500,000	10	10%	50,000	\$1,250	\$12,500	\$150,000	\$3,000
300,000	1,500,000	15	7%	100,000	\$2,500	\$37,500	\$450,000	\$9,000
500,000	2,500,000	25	4%	100,000	\$2,500	\$62,500	\$750,000	\$15,000

When Site passes the above traffic levels, Inventory Model will switch from a Limited Inventory Model to a cpm model

Site Traffic Level/Month	Impressions per Site	# of Advertisers per Month	Share of Voice per Ad Position	Impressions per Advertiser	Price per Advertiser	Monthly Revenue Potential	Yearly Revenue Potential	Investor Yearly ROI
1,000,000	5,000,000	50	2%	100,000	\$2,500	\$125,000	\$1,500,000	\$30,000
10,000,000	50,000,000	500	less than 1%	100,000	\$2,500	\$1,250,000	\$15,000,000	\$300,000

Audience Extension Ad Revenue Projections

Audience Extension Revenue Potential	Buy CPM	Sell CPM	# of Impressions	Price to Advertiser	Cost for Impressions	Per Sale Revenue	Investor Per Sale ROI
Prospecting: Targeting Boxing & Combat Sport Enthusiast	\$5	\$15	1,000,000	\$15,000	\$5,000	\$10,000	\$200
Retargeting: MRBL Site Visitors 40,000 uniques/month @ 25 imp per	\$5	\$25	1,000,000	\$25,000	\$5,000	\$20,000	\$400
Retargeting: MRBL Site Visitors 40,000 uniques/month @ 50 imp per	\$5	\$25	2,000,000	\$50,000	\$10,000	\$40,000	\$800

*Sold at onboarding of people looking to buy Money Round Boxing League website direct

ROI ON WEBSITE REVENUE

Native Advertising Ad Revenue Projections

Featured Editorial Content on Money Round Boxing League Website

- 1 post/article per week minimum;
- Content Promoted by Money Round Boxing League Website
- Content will remain 'sticky' within homepage content section for entire week

# of Spots for Sponsored Content	Revenue	Potential Weekly Revenue	Potential Monthly Revenue (4 weeks)	Potential Yearly Revenue (52 weeks)	Investor Yearly ROI
6	\$1,250	\$7,500	\$30,000	\$360,000	\$7,200

Newsletter Sponsorship Ad Revenue Projections

Based on:

- 6 300px x 250px Ad Slots
- 4 Email Sends/Month

Newsletter Subscribers	cpm	Price Per Ad Slot	Potential Impressions/Ad Slot	# of Ad Spots	Monthly Revenue	Yearly Revenue	Investor Yearly ROI
10,000	\$50	\$500	40,000	6	\$3,000	\$36,000	\$720
100,000	\$50	\$5,000	400,000	6	\$30,000	\$360,000	\$7,200
500,000	\$50	\$10,000	2,000,000	6	\$60,000	\$720,000	\$72,000

POTENTIAL ANNUAL ROI

	Revenue	Howard Sanford		Management Team	Example ROI per	Available Multiple
		% for Operational	% as Exec. Chariman	% of Revenue	2% Revenue	Investors % of Revenue
MRBL Investors - % Shares	100%	41%	10%	18%	2%	30%
Promoter Licensing Revenue						
10 Licenses	\$100,000	\$41,000	\$10,000	\$18,000	\$2,000	\$30,000
100 Licenses	\$1,000,000	\$410,000	\$100,000	\$180,000	\$20,000	\$300,000
1,000 Licenses	\$10,000,000	\$4,100,000	\$1,000,000	\$1,800,000	\$200,000	\$3,000,000
Venue Ticket Sales at 50% Avg. Total Capacity of 10k, less commission of 25% to local promoter (\$93,750)						
50% Cap., 10 Licenses	\$937,500	\$384,375	\$93,750	\$168,750	\$187,500	\$2,812,500
50% Cap., 100 Licenses	\$9,375,000	\$3,843,750	\$937,500	\$1,687,500	\$1,875,000	\$28,125,000
50% Cap., 1,000 Licenses	\$937,500,000	\$38,437,500	\$9,375,000	\$16,875,000	\$18,750,000	\$281,250,000
Viewer Streaming Revenue						
100,000 Streams	\$399,000	\$163,590	\$39,900	\$71,820	\$7,980	\$119,700
1,000,000 Streams	\$3,990,000	\$1,635,900	\$399,000	\$718,200	\$79,800	\$1,197,000
10,000,000 Streams	\$39,900,000	\$16,359,000	\$3,990,000	\$7,182,000	\$798,000	\$11,970,000
Rolling Media Truck Ad Revenue						
Sold Out Inventory, 1 Truck	\$360,000	\$147,600	\$36,000	\$64,800	\$7,200	\$108,000
Sold Out Inventory, 10 Trucks	\$3,600,000	\$1,476,000	\$360,000	\$648,000	\$72,000	\$1,080,000
Sold Out Inventory, 100 Trucks	\$36,000,000	\$14,760,000	\$3,600,000	\$6,480,000	\$720,000	\$10,800,000
Facility Gym Memberships						
1 Facility	\$300,000	\$540,000	\$30,000	\$54,000	\$6,000	\$90,000
10 Facilities	\$3,000,000	\$5,400,000	\$300,000	\$540,000	\$60,000	\$900,000
100 Facilities	\$30,000,000	\$54,000,000	\$3,000,000	\$5,400,000	\$600,000	\$9,000,000
MRBL Website Revenue: Display Ads						
100,000 Page Views	\$150,000	\$61,500	\$15,000	\$27,000	\$3,000	\$45,000
1,000,000 Page Views	\$1,500,000	\$615,000	\$150,000	\$270,000	\$30,000	\$450,000
10,000,000 Page Views	\$15,000,000	\$6,150,000	\$1,500,000	\$2,700,000	\$300,000	\$4,500,000
MRBL Website Revenue: Native Content						
Sponsored Content	\$360,000	\$147,600	\$36,000	\$64,800	\$7,200	\$108,000
MRBL Website Revenue: Newsletter Advertisements						
1,000 Subscribers	\$3,600	\$1,476	\$360	\$648	\$72	\$1,080
10,000 Subscribers	\$36,000	\$14,760	\$3,600	\$6,480	\$720	\$10,800
100,000 Subscribers	\$360,000	\$147,600	\$36,000	\$64,800	\$7,200	\$108,000
500,000 Subscribers	\$720,000	\$738,000	\$360,000	\$648,000	\$14,400	\$1,080,000

EXAMPLE 3-YEAR ROI

	Revenue	Howard Sanford		Management Team	Example ROI per	Available Multiple
		% for Operational	% as Exec. Chairman	% of Revenue	2% Ownership	Investors % of Revenue
MRBL Investors - % Shares	100%	41%	10%	18%	2%	30%
Promoter Licensing Revenue						
100 Licenses	\$1,000,000	\$410,000	\$100,000	\$180,000	\$20,000	\$300,000
Venue Ticket Sales at 50% Avg. Total Capacity of 10k, less commission of 25% to local promoter (\$93,750)						
50% Cap., 100 Licenses	\$9,375,000	\$3,843,750	\$937,500	\$1,687,500	\$187,500	\$2,812,500
Viewer Streaming Revenue						
1,000,000 Streams	\$3,990,000	\$1,635,900	\$399,000	\$718,200	\$79,800	\$1,197,000
Rolling Media Truck Ad Revenue						
5 Trucks	\$1,800,000	\$738,000	\$180,000	\$324,000	\$36,000	\$540,000
Facility Gym Memberships						
5 Gyms	\$1,500,000	\$615,000	\$150,000	\$270,000	\$30,000	\$450,000
MRBL Website Revenue: Display Ads						
1,000,000 Page Views	\$1,500,000	\$615,000	\$150,000	\$270,000	\$30,000	\$450,000
MRBL Website Revenue: Native Content						
Sponsored Content	\$360,000	\$147,600	\$36,000	\$64,800	\$7,200	\$108,000
MRBL Website Revenue: Newsletter Advertisements						
100,000 Subscribers	\$360,000	\$147,600	\$36,000	\$64,800	\$7,200	\$108,000
TOTALS	\$18,265,000	\$8,152,850	\$1,826,500	\$3,287,700	\$397,700	\$5,479,500

LEGAL

NOT AN OFFER TO PURCHASE SECURITIES

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