

2017

Business Plan

Marketing Completion Fund

Draft

For Review Only

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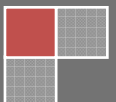


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FORWARD LOOKING STATEMENTS

This document contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Sections 21E of the Securities Exchange Act of 1934, and is subject to the safe harbor created by those sections. Forward-looking statements may be identified by the use of forward-looking terminology such as "believes," "expects," "may," "should," "anticipates," "estimates," or "forecasts" or the negative thereof. Such forward-looking statements, particularly as related to the business plans of the Company, expectations of strategic relationships and business opportunities, the ability of the Company to realize the assumptions used in sales and valuation models, the ability of the Company to develop products and services, the Company's ability to gain market share, the size of the market, and the ability of the Company to compete effectively in the marketplace, are based on current expectations that involve a number of risks and uncertainties. Actual results may differ materially from the Company's expectations and estimates. No assurances can be given that the future results covered by such forward-looking statements will be achieved.

Executive Summary

Marketing Completion Fund, Inc. (“the Company” or “MCF”) is a media investment company founded in 2017 to finance, develop, and distribute original and existing intellectual properties (“IP”). Our vision is to apply a Financing Risk Mitigation and Marketing Technology System to reduce risks investing in new intellectual property (“IP”) ventures and monetize the revenue opportunities globally.

MCF will invest in IP developed by early stage companies in a range of industry sectors (e.g. Artificial Intelligence, Augmented Reality, Brands, Films, Games, MarTech, MedTech, and Virtual Reality).

The Company provides professional consulting services to companies focused on IP technology and pricing options for services are typically a combination of hourly rate, monthly retainer, commissions for product sales, and equity shares of company stock based on contribution to the anticipated company's growth in value.

The Company has developed an investment structure to invest in motion pictures that has the potential to earn substantial returns. The film can earn revenue from box office receipts and ancillary rights sources of income. These sources include merchandising rights, television spin-off rights, home video, sequel, prequel and remake, book publishing rights, computer game rights, soundtrack album rights, and the music publishing rights in the score.

The Company is raising capital and offering accredited, corporate, and institutional investors an opportunity to invest in a \$500,000 seed round convertible note or in a \$19,575,000 Private Offering of Common Stock / Limited Liability Units that are a combination of Marketing Completion Fund, Inc. Common Stock and Iron Ice Films, LLC Membership Units (collectively the “securities”).

The Company has developed:

1. A Financing Risk Mitigation System that addresses a perennial question for investors that would like to reduce risk in any new venture: namely, protection of invested capital and infusion into the venture upon proven milestone achievement. If these milestones are not met in a timely manner, then the remaining investor capital will be returned.
 - For film projects the Financing Risk Mitigation System requires specific milestones to be met before the monies invested can be released for film production and a marketing technology system designed to optimize generating revenue streams PRIOR TO PRINCIPAL PHOTOGRAPY and after theatrical and digital distribution of the film.
2. A marketing technology system that is comprised of a grouping of technologies that improve marketing activities to simplify processes and make it easier to measure the impact of marketing channels and drive more efficient spending.
3. A IP strategy to increase shareholder value.
4. A business process that includes IP development, financing, content creation, and distribution.
5. A company structure to operate with a central organization and stand-alone profit centers that provide services to original MCF IP projects and to IP developed by other companies.

China – U.S. Cross Border Entertainment Project

MCF will focus on IP projects (initially a China/US youth hockey film series) with generally the following attributes: international appeal, action-oriented; conducive to all-encompassing “immersion” branding and marketing featuring opportunities in gaming, virtual reality, co-branding participations, lead generation, charity events and similar.

The Company is developing and financing the production and distribution of a U.S – China Cross Border entertainment project that includes “Iron Ice”, a hockey-themed motion picture through Iron Ice Film, LLC (“the LLC”), and its subsidiary production company, Hat Trick Productions (the “Subsidiary”) as well as associated marketing opportunities in film games and merchandise.



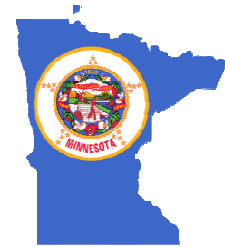

The Company will simultaneously develop, finance, license and distribute the Hat Trick Sports Lifestyle Brand IP and the Hollywood Hat Trick Celebrity Teams and events IP which will be formed as a non-profit that will develop and manage the Iron Ice and Hat Trick celebrity sports teams and produce the

Hollywood Hat Trick Celebrity Sports Entertainment and Technology Fan Fest and Expo modelled after the SXSW event held in Austin every year.

Economic Development

MCF has a business strategy for economic development through sports, entertainment, and technology diplomacy. The company is developing entertainment projects that focus on sports categories that are experiencing current and significant market growth in addition to significant investments being made into the category. Hockey is the first sports category selected and entertainment project IP being developed with plans and early stage development in process with the sports categories of soccer, basketball, football and rugby.

The following chart includes the locations and industry sectors MCF will be stimulating economic development and the estimated investment amount budget.

	China	California	Minnesota	Seattle
Location				
Investment Budget	\$5 million	\$4 million	\$5 million	\$5 million
Industry Sectors	Ecommerce, Film, Financing, Digital Marketing, Sports, Technology, Travel	Call Center, Ecommerce, Film, Digital Marketing, Investment Banking, Sports, Technology, Travel	Call Center, Film, Digital Marketing, Investment Banking, Sports, Technology, Youth Fund Raising	AI – Artificial Intelligence, AR – Augmented Reality, Ecommerce, Games, Technology, VR – Virtual Reality

Industry Convergence and Targeted Geographic Markets

MCF developed city, state, and country economic development strategies and operates at the intersection and convergence of multiple industry sectors.

The Company has researched and identified industries to develop IP, and targeted demographics, and geographical areas under which to market its goods and services.

Industries		Countries	States	Cities
<ul style="list-style-type: none"> • Apparel • Augmented Reality (AR) • Ecommerce • Entertainment • Events • Ecommerce • Mobile • Film • Games • Licensed Merchandise • Marketing Technology 	<ul style="list-style-type: none"> • Olympics • Sports Industry • Sports Merchandise • Sports Nutrition • Sports Travel • Subscription Box • Travel • Virtual Reality (VR) • Wearable IOT • Winter Sports • Youth Fundraisers 	<ul style="list-style-type: none"> • China • Canada • United States • Top film • Top hockey 	<ul style="list-style-type: none"> • California • Minnesota • New York • Nevada 	<ul style="list-style-type: none"> • Beijing • Las Vegas • Los Angeles • Minneapolis • New York • San Francisco • St. Paul • Vancouver

- Beijing, China - film, hockey, technology, start-ups, financing, travel, Olympics
- Los Angeles - hockey, entertainment, film, music, sports, technology, startups, finance
- Minnesota - youth, high school, college, NHL hockey, film, technology, finance
- New York - media, finance, sports, hockey, films
- Seattle, Washington – AI, AR, Ecommerce, Games, VR
- Silicon Valley - hockey, technology, social media, startups, financing
- United States and Globally – entertainment, films, hockey companies, financing, media

Why China, Minnesota and Hockey?

MCF is capitalizing on global economic trends and the China investments being made to prepare for the Beijing 2022 Winter Olympics, the growth of hockey in China, the growth of the China film market and investments that China is making in the global film and technology industry.

The Iron Ice film story is being written to resonate on a global basis with a universal theme. The movie represents qualities that are admired by people throughout the world and could act as a “country commercial” for China and a “state commercial” for Minnesota.

Our research indicates there is a significant audience that will identify with the coming of age, immigration film story because they have lived and experienced it at some level or desire to immigrate to the United States. There is a core audience of over 5 million Chinese in North America that have immigrated to Canada and the United States and there are estimates of 2 out of every 4 individuals in Minnesota that have played hockey or are fans of hockey.

China Sports and Winter Industry

- According to the Suggestions of Beijing Municipal People's Government on Accelerating the Development Ice & Snow Sports (2016 – 2022) and its seven supporting plans, by 2022, the number who participate in ice and snow sports will reach 8 million in Beijing.
- With an annual growth of 14%, sports tourism is the fastest growing segment in the global tourism market.
- China sports tourism competed investment of about RMB 79.1 billion in 2015, at a year-on-year growth of 71.9%.
- According to the target formulated by the State Council that China's total value of sports output will reach RMB 5 trillion in 2025.
- In 2015, among the 31 provinces in China, ten had their per capita GDP exceeded 10,000 USD, and the total number of permanent residences in these provinces has been over 500 million.

Items	Year	Data	Year	Data
Skiers nationwide	2016	11.33 million	2022	26 million (predicted)
Ski person-time nationwide	2016	15.1 million	2022	45 million (YOY: 21.36%)
The gross value of winter sports industry in China	2020	Reach RMB 600 billion (\$90 billion USD)	2025	Reach RMB 1 trillion
Winter sports featured primary and secondary schools	2020	2000 schools	2025	5000 schools
Ice Rinks	2016	200+	2022	Not less than 650. (in which the newly built number should be not less than 500)

MCF Intellectual Properties Portfolio

Original Content IP	Original Brand IP	Original Technology IP
Iron Ice Film	Hat Trick Sports Lifestyle Brand	Marketing Technology System
Iron Ice Games	Hollywood Hat Trick Event	IOT Smart Wear CRM Device
Iron Ice VR Training	Hollywood Hat Trick Teams	



Iron Ice Film

"Iron Ice" is a compelling coming of age, sports drama film story set against the expansive backdrops of Beijing, China, the Mesabi Iron Range in Northern Minnesota, and the Minnesota State High School Boys Ice Hockey Tournament.

The film features a Chinese national immigrant with his family settling in Northern Minnesota as the head of the family accepts an important position with a China owned multi-national mining company that acquires a Minnesota Taconite Mine. The oldest son bonds with a local of many generations through youth hockey.

This project has been selected to capitalize on the growth of hockey in China, the 2022 Olympics in China, and the growth of ecommerce, film, games, internet, travel, and winter sports.

There is further intention to fund at least two sequel that follow the relationship of the high school friends through the Olympics and ultimately the National Hockey League finals as they transition from friends, teammates, and square off as adversaries.

Global Marketing Strategy

The sports focused IP are being positioned to capitalize on global trends and the growth of hockey in China, the 2022 Olympics in China, and the growth of ecommerce, film, travel, and winter sports.

MCF is developing China, U.S., and global marketing strategies in both English and Mandarin that include developing simultaneously a Transmedia storytelling plan for the Iron Ice film IP and a brand licensing strategy for the Hat Trick sports lifestyle brand.

The comprehensive marketing strategies will be targeting the China, Canadian, United States and top film and ice hockey markets and offer content and products to build an audience prior to film and game production to mitigate risk.

The Company plans on building an audience of film, sports, and hockey fan community with Hat Trick vertical sports websites www.hockeyhattrick.com, www.soccerhattrick.net, www.basketballhattrick.com, www.baseballhattrick.com, and www.rugbyhattrick.com.

Growth Plan and Revenue Strategies

The Company management team has provided services to 234 securities engagements totaling \$2,173,809,195 in capital raised. The team has experience syndicating private placement offerings, in generating revenue during the process of raising capital, and has developed innovative capital formation structures and capital raising strategies.

The Company hired a senior level FP&A consultant to provide financial modelling for the Iron Ice and Hat Trick IP properties and the revenue is projected to be \$300 million over the next 7 years.

Starting in 2018 the Company plans to generate revenue for 2 years during the process of raising capital for the film and pre-production activities (i.e. Attaching talent, obtaining guaranteed distribution agreements) and prior to the film starting principal photography in the 4th quarter of 2020.

Projected revenues are \$500,000 over the next 12 months and \$6,000,000 over 24 months prior to film production and \$300,000,000 in overall revenue in 120 months after the film and game release.

MCF plans to generate revenue from:

- English and Chinese investor and consumer lead generation sales
- Consulting fees for providing professional service to China and U.S. companies
- The development and sales of associated marketing opportunities in Iron Ice motion picture licensed games and merchandise, Hat Trick licensed products, celebrity team events, youth fund raisers and travel packages.

	2017 -2024
Description	
Revenue	
Iron Ice Film I	\$ 55,000,000
Iron Ice (VR, Mobile, Game)	\$ 55,000,000
Iron Ice Merchandise	\$ 10,535,000
Iron Ice Sports Nutrition	\$ 10,500,000
Iron Ice Film II	\$ 50,000,000
Iron Ice Film III	\$ 45,000,000
MCF Consulting Services	\$ 3,170,000
Leadmatching	\$ 26,350,000
Hockey Hat Trick e-commerce	\$ 21,000,000
Hat Trick Merchandise	\$ 10,500,000
Hat Trick Travel	\$ 12,000,000
Hat Trick Youth Fundraisers	\$ 13,500,000
Hollywood Hat Trick	\$ 6,000,000
Total Revenue	\$ 318,555,000

Revenue	2018	2019	2020	2021	2022	2023	2024
Total Revenue	\$505,000	\$5,500,000	\$47,250,000	\$68,500,000	\$84,750,000	\$65,000,000	\$57,000,000
Total Net Income	\$209,750	\$2,050,000	\$19,212,500	\$28,375,000	\$35,287,500	\$26,150,000	\$22,575,000

MCF will deliver investor leads to the MCF placement agent and broker dealers that are members of the capital raising syndicate. The investor lead program will be used to develop an extensive network of investment bankers and FINRA licensed broker dealers to sell the Private Placement Offering.

The Company will utilize the Marketing Technology System to convert the consumer leads into purchasing products, attending events and engage as affinity marketing partners.

The Company will implement marketing campaigns targeting both English and Chinese audiences utilizing technology (i.e. Apps, AR – Augmented Reality, e-commerce, games, Google Maps, Google Earth, VR - virtual reality) and acquire customers with third-party social media and messaging platforms (i.e. global – Facebook, Google, Instagram, YouTube, for China - Taobao, Renren, Tencent, TMALL, WeChat).

- Investor and Consumer leads (2018)
- Iron Ice Merchandise (2018)
- Hat Trick Sports Lifestyle Products (2018)
- Hockey Hat Trick ecommerce website (2019)
- Go Hat Trick App (2019)
- Hat Trick Google Map / Earth API (2019)
- Iron Ice AR/VR (2019)
- Hat Trick Youth Fundraiser Program (2019)
- Hat Trick Destination Travel Packages (2019)
- Hollywood Hat Trick Celebrity Events (2019)
- Iron Ice Film (2020)
- Iron Ice Games (2020)

Iron Ice Film IP

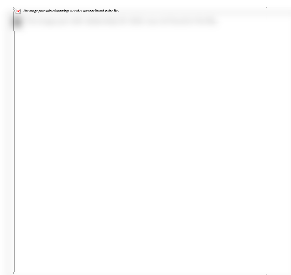
MCF plans to generate revenue from the development and sales of associated marketing opportunities in Iron Ice motion picture licensed games and merchandise.



Timeline	2018	2018	2019	2019	2020	2020	2020	2020	2020
Category	Merchandise	Ecommerce Website	VR/AR Content	Subscription Box	Global Film Box Office	Mobile Gaming	Console/PC Gaming	Book	Animated Series
Category									
Market Size	Licensing movie tie-ins \$118.3B 2016	U.S. sales \$485B by 2021	\$108B Market by 2021	37M visitors. 800% growth since 2014	\$50B by 2020	\$35B Market	\$60B Market	Global sales \$123B by 2020	\$244B global Market in 2015
Production Cost	\$200K	\$500K	\$100 - \$500K	\$500K	\$2M - \$100M	\$250K - \$5M	\$2M - \$60M	\$100K	\$400K per episode
Revenue Potential	\$2M - \$10M per year	\$2M - \$10M per year	\$1M - \$2M per year	\$2M - \$25M per year	\$35M - \$75M per film	\$25M - \$75M	\$25M - \$75M	\$500K - \$2M	\$500K profit per episode

Hat Trick and Hollywood Hat Trick IP

MCF plans to generate revenue from: the development and sales of Hat Trick and Hollywood Hat Trick licensed products, celebrity team events, youth fund raisers and travel packages.



Timeline	2018	2018	2018	2019	2019	2020	2020	2020	2020
Category	Merchandise	Sports Nutrition	Ecommerce	Subscription Box	VR Hockey Training	Celebrity Charity Events	Smart Sport IOT Devices	Youth Fund Raisers	Sports Destination Travel
Category Icon									
Licensing Category									
Market Size	Sports Apparel \$184.6B by 2020	\$45B globally by 2022	U.S.\$485B by 2021. China \$1.1T in 2017	37M visitors. 800% growth since 2014	VR \$35B by 2025	\$2B market 2.4% yearly growth	\$35B by 2020	Raise \$2B yearly. Apparel top item sold.	\$60B Market
Production Cost	\$200K	\$200K	\$500K	\$500K	\$500K	\$500K	\$200K	\$200K	\$200K
Revenue Potential	2018 - 2024 \$10.5M	2019 - 2024 \$10.5M	2019 - 2024 \$21M	2019 - 2024 \$10M	2019 - 2024 \$10M	2019 - 2024 \$6M	2019 - 2024 \$5M	2019 - 2024 \$13.5M	2019 - 2024 \$12M

1. Financing Risk Mitigation System

The Financing Risk Mitigation System addresses a perennial question for investors that would like to reduce risk in any new venture: namely, protection of invested capital and infusion into the venture upon proven milestone achievement. If these milestones are not met in a timely manner, then the remaining investor capital will be returned.

Features of Financing Risk Mitigation System for Films

The MCF management team has experience developing a financing risk mitigation system for a film IP project titled "The Boys from Minnesota" (TBFM). The capital formation structure was proven to be successful by returning certain classes of investors a majority of their initial investment. The TBFM project generated merchandise and event revenues and the film was not produced due to legal issues. TBFM investors and project marketing partners are being offered the opportunity to participate in the MCF company and film project and convert their previous investment of time and capital.

MCF has made what they believe are significant improvements to the financing risk mitigation system to reduce risks for investors in film IP projects. The system includes:

- A capital formation structure that has terms in the private placement offering that provides options for investors to invest that can be determined by level of risk tolerance.
- A strategy utilizing the benefit of an escrow and the terms of the escrow agreement for the contractual arrangement between investors funds, bankable talent and guaranteed distribution agreements in which a third-party top tier bank will receive and disburses money or documents for the primary transacting parties, with the disbursement dependent on conditions agreed to by the transacting parties.
- Terms that require for certain classes of ownership investors deposit a 10% amount of total subscription agreement in market rate interest escrow account.
- Terms in the escrow agreement requires specific milestones to be met before the monies invested can be released for film production.
- Multiple IP properties have already been developed that investors will have ownership and multiple revenue streams.
- A plan that generates revenue during the process of capital raising and film financing, pre-production, and prior to principal photography.
- A proven strategy to reduce risk investing in independent films by utilizing a technology marketing system and integrated marketing plan to generate revenue prior to principal film photography scheduled for Q4 2019 and during film development and production. It will also be utilized to optimize revenues during theatrical and digital distribution of the film.
- Utilize a proven strategy to reduce risk investing in independent films by utilizing a technology marketing system and integrated marketing plan to generate revenue prior to principal film photography scheduled for Q4 2019 and during film development and production. It will also be utilized to optimize revenues during theatrical and digital distribution of the film.
- A marketing strategy to start in 2018 to acquire investors, customers and generate revenue during the process of raising capital and pre-production, and prior to film principal photography.
- Revenue will be generated from investor and consumer lead sales and providing MCF professional services to companies.
- **REASONS FOR DEPOSITS**
- **HOW CAN MCF REFUND DEPOSITS IN FULL, INCLUDING ANY COMMISSIONS?**

2. Marketing Technology System

The MCF management team has experience in digital media, software development and integrating stacks of technologies that deliver measurable results and sales for brands and influencer marketing.

MCF has developed a Marketing Technology Systems (MTS) that provides brands, celebrities, influencers, and their business partners a process and platform to communicate, manage, and monetize media campaigns and fan bases.

The MTS connects measures and monetize the efficiency of the media channels and will connect to the marketing channels which are the people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. It is the way products and services get to the end-user, the consumer; and are also known as a distribution channel.

- The Marketing Technology System (“MTS”) activates brands and monetizes influencer marketing fan bases.
- Designed to integrate with partner technologies and offline and online customer acquisition campaigns.
- CRM and bilingual English and Chinese customer support and sales call centers.



The Customer relationship management (CRM) is used to manage all of the company’s relationships and interactions with customers and potential customers.

The Marketing Technology System is comprised of a CRM integrated with multiple technologies:

1. Call center suite enterprise class, open source software with full featured predictive dialer. It is capable of inbound, outbound, blended call handling and allows agents and call center partners to log in from remote locations. Agent interface has been translated into 10 languages and can interface with 1.5 billion English and 1.09 billion Chinese speaking people.
2. CRM on demand and open source software enterprise application with comparable functionality to SugarCRM and Salesforce and is available in numerous languages. Built on the LAMP/WAMP (Linux/Windows, Apache, MySQL, and PHP) stack with code from other open source projects and offers all the usual CRM function
3. E-mail cloud service
4. Enterprise-level survey data collection platform
5. Voice-based marketing automation platform that manages, measures and automates sales and service calls — including ad tracking, lead distribution, hosted IVR, and voice broadcasting
6. Voice broadcasting campaign technology
7. VoIP, Fax and SMS software

MTS Features:

- Designed to convert Likes and Followers into customers, sales, and donations.
- Supports majority of media channels – Email, Radio, Print, Social Media, Text Messaging, TV, and Voice Broadcasting.
- Optimize media and event strategies using multiple technology channels for direct communication to fans with email, text, voice broadcast, and social media.

- Integrate with individual brand partners, sales teams, call centers, and technology support.
- Work with Influencers, celebrities, actors, musicians, social media personalities, corporate brands, advertising agencies, agents, managers, television and film studios, social media services, and other technology platforms.

MTS Building Iron Ice and Hat Trick Audience and Sales

The MTS will be utilized to build an audience for the Iron Ice film and Hat Trick sports brand and monetize and measure consumer and investor lead conversion and product sales.

MCF has developed strategies to build a global film, sports, and hockey fan community targeting the China, Canadian, United States and top film and ice hockey market.

The strategies include developing original video and AR/VR content, marketing campaigns, product offers and free product offer surveys to generate investor leads, generate interest in the film project and monetize the leads with Hat Trick products, events, and offers.

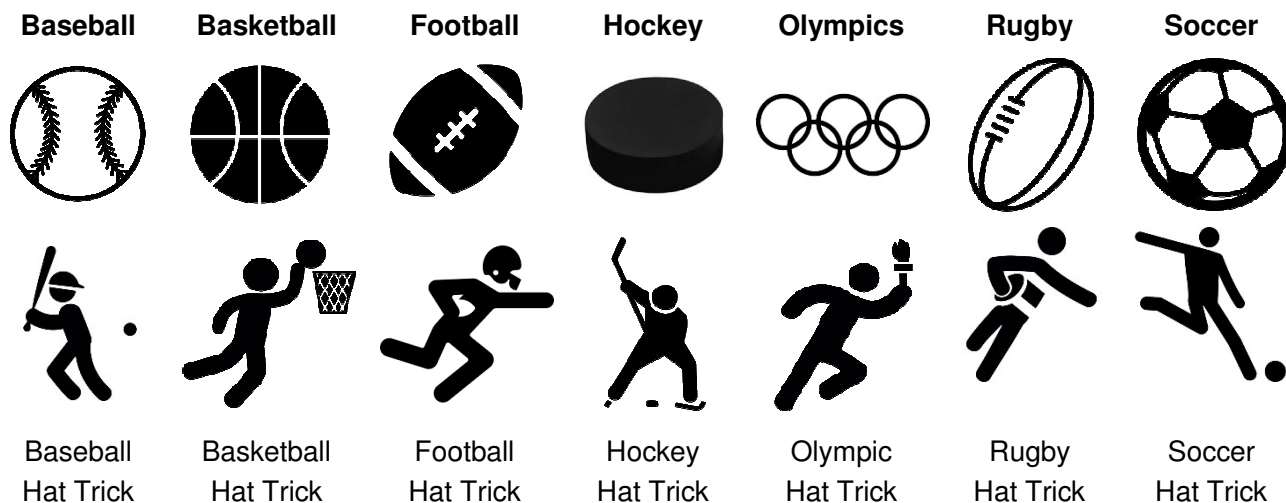
The content and marketing campaigns will be distributed on English and Mandarin third-party social media and messaging platforms (Global - Facebook, Google, Instagram, YouTube, China - Alibaba, Taobao, TMALL, Tencent, WeChat).



MTS and Hat Trick Sports Vertical Websites

The MTS will be utilized to optimize and monetize the Hat Trick Lifestyle Brand vertical community building websites and App that provide a directory, news, events, and ecommerce.

The URLs owned by the Company include www.baseballhattrick.com, www.basketballhattrick.com, www.gohattrick.com, www.hockeytrick.com, www.footballhattrick.com, www.olympichattrick.com, www.rugbyhattrick.com, and www.soccerhattrick.net.



3. IP Strategy

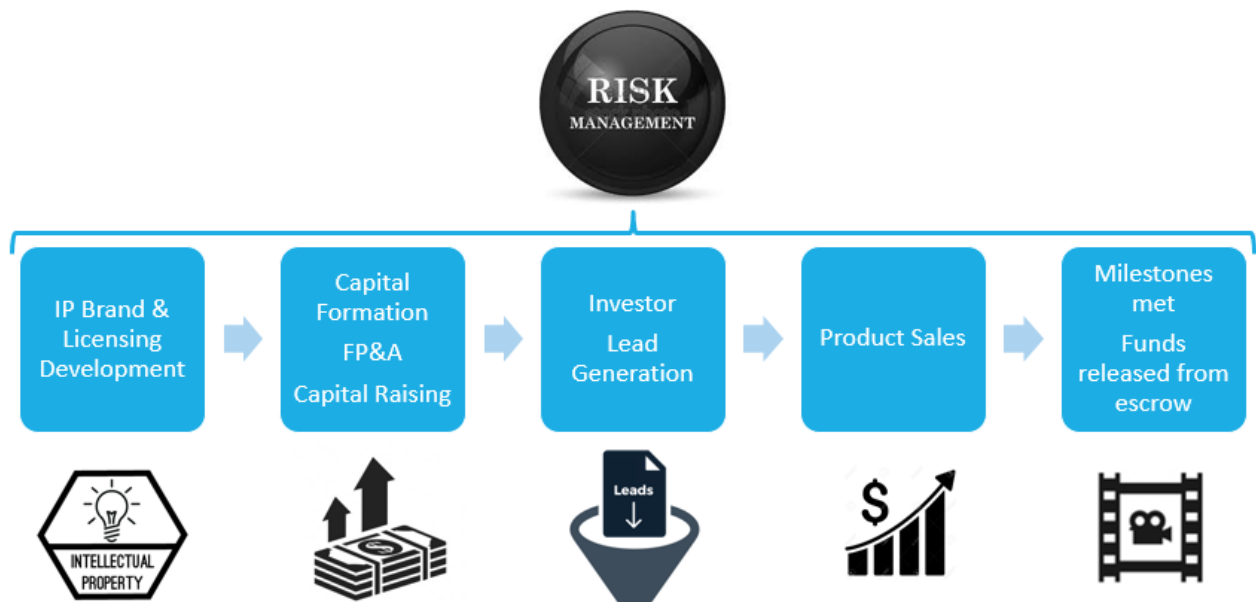
The company has developed a strategy to increase shareholder value by developing IP rights to new ideas and innovations.

- Management of intellectual property will become a core competence of the company's successful enterprise.
- MCF plans to leverage its IP portfolio for strategic and economic gains and utilize as currency to lucrative new market opportunities.
- The MCF portfolio will be considered a financial asset, and management plans to efficiently extract real value and drive economic performance from the portfolio.
- Intangible assets including IP comprised approximately 84 percent of the market capitalization of S&P 500 companies.

4. Business Process

The business process includes:

- IP selection, development and strategy
- Capital Formation Structuring, Financial Planning & Analysis (FP&A), Capital Raising
- Investor Lead Generation – Generate revenue during the process of raising capital
- Product Sales – Generate revenue during the process of raising capital.
- Content Production – access to escrowed funds only if criteria and milestones are achieved
- Distribution to all devices to generate ecommerce transactions.



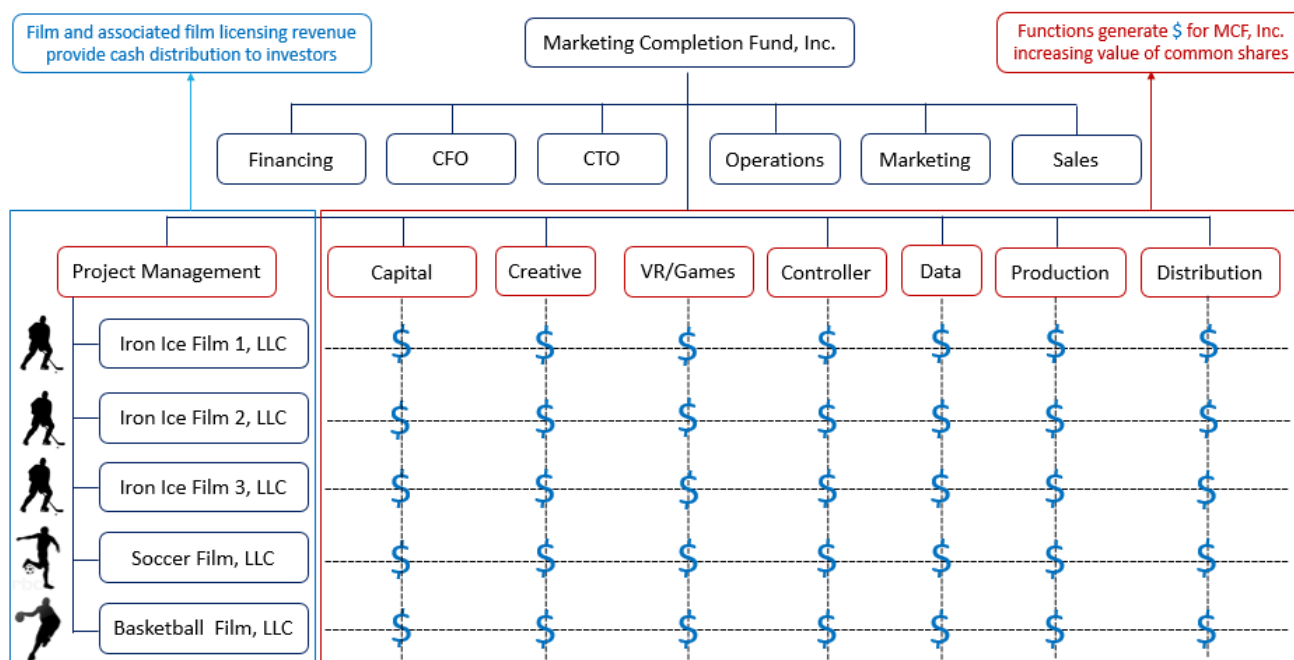
5. Management Organization

MCF operates as a matrix management organization with a central organization and stand-alone profit centers (functions) that provide services to the original IP projects developed by the company and to IP developed by other companies. Functions (services) include IP brand and technology development, capital formation structuring, financial modeling and capital raising, content development and production, marketing, sales, and distribution.

Investors in the Company will benefit with this organizational structure. The film IP projects are financed as subsidiary LLCs that generate cash distribution and revenues generated from the stand-

alone profit centers generate revenue for the MCF parent company and increase stock shareholder value. Examples of companies that utilize the Matrix management organization structure are Amazon, Google, Microsoft, and entertainment companies.

Marketing Completion Fund Organizational Structure



Management Team

The company has assembled a management team, advisors, consultants and business partners with a hybrid set of job skills. The experience and skills will be utilized to make strategic, operational, and tactical decisions to deliver the services and products to the MCF intellectual properties and client IP to accomplish organizational goals.

The professional services experience in industry sectors include: capital raising, corporate finance, capital formation structuring, FP&A, China M&A, digital marketing, entertainment, film financing, production and distribution, IP brand and technology development, licensing development, marketing technology, product development, semiconductor plant manufacturing, software development, sports, AR/VR technology labs, and wealth management.

- Technology – Developed AR/VR technology for United States government agencies and built semiconductor plants in United States and Taiwan.
- Capital – Developed innovative capital formation structures and capital raising strategies. Provided services to 234 securities engagements totaling \$2,173,809,195 in capital raised.
- Films – Experience in the acquisition and selling of \$5 billion of film content for major studios, successfully produced and distributed independent feature films, and documentaries.
- Games – Developed sports games for Activision, EA, Midway, and Sony that generated \$1.5 billion in sales. Developing next generation AR/VR games and eSports experiences.
- Lead Generation – Chinese and English language Digital marketing, lead generation and call center services for financial service companies and consumer brands generating thousands of customers and millions in sales.

Team Experience

The management team, board members, advisors, and partner companies experience include:

- Working at studios and media companies
- Successfully financed, produced and distributed independent films
- Raising capital for startups, entertainment, technology, telecoms, medical, real estate, and consumer companies.
- Lead engagement manager for China Cross Border M &A assignments,
- Acquiring and developing sports and IP brand licenses,
- Developing ecommerce Apps and websites,
- Developing and implementing DRTV, broadcast media buying and lead generation marketing campaigns for major global, U.S. brands, and vertical industries.
- Digital marketing, lead generation, and integrated online and offline sales and marketing solutions for start-ups, agencies, brands, media, technology, entertainment, real estate, financial
- Building technology marketing systems that generate leads, sales, and customers.

The MCF team experience and networks of relationships maintained by various partners

1 Accounting	15 Corporate Finance	29 Marketing
2 Apparel	16 CRM	30 Merchandising
3 Augmented Reality	17 Digital Media	31 Music
4 Branding	18 Ecommerce	32 Nutrition
5 Brand Integration	19 Film financing, production and distribution	33 Product Development
6 Call Centers – English	20 Hockey	34 Public Relations
7 Call Centers – Mandarin	21 Hockey – China	35 Risk Management
8 Capital Raising	22 Hockey – Hollywood	36 Startups
9 Casting	23 Hockey – Minnesota	37 Social Media
10 Celebrities	24 Intellectual Property	38 Supplements
11 China Cross Border	25 Investment Bankers	39 Subscription Box
12 Commercials	26 Lead Generation	40 Technology
13 Computer Science	27 Licensing	41 Virtual Reality
14 Corporate Finance	28 Media	42 Wealth Management

Consulting



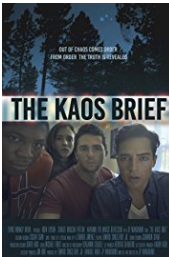
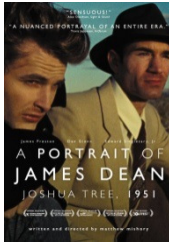
Entertainment



Commercials



Films



Games



Technology



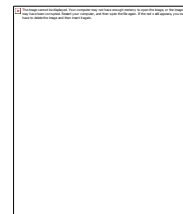
IP Brands



Digital / Leads/ PR



China M&A



People of the Project



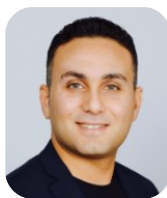
Greg McAndrews
Corporate Finance

Advised More than 250 Companies



Brad Turner
CEO, Marketing

Wells Fargo, Macy's, Ernest Hemingway



Hatem Kateb
CFO, FP&A

Overseek



Bryan Lemster
CTO

Computer Associates



Ryan Turner
Film Writer, Director, Editor

Virgin America, Marriott, LinkedIn



Richard Turner
Advisory Board

Gnaw Film, Sony, Starz, Liberty Media



Mike Hainkel
Advisory Board

EVP & Chief Tax Officer at Lions Gate Entertainment



DJ Jiang
Film & China Advisor

China Film Advisor



Drew Aveling
Film & Mining Advisor

DreamWorks



Eddie Singletary
Film Advisor

Roku



Simone Liu
China Film Advisor

Wells Fargo Wealth Advisors



Andrew Barnett
China Advisor

Citibank Wealth Management



Aaron Soderberg
Wealth Management

Cantor Fitzgerald



David Ludewig,
Media

Ionic Media
Media Interlink

-



David Kuff
Media, Public Relations

Hakuhodo, Navy, Los Angeles World Airports



Greg Ris
Supplements

Indena

Advisory Board



Richard Turner
Gnaw Film, Sony, Starz,
Liberty Media



Michael Hainkel
EVP & Chief Tax Officer at
Lions Gate Entertainment



David Ortiz
Midway, Sony,
Warner Brothers



George Cone
IBM, Fairchild
Semiconductor

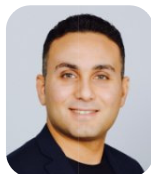
Corporate Finance



Brad
Turner



Greg
McAndrews



Hatem
Kateb



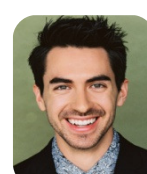
Ryan
Turner



Drew
Aveling



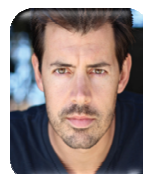
Eddie
Singletary



Jesse
Pepe



Rana
Gujral



Ron
Wells



Cervantes
Lee

Software / Technology



Bryan
Lemster



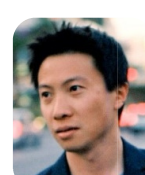
Charles Wang



Simone
Liu



Andrew
Barrett



DJ
Jiang



Greg
Ris

China & U.S. Partnerships

Media



David
Kuff



David
Ludewig

Wealth Management



Aaron
Soderberg

Hockey China



Mark
Simon

Advisory Board

MCF will be hiring law firms in the targeted markets we are planning to economic development to help assist in bringing together a diverse group of community, business and governmental leaders with backgrounds in business, sports, politics, and technology. The Board provides a vehicle for advice as the entertainment project moves forward. The Board has no formal legal authority or responsibility.

Over the last ten months the members of the Advisory Board have made numerous contributions including hours of consulting, handling introductions to key people who have become extremely important to the project. This Advisory Board team is one of the most significant added elements assisting in the success of the development of the China – U.S. entertainment project.

Following are the industries and geographical areas where we are planning to add additional Advisory Board members.

Industries	Countries	States	Cities
<ul style="list-style-type: none">• Apparel• Ecommerce• Events• Film• Games• Licensing• Marketing Technology• Sports Nutrition• Travel• VR	<ul style="list-style-type: none">• China• Canada• United States• Top film• Top hockey	<ul style="list-style-type: none">• California• Minnesota• New York• Nevada• Washington	<ul style="list-style-type: none">• Beijing• Las Vegas• Los Angeles• Minneapolis• New York• San Francisco• St. Paul• Vancouver• Washington D.C

Current Advisory Board members include:

Michael B. Hainkel, Corporate Film Tax Strategy



Mr. Hainkel is the Executive Vice President and Chief Tax Officer at Lions Gate Entertainment and leads a team of twelve implementing the tax strategies for of the leading film production and distribution companies in the world. He has more than 30 years combined experience in the financial operations of a variety of companies in the entertainment, retail, real estate development, and manufacturing and energy industries in both the corporate and consulting arenas.

He brings to the table years of experience in structuring companies to optimize investors' financial performance and the building and leading of teams to get the job done. Prior to Lionsgate he was Managing Director of his own firm, JMH Consulting; assisting emerging companies grow their businesses.

For the five years prior to that he had extensive experience in mergers and acquisitions as a Senior Manager in Ernst & Young LLP's National Office West and Deloitte & Touché LLP's National Mergers & Acquisitions Teams assisting clients examine and structure the acquisition of target companies in numerous industries. He managed the tax function for Moorman Manufacturing Company, which had \$1 Billion in sales, where he designed and led the restructuring of the parent company and its largest business unit. He was a Senior Tax Administrator at Federated Department Stores, a U.S. retailer with \$3.5 Billion in sales, and where he served on the Bankruptcy Team in one of the largest bankruptcies up to that time.

Mr. Hainkel has both his Bachelor of Business Administration and his Master of Science in Accountancy (Taxation) degrees from University of Houston and obtained his C.P.A. in Texas. He currently serves as a Director and the Assistant Treasurer of the Rotary Club of Los Angeles, as a Director on the Crohn's and Colitis Foundation of America and on the Board of Governors of the City Club on Bunker Hill.

David Ortiz, Games, ESports, Virtual Reality



Mr. Ortiz has over 15 years of domestic and international experience in the gaming and digital industry. He has experience building and leading blockbuster teams at large corporations like Microsoft, EA Sports, Sony, and Warner Brothers. The revenue generated from the products he has been involved is over \$1.5 Billion.

He has negotiated and secured the international rights of globally relevant brands, sponsored, and helped organize events and competitions with multi-million-dollar prize pools, including the NBA, Manny Pacquiao, ICC World Cup, World Series of Poker, and Bob Arum/Top Rank Boxing.

He is the founder of Immortal Sports, a revolutionary virtual and augmented reality eSports game development company that is committed to bringing the emerging and increasingly lucrative worlds of VR/AR games and eSports competition to the largest possible audience. Emortal is accomplishing this by owning all three aspects of their own VR/AR eSports ecosystem: Games, Venues, and Competition.

Mr. Ortiz specialties and experience Include game design, public speaking and lectures, ESports, Fantasy Sports, Poker, Gambling, Mobile, Console, PC, Facebook, Story Creation, UI/UX, Sponsorship, Fund Raising, Pitching, Licensing, Movie and IP Based Games, Business Development, Organizational Leadership, Game Production, VR, Prototyping, Roadmap, Pre-Production, Story Creation, P&L, Editing / Modding, Edutainment Licensing, Sponsorship, and Tournaments.

Richard Turner, Film Production, Business Affairs



Mr. Turner is the producer of Gnaw a critically acclaimed Sci-Fi thriller film. He is Founder of Artioti Media Consulting LLC, is a senior executive with global legal affairs and transaction expertise, results-driven with a consistent record of delivering cost-effective initiatives and earnings growth. A highly respected, accomplished leader and motivator with experience in a broad range of industries and markets with a talent for building high performance team.

Prior to forming his consulting company Richard was SVP of business affairs and had a 12-year tenure with Starz Entertainment Group. He provided strategic guidance on SEG's acquisition of content, productions, new media ventures and marketing and promotions. Starz is premium movie and original programming entertainment service provider with 16 premium movie channels, 18.8 million and 33.1 million subscribers to its respective STARZ and ENCORE brands, and in excess of a billion in annual revenues. Starz Entertainment is attributed to the Liberty Starz group (Nasdaq: LSTZA, LSTZB) tracking stock group.

He has negotiated numerous output deals with studios such as Walt Disney Pictures, Sony Pictures Entertainment, Revolution Studios and Universal Studios. In addition, he supervised legal work on many Starz Original productions such as "New Orleans Music In Exile."

Prior to joining SEG, Turner worked as an attorney for Sony Pictures Entertainment, Inc. and was responsible for negotiating licensing agreements for the television exhibition of the company's products. Turner graduated magna cum laude from Pepperdine University School of Law and received an undergraduate degree from the University of California, Santa Barbara. He is a member of the National Association of Television Program Executives and the Academy of Television Arts and Sciences. Turner is a past chairman of the board of directors for the Denver Film Society (producer of the Denver Film Festival), and currently is the board's treasurer. A native of Los Angeles, Richard now resides in Denver with his wife Britta Erickson and their son Jackson.

George Cone, Semiconductor IP Technology



Mr. Cone has experience working at the world's leading semiconductor IP companies. He has led teams building facilities around the world that have developed and licensed technology that has been at the heart of many of the digital electronic devices sold around the world for decades.

Mr. Cone grew up in the small California town of Antioch and the California Bears were the team everyone supported. When he was offered a football scholarship to Stanford University he turned this down and enrolled at Santa Clara University; a private Jesuit university founded in 1851 and is one of the oldest operating institutions of higher learning in California.

He left college to serve in the Korean War and enlisted in the military where he flew over 40 missions he was trained as an electronics specialist. One of the more memorable experiences of all his missions was when they tested the atomic bombs and the plane they were flying in became transparent from the radiation blast.

After serving in the military at 25 years of age he attended San Jose College on the GI bill and started working at IBM as an Electronics Inspector for Floating Head Disks. While working at the IBM facility he developed operating procedures that improved efficiencies that were implemented at all the IBM plants. While on a trip to the New York IBM headquarters he met Thomas Watson, JR, CEO and became friends where he was invited to his home for dinner and when Mr. Watson was on a business trip to the San Jose IBM facility he had dinner with George and his wife and two children at their home in San Jose.

George desired to work on the Minute Man program and left IBM to start work at Fairchild Semiconductor where his first office was with Bob Noyce and Gordon Moore. While at Fairchild he was selected to set up a Fairchild semiconductor chip manufacturing plant in Hong Kong.

Mr. Cone has worked for many leading technology companies and eventually founded his own semiconductor company which he successfully sold. He has been engaged by VCs to lead the management team of various IP technology companies and this led to him relocating to Seattle, Washington. He recently started another new career in Landscape architecture and has clients in the Pacific Northwest.

Management Summary

Brad Turner, CEO and President



Mr. Turner has served as lead engagement manager and senior adviser on a variety of cross-border, merchant banking, M&A consulting assignments, creating numerous strategic relationships with Fortune 1000 companies.

Mr. Turner has over 35 years of experience in financial positioning and marketing of start-up companies, sales strategies and implementation of bonds, commodities, funds, insurance products and private offerings with multi-channel online and offline consumer and investor lead generation, and media buying. He has also extensive experience in structuring and operations of businesses as well as call centers that utilize the latest technologies to optimize and support growth strategies.

Mr. Turner started his sales and marketing career in the commercial division of Scott Paper, a Fortune 200 company that was one of the world's largest manufacturer and marketer of paper products with operations in 22 countries.

Mr. Turner is the Founder and CEO of Turner Marketing Group since 1984 that focuses at the nexus of corporate finance, customer acquisition, marketing, and technology. Starting in 2000, he developed campaigns for the mortgage industry delivering the highest quality leads to brokers working nationally and in Southern California at Bank of America, Wells Fargo, Washington Mutual, Metrocities Mortgage. He developed some of the first programs to generate Hispanic mortgage leads online.

Mr. Turner received a Bachelor of Science in Business Administration from San Diego State University in 1977 and completed his MBA from San Diego State University in 1979. He completed his M.F.A. in Entertainment Financing in 1993. He is a member of the Board of Directors of the Club of Los Angeles since 1996, and a member of the Board of Directors of San Diego. He obtained a general securities license.

Greg McAndrews, Financial Partner



Since 1972, Greg has raised more than 250 percent of the capital for

Mr. McAndrews has raised dozens of investment funds, raising \$2,173,600 in total.

Mr. McAndrews was the first financial partner during this time. Mr. De Nigri

Prior to joining John De Nigri Associates, Mr. McAndrews managed relations programs for its newest clients and relations for NCR's largest division. He was named manager of West Coast public

Mr. McAndrews was awarded a full scholarship and graduated from the School of Journalism and Mass Communication papers on A 10-Point Public Relations and Sec. 29 Oil and Gas advertising and promotion issues in

Mr. McAndrews is the current President of Wholesalers. His affiliations also include the Alumni Club. Mr. McAndrews is a member of the University of Southern California and a frequent contributor to securities public

Cervantes Lee, China Investor



Cervantes Lee has extensive experience in business, including theater, and

He serves as a director of the company on a part-time basis with significant

Previously, Mr. Lee was a senior advisor of his former employer, Dr. Robert Z. (investment manager). At CRI, he managed the restaurant business, multifamily, serving as investment officer for Pan

Cervantes worked for CBRE Investment Strategic Partners Asia II Fund, a U.S. which AuM peaked at US\$1.5 billion. He was underwriter for CBRE's acquisition of global ING REIM acquisition at \$5.5 billion. Investors for China Life Insurance, Tai

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