



Level Up Live ENTERTAINMENT, LLC.

Investor Information Deck

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FORWARD

The offering materials may contain forward-looking statements and information relating to, among other things, the company, its business plan and strategy, and its industry. These forward-looking statements are based on the beliefs of, assumptions made by, and information currently available to the company's management. When used in the offering materials, the words "estimate," "project," "believe," "anticipate," "intend," "expect" and similar expressions are intended to identify forward-looking statements, which constitute forward looking statements. These statements reflect management's current views with respect to future events and are subject to risks and uncertainties that could cause the company's actual results to differ materially from those contained in the forward-looking statements. Investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made. The company does not undertake any obligation to revise or update these forward-looking statements to reflect events or circumstances after such date or to reflect the occurrence of unanticipated events.

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invest in

LEVEL UP LIVE ENTERTAINMENT, LLC.

Where TopGolf Meets The Gun Range

Level Up Live ENTERTAINMENT (LUL-E) is transforming target shooting into a new form of sports entertainment very much like how Topgolf transformed the sleepy golf driving range into a multibillion dollar global sports entertainment phenomenon.

LUL-E is a newly formed company that has the exclusive license to build and operate stand alone Level Up Live venues across the country based on the proprietary and patented shooting range technology developed, manufactured and supported by Level Up Live, LLC.

LUL-E was co-founded by Matt Grosjean, the owner of the 5-star rated gun range, Centennial Gun Club, and Level Up Live, Holdings, LLC., the parent company of Level Up Live, LLC. LUL-E is raising \$6.250m in a Preferred Series A to finance the build-out of the first LUL-E location, which is forecasted to generate just over \$19m in annual revenue and \$5.7m in annual free cash flow.

Our mission is to become a national brand with up to 100 locations across the country (following Topgolf's locations) generating upwards of \$2B in annual revenue and creating commensurate value for investors.

.....
TODAY'S GUN RANGE
.....

**THERE ARE
20.4M
REGULAR
TARGET
SHOOTERS
IN THE US**



.....
SOURCE: NSSF.ORG

LET'S BRING THE FUN,
SKILL AND
CAMARADERIE OF
TARGET SHOOTING TO
THE OTHER **258M**
AMERICAN ADULTS AND
TEENS

LEVEL UP LIVE ENTERTAINMENT



Highly realistic shooting experience using custom Airsoft guns firing biodegradable plastic BBs.

Taking a page from

TOPGOLF

Transformed the driving range with gamification technology to be more fun, social, accessible, and profitable.

In 2024, more people played TopGolf than traditional golf!

TopGolf was acquired in 2021 for \$2.6B.



Level Up Live Entertainment

Transforming the gun range with **gamification** technology to be more fun, social, accessible, and profitable.

Airsoft provides 90% of the real shooting experience but without the costs and liabilities.



THE POWER OF GAMIFICATION TECHNOLOGY

150-800%

Increase in user engagement compared to traditional, non-gamified environments or approaches.

TOPGOLF *golfing*

STRAVA *cycling*

PELOTON *exercising*

NOOM *weight loss*

DUOLINGO *education*

MEASURABLE INCREASES IN ENGAGEMENT

Actual photo of the line - 50 min wait times - to enter the Level Up Live Airsoft Shooting Sports Experience in Alhambra, CA.



**378% MORE TIME
SPENT**

Average Level Up Live
guest shot for 142 min.



**325% LARGER
GROUPS**

Came in a group with 4.2
people.



**675% MORE
ROUNDS FIRED**

And fired nearly 500
rounds (each).

AIRSOFT FIREARMS



Gas and electric powered firearms which fire a soft plastic BB projectile.

Articulating actions, changeable magazines and recoil are highly realistic.

Soft plastic BBs make it very safe.

Similar weight and tactile feel compared to actual guns.

Many support full-auto for a leveled-up experience.

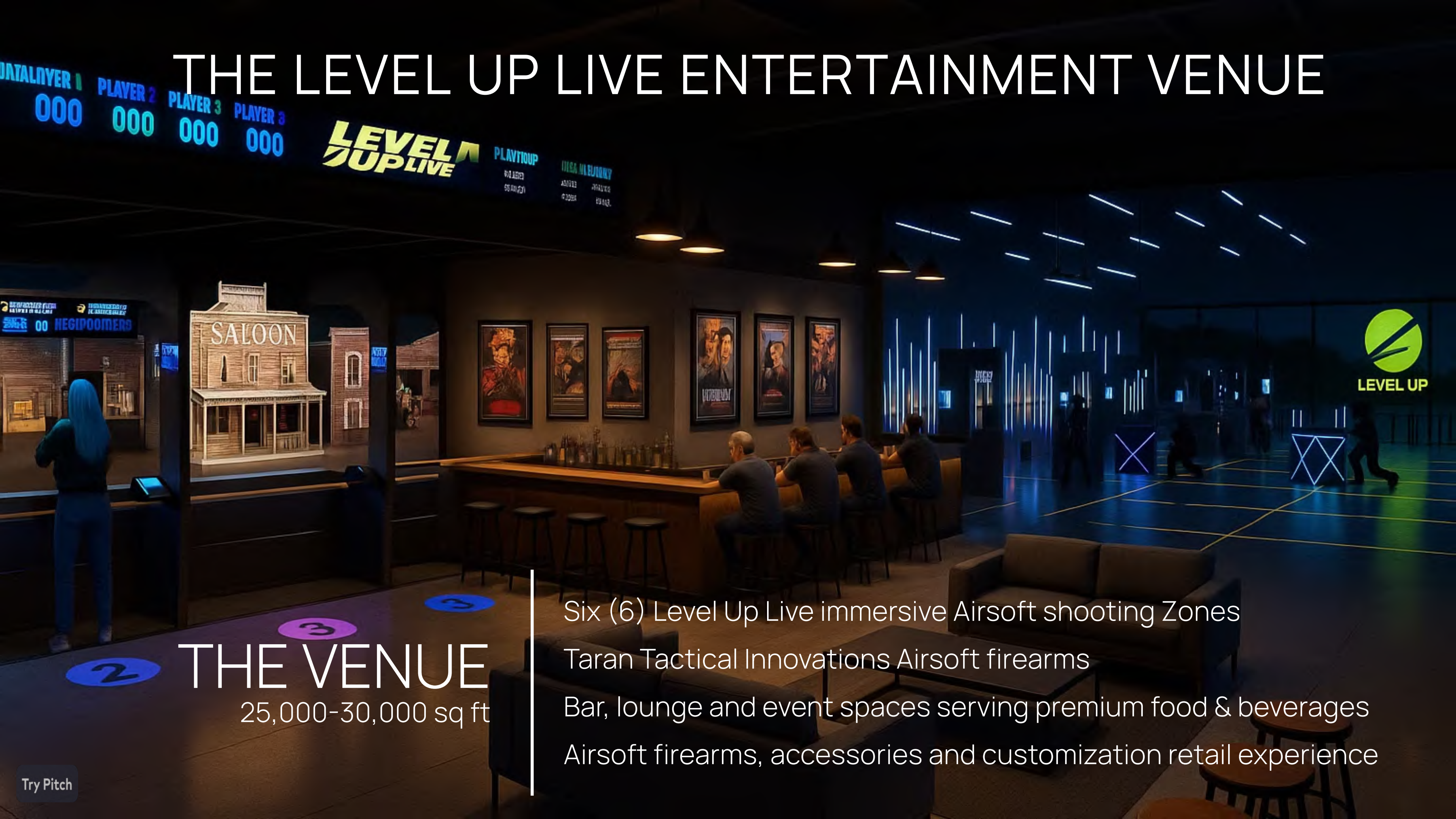
Barrel LED device (looks like a silencer) light charges our BBs to create a tracer effect.

The high-end guns are used by military and law enforcement for serious training.

AIRSOFT DELIVERS BUSINESS ADVANTAGES

	GUN RANGE	LUL-E / AIRSOFT
Lead filtration + bullet containment	Up to \$5+ million	Not required
Range Wear & Tear	Heavy	Minimal
Liability Insurance	\$50-100k / year	\$10-20k / year
Worker Safety Issues	Lead dust / OSHA	None
Business Permitting	Extensive / costly	Entertainment, retail or similar
Facility	Usually bespoke	Any retail space or similar
Ammo Cost / Round	10 - 50 cents	0.2 cents
Gun Retail Margins	10-25%	3-50%
Safety Concerns	High	Minimal

THE LEVEL UP LIVE ENTERTAINMENT VENUE



THE VENUE

25,000-30,000 sq ft

Six (6) Level Up Live immersive Airsoft shooting Zones

Taran Tactical Innovations Airsoft firearms

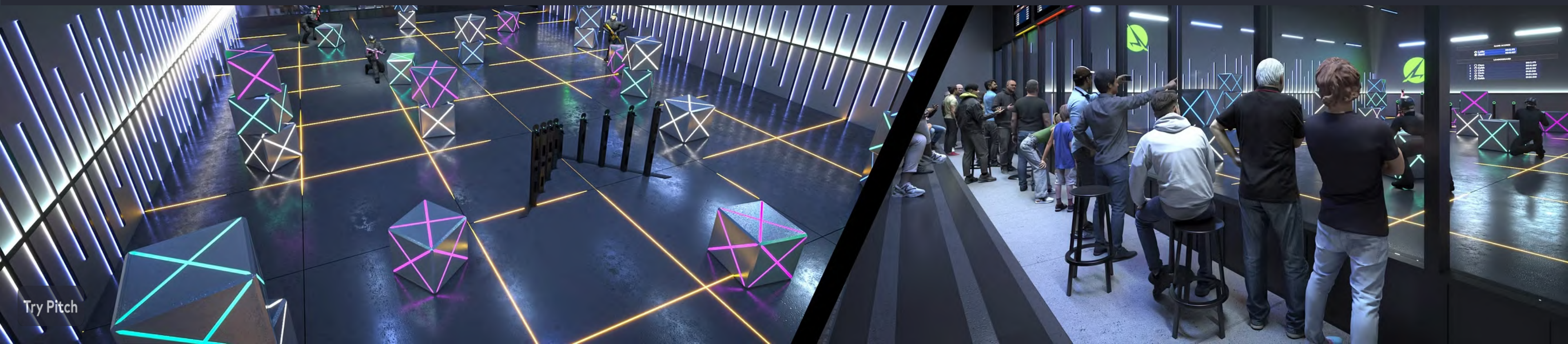
Bar, lounge and event spaces serving premium food & beverages

Airsoft firearms, accessories and customization retail experience



THE LEVEL UP LIVE EXPERIENCE

Four (4) arcade style Immersion Zones. Two (2) tactical "run-and-gun" Action Zones



1

IMMERSION ZONE

2

IMMERSION ZONE

3

ACTION
ZONE

4

ACTION
ZONE

5

IMMERSION ZONE

6

IMMERSION ZONE

RESTAURANT

BAR

KITCHEN

REPAIR SPACE

THEATERS

MENS

WOMENS

144-PERSON CAPACITY

6 Zones // 6 Stations per Zone // 4 players per Station
Plus restaurant, bar, lounge and event spaces

LEVEL UP LIVE GROSS PROFITABILITY

We provide an arrive-and-shoot experience that includes use of our customized Airsoft guns, BB's, and shooting sports gaming systems.

Cost of Goods
per Guest

\$0.98

per 500 BBs

\$1.20

Airsoft gun maintenance

Guest Fee	COGS	Gross Profit	Gross Margin
\$25	2.18	22.82	91%
\$40	2.18	37.82	95%
\$50	2.18	47.82	96%
\$95	2.18	92.82	98%

Our highest price / guest for a Saturday night company event (car dealership)

PROJECTED FINANCIALS

\$19.9m

TOP-LINE REVENUE

\$16.0m

GROSS PROFIT

\$6.2m

NET PROFIT

~235k

TOTAL VISITORS

~\$80

SPEND PER GUEST
(across entertainment,
retail and F&B)

SHOOTING SPORTS ENTERTAINMENT

\$7.1 Million

*Walk-ins, reservations, VIP memberships,
leagues, training, and more.*

FOOD & BEVERAGE

\$10.1 Million

*Food, beverage, corporate
events, social events, VIP club.*

RETAIL

\$2.7 Million

*TTI Airsoft guns, accessories,
merch.*

OPERATING MODEL DETAILS

Gross Revenue	\$19,894,344	
Gross Profit	\$16,019,415	81%
<hr/>		
Range & retail operating expenses	\$5,315,003	
F&B operating expenses	\$3,621,676	
Rent (total facility)	\$697,200	
<hr/>		
Total operating expense	\$9,633,879	48%
Interest expense	\$140,000	
<hr/>		
Net Profit	\$6,245,536	31%

CAPITAL EXPENDITURE

Level Up Live Equipment + Installation	\$1,350,000
Taran Tactical Innovations Signature Airsoft Firearms	\$240,000
Airsoft Retail Experience Equipment + Initial Inventory	\$550,000
Tenant Improvements	\$2,325,000
Soft Costs	\$200,000
Working capital, pre-opening, other	\$3,335,000
Total	\$8,000,000

COMPANY CAP TABLE

Shareholders	Founding	Pre-investment	Post-investment
Level Up Live Holdings	84.00%	70.00%	49.41%
Matt Grosjean	16.00%	13.33%	9.41%
Other partners		4.67%	3.29%
Employees		12.00%	8.47%
Investors			29.41%
Total	100.00%	100.00%	100.00%

Level Up Live Entertainment was founded by Level Up Live, Holdings, LLC. (the parent company of Level Up Live), and Matt Grosjean, CEO of Centennial Gun Club.

The investment is \$6,250,000 for just under 30% interest in the form of Preferred Series A shares / units. See Term Sheet for details regarding the terms of the investment.

PREFERRED SERIES A INVESTMENT TERMS

Based on the National Venture Capital Association (NVCA) standardized Series A term sheet template

Amount	\$6,250,000
Price / Share	\$1.00
Shares on Offer	6,250,000
Shares prior to Investment	15,000,000
Shares post Investment	21,250,000
Rights	10% preferred dividend when declared by the Board. Liquidation preference. Weighted average anti-dilution protection. Board seat. Participation and co-sale rights. Management and Information rights.

THE FOUNDING PARTNERSHIP

Matt Grosjean

SHOOTING RANGE OPERATIONS EXPERTISE

Co-owner and managing partner of Centennial, one of the largest and most successful gun clubs in the US.

INVESTMENT CAPITAL EXPERTISE

20 years of venture capital and private equity investing expertise at some of Silicon Valley's most successful investment firms.

OPERATIONS EXPERTISE

Unmatched expertise in running companies by building strong processes, teams and culture,

Level Up Live

PROPRIETARY TECHNOLOGY

Proprietary and patented shooting range technology unlike any other.

OPERATIONAL EXPERTISE

Experience designing, building and running consumer-focused shooting sports entertainment venues.

NATIONAL MODEL

Growing franchise or licensed location inquiries from across the country including south Florida, Texas, California and more.

PLAYER 1
000

PLAYER 2
000

**LEVEL
UP LIVE**

PLAYER 3
000

PLAYER 4
000



ABOUT LEVEL UP LIVE, LLC.

We are the first and only company to offer immersive arcade/console gaming experience in a live-fire shooting range setting. We current sell our systems to third-party companies as an added attraction to their existing offerings such as indoor go-karting, sporting goods retailing, etc.

MATT GROSJEAN, CO-CEO



Matt Grosjean is a proven and experienced operator in the shooting sports industry with strong finance background. He is the majority owner and Managing Partner of Centennial Gun Club in Centennial, Colorado, considered one of the country's premier shooting ranges, spanning over 35,000 square feet. Boasting over 40,000 unique customers annually, Matt has successfully grown a traditionally niche business into the mainstream in the diverse urban environment of Denver, Colorado.

Prior to acquiring Centennial Gun Club, Matt spent 19 years in investment banking. His successful career in finance was built from establishing and growing businesses in new or underperforming markets for NationsBank, Bank of America, Nomura, and Thomas Weisel Partners. With a focus on growth industries including technology, consumer, and healthcare Matt learned firsthand the needed ingredients to grow companies and raise the capital needed to fuel that growth.

Before his career in investment banking, Matt competed for the United States Ski Team in alpine ski racing for over 14 years. Earning his spot on the US National Team at the young age of 15, he spent much his young life traveling the world representing our nation in the pursuit of his goals.

"My athletic career brought me an education I could not have duplicated in any other way. The required hard work, dedication, and sacrifice shaped who I am today."

Throughout his career he competed in three Olympics, five World Championships, and was a 6-time US National Champion. Matt's competitive and driven nature spills over into his activities outside of work including competitive shooting, and horse riding and roping.

"Regardless of what I'm doing, I tend to find competitive avenues for my hobbies. I love learning and improving; competition brings the opportunity to measure progress... something I crave."

Premier gun range owner-operator.

Investment banker.

Three-time Olympian in alpine skiing.

Navy SEAL Foundation Ambassador.

Horse owner, rider and competitor.



High-tech industry executive

Passionate engineering and inventor

Life-long shooting sports competitor

Father of two daughters

Avid cyclist

Amateur sports car racer

Overall car enthusiast

Collector of competition race guns

TOM CHIARELLA, CO-CEO

Tom is a seasoned business builder and executive with over 30 years of experience in the high-technology sector, working at or with some of the world's most innovative companies, including Disney, Microsoft, GE Aerospace, Amazon, and HBO. Tom has also played pivotal roles in eight high-tech startups as a founder, investor, and/or board member, with six achieving successful exits to publicly traded companies valued at over \$250 million, collectively.

In 2019, Tom founded Level Up Live, transforming target shooting into an immersive sports entertainment experience using proprietary gaming technology. Players stand, move, and run through immersive environments, bringing shootings sports to life as never before. Single- and multi-players drills and games, live scoring, and global leader boards create a pulse-raising atmosphere of competition and camaraderie for players of all ages, backgrounds, and skill-levels.

"Target shooting is a wholesome and enjoyable sport. I believe millions would engage if provided with an experience that aligns with modern expectations of value, safety, and brand image."

Tom is also a Board Member of Thinking Media, which operates STIRR, a leading Free Ad-Supported Streaming Television (FAST) service with over 10 million app downloads. Tom co-owns Aston Martin of Seattle, Lotus of Seattle, and Park Place LTD, one of the largest exotic and collectible car dealerships on the West Coast.

"I'm passionate about combining technology, lifestyle, and experiences to connect people through authentic, participatory sports and recreation. The overlap between enthusiasts of cars, shooting, adventuring, and other pursuits is immense."

The Moment is Now.

AI & gamification are fueling immersive experiences

Hollywood and Hollywood A-listers are popularizing action shooting sports

Surging demand for real-world, high-adrenaline venues

No luxury competitor in "shooting sports" entertainment

\$20B+

Global Experiential & Participatory
Entertainment Industry

\$2.4B

US Airsoft equipment sales in
2024 growing 8% annually.

Reasons to Invest

WE ARE THE TOPGOLF FOR SHOOTING

We merge live shooting (using Airsoft equipment) with patented gamification technology to deliver a safe, thrilling experience for families, gamers, and corporate groups

AIRSOFT IS SAFE & HIGHLY REALISTIC

Airsoft's legality in most places enables us sell into the \$22.5B global sports entertainment market. Its safety reduces liabilities and permitting issues that impede traditional gun range development.

WE HAVE PROVEN DEMAND

Enjoyed by thousands of players with high repeat rates and overwhelming positive feedback; generating up to \$95/person during prime hours, showcasing strong market reception

WE HAVE HIGH GROSS MARGINS

The typical player will fire between 400 and 500 BB's in a 1-hour session, providing incredible action and value. At less than \$1 per 500 BB's, our gross margins exceed 90%.

Let's bring the fun, excitement, competition and camaraderie of dynamic target shooting to people across the country and create a business that's valued in the billions.

INVESTING PROCESS

- Find and review all investor information on the website www.leveluplive.com/entertain
- Schedule a meeting with the founders, Matt and Tom.
- Review and execute the Subscription Documents.
- Claim your Level Up Live race pistol (live fire) as your investment perk!





INVEST TODAY IN

LEVEL UP^{LIVE}

entertainment

Join us in transforming how
the world thinks about and
engages with shooting sports.