



First Byte - Vancouver City FC

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TOC

Overview

Concerns

Proposed Solution

Projected Financial statements

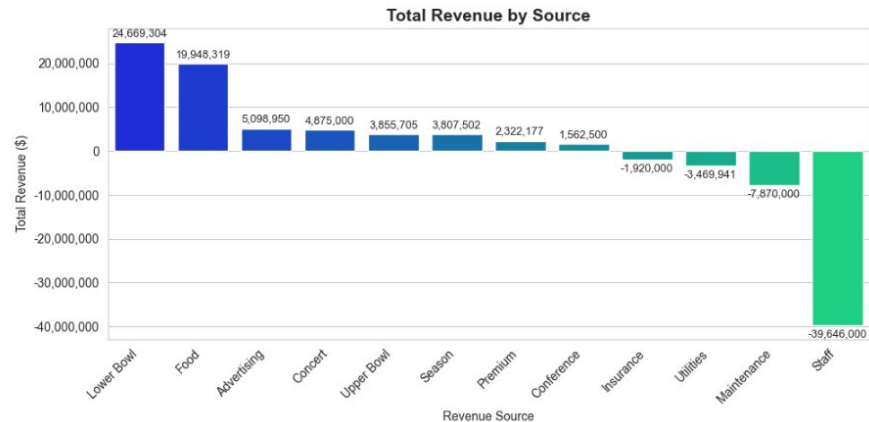


Overview - The League



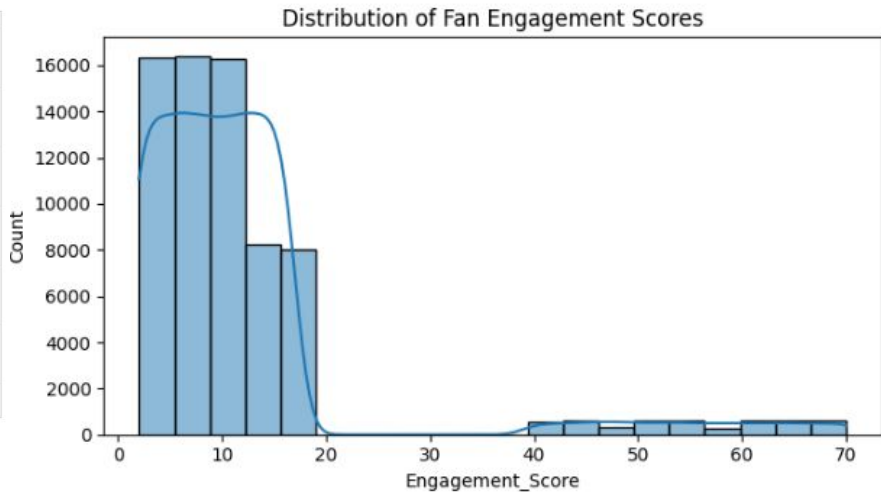
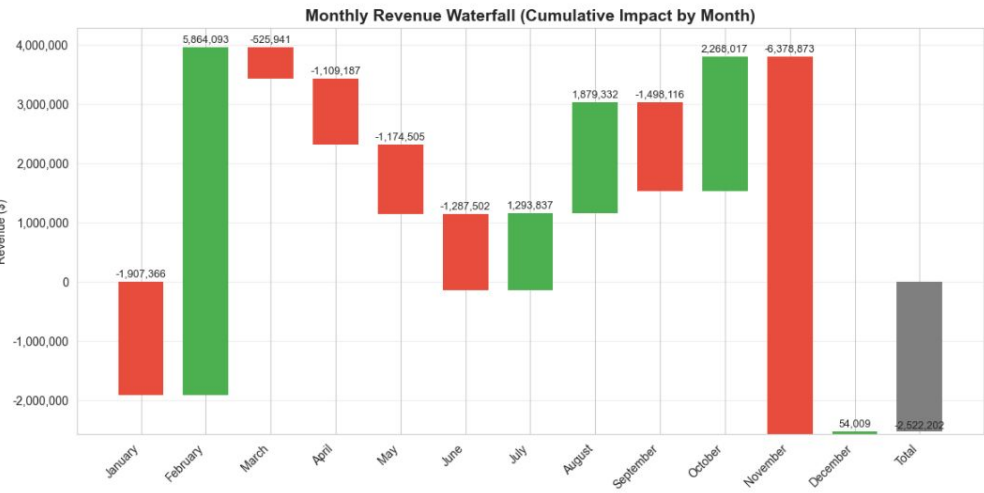
- **Current Situation**
 - Bolt Soccer League
 - Maintain Stadium
- **Core Values**
 - Core Values
 - Community and Belonging
- **Our Tasks**
 - Business Through Data-Driven Approach
 - Maintain and expand on Local/Global Fanbase
- **Data Cleaning**
 - Identify Anomalies in the Dataset
 - Dealing with Missing Values

Concerns:



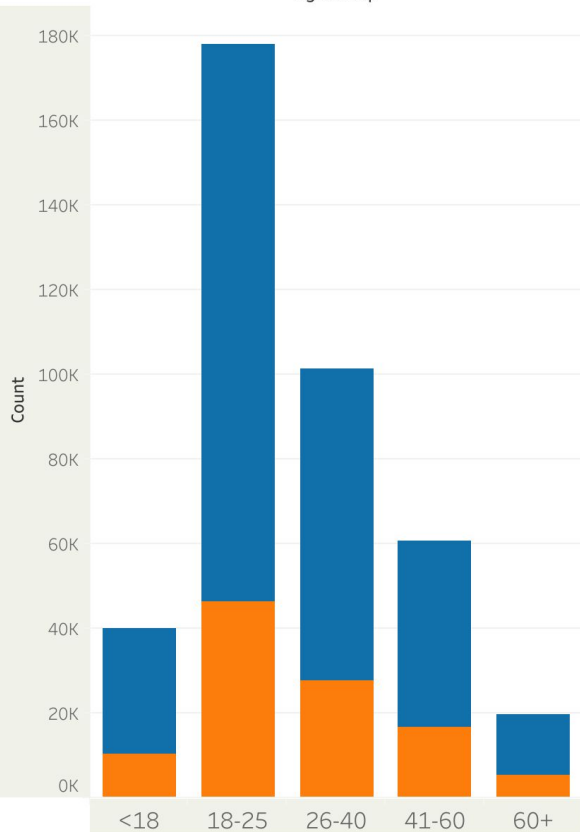
1. **Slower Fan Engagement**
 2. **Inconsistent Revenue Streams**
 3. **Stadium Areas Not Maximized**
- Continue to draw in new audiences towards the stadium
 - Increase revenue streams
 - Increase fan engagement domestically and internationally

*Fan Engagement = (Games Attended * 2) + (Season_Pass + 10)*



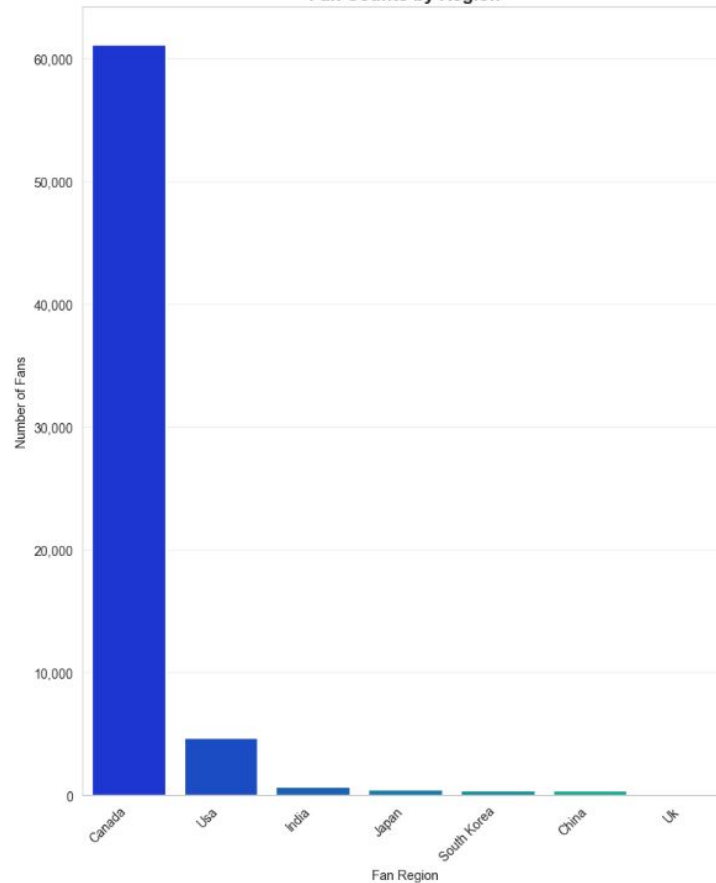
Games Attended by Age

Age Group



44.3% of
Games were
attended by
18-25

Fan Counts by Region





Fanbase

1

Target Youth/University Students

Provide discounted season pass
Interactive on-campus events/booths
Volunteering opportunities during games

2

Social Media Engagement

Produce TikTok/Instagram content
Trends, dances, challenges, live Q&A, etc
Example: Formula 1's Grill the Grid

3

International Engagement (primarily USA)

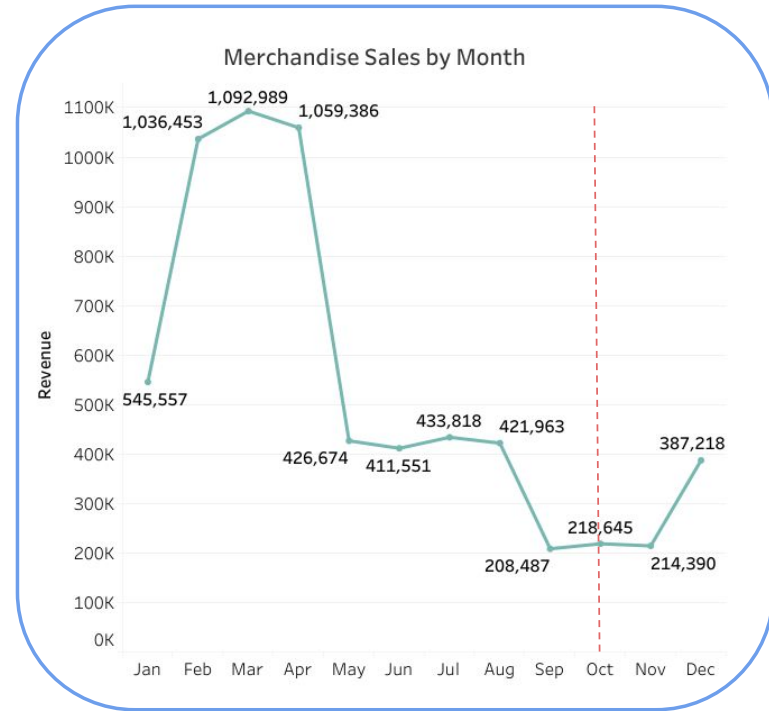
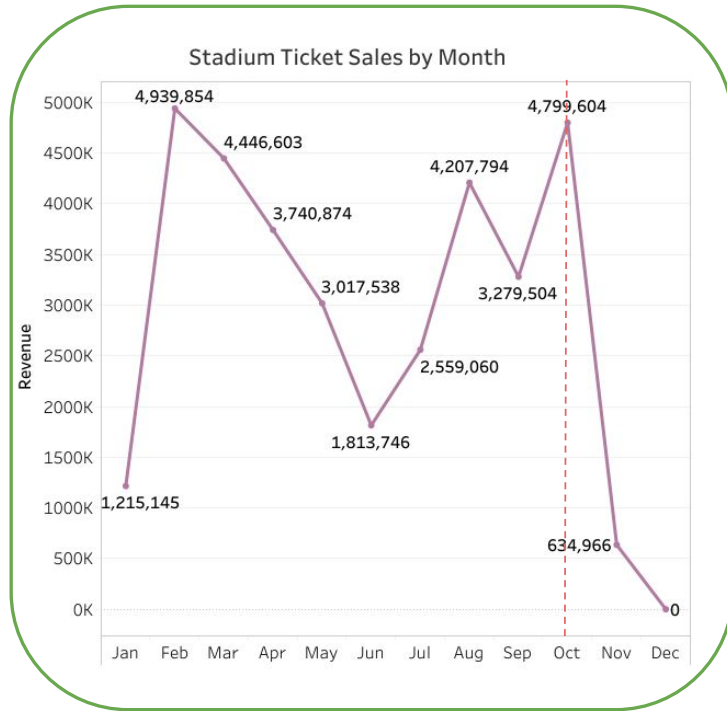
Watch-party events at sports bars
Live TV broadcast + streaming partnerships

4

Road Tour (Canadian regions)

Offseason road tour to different cities
Games, merch, meet-and-greets, etc.

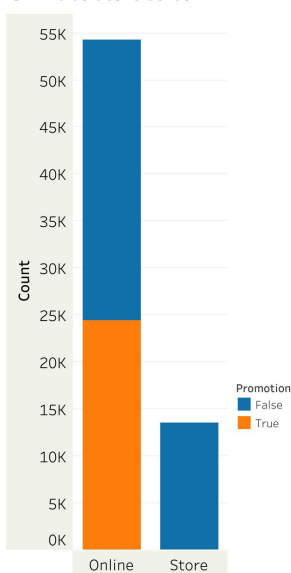
Merchandise



Stadium Ticket sales = Lower Bowl Seats + Upper Bowl Seats + Premium Seats + Seasonal Pass

Merchandise

Online vs Store Sales



We are not utilizing foot traffic in stadium well enough...

1

◆ **Exclusive Merch in each Quarter**

- **Limited Edition Merch to Drive Quarterly Sales**

3

◆ **“Ticket - Youth Merch Bundle”**

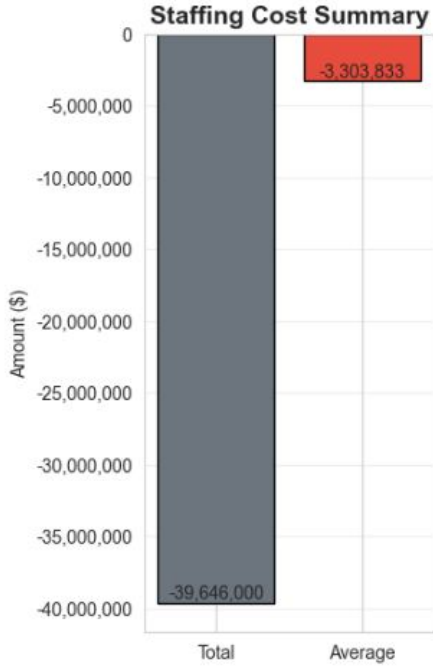
- **Young fans buying match tickets get exclusive 15% off on youth clothing in store**

2

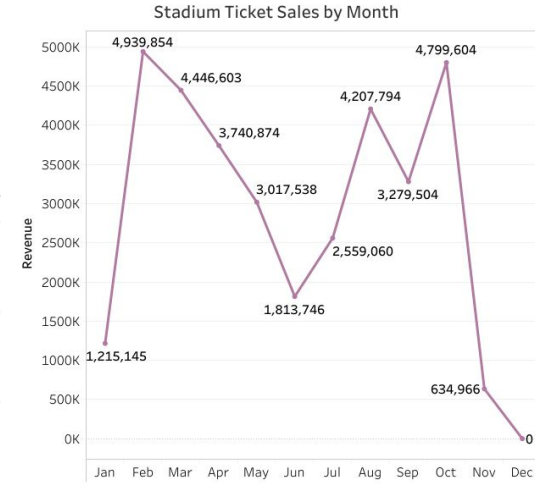
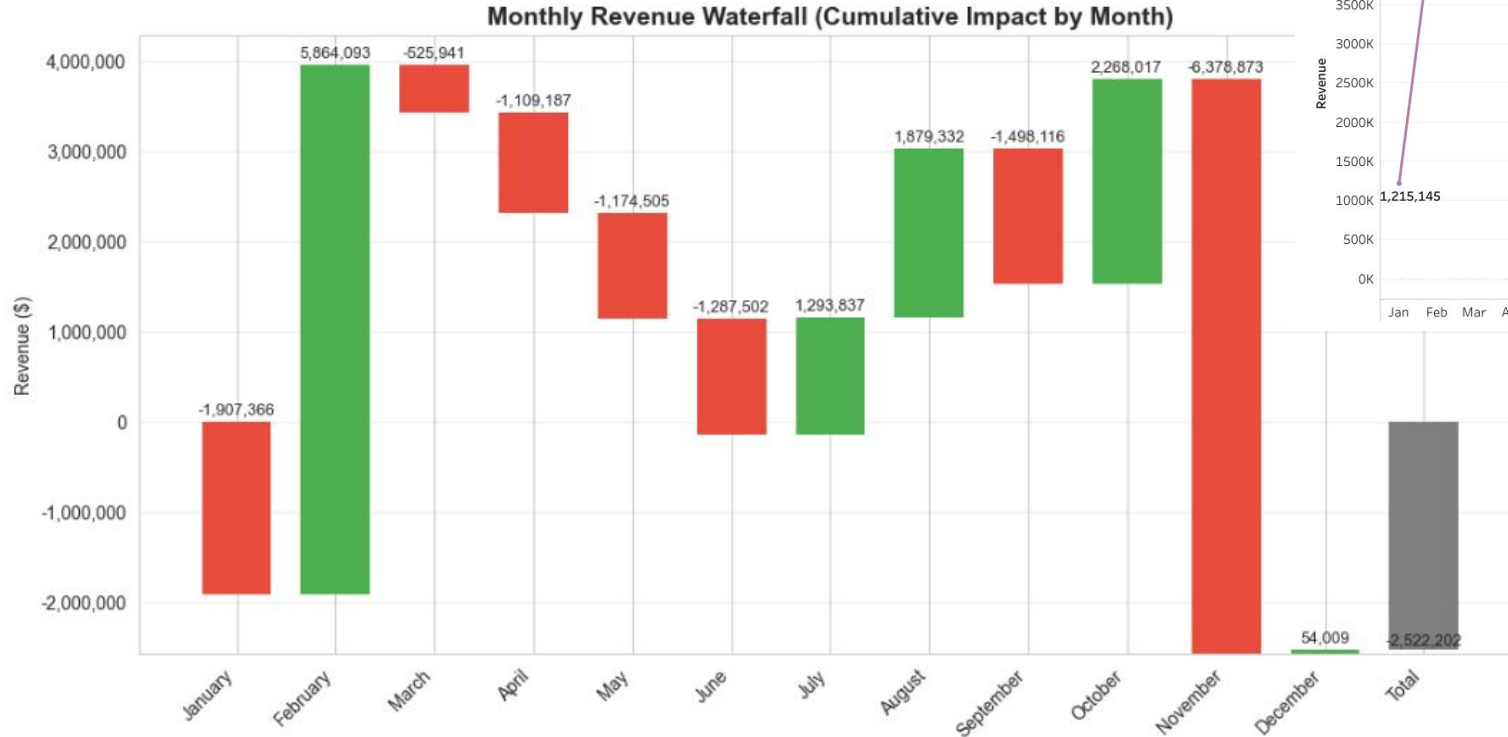
◆ **“Enjoy 5% off all in-store purchases!”**

- **Drives In-Person Stadium Engagement**

Stadium Operations - Staffing



Stadium Operations - Renovation



Proposed Renovation Plan

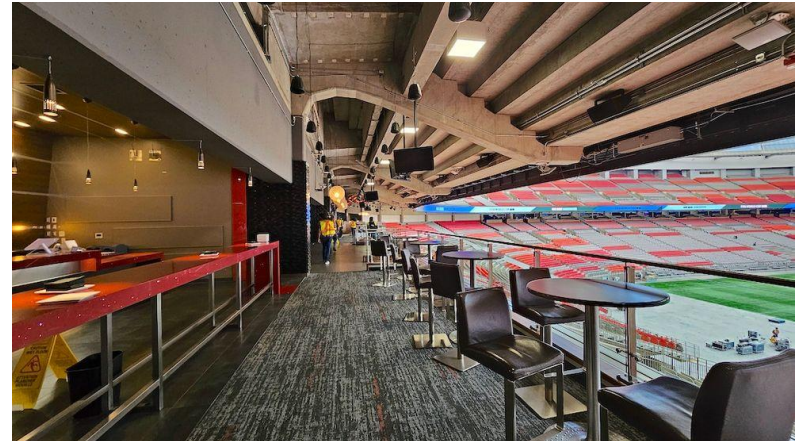
Using *BC Place* as a guideline, we will put our initial budget at **150 million**:


Includes renovation to amenities, such as

- 50 new Premium Seating booths (to boost our current 7.2%** premium revenue)
- New amenities and utilities

Main upgrades/renovation will take place in November to January

** Calculations and Formulae





Timeline & Projections

Timeline



Begin Implementation

Securing funding for renovation
Production for content begins
Staff reductions & volunteers secured

Stadium Construction Continues

Gauge current revenue streams
Adjust to supply and demand with new incoming data

2026

2027

2028+

2025

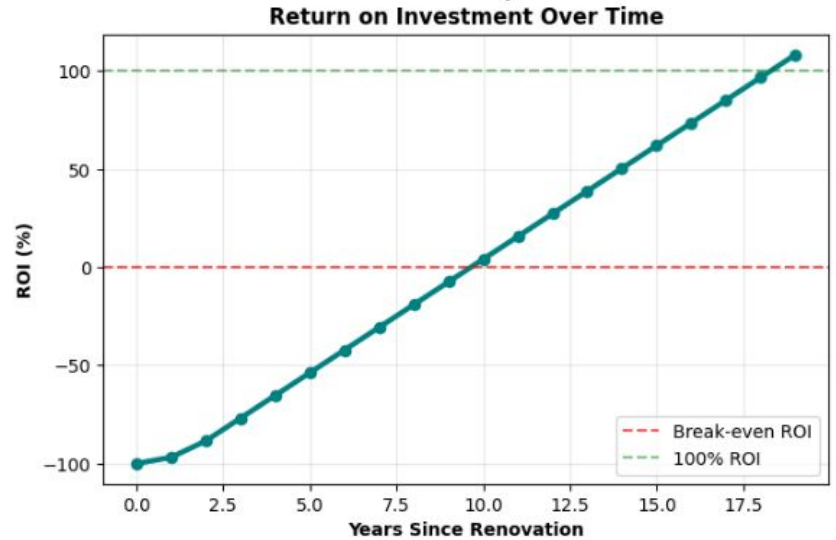
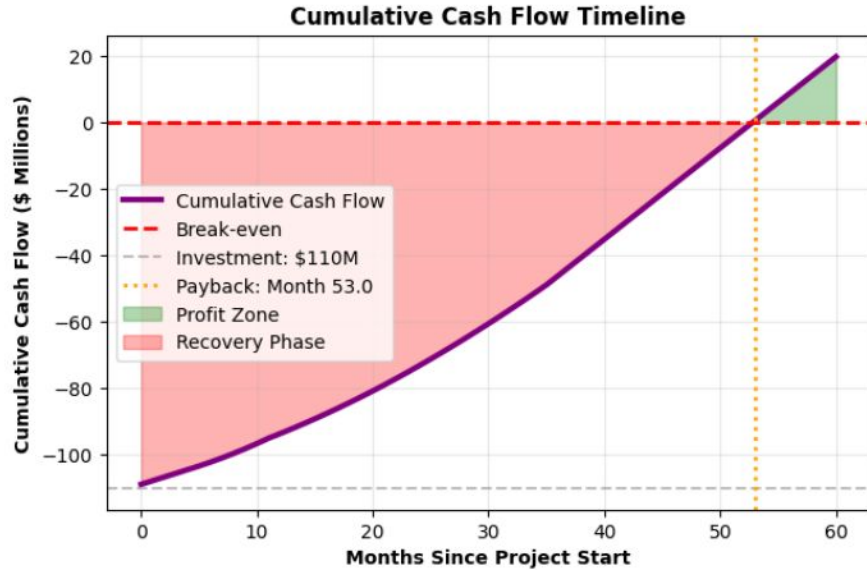
Stadium Construction Begin

Implemented renovations for upper bowl/premium seatings
Limited edition merch has been approved and distributed

Stadium Construction Complete

New youth programs begin in preparation
Promotional material distributed
Generate profit

Projections*



*Based on Appendix A's assumptions



Thank you.



Appendix A

In light of the new stadium, we project the following:

Increased revenue comes from:

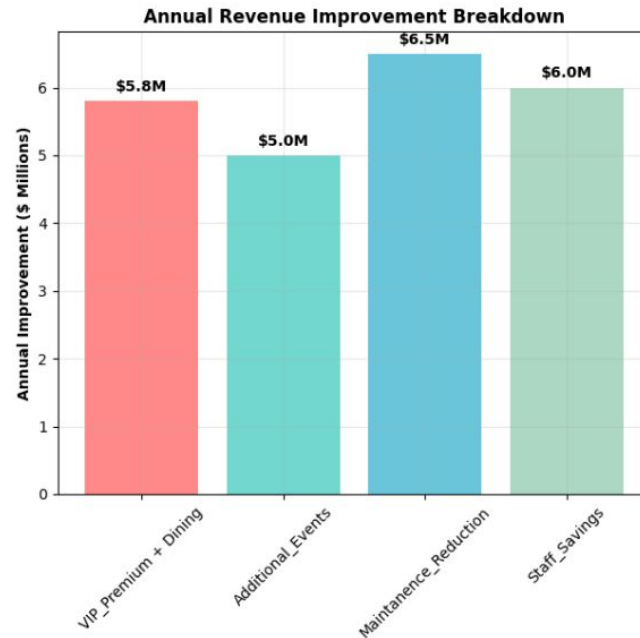
'VIP_Premium + Dining': # \$5.8M from new VIP suites (+15%*)

'Additional_Events': # \$5.0M from more concerts/events (est.)

'Maintenance_Reduction': # \$6.5M from maintenance (-80%)

'Staff_Savings': # \$6M from staff. (+15%)

These numbers are based on estimates and *industry standards.





Appendix A - Funding Structure

Debt (52%) ~ \$75,000,000 at 5% APR for 30 years

Corporate Equity Partnership (35%) ~ \$105,000,000

Naming Rights & Premium Sponsorship (12%) ~ \$40,000,000 (recent case of Telus deal with BC place costing 45 million)



****Calculations & Formulas - Premium Revenue**

Premium Percentage = (Premium Revenue ÷ Total Revenue) × 100

Premium Revenue = \$2,336,217

Total Revenue = \$32,545,368

Premium Percentage = (\$2,336,217 ÷ \$32,545,368) × 100

Premium Percentage = 0.0718 × 100

Premium Percentage = 7.18%