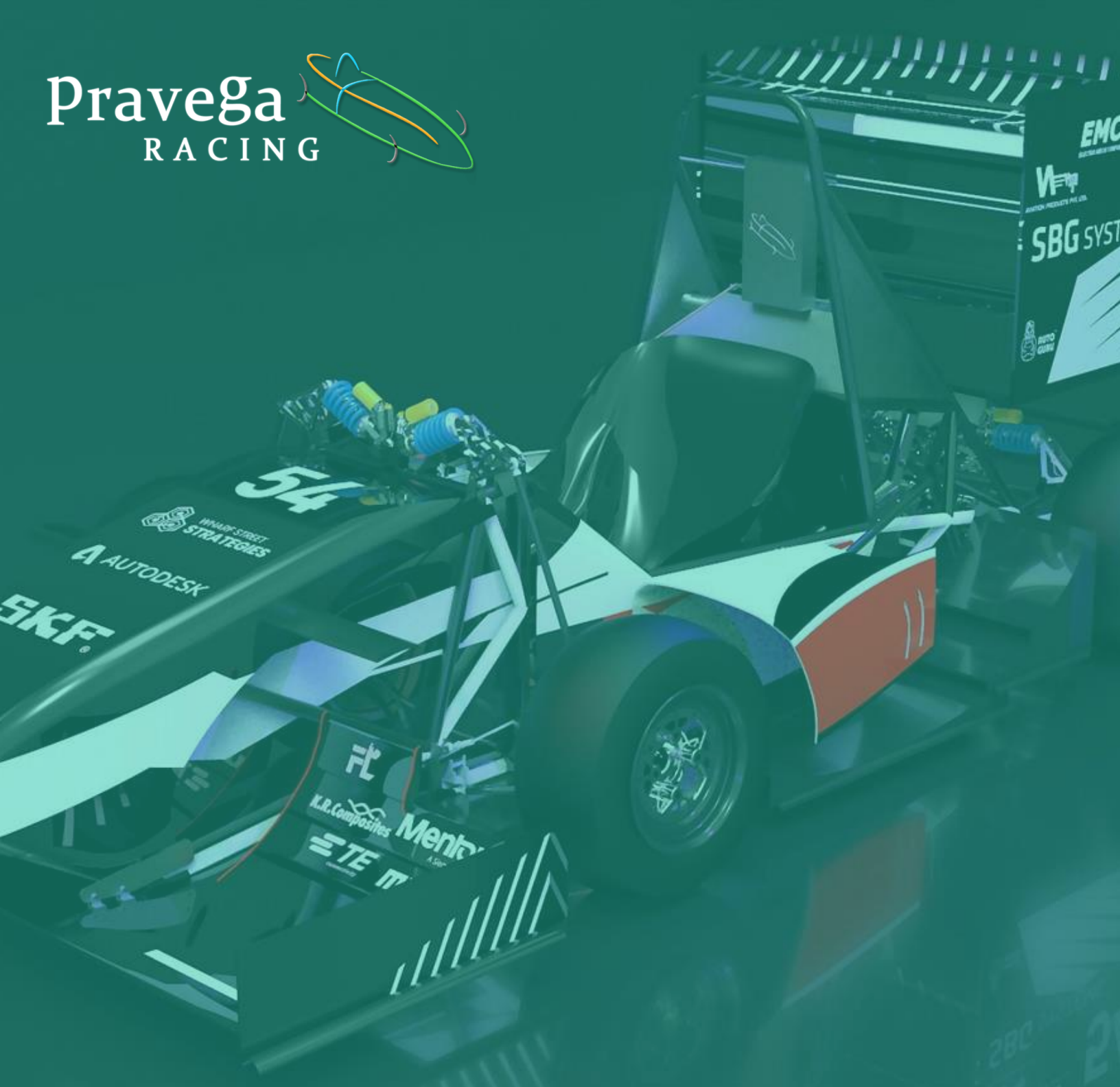
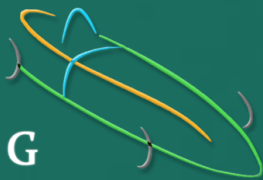


Pravega
RACING



TRADING PAINT BUSINESS PROSPECTUS

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MEET THE TEAM



Aneesh Sawant
Founder

M.Sc. in Automotive Engineering from Cranfield University



Krutin Kanumuri
Chief Executive Officer

MBA from Harvard University



Aryan Singh
Chief Financial Officer

BSc. In Economics and Finance from London Business School



Rucha Bhadade
Chief Technical Officer

M.Sc. Automation and Robotics from TU Dortmund University

HISTORY

Having a common interest in motorsports, the four of us came together to form Trading Paint. This company initially aimed at conducting local races and promoting budding driver talent. We used to use other race car prototypes for training young British drivers for challenges faced at higher levels of competition. We have good experience with the motorsports field in the UK, and we want to use it to grow further. We aim to grow into a larger company by merging the motorsports sector with the entertainment sector by manufacturing our own race car and reaching out to stars and influencers to take part in our Racing Series.



COMPANY PHILOSOPHY

“Think Big, Start Small”

Our philosophy is to be ambitious and state it clearly for all stakeholders. Yet at the same time we are realistic and aim to achieve our goals through small but definitive steps.

Our goal is to take this sport, that we love so much, to a wider audience and to do that we introduce to you Trading Paint, a mix of entertainment and motorsport like no other.

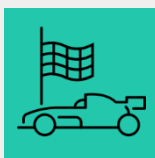
BUSINESS IDEA

Trading Paint is a whole new reality show based around our latest prototype PRV21. An action and drama-packed show that consists of 9 race weeks with a fascinating view through a 10 episode show on Amazon Prime Video.

The show will consist of an in-depth view at the storylines that will develop through the season along with individual stories of both Pro drivers and the Am drivers. Special segments will also be added to cover the special guest appearance. Special focus will be given to dramatization to keep the audience wanting for more. The drivers and their mentors will be interviewed multiple times each week to get their latest and raw reactions to all the developments happening throughout the race week. This show will be directed by Box-to-Box studios who have filmed some of the most successful sports documentaries in recent years.

SEASON/EPISODE FORMAT

The season which will be aired on Amazon Prime Video will be divided into 10 episodes:



Episode 1

Introduction, Driver Camp, Backstory & Rivalries

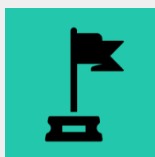
The season pilot will give an insight into the backstory of all drivers along with an interesting view into the driver camp, where the drivers will be selected by their mentors. At the same time the season format will be explained to the viewers for better understanding about the upcoming episodes.



Episode 2-9

Race Day Activities & Behind The Scenes

Both the aspects of the event - on and off track, for each race week will be covered in these episodes. Dynamics between the Pro Am and their Mentors will be documented into a 45 min episode concluding with the race day action and results.



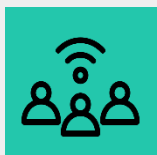
Episode 10

Conclusion & Sneak Peek Into the Next Season

The season conclusion will be made into a single 60 min episode which will put an end to all driver battles and storylines that appear during the two-and-a-half-month season. It will also include a few teasers about next season to keep the fans engaged.

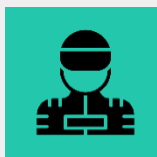
DRIVER STRUCTURE

The drivers will be divided into the following categories: -



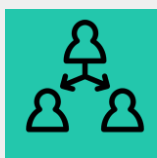
Am Drivers

They are the influencers, such as famous Youtubers who have a huge social media following among the youth across the globe like Supercar Blondie, Alex Kersten, Shmee, Chris Harris, etc.



Pro Drivers

They are the upcoming professional drivers, handpicked from junior formula categories in the UK in affiliation with British Racing Drivers Club.



Veteran Drivers (Mentors)

They are veteran drivers will provide the drivers with insights on improving their race craft and consistency. These drivers have been immensely successful in Formula racing like Jenson Button and Damon Hill.

- The drivers will be divided into four teams consisting of two Am and two Pro drivers and each team will be led by one Mentor Driver and his support staff.
- The purpose of adding Am drivers is to attract a huge fan following who will support their favourite stars and influencers while the purpose of the Pro class is to bring raw and undiscovered talent to the show making it interesting for the motorsports enthusiasts around the world to watch.
- Each category will have 8 drivers making way for 28 different rivalries with drivers from other teams as well as their own.

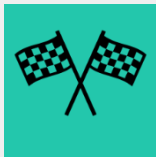
RACE WEEK STRUCTURE

The Race Weekend will be divided into three different parts: -



Saturday Practice

On Saturdays time will be given for practice to all teams and drivers. The drivers will strategically use their time to improve their performance across different challenges scheduled for the day after. The garages will be set up and all the drivers and staff will arrive at the track to conduct track walks and decide their strategies for the upcoming race day. The mentors will provide them with all the guidance they can provide to get the best results.



Sunday Race Day

Sundays will be race days. The challenges will be scheduled to take place in such a manner that it would allow both categories to run simultaneously without interfering with each other. The final day will also consist of a live audience who will support their favorite drivers.



RACE WEEK CHALLENGES



A set of challenges will be planned way in advance of the race week and the teams will be informed about the same. The challenges will be planned such that they can take place on the same day. The Race Challenges that will take place are: -



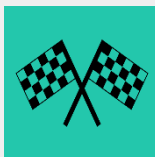
Head-to-Head

Two drivers will be set up in a direct 2 lap duel with each other and the first to cross the finish line is declared winner. It will be a single elimination pattern and the losing semi-finalist will compete for the final podium position.



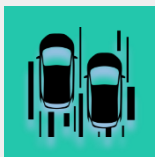
Endurance (Nifty Fifty)

The most interesting format of them all is the Endurance Race. Unlike the other challenges where the drivers drive alone, in this challenge one Pro driver will be paired up with one Am driver. Total length of the race will be 50 Km out of which 30Km will be driven by the Pro driver after which the Am driver will take over and drive it till the end.



Pace Master

This challenge will be a test of single lap pace. The Drivers will be given a 30 min session to set the best lap time. The fastest person will be declared the winner while the second and third fastest time will win 2nd and 3rd positions, respectively.



Drag Strip

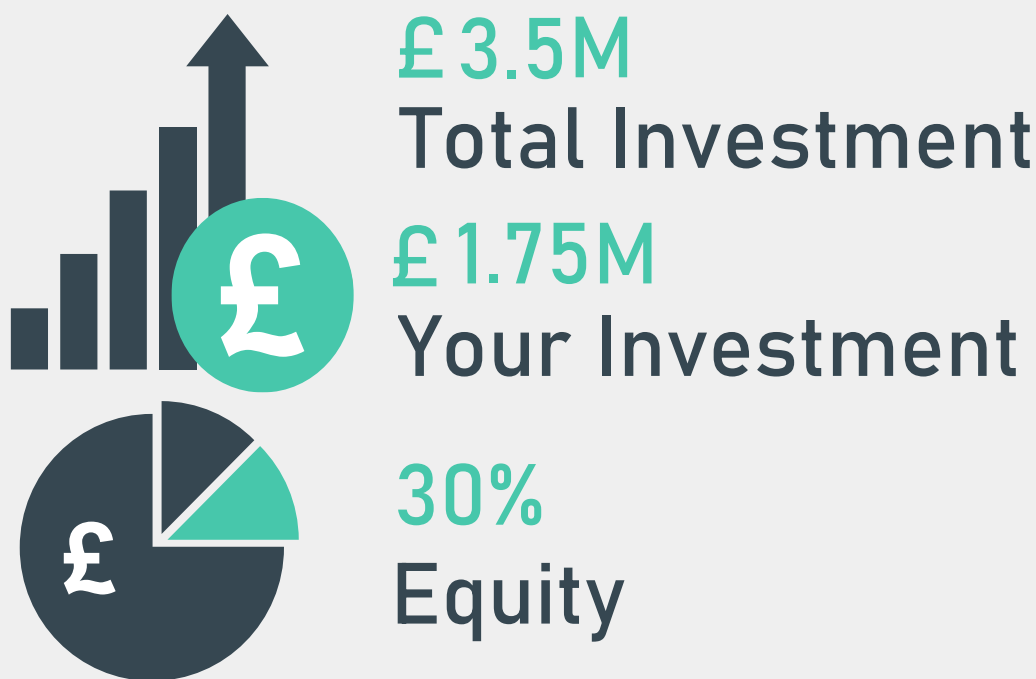
First to the 200m line wins. Similar to the Head-to-Head event it will also be a Knockout tournament. This is a challenge based on the driver's launch skills and straight-line control.



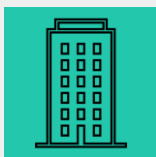
INVESTMENT BREAKDOWN



We at Trading Paint have done a detailed analysis of how we take this idea from being a Business Prospect to an actual Business. We believe that this will require a total investment of \$3.5M. Out of this 3.5M your investment will be \$1.75 million. You will be entitled to a 30% share in our company but more importantly we look forward to partnering with you and benefit from your experience of backing various companies which have exciting growth stories like ours.



This investment will be majorly broken down into funds for headquarters and production facility, tracks and logistics and the production of the web series. Out of the 3.5 million, 1.3 million will be invested in fixed assets thus making sure even in a worst case scenario we can cover our losses by liquidating those fixed assets.



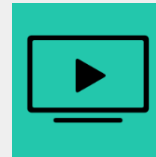
Headquarters &
Production Facility

(33%)



Tracks &
Logistics

(30%)



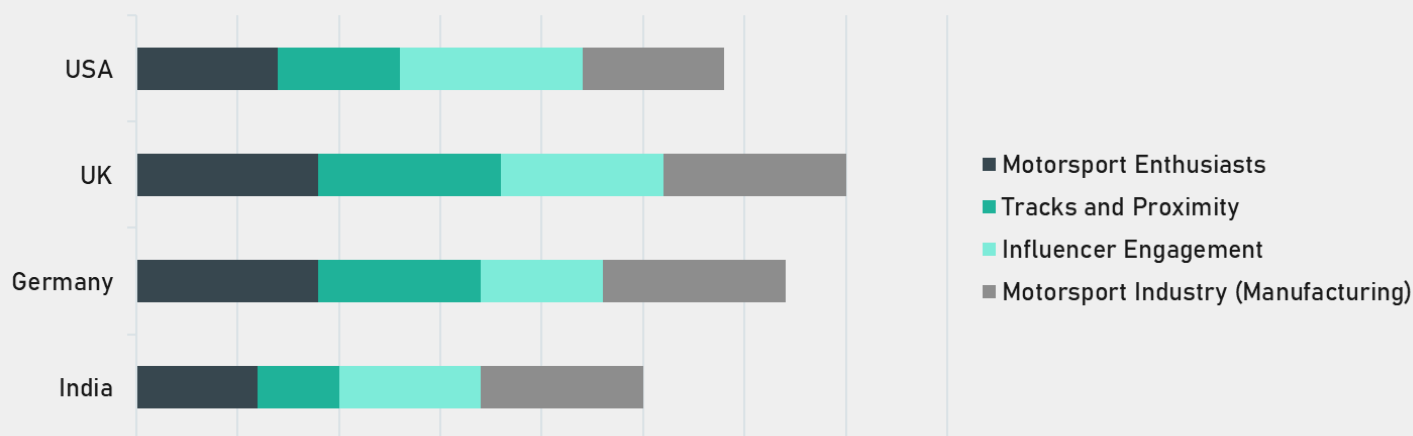
Production Of
Web Series

(37%)

MARKET ANALYSIS

LOCATION	MOTORSPORTS ENTHUSIASTS	TRACKS, PROXIMITY	INFLUENCER ENGAGEMENT	MOTORSPORTS INDUSTRY (MANUFACTURING)	TOTAL
Weightage Factor	0.25	0.25	0.25	0.25	1.00
USA	7	6	9	7	7.25
UK	9	9	8	9	8.75
Germany	9	8	6	9	8.00
India	6	4	7	8	6.25

Table : Decision Matrix For Selection of Location



Graph : Comparison of Locations on the Basis of 4 Parameters

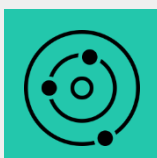
As shown in the above graph, we have compared the parameters that will accelerate growth of Trading Paint. We considered the number of motorsport enthusiasts, number of tracks and their proximity to cities, the number of influencers and their outreach, and the advancement in the Motorsport manufacturing industry.

We evaluated several countries and shortlisted four countries viz. USA, UK, Germany and India for a more detailed assessment. Based on the above parameters, we found that the UK ranked the highest and likely to be the best suited market for us to establish our Company.

WHY UK

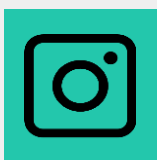


Figure : Tracks & Production Facility



Tracks and Proximity

- UK is home to a lot of historic tracks.
- All Tracks are within 3 hours of production facility.
- Proximity to Urban cities like London will help boost ticket Sales.



Influencer Following

- UK has an abundance of Influencers with millions of followers.
- 66% of total Population or 45M people use Social Media in UK.
- Higher Social Media Engagement than most Countries.



Motorsports Enthusiasts

- 13M Formula Racing enthusiasts are present in England.
- 350k people visited the British Grand Prix in 2019.
- It has a rapidly growing audience amongst the UK Youth.



Manufacturing

- £3B investment is made in the Automotive sector every year.
- £15.3B value is added to the UK economy every year.
- Closeness to the motorsports industry belt will reduce logistic costs.

DEMOGRAPHIC

We believe our key demographic would be a mixture of traditional motorsport enthusiasts and a vast influencer audience.

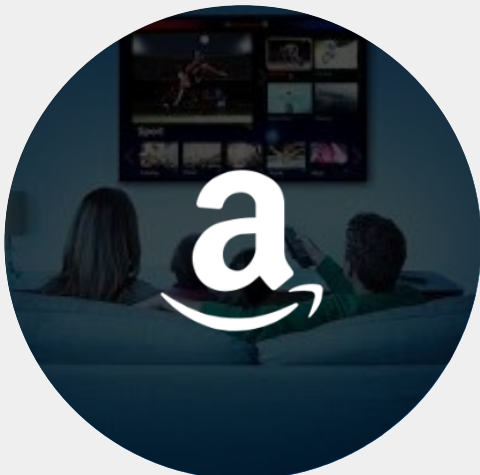
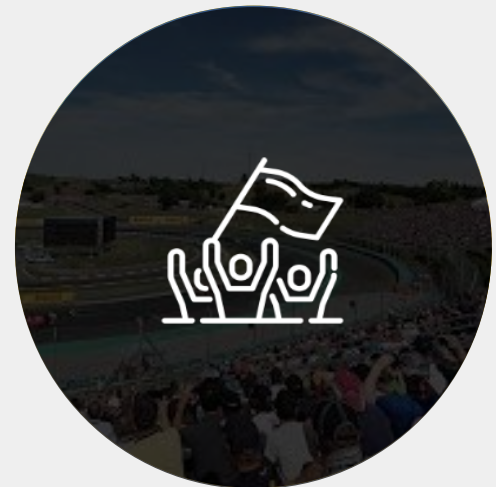


Influencer Audience:

To keep the non-motorsport fans hooked on to the platform, we have roped in stars, especially the Am class drivers, who will bring in extra appeal to the show. These Am Class Stars have a large number of admirers amongst the automotive enthusiasts and casual viewers alike which will translate into high TRPs.

Motorsport Enthusiasts:

They form the core of the target audience for Trading Paint. The mix of entertainment with adventure will not only get them hooked but would also appeal to a much larger section of viewers. We expect both the new generation as well as the veteran motorsports enthusiasts to be attracted to this unique format.



Amazon Viewership:

Trading Paint is based on three key genres – Drama, Documentary & Reality, which constitute a major portion of watch time on Amazon Prime Video.

SERVICE MODEL

One of the key business model parameters for us is the number of viewers that come every season and for all the episodes. Given the diverse nature of our audience, our aim would be to ensure that their interest is alive and kindled at all times. We aim to achieve that through our programme content which would have a mix of adventure and drama.

The elements that would make this happen include:



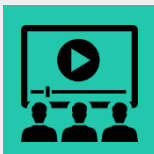
Influencers

They play an important role in ensuring new audience pull and thereafter retaining them. The key for us is to find the right balance of new influencers every season to bring new viewers with established influencers to ensure retaining the existing audience.



Adrenaline Rush

The adventure element in our programme requires high quality and pulsating race finishes. It is important thereby to ensure properly trained and highly competitive race drivers. We would be roping in both clubs (for greater professional visibility) to pick and nurture talent in school.



Engagement

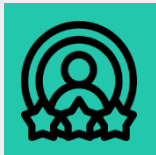
We aim to provide a consistent immersive experience to our audience by engaging them through the various elements of the show. We would enthrall them through a combination of interactive experience viz. insights into the mentor mentee process and [aspirational adventure] viz. the excitement of the races and close finishes.

MARKETING STRATEGIES



Influencer Marketing

- We will partner with our associates like Amazon Prime Video, Mentors and Am drivers across YouTube, Instagram, Facebook, and Twitter.
- Content will be made on the interaction of Am class drivers with Pro drivers and posting on YouTube, IGTV, Facebook, etc (E.g., What's in the Box Challenge, Grill the Grid).
- The bilateral objective of our marketing strategy would be to firstly attract a wide range of viewership and secondly to create a brand recall for Trading Paint.
- We will be using a targeted approach to achieve a cost-effective campaign.
- The social media presence will help us increase the audience engagement by keeping them active and involved both pre- and post-the event.



Star Guest Appearance

- There will be a combination of an immersive one-day interaction session with the star guest for participants and a visual spectacle for the larger audience. The trivia and experience sharing will enhance the audience interest and provide them with an insight into the motorsport world.
- The engagement with Star guests will not be just promotional but a deeper collaboration where they will be partnering with us thereby giving us the benefit of their charisma and star appeal.



Advertising & Merchandising

- We will run select advertisements on specific sports channels and impact SEOs on Motorsports-related websites and apps.
- We supplement this with select strategically placed billboards.
- We are also associated with several merchandise partners for fans to indulge. These will include clothing, travel accessories and collector items enhancing the brand visibility and value.
- The approach will be to get the fans and influencers to pull in the wider target audience through these select promotions.

COMPETITOR ANALYSIS

	Audience Engagement	Entertainment	Novelty
Trading Paint	6 (3/0.5)	5	4
F1	5 (200/40)	4	2
The Voice	2.85 (4.7/1.6)	3.5	4
Britain's Got Talent	5.8 (5.8/1)	3	1.5
X Factor	0.5 (2.95/6)	2	1.5
Grand Tour	5.35 (12/2.24)	4.5	5

Table : Competitor Analysis

We have conducted a study on our key competitors and how we stack up in comparison to them. In order to analyse our relative competitive position amongst the various contenders we have considered the Entertainment Quotient, the Novelty Factor and Audience Engagement.



Graph : Competitor Analysis Representation

As shown above in the graph, the X axis represents the novelty of a specific show. This determines how unique a given show is and how many competitors emerged during that time with a similar theme. The Y axis determines how entertaining a given show is. This was determined by analysing the trend in the viewership of the show. Lastly, we have the audience engagement, which is represented by the bubble size which reflects the viewership to the money spent per episode.

SWOT ANALYSIS

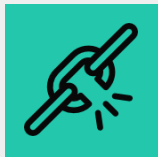


Strengths

Novelty - Having social media influencers as a part of a Motorsport reality TV show.

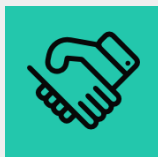
Entertainment - The format of the championship is based on driver talent rather than materially superior car dynamics, which makes it more engaging and exciting for the audience.

Program Format - Post the pandemic there has been a shift in the way content is consumed by the audience. Our format is well placed to cater to a major part of our audience through the new trend which is on OTT platforms combined with social media influencers.



Weaknesses

Audience Engagement - Given we are still relatively new in the entertainment business, our competitors like 'The Voice' and 'Drive to Survive' who have a lot more resources and capital and a well-established fanbase may have an edge. Though, we believe that our unique format is what will make it interesting and entertaining for the audience.



Opportunities

Expansion - We currently are focused on the UK market. As the company grows, we intend to further expand it to the other global markets.



Threats

In today's era, good ideas and success get emulated quickly. There may be other versions of Trading Paint which could get launched by other contenders in other geographies which may impact need us to calibrate our expansion plans.

TIMELINE

Our season begins with a 2.5 month-period of manufacturing of the vehicles which is the cumulation of the R&D executed. We conduct the live events for 10 weeks with a race day every weekend. The next 2.5 months would be devoted to releasing the episodes on a weekly basis on Amazon Prime Video, after which, we get back to optimising the content and start the preparation for the next season.



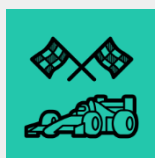
EXTENSIVE RESEARCH & DEVELOPMENT

Improvements based on driver and mentor feedback



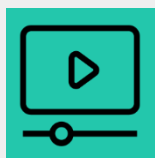
MANUFACTURING PHASE

2.5 months of vehicle manufacturing and testing



THE SHOW

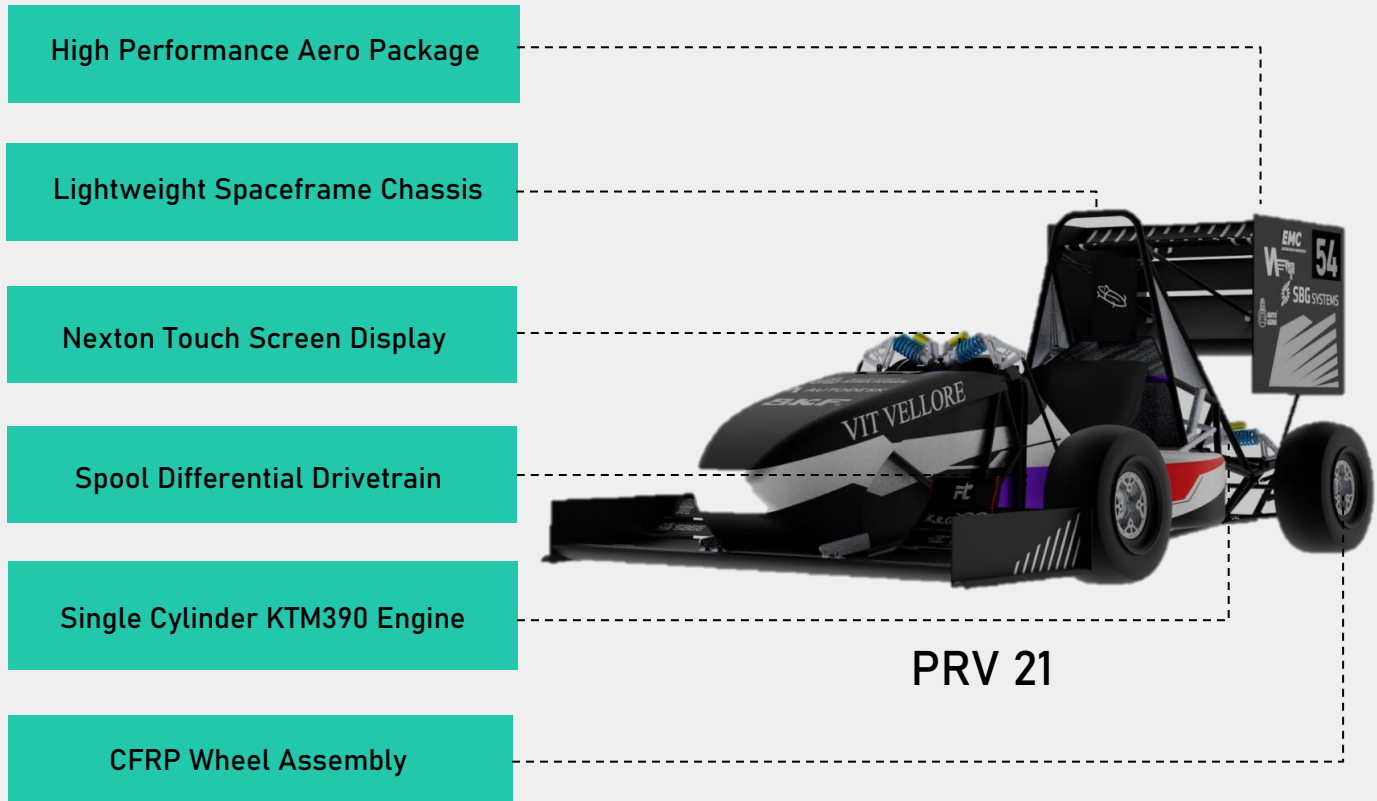
10 weeks of exciting races



EPISODES RELEASE ON AMAZON

10 episodes released every week

PRODUCTION



PARAMETER	PRODUCT LAYOUT	PROCESS LAYOUT	SERU SEISAN LAYOUT	FIXED POSITION LAYOUT
Variety	Low	High	High	Nil
Volume	High	Low	Moderate	Nil
Lead time	Low	High	Moderate	High
Material Handling	Easy	Difficult	Easy	Difficult

Table : Decision Matrix For Selection of Layout

Evaluating the above factors, we have decided to use the Seru Seisan layout. The key reasons for this are the low production volume and high variety of products, both of which are vital to us.

PRODUCTION

TOTAL QUALITY MANAGEMENT

The following technique ensures that products manufactured in the facility are devoid of any damages. This ensures a stringent quality check that is evenly followed throughout the layout.

We conduct inspections at regular intervals and ensure quality control by conducting regular static tests and standardized it by ending it with a certified quality assurance.

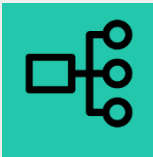
In our production we employ Lean Manufacturing. Our production facility has been developed keeping in mind the 5S Principle to keep everything organised. We utilize the Kaizen principle to reduce wastage, continuously improve efficiency and increase employee involvement in the company's development.

The 5S stand for:



Seiri (Sort)

We have a well scheduled plan which enables us to optimise on the space and reduce the clutter around the manufacturing area by having only relevant material at a particular time.



Seiton (Set in Order)

In order to ensure manufacturing efficiencies and just in time we have a detailed layout plan. This also enables the workers to easily access material with least movement and ease of reach depending on the flow of materials.



Seiso (Shine)

A clean space is an enabler for efficient results and is important for the workers to be motivated and maintain a healthy work life. To achieve the same, we have periodic cleaning of the work area and perform regular maintenance checks of the machinery.



Seiketsu (Standardize)

The key to ensure that the above three S's are followed we have created a set of standards for both organization and processes. These standards involve schedules, charts, lists, and Do's and Don'ts for all to follow. These are also displayed at various places to remind everyone the importance of following the set protocols.



Shitsuke (Sustain)

We have also designed a regular training programme to ensure that the practices are followed religiously and also instils a sense of self-discipline in employees to maintain these 5S. These are also supplemented by periodic audits which help to keep a check and maintain discipline.

PRODUCTION

MANUFACTURING

- We have various cells for different functions. The chassis is made in a separate cell.
- There is a composite wing for in house parts such as seals, wings and body.
- There is a cell for manufacturing the metal parts such as hubs and uprights.
- An independent electric department is present to handle the wiring and shifting mechanism of the car.
- Once parts are manufactured, they are moved to the paint shop.
- The assembly area is the most crucial department where all the different departments come together to integrate the parts into the car and ensure their efficient functioning.
- Once the car is made extensive testing is carried out in our testing area and all the tuning and final changes are done.

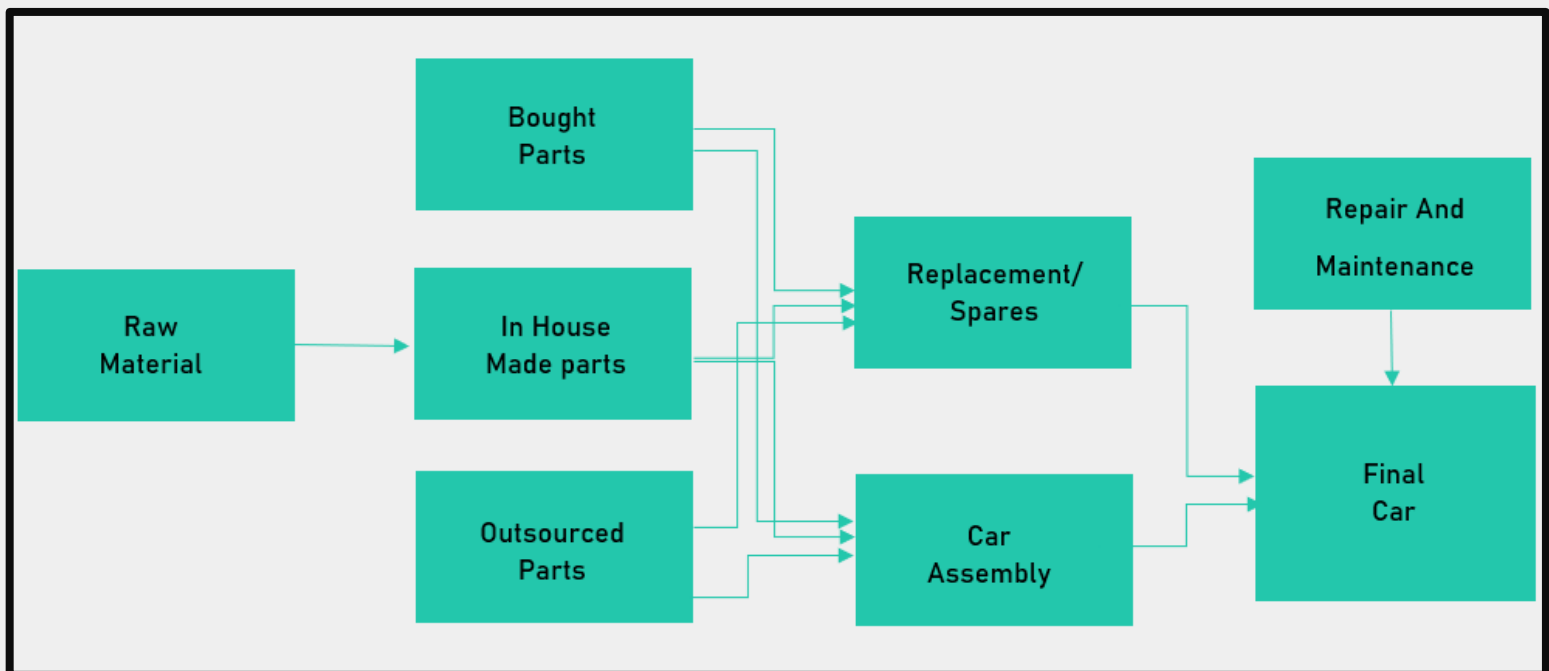


Figure : Manufacturing Process Flow Chart

PRODUCTION

CELLULAR LAYOUT

- Cellular manufacturing is a process of manufacturing which is a subsection of just-in-time manufacturing and lean manufacturing encompassing group technology.
- The goal of cellular manufacturing is to move as quickly as possible, make a wide variety of similar products, while making as little waste as possible. Cellular manufacturing involves the use of multiple 'cells' in an assembly line fashion.
- Each of these cells is composed of one or multiple different machines which accomplish a certain task. The product moves from one cell to the next, each station completing part of the manufacturing process.
- The most frequently used machines in a cell include lathes, milling machines, drill presses, etc.
- One of the biggest advantages of cellular manufacturing is the amount of flexibility provided by this form of layout.

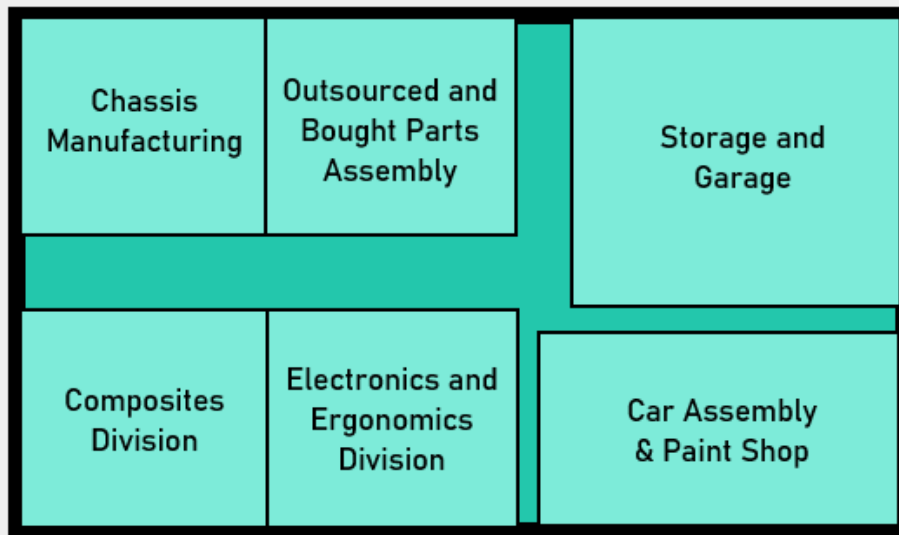
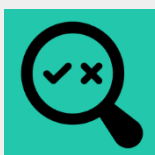


Figure : Cellular Layout



Just-in-time (JIT) manufacturing also known as just-in-time production or the Toyota Production System (TPS), is a methodology aimed primarily at reducing flow times within the production system as well as response times from suppliers and to customers.



A poka-yoke is any mechanism in a lean manufacturing process that helps an equipment operator avoid mistakes. Its purpose is to eliminate product defects by preventing, correcting or drawing attention to human errors as they occur.

PRODUCTION

MAKE/BUY

Because of the increasing awareness of the importance of the make-or-buy decision, the organisations reach a difficult juncture between keeping technologies/processes in-house or purchasing them from an outside supplier.

The following factors play a vital role in the make-or-buy decision: -

WEIGHTAGE FOR MAKE/BUY DECISION

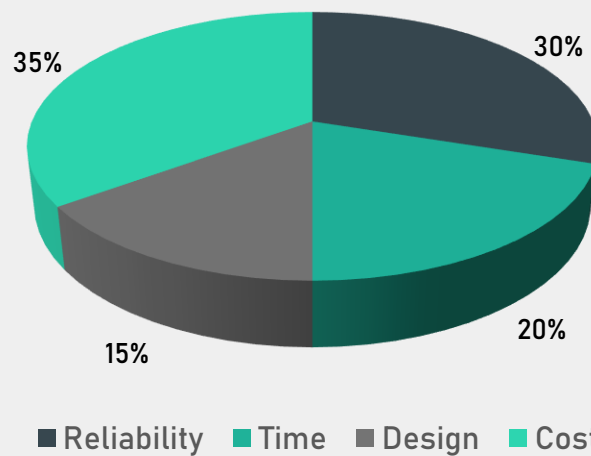


Chart : Weightages for Make/Buy Decision-Making



Make

- Body
- Seat
- Wings
- Electrical harness
- Rims
- Sprocket
- Fuel Tank
- Hub
- Drive Shaft



Outsource

- Radiator
- A-arm plate
- Springs
- Intake manifold
- Exhaust
- Tripod casing



Buy

- Engine
- Dampers
- ECU
- Tires
- Master Cylinder
- Data logger
- Differential
- Carbon fiber

BRITISH RACING DRIVERS CLUB



- The BRDC has always been about contemporary racing drivers. Indeed, a key founding aim of the Club was to further the interests of British drivers and that manifests itself today in the form of support for young drivers.
- Currently the Club runs two schemes: the SuperStars and Rising Stars. Through these complementary programmes the BRDC aims to assist the very best British and Commonwealth drivers achieve their goal of success in top level motor sport whilst also ensuring there is a strong and enthusiastic flow of new members to the Club.
- BRDC SuperStars and Rising Stars visit National and International racing podiums on a regular basis and since the conception of both programmes, there have been many high profile championships secured by BRDC young drivers. There is no doubt that the Club has an eye for spotting the very best.
- By collaborating with them we want to make use of their young drivers programme and recruit the best rising British talent for our show.
- The BRDC also owns and operates Silverstone Circuit on the Buckinghamshire/ Northamptonshire borders. The Club has been responsible for developing Silverstone into a world class motor sport venue and promoting top flight motorsport there for approaching 60 years. Through this contract we will also get access to this track to conduct races.



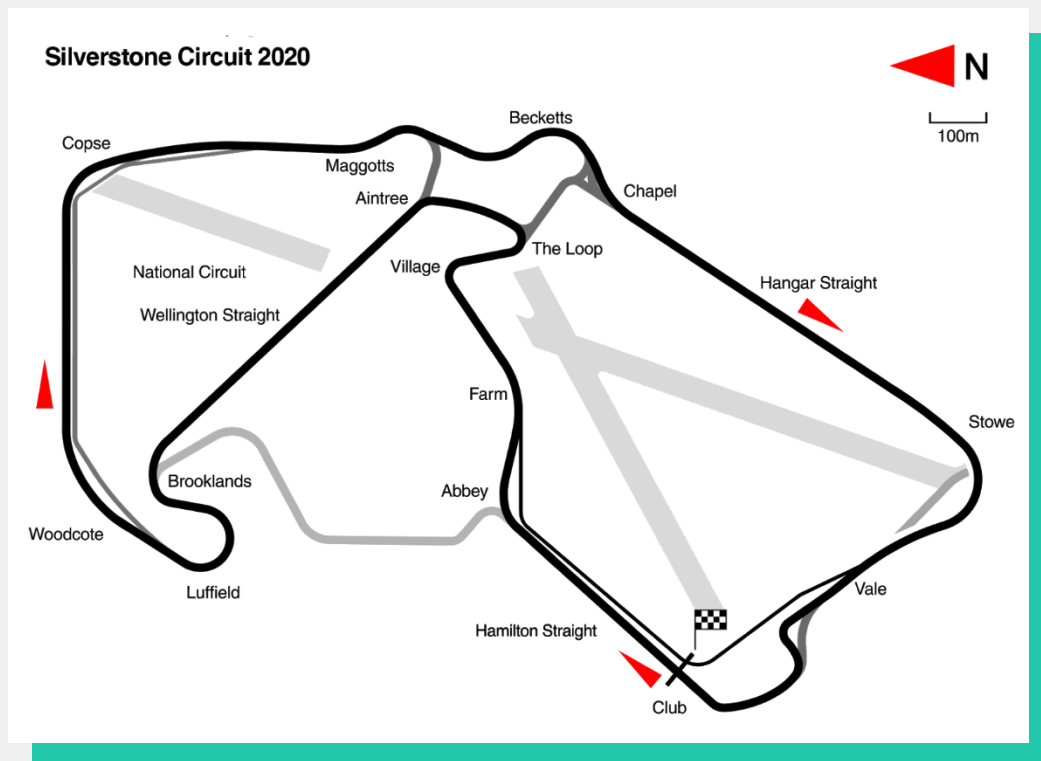
TRACKS



Three of the most historic Tracks are chosen to host the 9 rounds on our show. They are:

1. Silverstone Circuit

- Silverstone Circuit is an English motor racing circuit next to the Northamptonshire villages of Silverstone and Whittlebury. Nearly half of the circuit is across the Northamptonshire boundary in Buckinghamshire. The closest large towns are Northampton and Milton Keynes.
- It is best known as the home of the British Grand Prix, which it first hosted in 1948 and which has been held on the circuit every year since 1987. The circuit is also home to the BRDC International Trophy, awarded to the winner of a race for historic F1 cars at the annual Silverstone Classic meeting.
- It has an incredible seating capacity of more than 300k and world class facilities to host events. The newly built Paddock is a perfect place to host our event.



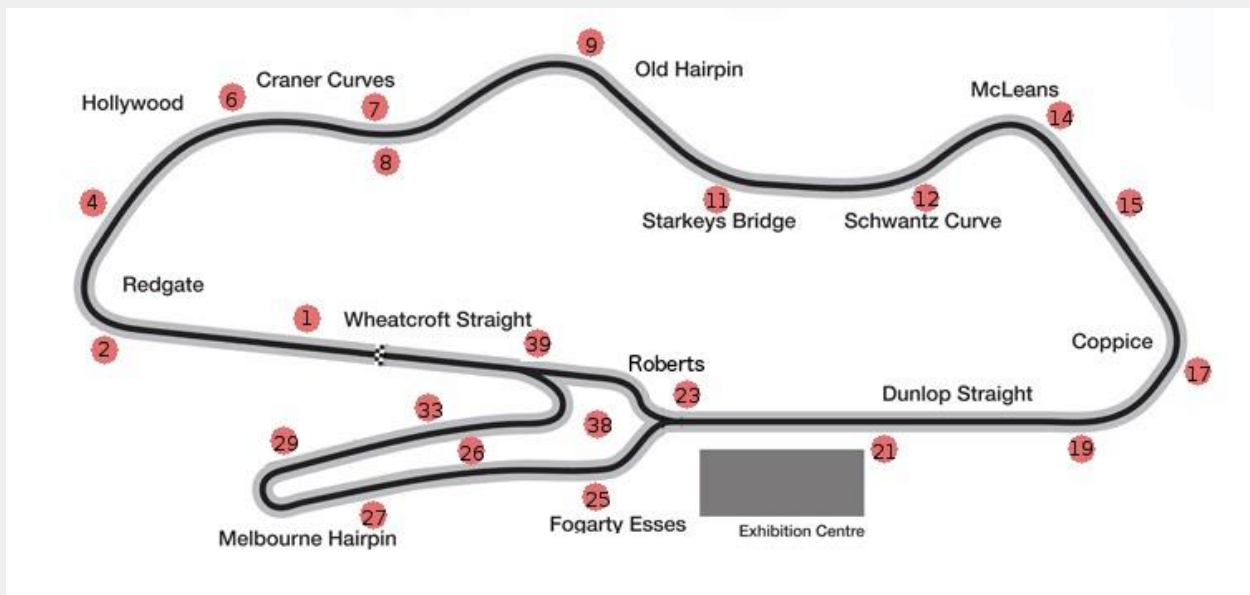
Drag strip:-Hangar Straight will be used for this challenge.
Endurance:-9 laps of the circuit, 5 by the pro driver and 4 by the Am driver.
Pace Master:-1 lap of the grand prix circuit
Head to Head:-2 laps of the international Circuit

TRACKS



2. Donington Park Circuit

- One of the most internationally-renowned and historically significant circuits in the world, Donington Park continues to host major national and international events and has benefitted from a multi-million pound programme of improvements from new operator MSV.
- Initial changes included extensive resurfacing of paddock areas and internal roads, a number of new toilet blocks, a new circuit office, a new grandstand overlooking Hollywood corner plus Garage 39 - a stunning new bar and restaurant in the heart of the paddock. More improvements followed in 2019 with the construction of a new main pedestrian entrance, improved marshal posts, campsite upgrades and a new Pit Lane Suite.
- Donington Park is superbly located, with major cities Derby, Nottingham and Leicester nearby, and Birmingham less than an hour away. The circuit can be accessed from the nearby M1, A50 and A42 roads while international visitors can fly in to the neighbouring East Midlands Airport, with the main terminal just two miles from Donington



Drag strip:-Dunlop Straight will be used for this challenge

Endurance:-12 laps of the circuit 7 by the Pro driver and 5 by the Am driver.

Pace Master:-1 Lap of the circuit.

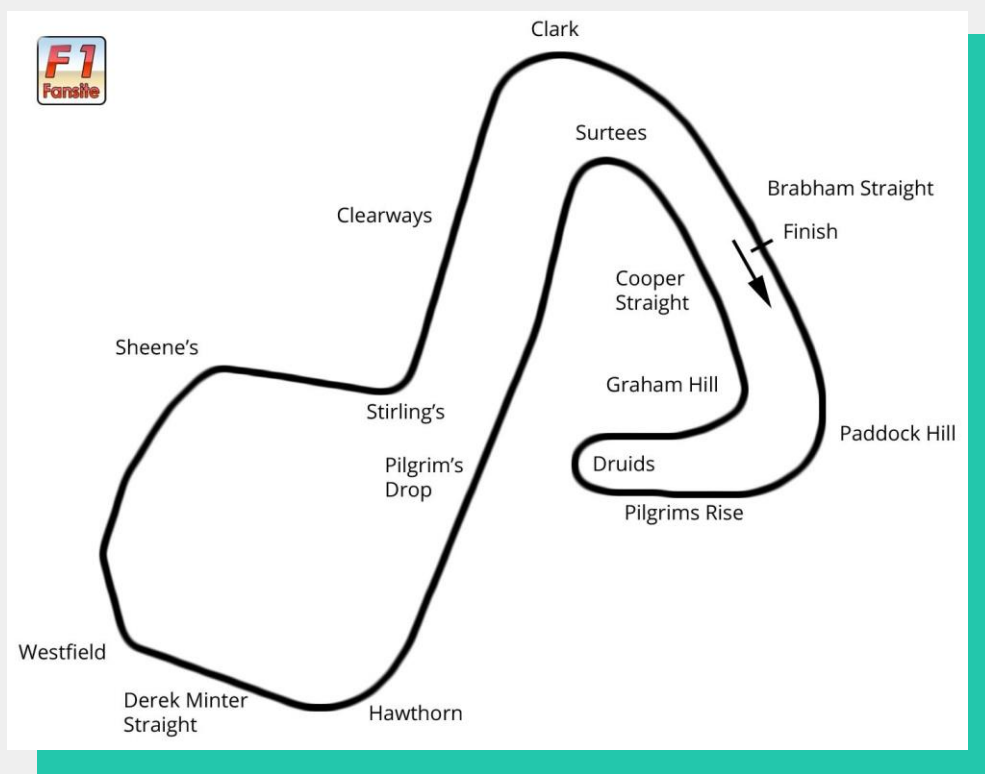
Head to Head:-2 laps of the circuit.

TRACKS



3. Brands Hatch Circuit

- One of the world's most iconic sporting venues, Brands Hatch continues to host some of motorsport's most prestigious events on two and four wheels. The Kent circuit is visited by a huge variety of championships, including the European DTM series for the world's fastest touring cars and the sublime supercar racing of GT World Challenge Europe.
- Other major events include British GT and BRDC British F3, and the British Truck Racing Association Championship which visits twice, including the end-of-year fireworks spectacular which features one of the south east's biggest pyrotechnic displays. Brands Hatch remains a mecca for historic racing too, featuring annual visits from the Masters Festival and the HSCC Legends of Brands Hatch Superprix, with historic F1 races an annual highlight.
- A natural amphitheatre offering unrivalled views of the action from various vantage points, Brands Hatch is known as Britain's best-loved motor racing circuit.



Drag strip:-Cooper Straight will be used for this specific challenge

Endurance:-25 laps total, 15 by Pro and 10 by Am driver

Pace Master:-1 lap of the circuit.

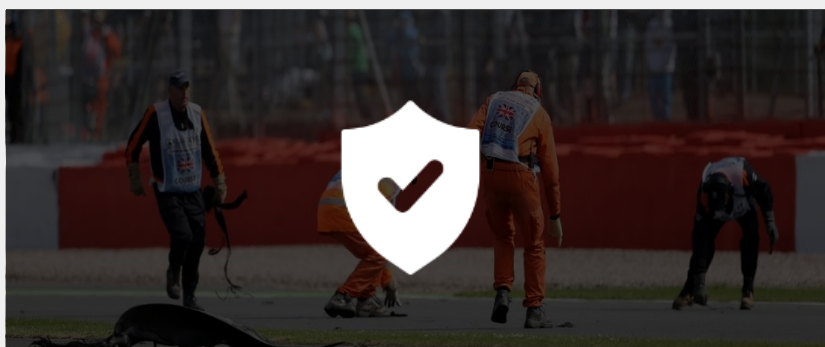
Head to Head:-2 laps of the circuit.

TRACK HIRE

We will be signing an exclusive contract with all the respective authorities along with assistance from the British Racing Drivers' Club. This contract would cover three main divisions:-

Garages

Each team will be provided with personalized garages in which each driver will have their own bay. Drivers and engineers will be provided with all essential technological assistance with the help of track authorities.

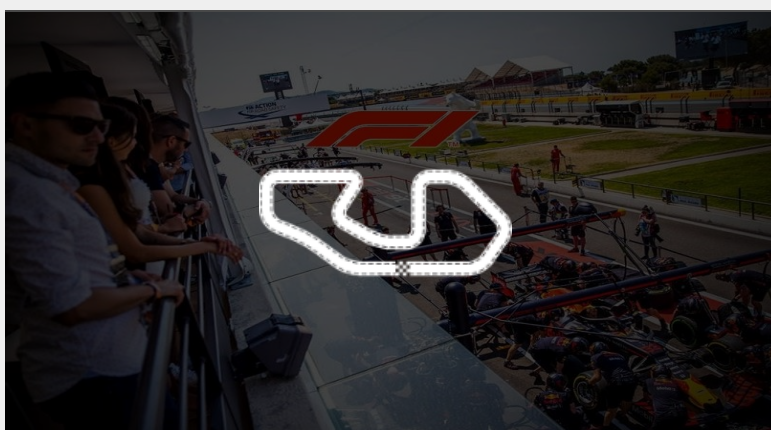


Safety

The track administrators will provide us with the best emergency services and safety marshals whose responsibility is to take care of any unfortunate accident.

Track Hospitality

The tracks will provide hospitality service to both the participants/staff and the audience. This involves use of on track stands, tickets for which will be sold online on the track website and other famous sports ticket booking sites.



HUMAN RESOURCE CAPABILITIES



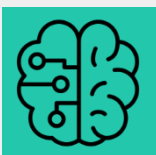
The Team

The team has a combined experience of 200+ years. Trading Paint is founded and led by Mr Aneesh Sawant, Mr Krutin Kanumuri, Mr Aryan Singh and Ms Rucha Bhadade. This team is supported by 55 employees who help run this business. Most of the key management and business team leaders have been together at Trading Paint and have been very involved in building the business plan for the expansion. We have also hired 2 senior product managers for this new business line with experience in media and production.



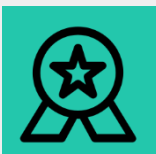
Organisation Culture

We take pride in having a Flat Organisational Structure. This enables employees to be motivated and assume greater responsibility. We encourage open and transparent discussion at our workplace and constructive feedback is appreciated. The team leads have bought into this concept and hence implementation of this fun to work at Trading Paint has become part of the team ethos. This has worked very well for us in the past and we aim to maintain the same work culture as we expand into new areas and our hiring decisions will focus on this element. The other important focus area for us is the diversity quotient with 40% of our work force being women. We also focus on achieving diversity across other aspects beyond gender and have a stated policy of treating all equally including the LGBTQ+ community.



Learning and Development

There is a lot of emphasis in ensuring that employees continuously upskill themselves. This enables them to take on greater responsibilities as they grow in their career. We as a firm also benefit, as employees are up to date with the latest developments in the industry and hence remain at the top of the pyramid. This plays a vital role for the expansion into the new business line will be a horizontal diversification for some of our team. These opportunities provide a greater sense of satisfaction to our employees which becomes very relevant to keep employee turnover low.



Rewards

We believe in rewarding our employees. "Together we grow" is something we have always believed in. Hence, we have structured an attractive Employee Stock Option Scheme. The objective is twofold - that of retention and rewarding employees. We have retained 4% of the share of the Founders stake in a Trust. This will be used to reward key employees as well as attract new talent into the company as we grow.

HUMAN RESOURCE CAPABILITIES

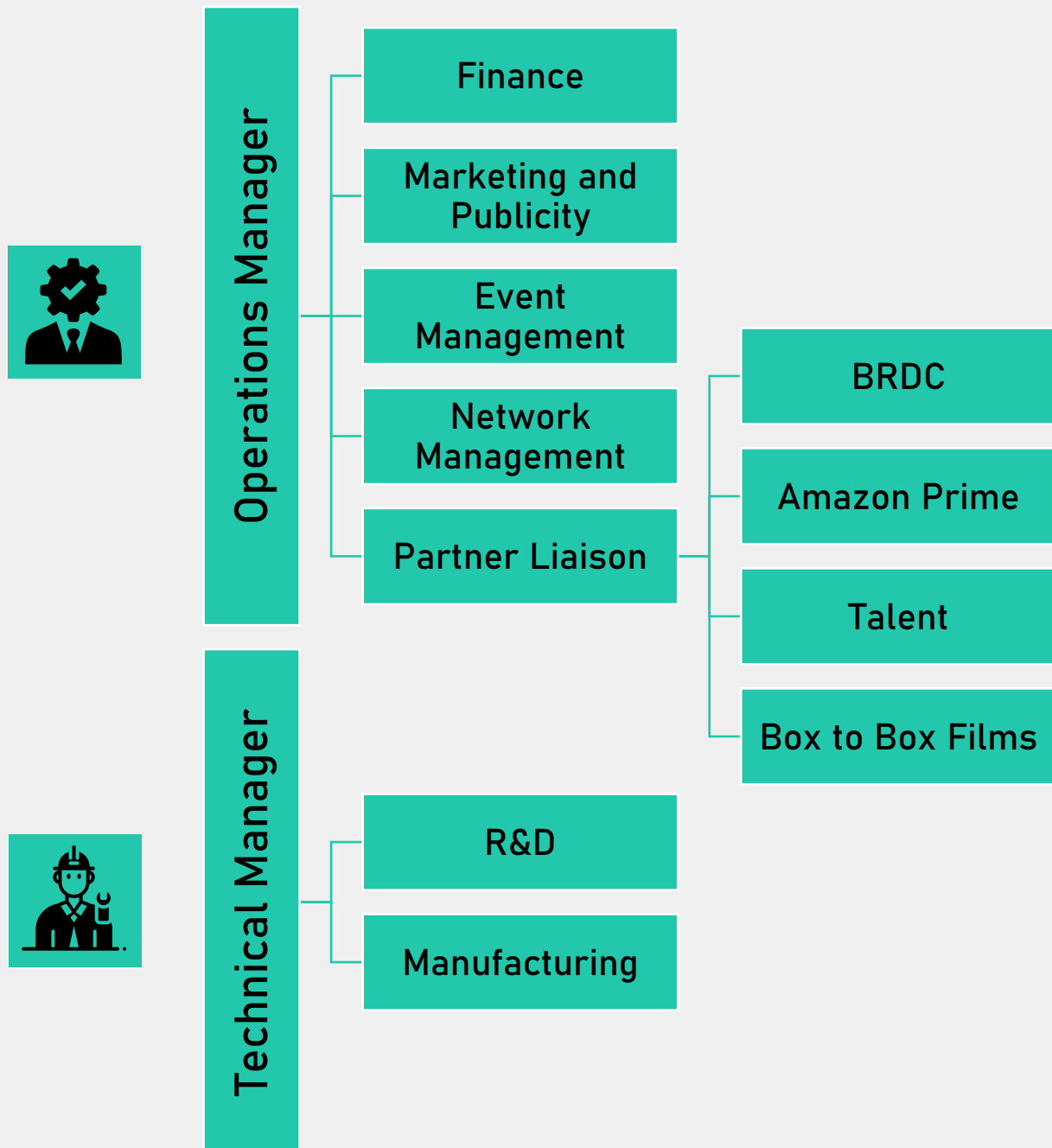


Chart : Team Structure

CORPORATE SOCIAL RESPONSIBILITY



Driver Safety

All the tracks chosen are FIA grade 2 certified providing the best facilities for driver safety with Tire Barriers and Gravel Traps to slow down the drivers in case they lose control. Along with that, the car is also equipped with safety features like 6-point harness along with Impact attenuator and a strong chassis tested for impacts from all directions.

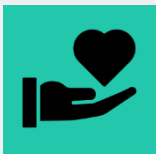


Incentivise Working Staff

Fun team-building activities as an incentive is an object, item of value, or desired action or event that spurs an employee to do more of whatever was encouraged by the employer through the chosen incentive.

Four kinds of incentives are available for employers to use at work:

- Compensation incentives may include items such as raises, bonuses, profit sharing, signing bonus, and stock options.
- Recognition incentives include actions such as thanking employees, praising employees, presenting employees with a certificate of achievement, or announcing an accomplishment at a company meeting.
- Rewards incentives include items such as gifts, monetary rewards, service award presents, and items such as gift certificates. An additional example is employee referral awards that some companies use to encourage employees to refer job candidates.
- Appreciation incentives include such happenings as company parties and celebrations, company paid family activity events, ice cream socials, birthday celebrations, sporting events, paid group lunches, and sponsored sports teams



Charity Races

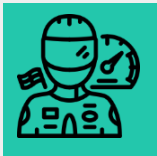
We will organize Charity Races using the reach of Veteran Drivers and our influencers. All the proceedings will be donated to UK charity because it is one of the most severely hit countries.

CORPORATE SOCIAL RESPONSIBILITY



FIA Environmental Sustainability 1 Star Rating

To attain this accreditation we will be implementing sustainable methods like using eco-friendly and reusable products, reduce plastic usage, choosing efficient routes for trucks to reduce carbon footprint, maintaining machinery to reduce pollutants being released, etc. We also aim to incorporate solar energy in our workshops and headquarters to reduce use of fossil fuels. In future to keep up with the changing technology we will move from an internal combustion engine to an electric powertrain charged by renewable sources of energy.



Helping Junior Drivers

Using our collaboration with the British Racing Drivers Club, we want to further our initiative of helping young and talented drivers find their way to the top tiers of this sport that we love so much. Using our show as a platform we can provide them with the important exposure to veteran drivers who have been through this path before will help them a lot on their way to the top. Along with that, the publicity that they get through the show can help them achieve better sponsorships deals and monetary help.

COST BREAKDOWN & VALUATION



COST BREAKDOWN

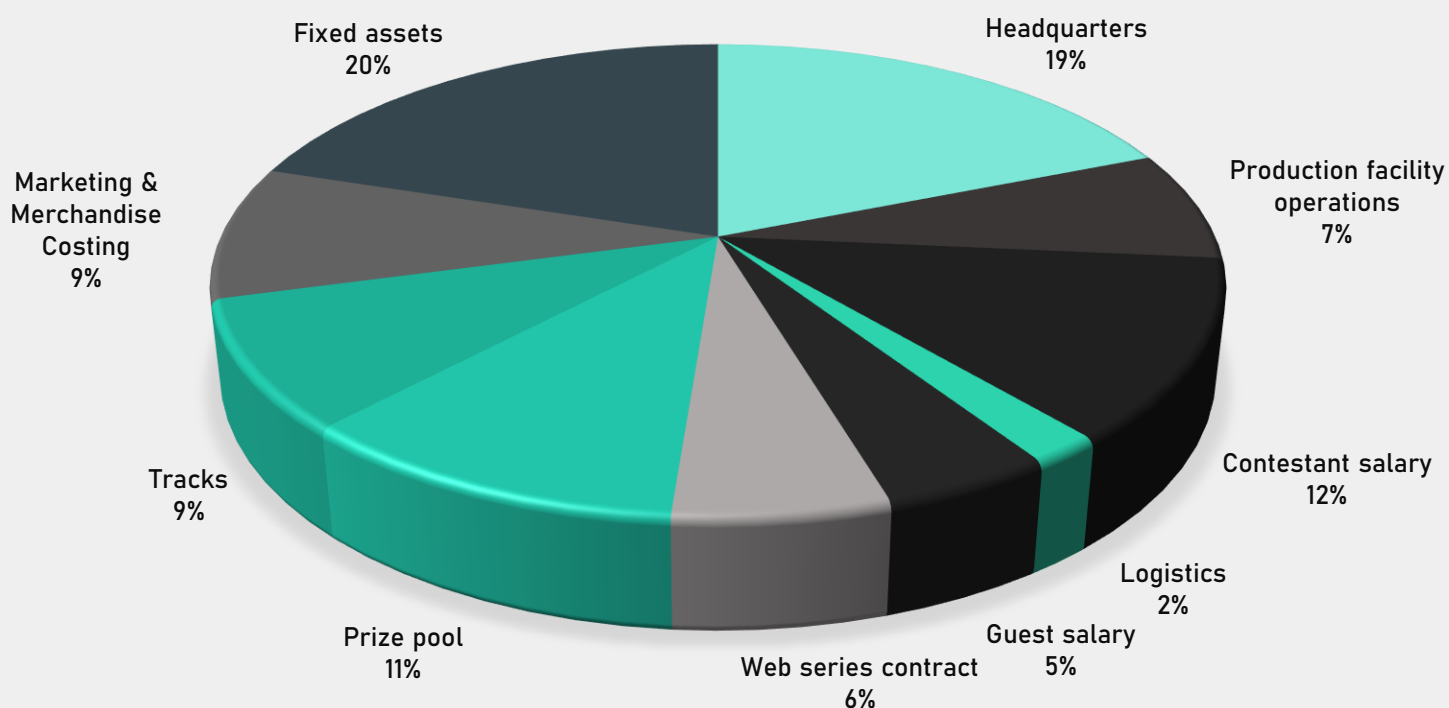


Chart : Total Cost Breakdown

VALUATION

We have used the method of discounted cash flow to calculate the valuation of our company by projecting the present i.e. the intrinsic value of our 5 years of projections. So using this method we got a valuation of 5.2M.

SOURCES OF REVENUE, BREAK-EVEN & ROI



We have different revenue streams to diversify our marketing model and increase margins. If you look at the distribution of the expected sources of revenue, you can expect 46% of our projected income from our web series, another 36% from the ticket sales, and finally 18% from the revenue earned through the influencer commission.

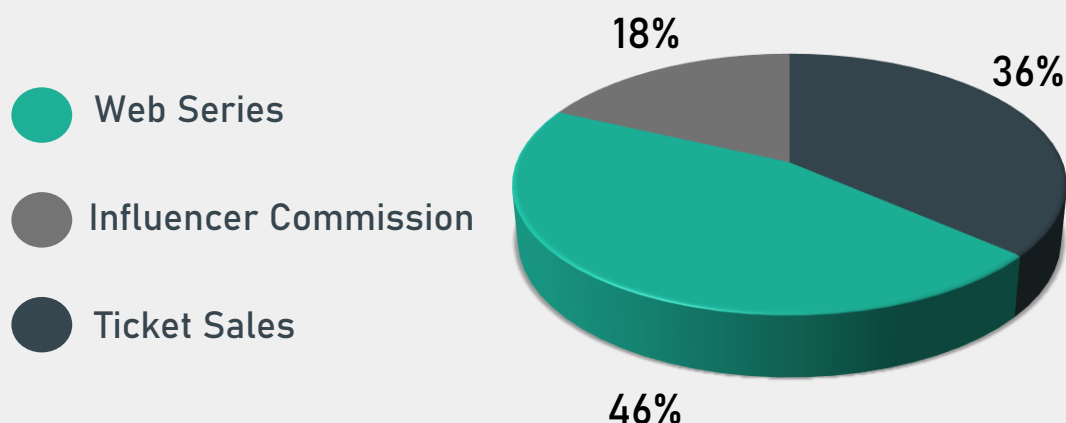
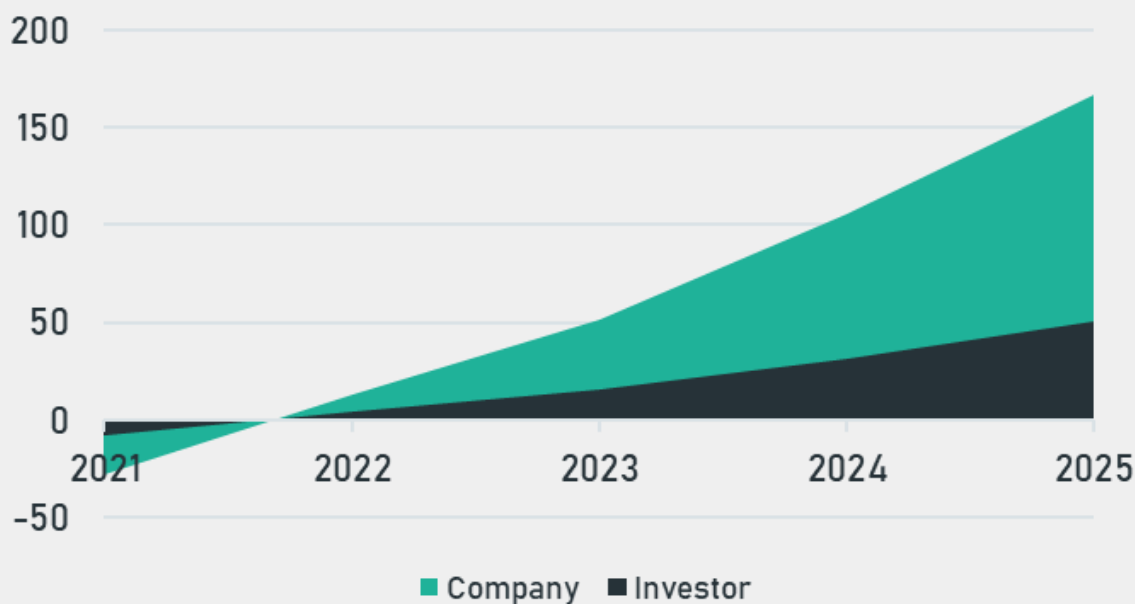


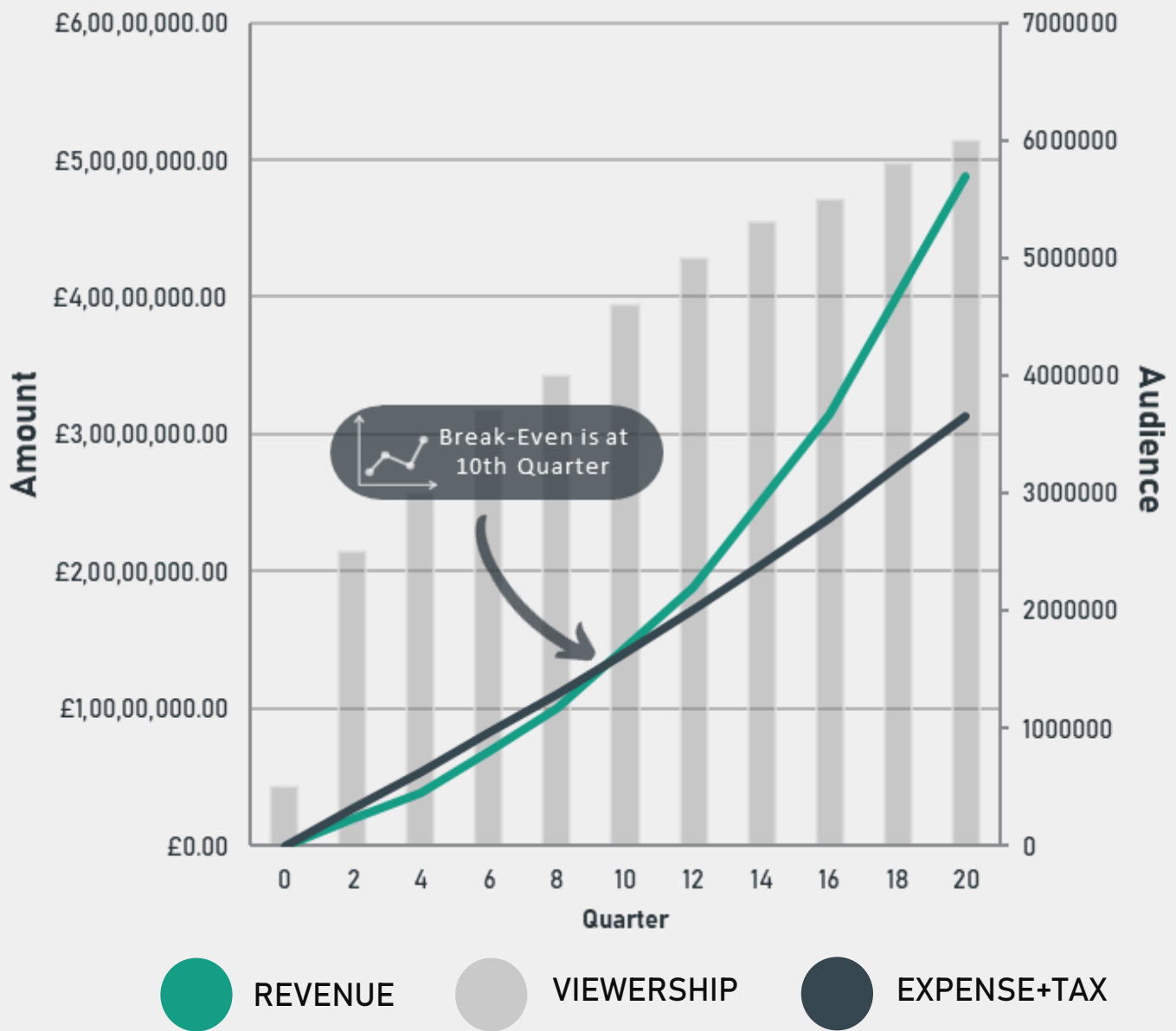
Chart : Sources of Revenue

Our projected break-even point in a realistic scenario, using well-researched data, lies in the 10th quarter. Drawing from our calculations, you can expect an ROI of 50.1% at the end of the 5th year, as shown in this graph.



Graph : Return On Investment (ROI)

SOURCES OF REVENUE, BREAK-EVEN & ROI



Graph : Break-Even

EXIT PLAN

Sometimes, all great things don't last and we want to ensure if and when things end, both the parties walk away with no major losses.

It may seem odd to develop a business exit plan this soon, to anticipate the day we'll leave our business, but you as our investors will want to know our long-term plans.

We will evaluate all exit alternatives and consider and integrate the right one into our strategy and plan.



M&A (Merger & Acquisition)

Merger or acquisition by another company. This should be perceived as a win-win event, where our company is bought or merged into a larger peer or competitor, allowing both of us i.e. the promoters and investors to cash out. A friendly acquisition would ensure greater value generation, lower capital costs and greater revenue enhancement for both parties.



Sell Your Ownership

When we are ready to retire, we can sell our equity to the existing partners or to a new employee who is eligible for partnership. This can be structured on an earn-out basis for a 3 to 10 year period. we leave the company cleanly, plus you gain the earnings from the sale.

Our aim as a company is to not only ensure the financial safety of the parties involved but to mediate a hand into productive relationships and this plan suggests the very same