

# The Deep Dive

## THE BREAKDOWN

### Pre-Pandemic Model (First Year)

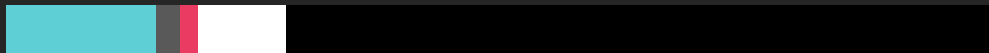
COSTS



\$19.54M

■ HQ ■ Production Facility ■ Event Facility ■ BOX to BOX ■ Prize Pool ■ Warehouse

REVENUE



\$17.4M

■ TV Show Revenue ■ Audience Betting ■ Audience Bidding  
■ Car Sales ■ Ticket Sales

According to the forecast:



\$3.48M

20% of Revenue

-



\$19.5M

Cost Unchanged

=



\$16.06M

Loss

Shrinkable Costs

Audience Accommodation Setup

Employee Salaries

Large Warehouse For Storage

Revenue loss

No Physical Audience – No Ticket Sales

No on-site Betting Revenue

No on-site Bidding Revenue

# The Deep Dive

## THE IDEA

### Cost Reduction

- Employee Salary: Deducted by 20%
- Hiring and Recruitment Freeze
- Warehouse: Cost cut by 70%
- Event Facility: Cost down by \$5.5M (no grandstands and no gold lounge)
- TV Series Production

### Revenue Gain

- TV show revenue up by 33.33%
- Audience Betting + Bidding: Retained (Online Platform)
- Ticket sales: No physical audience
- Standard: Race Viewing + Betting
- Premium: Additionally VR experience and Bidding for penalties



## THE BETTING EXPERIENCE

- World class web developers hosting frictionless website.
- Live Broadcast as well as betting and bidding features on portal.
- Highlights, driver stats and betting odds info will be displayed.

- Races will be conducted without an audience.
- Frequent testing and team bubbles will be maintained.
- The pre-race Driver's Auction will take place with social distancing.

## THE VIRTUAL EXPERIENCE



- The premier audience will receive VR headsets to experience the race from all the angles.
- An immersive experience on a subscription basis will be provided.
- The choice of driver is on the viewer and can be changed anytime during the race, viewing the driver's racing POV
- They can view the entire field with a 360 degree camera on the helmet and the nose.

# The Deep Dive

## THE FINANCES

### Metrics Affected:

Revenue Recovered by 68%

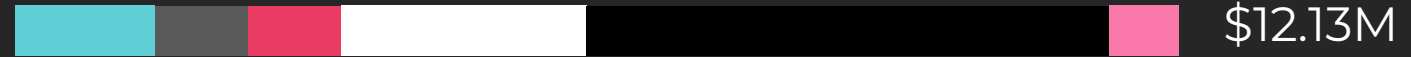
Cost Reduced by 38%

Break-Even Point moved from 6<sup>th</sup> to 9<sup>th</sup> Quarter.

Return on Investment in 5 years reduced from 57.8% to 24.12%.

## Modified Strategy (First Year)

### COST



HQ

Production Facility

Event Facility

TV Show Production

Prize Pool

VR contract and R&D

### REVENUE



TV Show Revenue

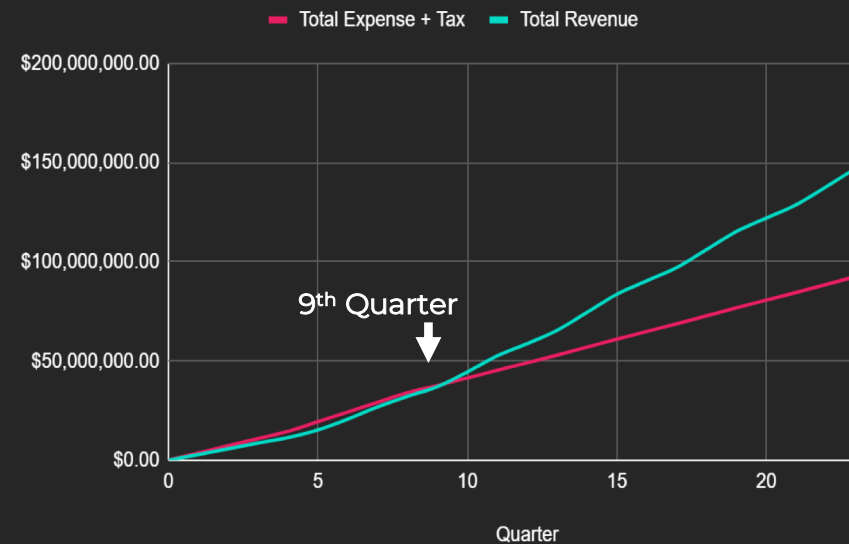
Audience Betting

Audience Bidding

Car Sales

Online Ticket Sales (VR Experience)

### Projected Break-Even Point



### Return on Investment

