



# **EC SPORTS MANAGEMENT**

## **Investment Proposal**

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*President*

*January 2024*

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# Overview

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- Who is EC Sports Management?
- Value Propositions
- Market Growth
- Next Steps
- Financial Projections
- Investment Options

# Who is ECSM?

EC Sports Management is...	
<b>Experienced</b>	Established August 2020, Rebranded October 2021; 60+ years experience in football, soccer & motorsports
<b>Team-Driven</b>	4 contractors, 2 consultants, & 1 full-time
<b>Client-Centric</b>	Racing – 13 drivers & teams Soccer – 33 players & coaches
<b>Service-Based</b>	Client-Agent & NIL/sponsorship collaboration
<b>Mission-Focused</b>	Provide representation and business insights for client success

# Executive Team

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## Founder & President Aaron Studwell, Ph.D.

30+ years of experience in leading teams and building strong professional relationships; Established three companies; Worked in leadership roles at six separate organizations; Signed agreement with Pierucci Publishing; Scheduled appearance on The Blox (2024) – Entrepreneurial reality show; University of Michigan football team (1984-1987)



## NFL Consultant Glenn “Shemy” Schembechler

President of GES Advisory Company; Spent the majority of his life and professional career in the football industry; 20+ years evaluating talent for highly successful sports organizations



## Chief Marketing Officer Eric Fransen

Marketing executive with 25+ years; Trusted industry leader; Merges strategy and innovation, bolstering brands across sectors. Enhances ROI with precise marketing and insights



# Value Propositions

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- Poised for continued expansion with strong business partners, growing client base, and recognition as a leader in sports management
- American Football
  - Partnership of Schembechler & Studwell brings decades of experiences & connections in professional & college football
  - Working with established consulting group, Inside the League, to provide NFLPA agent candidates & hiring guidance
- NIL (Name, Image & Likeness)
  - Formed in-industry strategic alliances
  - Established a network of interested student-athletes, i.e., clients

# Value Propositions

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## ➤ Motorsports

- Diverse and young client base across several disciplines of auto racing
- 20 years experience; Studwell is a trusted figure among drivers, media, and race teams

## ➤ Soccer

- Listed as the top agency in US Soccer Federation list of certified intermediaries
- Connections with clients, clubs, national teams, and partner agencies from 24 countries across five continents

# Football Market Growth

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- Unprecedented valuation increases
  - Denver Broncos – Purchased for \$4.65B – August 2022
  - Washington Commanders – Purchased for \$6.05B – July 2023
- NFL market value of ~\$143B (+55% since 2019)
- 2021 Media Rights – Contributed to increasing salaries
  - 11 years, \$110B over 5 broadcast outlets
  - 2023 Salary cap (per team) – \$224.8MM (+8% YoY)
  - 2025 Salary cap (per team) – \$280MM (+25% since 2023)
- 2022 Roster Expansion – Game day squad: 53 to 55;  
Practice squad: 14 to 16



# NIL Market Growth

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- How did we get here?
  - Lawsuit around EA Sports' NCAA Basketball '09 – Use of players likeness without compensation
  - 2019 – California enacted the “Fair Pay to Play” Act
  - Established by NCAA on July 1, 2021
- NIL Legislature passed – 32 states and Washington DC
- 2023 NIL market – \$1.17B (+6% YoY)
- 2025 NIL market – \$3 to 4B (est.)

# Motorsports Market Growth

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- IMSA – Growth in field size & manufacturers participation
  - 2023 “24 Hours of Daytona” – 61 entrants (Same as 2022, +22% over 2021, +60% over 2020)
  - 2024 – Adding new class – Mustang Challenge
- NASCAR – More teams competing in top three National Series
- Open Wheel – IndyCar & Formula 1
  - 2023 restructure of Road to Indy ladder has increased field size and overall driver numbers
  - 2024 restructure of Formula 1 feeder system should increase team participation
- Across all series, increasing team costs result in need for additional sponsorship dollars

# Soccer Market Growth

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- Increasing popularity in United States
  - In 2022, MLS posted record attendance figures
    - Total season attendance – 9.96 million
    - Average match attendance – 21,000 (+25% YoY)
  - 2022 World Cup finals – 26 million U.S. viewers (+47% from 2018 World Cup)
- 2023 MLS average team valuation – \$579MM (+85% since 2019)
- Average MLS salary – \$530K p.a (+3.5% YoY, +27% since 2021)
- American Player Salaries – \$75K p.a. (Top 3 tiers)
- European Player Salaries – \$38K p.a. (Top 4 tiers)

# Revenue Model

- 90+% commission, remainder: NIL & racing projects
- Commission – Football – 2.5%, Soccer – 5%, Motorsports & NIL – 10 to 15%
- Commission limits mandated by NFLPA & FIFA



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# What's Next?

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- Sustain growth in “Name, Image, & Likeness” (NIL)
- Continue to integrate cutting-edge technology
- Establish strong “American football” segment
- Commit more employees to motorsports
- Build European soccer & motorsports presence



# NFLPA Agent Services

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- NFLPA agent & marketing representation services
- Player recruitment by Schembechler, Agent, & Studwell
- Goals
  - 2024 – Hire NFLPA-licensed agent
  - 2024 – Represent 4 players in the 2024 NFL Draft – Day 3 draftees from Group of 5 conferences
  - 2025 – Represent 5 players in the 2025 NFL Draft – Day 2 & 3 draftees from Power 5 & Group of 5 conferences
  - YoY growth – Add clients annually – Existing NIL clients, Sign newly draft-eligible & clients from other agencies; Yearly increase in average draft position, i.e., salaries



# NIL Representation

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- Precursor to American football expansion plans; Complimentary to existing ECSM business
- Build pipeline of high-quality football & soccer talent through campus connections & online marketing
- Work with universities to establish & manage their collectives
- **Goals**
  - 2024 – Hire full-time sales representative (NIL & motorsports)
  - 2025 – Hire full-time NIL sales representative
  - Transition athletes to NFLPA & FIFA agent services
  - YoY growth – Increase revenue by adding clients, i.e., more clients to generate commission-based revenue



# Motorsports Services

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- B2B programs & sponsorship acquisition
- 2024 client base requires \$7.5MM sponsorship
- Goals
  - 2024 – Hire full-time sales representative (NIL & motorsports)
  - 2024 and beyond – Add team & driver clients from North America and Europe
  - 2026 – Hire full-time European motorsports sales rep
  - YoY growth – Increasing sales, due to increase in both client base and cost of racing





# FIFA Agent Services

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- FIFA agent & marketing representation services
- Player recruitment has not been required – ECSM contacted multiple times weekly – 85% rejection rate
- Goals
  - 2024 – Hire experienced FIFA-licensed agent in European market
  - YoY growth – Add clients annually – Existing NIL clients, Sign new clients; Yearly increase in average salaries

**FIFA**



**ECSM**



# ECSM TIMELINE

June 2020 – ExoConsulting founded

August 2020 – Sports Management work started

October 2020 – First client signed

October 2021 – Rebranded to EC Sports Management

December 2021 – Fifth client signed

May 2022 – First fútbol player signed

February 2023 – 20<sup>th</sup> client signed

October 2023 – Hire FIFA agent in N American market

Jan 2024 – Studwell: Agreement with Pierucci Publishing

Winter 2024 – Hire NFLPA agent; Hire sales rep

Feb 2024 – 50<sup>th</sup> client signed

Mar 2024 – Hire FIFA agent in European market

April 2024 – 1<sup>st</sup> NFL client drafted

May 2024 – Studwell recording the Blox

2025 – Hire NIL sales rep

2026 – Hire motorsports sales rep

# Technology Implementations

	Adobe Sensei	GPT-4	HubSpot AI	SEO.AI	ZoomInfo
Client & Sales Management			X		X
Marketing	X	X	X		
Prospecting		X	X		X
Social Media	X	X			
Search Engine Optimization	X	X		X	

# Employment Outlook

	Current	2024E	2025E	2026E	2027E
Full-Time	1	5	6	7	7
Contractors	4	3	2	2	2
Consultants	2	2	2	2	2
<b>TOTAL</b>	<b>7</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>11</b>
<b>Hiring Plan and Schedule</b>					
2024	Full-time NFLPA-licensed agent Full-time sales representative (Motorsports/NIL) Full-time FIFA-licensed agent in European market				
2025	Full-time NIL sales representative in North American market				
2026	Full-time motorsports sales representative in European market				

# Financials

	2021A	2022A	2023A/E	2024E	2025E	2026E	2027E
<b>Clients</b>	6	28	50	70	80	85	90
<b>Income</b>	\$60	\$84	\$97	\$986	\$1,326	\$1,571	\$1,734
<b>Expenses</b>	\$51	\$61	\$73	\$540	\$653	\$774	\$826
<b>Salaries</b> <sup>(2)</sup>	\$9	\$15	\$20	\$296	\$342	\$417	\$438
<b>Commissions</b>	N/A	N/A	\$9	\$154	\$213	\$250	\$272
<b>Operations</b>	\$42	\$31	\$44	\$90	\$98	\$107	\$116
<b>TOTAL</b> <sup>(1,3,4)</sup>	\$9	\$23	\$24	\$446	\$653	\$797	\$908
<b>NOTES</b>	1) Dollars in thousands; 2) Presumes Employment Outlook is accomplished; 3) Does not include investor re-payments; 4) 2028 estimates available upon request						



# Investment Options

## Investment Goals

2024: \$350,000 Overall: \$750,000  
Minimum Investment: \$10,000 (0.5%)

400 shares issued, 171 shares available – \$5,000 each

EBITDA sector ratio: 10–12 → 2028 ECSM valuation – \$21–25MM

Projected returns: 5-year: 14x, 10-year: 27x

Exit Strategy – Investor’s equity value realized upon a potential acquisition (ca. 2031–33) or through shares sold in the private market

# Challenges

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- Talent acquisition & retention – Growth is predicated on hiring & keeping the right people; Same applies to clients
- Change in market dynamics – Global pandemic
- Small fish in a big pond – How do we stand out versus the Wasserman's and CAA's of the world?
- Economies of scale – Sales/marketing is not inherently scalable – Early adoption & consistent use of technology required

# Why Invest with Us?

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- **Exciting market opportunities**
  - Establish global presence in soccer & motorsports
  - Diversify into NIL and NFL sectors
- **Assembling a team to realize our growth & financial objectives**
- **Forging strategic partnerships globally to advance our market leadership ambitions**
- **Growth in corporate valuation and annual dividends will yield 5-year investment returns of 14x**





# Contact

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*Last updated: 1 January 2024*