



***TeamTrak***

**World Cycling Limited**

# **INVESTMENT OVERVIEW**

**2020**



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# REDEFINING TRACK CYCLING

**WE'RE PUTTING A MODERN SPIN ON A LEGENDARY SPORT.  
IT'S COMPLETELY NEW & ALTOGETHER DIFFERENT.**

**OUR MISSION:**

*Bringing The Best Elements Of Successful Modern Sports,  
Media And Business To Track Cycling*

# OUR VISION FOR THE SPORT

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**WE TAKE THE MOST EXCITING FEATURES OF HEAD-TO-HEAD TRACK RACING, IMPROVE THE FORMAT FOR THE FANS, INFUSE STATE-OF-THE-ART TECHNOLOGY, CREATE CO-ED TEAMS AND MAKE THE FAN EXPERIENCE AS IMPORTANT AS THE RACE ITSELF . . .**





# TEAMTRAK GROWTH DRIVERS

## Market Driven Audience Base

\$ 53.4 B Global Bicycle Industry, 7% AGR

2.2 Billion Global Cycling Enthusiasts

Highly Valued Loyal Demographic

Increasing Popularity of Indoor Cycling

Pandemic Driven Participation Surge

## Emerging Sport Opportunity

Create the First Sustainable Indoor Cycling League

Large Base of Talented Athletes

80 Indoor Velodromes in 37 Countries

Relatively Low Introductory Cost

Significant Growth Potential

## Modern Engaging Format

Short, Fast, Exciting Head-to-Head Hi-Tech Racing

Easy to Follow Team Scoring

City-based Teams of 4 Men and 4 Women

Season-long Points Tracking

Livestreamed Events and Fan-driven Content

# OUR BUSINESS STRATEGY

**World Cycling Limited** is a team of sports, media, entertainment and business professionals who have come together to redefine the legendary sport of track cycling. By analyzing the assets and shortcomings of existing cycling competitions as well as other sports and leagues, we've created the ideal format of legitimate racing coupled with fan-centric entertainment, scalable media opportunities and event-to-event and season-to-season continuity. TeamTrak appeals to a large core audience of cycling enthusiasts and sports fans who increasingly seek compelling in-depth and high energy sports content in a controlled arena setting.

The two major components of our plan are:

- 1) We are developing and managing a TeamTrak League that will be launched at existing indoor velodromes in major markets in Europe with future expansion to North American cities and additional markets around the globe. Our 3 day TeamTrak test event at LA's VELO Sports Center featured 42 top male and female athletes from eleven nations who were placed into six region-identified teams. This successful test proved the viability of the TeamTrak format and is the basis for structuring a single entity league with owner-operator model. The TeamTrak European League launch in 2022 will be driven by WCL partner, Maestroe Sports and Entertainment and its founder and president, Gabby Roe.
- 2) We are driving the development of new world class indoor velodromes in the United States in partnership with the SFM National Network, the largest single network of sports tourism facilities in the country. In collaboration with SFM and real estate developer, Activated Capital, WCL is developing and will manage new indoor velodromes housed within multi-sport facilities in appropriate U.S. markets. These velodromes will host TeamTrak League Tournaments and will also provide robust year round programming to serve new and existing cycling enthusiasts at all levels. Current indoor velodrome projects being developed are the National Sports and Events Center in the Philadelphia area and the New England Sports Arena in New Haven, CT. Both will be headquarters for TeamTrak teams, youth development programs and an annual schedule of TeamTrak Tournaments.

The synergy between running the TeamTrak League and creating and managing ideal facilities for League events and programs provides WCL with an operating plan that maximizes revenue from League marketing and operations, venue management and more.





# OUR BUSINESS STRUCTURE

DESIGNED TO CAPTURE THE FULL SPECTRUM OF THIS  
EMERGING SPORTS OPPORTUNITY

## OUR CORE VALUES

Quality of Competition  
Legitimacy of Sport  
Authenticity of Venues  
Engagement of a Global  
Audience

### World Cycling Limited

Management Team  
Sport/Brand Development  
Overall Marketing  
Finance and Administration

### TeamTrak League

European League  
North American League  
Amateur/Youth Leagues  
Athlete Development  
Owner/Operator Partnerships  
Sponsor and Media Partnerships

### Velodrome Facilities

Project Consulting  
Management Contracts  
Program Development  
Facility/Venue Partnerships  
Community Engagement  
Network Integration

### Strategic Growth

Acquisitions and Partnerships  
Brand and Format Integration  
Network Leveraging  
Build Revenue Potential  
Spread Risk  
Increase Valuation

# OUR LEADERSHIP TEAM

## WE ARE EXPERTS IN THE INDUSTRY AND ARE POISED TO GROW THE BUSINESS



**DAVID CHAUNER**  
CHIEF EXECUTIVE OFFICER

Responsible for overseeing all facets of WCL, from sponsorship sales to financing to event planning and implementation, Dave has over 30 years of experience creating, developing and managing event properties in cycling. As one of the sport's leading entrepreneurs, he has created and managed over 70 large scale events throughout the U.S., including securing over \$50 million in corporate sponsorships from companies including Citibank, CoreStates Financial Corp, BMC Software, Kmart, T-Mobile, TD Bank, United States Postal Service and others; negotiating media relationships with ABC, Comcast, ESPN, OLN and others; and public/private partnerships with major cities including New York, Philadelphia, Atlanta, Boston, Chicago, Minneapolis and San Francisco. He was instrumental in developing an elite competition and grass roots program that established Pennsylvania's Lehigh County Velodrome as the best outdoor velodrome in the world. For 28 years, he ran the nation's top-ranked professional cycling race on the international cycling calendar in Philadelphia. From 1998 to 2000, Dave was a group director for Octagon, one of the world's largest sports marketing agencies. He is a former Olympic cyclist (1968, 1972) and inductee into the U.S. Bicycling Hall of Fame (1998) and the Lehigh County Velodrome Hall of Fame (2005).



**RICK MAYER**  
CHIEF FINANCIAL OFFICER

Rick spent three decades as a business executive, entrepreneur, investor and philanthropist. His diverse business career includes working in finance at Morgan Guarantee Trust; running scrap steel, shipping and oil refining businesses in Barbados, Turks & Caicos, Belize and Costa Rica; and running an international trade and investment development program in Yemen, Guatemala and Panama. Throughout his career he has been an advisor and private equity investor in a variety of businesses including bio fuels, high tech irrigation systems, internet media, entertainment and sports. He is president of MFUNd, Inc., a family foundation devoted to the task of creating a healthier and less toxic world through the support of sustainable food systems. Rick is founder and president of Cycle Haven, Inc., a Connecticut based non-profit focused on developing the New England Sports Arena, an indoor velodrome and sports complex planned in the Greater New Haven area affiliated to the SFA/SFM Network of national sports facilities. Rick is graduate of Yale University and a lifelong cyclist. As the initial financial backer of WCL and TeamTrak, Rick is dedicated to expanding the benefits of cycling to a wider audience in the U.S. and around the world.



**GABBY ROE**  
BUSINESS OPERATIONS

Founder and President of Maestroe Sports and Entertainment, Roe was instrumental in forming and developing the sport of Beach Soccer, launching Beach Soccer Company and the European Beach Soccer League as start-up ventures in 1994. He bought out the league from his partners in 1997 and sold it two years later to Octagon, all part of a transaction with FIFA to create Beach Soccer World Wide (BSWW), the entity that now runs the sport globally, and the FIFA Beach Soccer World Cup. He was then hired by Jake Steinfeld of "Body by Jake" fame to be the executive director of Major League Lacrosse where he created a single-entity league model, similar to MLS, and secured all venue deals, Owner-Operators, sponsors, broadcast partners and players. During Roe's subsequent six-year tenure with the AVP, he helped to lead the Pro Beach Volleyball Tour out of bankruptcy and took the AVP public while increasing domestic outdoor events to 18 and adding an AVP Indoor Tour and an AVP Australian Tour. Roe specializes in developing high growth sports and will lead TeamTrak's global expansion.



**STEPHEN WHISNANT**  
PRESIDENT, VELODROME DEVELOPMENT FOUNDATION

Stephen has nearly thirty years of experience in nonprofit management, having spent the first twelve years working in higher education. He served in a number of senior roles at Harvard University. In the mid-1990's he co-founded an international sports charity called World T.E.A.M. Sports and for eleven years served as its Executive Director, assisting with sports events and activities around the globe. In 1999 he won an Emmy Award as an executive producer of "Vietnam, Long Time Coming"—a highly acclaimed film about a bicycle ride in Vietnam with a team of war veterans from both the US and Vietnam. Following a period of service for the Paul G. Allen Family Foundation, he served in a number of philanthropic advisory roles, including overseeing an expansive campaign for the US Institute of Peace, and serving as a managing director for the US Olympic Committee prior to the 2012 Games in London. Steve owns Whisnant Strategies, a philanthropic advisory firm. He also serves on several national nonprofit boards.



# ADVISORS



**CHARLES BAKER**

CO-CHAIR O'MELVENY & MYERS SPORTS  
INDUSTRY GROUP.

Chuck's corporate practice encompasses mergers and acquisitions, private equity, and venture capital transactions, with a core focus in the sports, media and consumer sectors.

Chuck has represented buyers and sellers of sports franchises in the National Football League, National Basketball Association, National Hockey League, Major League Baseball, Major League Soccer and many of the European football leagues. Most recently, Chuck represented David Tepper, founder and president of global hedge fund Appaloosa Management, in his acquisition of the NFL's Carolina Panthers.

Chuck has been featured by dozens of national publications and other media outlets as a thought leader in the fields of sports and entertainment law, and is also a frequent public speaker on those topics. Most recently, *The American Lawyer* named Chuck to its prestigious 2019 "Dealmakers of the Year" list. He was also profiled in *Variety's* 2018 and 2017 "Dealmakers Elite New York," a feature spotlighting the most important players in the fields of law, finance, representation, and executive leadership.



**KATHRYN BERTINE**

FOUNDER HOMESTRETCH FOUNDATION

Kathryn is an author, athlete, activist and filmmaker who is best known as one of America's most recognized advocates for gender parity in the sport of cycling.

After retiring from racing on the international cycling circuit, she became an activist for women's rights in sports and authored three nonfiction books, *All the Sundays Yet to Come*, *As Good As Gold*, and *The Road Less Taken*. Bertine was a columnist, author and senior editor for ESPN and self-produced the documentary *HALF THE ROAD: The passion, pitfalls and power of women's professional cycling* which debuted in sixteen nations, won six film festivals and successfully brought the hammer down on the corruption and sexism in sports. She is founder and CEO of the Homestretch Foundation which advocates for women's rights in sports and currently serves as Trek's Ambassador for Equality in Cycling. Bertine holds a BA from Colgate University and an MFA from the University of Arizona. She is a board member of Velodrome Development Foundation.



**ANDREW KLINE**

MANAGING DIRECTOR PARK LANE

Andrew brings a broad background of professional sports experience, investment banking expertise, and industry knowledge to Park Lane. He has advised on M&A transactions in all of the major sports and has also been fundamental in obtaining financing for many early stage sports-based businesses. Andrew is currently a member of the Stanford Executive Circle, Young Presidents Organization (YPO), the Association of Corporate Growth, the NFLPA, and the NFL Retired Players Association. In 2013, at the age of 36, he was named to The M&A Advisor's 40 Under 40 list. Andrew was also named to Sports Business Journal's 2016 Power Players List in the Advisory category and Los Angeles Business Journal's 2017 edition of The Money Book celebrating the most influential people in Los Angeles finance.

Andrew has FINRA Series 7 and 63 registrations. He serves on the Board of Directors of the Navy SEAL Family Foundation fund raises for Special Forces and Special Operations Forces.



**GREG LEMON**

FOUNDER LEMON COMPOSITES

Greg LeMond's professional cycling career includes three Tour de France victories, multiple world championships and a track record of innovative ideas for the sport and leading edge products. He was the first racer to win the Tour de France on a carbon fiber bicycle and his branded bicycles and exercise equipment have been recognized for their quality and innovation. LeMond is founder and principal of LeMond Composites in Oak Ridge, Tennessee, the world's newest carbon fiber manufacturing company that is expected to revolutionize the lightweight composites industry throughout the world.

LeMond is committed to improving cycling through introductory youth programs and creating more opportunities for disabled athletes. He serves as the Honorary Chairman of the Velodrome Development Foundation and actively supports WCL's development of indoor velodromes as a critical component in popularizing cycling for an American audience..



**JOHN WEST**

MANAGING PARTNER OBSESSION MEDIA

John West is a content development specialist with extensive experience in media, advertising and sponsorship sales for emerging sports properties. West began his career with Turner Broadcasting and spent seven years selling properties such as TBS, TNT, Turner Sports and CNN. In 1996 he became part of the original management team at Cable Network Services (CNS) to launch OLN and Speedvision overseeing revenue growth from \$0 to \$180M over six years and then serving as SVP at OLN for another four years after its acquisition by Comcast Corporation.

While at OLN, West was instrumental in securing and marketing the U.S. television rights to the Tour de France. In 2008 he launched Obsession Media, a content development, distribution and sponsorship sales company specializing in niche media that targets enthusiast audience segments.





# THE CYCLING LANDSCAPE

With over two billion participants worldwide, cycling is a unique, multi-faceted sport that attracts casual participants to world class athletes. Despite its huge core and a century old Olympic and professional tradition, cycling has no well-recognized league and easy to understand structure. Here are the current, most well known events. We have designed TeamTrak to take advantage of what works, while at the same time solving the limitations most of these events encounter.



Holy Grail of road racing with 115-year tradition and a two billion worldwide audience. Held over a period of three weeks.

Limitations: Hard to watch, inconvenient duration, long periods of inaction, difficult to understand for non fans.



Over 30 of the World's top road races including the three week Tours of Italy, France and Spain for Division One pro road teams. 2 WT races in North America, 3 in the Mid-East, 2 in Australia and one in Asia.

Limitations: Difficult events to cover and not well known outside Europe



Olympic cycling events every four years with various events in road, track, mountain bike, and BMX.

Limitations: Confusing number of classes and events fighting for airtime, hard to follow, not designed for entertainment. Lacks fan continuity in off Olympic years.



Series of 4 to 8 meets each year around the world to qualify Olympic participation in each of the ten Olympic men's and women's track events.

Limitations: Sole focus on Olympic Qualifications with inconsistent participation by riders and nations.



Revival of Six Day Racing with a faster moving, modern format in Europe and Australia. High entertainment value, can be exciting and spectacular.

Limitations: Difficult format to understand, little event to event continuity or consistent teams to follow.

# HOW WCL IS CHANGING THE SPORT

**WE'RE UNLIKE  
ANY OTHER  
CYCLING  
PROPERTY**

**1**

**CONFLUENCE OF LEGITIMATE SPORT & FAN-FOCUSED ENTERTAINMENT**

**2**

**PRIVATELY OWNED & OPERATED**

**3**

**CO-ED TEAMS, EVENT-TO-EVENT LEAGUE CONTINUITY AND ATHLETE DEVELOPMENT**

**4**

**LEADING THE DEVELOPMENT OF UNIQUE PRESENTATION VENUES AND NEW CONTENT**

**5**

**GLOBAL VIABILITY**

**6**

**ANALYTIC CONNECTION TO CORE TRIBE AND TODAY'S SPORTS FAN**



# WCL SUMMARY P&L PROJECTIONS

YEAR	2020 10/1/20-6/30/21	2021 7/1/21-6/30/22	2022 7/1/22-6/30/23	2023 7/1/23-6/30/24	2024 7/1/24-6/30/25	2025 7/1/25-6/30/26
#of 2 Day TT Euro Events	Development	5 (Season 1)	5 (Season 2)	8 (Season 3)	8 (Season 4)	10 (Season 5)
<b>REVENUES</b>						
<b>TEAMTRAK EURO LEAGUE</b>						
Team and O-O Rights Fees		1,250,000	1,250,000	1,125,000	1,125,000	2,000,000
League Sponsorships		1,305,000	1,566,000	1,879,000	2,255,000	2,706,000
Media		0	0	0	200,000	400,000
Merch/Royalties/Licenses		70,000	84,000	101,000	121,000	145,000
<b>LEAGUE TOTAL</b>		<b>2,625,000</b>	<b>2,900,000</b>	<b>3,555,000</b>	<b>3,701,000</b>	<b>5,251,000</b>
<b>WCL FACILITIES TOTAL</b>	<b>60,000</b>	<b>560,000</b>	<b>60,000</b>	<b>620,000</b>	<b>120,000</b>	<b>680,000</b>
<b>TOTAL REVENUES</b>	<b>60,000</b>	<b>3,185,000</b>	<b>2,960,000</b>	<b>4,175,000</b>	<b>3,821,000</b>	<b>5,931,000</b>
<b>EXPENSES</b>						
<b>TEAMTRAK EURO LEAGUE</b>						
Athletes And Teams		444,000	467,000	490,000	514,000	540,000
Media Prod/Distribution	100,000	350,000	200,000	0	0	0
League G&A	500,000	955,000	1,003,000	1,053,000	1,106,000	1,701,000
<b>LEAGUE TOTAL</b>	<b>600,000</b>	<b>1,749,000</b>	<b>1,670,000</b>	<b>1,993,000</b>	<b>1,620,000</b>	<b>2,241,000</b>
<b>WCL FACILITIES TOTAL</b>	<b>6,000</b>	<b>56,000</b>	<b>6,000</b>	<b>62,000</b>	<b>12,000</b>	<b>68,000</b>
<b>WCL MGMNT/ADMIN TOTAL</b>	<b>560,000</b>	<b>835,000</b>	<b>877,000</b>	<b>921,000</b>	<b>967,000</b>	<b>1,015,000</b>
<b>TOTAL EXPENSES</b>	<b>\$ 1,160,000</b>	<b>2,640,000</b>	<b>2,553,000</b>	<b>2,976,000</b>	<b>2,599,000</b>	<b>3,324,000</b>
<b>NET INCOME</b>	<b>(1,100,000)</b>	<b>545,000</b>	<b>407,000</b>	<b>1,199,000</b>	<b>1,222,000</b>	<b>2,607,000</b>

# INVESTMENT SUMMARY

*"Track cycling is a high growth sport with tremendous upside potential" Gabby Roe*

<b>WCL Formation and Test <i>Completed</i></b>	<b>WCL Parent Company <i>Development</i></b>
<b>Founders Investment \$2MM</b> Pre-development/Risk Capital 100% Currently Owned by 6 Partners	<b>Series A Investment Opportunity \$1.5MM</b> Growth Capital 15% Ownership (\$10MM pre-money valuation)
<b><u>Use of Proceeds</u></b> TeamTrak Pilot Event Content Creation Marketing Materials Facilities Design Multiple Sites Research NSEC Site Control (PA) Key Strategic Alliances Corporate Expenses	<b><u>Use of Proceeds</u></b> TT Euro League Development Owner-Operator Contracts Marketing and PR Media/Sponsorship Agreements Athlete Contracts Content Development Technology Development Corporate Expenses
<b><i>2015-2020</i></b>	<b><i>2020-2023</i></b>



# SUMMARY TIMELINE

Formed League / Developed Logos / Registered Trademarks / Created TeamTrak Format / Created First Branding Materials / Launched Website / Secured AEG Venue / Secured First Athletes

Created Teams / Developed Team Branding / Secured AEG Event Marketing Deal / Contracted 42 M/F Athletes / Contracted Media Production Team / Created Scoring Technology / Secured USAC Special Sanction / Outreached To Sponsors & Media / Ran 2-Day TeamTrak Pilot Tournament / Live-Streamed 3, 2.5 Hour Meets / Secured Trademarks / Developed New Marketing Materials

Retained Park Lane to advise on Capital Raise / Began to Build TeamTrak Brand and Assemble Brand and Marketing Team.

Expand TeamTrak Euro League to eight teams and at least eight 2 day TeamTrak Tournaments in European Markets. Create and launch TeamTrak North American League based at WCL velodromes and at other indoor tracks in U.S. and Canada.

Formed partnership with Maestroe Sports and Entertainment to create, finance and launch a Single Entity League with Owner-Operator model. Six League-owned teams with five 2 day TeamTrak Tournaments and League Owner-Operators to debut in five European cities in 2022. Create and license TeamTrak Amateur Development League to be conducted at all TeamTrak event venues.

## League Development



2015-2017

2018-2020

2021-2025

## Velodrome Development



Began research on ideal indoor velodrome size, building design and costs. Pursued site locations and performed due diligence for first U.S. WCL home velodromes in Pittsburgh, PA (Island 200), Reading, PA (Albright College) and Greater New Haven.

Partnered with Sports Facilities Advisory and Activated Capital to plan and finance first TeamTrak Velodromes in Greater Philadelphia and Greater New Haven / Secured 24 acre site in a Qualified Opportunity Zone in Coatesville, PA for the National Sports and Events Center, home of the National Velodrome / Began due diligence, financing and planning period.

Focused on procuring sites in North Haven, CT for the New England Sports Arena, home of WCL's second indoor velodrome

Help secure financing, construct and Open NSEC and National Velodrome in Coatesville; the New England Sports Arena with Indoor Velodrome in North Haven and one other in the U.S. within 5 years. WCL to create and manage all cycling programming at each venue.

Formed Velodrome Development Foundation

Formed Impact Development Group



# THANK YOU

"TRACK CYCLING IS EVERYTHING PEOPLE, ESPECIALLY AMERICANS, LOVE ABOUT SPORT. IT HAS HIGH SPEED, HIGH INTENSITY AND THE CONSTANT THREAT OF A COLOSSAL PILE-UP IN RACES OFTEN DECIDED BY HUNDREDTHS OF A SECOND. WHY WOULD YOU MISS THAT?"

- WIRED

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