

SPIRIT OF SPEEDWAY LLC BUSINESS PLAN

I. EXECUTIVE SUMMARY

Spirit of Speedway LLC, (hereinafter "Business") is intended to be formed as a Indiana Limited Liability Company (LLC) located at 11216 Fall Creek Road, Suite 125, Indianapolis, Indiana 46256, poised for rapid growth in the Motorsport Marketing industry. The Business seeks funding to take advantage of a window of opportunity for introducing a new entertainment service, which has the potential to dominate the market.

Mission Statement. The mission of Spirit of Speedway LLC is to enter and qualify a car in the 2022 Indy 500 named after the town of Speedway, Indiana and to use this entry to honor Speedway's residents, businesses, schools and non-profit organizations.

Business Description. The Business is to be organized as a Limited Liability Company (LLC) formed and authorized under the laws of the State of Indiana, and will be led by Will Marotti, who will serve as Principal.

Will Marotti founded a church in CT with five adults in 1999 and has developed it to a peak 1,000-member congregation which now also operates a private school and preschool. Marotti led the group to purchase a fifty-six-acre campus in 2012 valued at more than five million dollars. As a lifelong IndyCar fan, Marotti became the only active minister in history to lead a team to the 2016 Indy 500 with Schmidt-Peterson Motorsports. Since then, Marotti Autosport has competed in two additional Indy 500 races and looks forward to building the team which will enter their Spirit of Speedway car in the 2022 Indy 500.

New Service. The Business has developed a motorsports service which has the following specifications:

A Single car team in the NTT IndyCar Series, paired with an existing team for a technical alliance.

The Business has a window of opportunity to introduce its services and gain a significant piece of the market share.

Funding Request. The total funding request is for a \$250,000.00 capital investment in return for an incremental 0.1% - 1.0% and total 0.1% - 25% equity ownership interest in the entry. The funding proceeds will be used as follows:

\$0.00 for Marketing

This amount is earmarked for effectively marketing the services as described below in the Marketing Summary section of the Business Plan.

\$0.00 for Staffing

This portion of funding is intended for hiring employees to produce the services and assist marketing and sales efforts.

\$250,000.00 for Chassis Purchase

The Business is looking for equity funding. Financial projections forecast a break-even point in less than Nine Months after product introduction.

II. BUSINESS SUMMARY

The business is a start-up business, providing clients with an ownership stake and related perks.

Seasonal Factors. The Business would only be influenced by the seasonal factors that affect our customers. Since the demand for our services crosses many different businesses and industries, seasonal fluctuations are expected to be limited to the typical down turn in the dull period months are not affected by the annual holiday schedules.

Legal Issues. The promoters have secured the required patents and trademarks for the services and processes of the business in accordance with the statutory requirements.

III. MARKETING SUMMARY

Target Markets. The main target markets for the business include:

It is estimated that there are 12,500 potential customers within the Business defined trading area, who are estimated to spend \$2,000.00, on average. To seek the most profitable market segments in the target markets overall, the Business will focus on the following areas within the target market:

Competition. Customer choice of services in this industry is based on number of other teams seeking funding.

The Speedway and greater Indianapolis area.

Services. The Business intends to provide exceptional, personalized service, which will be the crucial factor in building and protecting the Business's brand within the community. The Business

intends to handle customer concerns and issues with a customer-oriented focus with the intent of providing timely resolution and preventing the loss of customers.

IV. STRATEGY AND IMPLEMENTATION SUMMARY

The Business plans the following tactics as part of sales promotion:

- Advertising through press releases to industry publications and local newspapers.
- Internet marketing
- Direct sales
- Posting signage and flyers about the new business on bulletin boards in stores and public places.

V. FINANCIAL PLAN

The Funding Request in this Business Plan outlines the major start-up costs associated with this business. Other costs include repair and maintenance, sales and production expenses. Regular monthly expenses are estimated at \$0.00 for paying the employee salaries and other regular business expenses. The Business is expected to generate \$250,000.00 in the first year, and gross profit is expected to be \$35,000.00.