

KIWITECH BASED VALUATION of AO SPORTS (\$25M)

- **AO Sports Platform, iOS & Android Apps Value (\$25M)** – AO Sports is a dynamic and collaborative platform that affords athletes, content creators, and those in related careers (coaches/sponsors/wellness experts), an opportunity to enhance their brand, create engaging content, support their ownership, and increase their global visibility through a subscription-based model. AO Sports is an ecosystem of athletes and creators that benefit, educate, inspire, and support one another.

AO Sports will leverage data information to make decisions in the areas of interest, impact, and profitability. Qualitative and quantitative data is used to source opportunities, determine risks, and provide measures to address them.

AO Sports also connects the contributors with data, marketing, and branding specialists whose focus is to yield a high percentage of engagement, conversion, and retention on the AO Sports platform. The same framework is used to win games and championships. Great teams stay engaged, remained focused, openly communicate, and show support with the ability to pivot. **Data + Community + Relationships = Success**

- **Data Mining** – Working with [Dr. Anasse Bari](#), Top AI & Data Scientist at NYU, gives AO Sports the ability to utilize AI, predictive analytics, and data from AO users to expand AO's reach and maximize user engagement.
- **AO Sports Team** – Comprised of an established team of highly qualified C-Level Executives with a proven track record of creating global impact, as well as exemplary work in media, technology, education and business fields. They are highly respected around the world and bring a wealth of knowledge, expertise, and high-profile networks to the AO Sports platform. (See Exhibit A)
- **Contributors** – AO Sports has 100 signed athletes and content contributors.
 - By each athlete/creator bringing 2,000 paid members to the platform on average would result in AO generating \$1.4M in monthly subscription revenue.
 - Orchestrated Connections (800+ high net worth individuals), Nexus Global, NFL Performance Lab, NFL Alumni, Hall of Fame Athletes (across multiple sports), Agents/Managers (Access to top athletes), Top Wellness Experts, Thought Leaders & Trainers (See Exhibit B)
- **Partnership** – AO Sports has multiple partnership opportunities giving AO access to cross promote. (See Exhibit C)
 - **Fireball Extreme Challenge**- is an explosive, new, coed sport and a game changer in the sports industry. FXC is the only coed team discipline where men and women display the same level of performance, thus guaranteeing 100% gender equality on the court. Developed in Europe and officially launched in 2018, FXC is now present in 6 countries with access to another 30 thanks to its fully executed agreements with international partners, has a community of over 40K people around the world, roughly 5K practitioners, and is being taught in Mexican and European schools.
 - **PlayBooked**– PlayBooked is a web platform/mobile app designed to help collegiate athletes monetize their years in college sports. We provide athletes with the playbook to make passive income by leveraging their name, Image, and likeness (NIL) rights with ease and confidence.
 - **Los Angeles Chargers** – AO Sports will facilitate co-branded opportunities with community initiatives and season ticket holders. This represents one of many planned partnership experiences.
- **Global Impact** – AO Sports has athletes on **six** continents. Being diverse in sports gives AO the ability to attract multiple fan bases. Capturing 0.1% would result in AO Sports generating **\$41,125,000** in monthly subscription revenue. (See Exhibit D)
- **Sponsorship** – Sponsorship revenue comes from 100% of AO Sports Main/Sub Pages, and 25% of Contributor's channel sponsorship. (See Exhibit E)

SaaS MULTIPLIER

“Growth in Tech Funding & Unicorns today are anything but Rare” Itay Sagie

<https://news.crunchbase.com/news/tech-revenue-multipliers-soaring-itay-sagie/>

“The median revenue multiplier in SaaS has grown from 7.2 in 2019 to 34 in 2021. The average multiplier has grown from 13.4 to 72.6 in 2021 according to Crunchbase News. This is from an analysis of 302 SaaS deals. Crunchbase has data on valuation and estimated revenue.”

EXECUTION OF LAUNCH PLAN UPON FUNDING

- **30 Days-** Beta launch and marketing campaign for beta, complete mobile apps, onboard executives (CEO, President, CTO, CIO, Chief Data Scientist, Activation Specialist). 20-25 creator channels launched for beta. Launch AO Morning
- **60 Days-** TV app development, PPV app development, reward program development, NFT wallet integration, debit card development, and start converting free members into paid members through incentivized opportunities to exclusive AO Events. 20-30 additional creator channels created.
- **90 Days-** Official Launch of AO Sports, debit card deployment, Launch of Empower Me PPV Series, launch 2 AO Original Shows, Host FXC live event from Veracruz Mexico, reward program launch. 70+ creator channels created with new content available for launch.
- **120 Days-** Launch TV Apps, Launch PPV app, Exclusive AO Events (Super Bowl, Pro Bowl, Shrine Bowl)
- **1st year-** Will live stream FXC events in Rome, Latin America, Veracruz Mexico, and Las Vegas, Nevada.

DISTRIBUTION AND USE OF FUNDS

- **Technology** (Mobile & TV apps, PPV App, Rewards program, NFT Wallet integration, Debit/Credit Card integration and deployment)
- **AO Original Content** (AO Morning, The Campus (NIL College Show), Endure hosted by Tommie Harris, Adventure Rehab, Betting Show, Attacking the Divide hosted by Mike Singletary, Life’s Journey Animation Series, Documentaries, Reality Show)
- **Marketing, Travel, Events** (LA Chargers Game, World Sports Games, Super Bowl, Pro Bowl/Shrine Bowl, speaking engagements, and other partnership opportunities)
- **Staffing** (Onboard Executive team that will run the day-to-day operations at AO)
- **Runway**, day-to-day and monthly cost for the AO platform (Dacast/Kaltura (Streaming), platform functionality and cost, AO Starter Kits for creators (Idolcam, lighting, Bluetooth mic, and green screen), and merchandise.

REVENUE OPPORTUNITIES

- **Membership-** Paid membership dues monthly and yearly. (7\$ monthly or \$70 yearly)
- **PPV-** Virtual events through AO platform. MMA/Boxing fights, health/wealth seminars/ Empower Me series, and more that will have a fixed cost to watch.
- **AO Evolve-** programs that will be stored as video on demand to educate, inspire and instruct. Sport specific training from athletes that want to provide it, fitness training from top sports trainers and gyms, mental health and nutrition courses, professional development from transition experts, financial literacy, and leadership/mentorship programs.

- **AO Live Events-** Through our partnerships with FXC, LA Chargers, and others AO Sports will host live events to grow our brand. In conjunction with the AO Sports Impact Foundation, we will create impact events that feature our athletes/creators at around major sports events (Super Bowl, World Sports Games, and others).
- **Partnerships-** AO will co-brand with our partners to further our reach. AO has already established partnerships with The Giving Back Fund, LA Chargers, Fireball Extreme Challenge, Playstudios, Playbooked, Reach TV, FanCentric, Idolcam, IKS Media, Purpose Driven Creators, and more. AO is currently engaged in talks with Wasserman, Lift Sports Management, and other Sports Agencies.
- **Sponsorships-** AO will leverage the names on the platform and total amount of free and paid members to increase sponsorship opportunity. AO will use Data and Sponsor United to gain access to 160,000 global sponsors around the world.
- **Merchandise-** AO will launch its on merch through the AO shop on the platform. AO will partner with some of its creators to make exclusive gear to drive revenue. AO will use merch to drive revenue, create exclusive giveaway opportunities, and marketing material.
- **NFT Wallet Integration-** NFTs in the AO ecosystem will be used as rewards, collectibles, and to enhance memberships. A ranking system will be created to reward our members participation in watching content, buying PPVs, engaging in AO Evolve content and supporting AO. NFT wallet will allow us to verify in real time the members ranking or access to exclusive virtual events.
- **AO Debit Card-** AO has begun talks to create our own virtual and chip debit cards that will be backed by Visa. This will create a manageable way to pay our creators globally. AO will have its own virtual banking backend for creators/members to manage their funds for global use. There will be a rewards program attached to the cards to further enhance our partnerships and sponsors. Through the right future partnership, we will be able to offer credit cards and other banking needs.

Exhibit A

AO Sports Executive Team

Nik Lewis CEO and Founder – CFL Hall of Fame Wide Receiver, 2-Time Grey Cup Champion, CFL All-Time Leading Receiver in Receptions. Coached professional football for a year and has trained some of the top high school and college athletes in the past 15 years. Host of the LewLewLogic Podcast.

Tamikka E. Claybrook President – Truly innovative leader with more than three decades of leadership, expertise and experience. Has led organizations from the seat of CFO, COO, National Manager and every role in between. Relentlessly focused on creating space for each individual to experience the joy, wellness and freedom that comes with fully embracing their authentic self and life’s purpose. While she holds several degrees with honors, including accounting, has balanced her studies with a specialty in psychology.

Dr. Anasse Bari Chief Data Scientist-- is an artificial intelligence (AI) expert and award -winning professor of computer science at the New York University Courant Institute. Dr. Bari specializes in AI, predictive analytics, data science research, and is an expert keynote speaker. He advises the world’s leading healthcare organizations, and financial firms on data strategy. Professor Bari also has played the role of AI advisor to major international organizations including the United Nations, The World Bank, and International Finance Corporation.

<https://www.anassebari.com/>

Dave Balderston COO – Professional Landman with 15 years of oil and gas experience with both private and public companies. Canada Life insurance agent and medical underwriter for Norwich Union in the UK. Bachelor of Commerce degree in Petroleum Land Management and a Bachelor of Canadian Studies.

Eric Casias CFO – Treasury Management Officer at Capital One (12 Years), Client Manager Large Market at American Express (2 Years), Currently Vice President at UBank. Has managed Texas Rangers Baseball Club, Acxiom & Live Ramp, ArcBest (\$3.5B), and Ericsson (\$4B Accounts).

Paul Drouin CCO – Founder and President of IKS Media and Technology, has owned for 21 years. Has spent 33 years in the media industry as a 2nd generation broadcaster for CBC Radio/TV. He oversees sourcing, manufacturing and implementation of major digital assets within sports facilities and private businesses across Canada.

Samantha Denning CSO – Has extensive experience and expertise in business development and strategic advising, entrusted by many in the finance, tech and ultra-high net worth space. Is also a professional coach, mediator, and facilitator. Her expansive skill set and expertise have allowed her to work within many industries to create positive and sustainable outcomes that accelerate growth and success. Certificate in Conflict Resolution: Specialization in Mediation CCR, Associate Certificate in Conflict Coaching ACCC, Certified Professional Co-Active Coach CPCC, Certified Scrum Master CSM.

Nicole M. Delaney CIO – Has more than 25 years of experience and expertise in education, philanthropic advising, executive coaching, business development and impact investing. Additionally, has multiple certifications in the wellness space, including yoga, Ayurveda and meditation.

Jordon Wirth, CTO – Has extensive experience and expertise in IT Operations and Management. Has been at the Brandt Group of Companies for 14+ years. Has also worked as a systems analyst and administrator. Received advanced degrees in Computer Information Systems and Computer Science.

Kevin Maynard Athlete Relations & Events – Senior Account Executive at the Calgary Stampeders for 7 years where he developed and managed and maintained a client portfolio that raised over \$1M annually. Director of Sales with APP Colony for 3 years. Direct Sales Consultant for 7 years where he helped companies develop brand strategies to build awareness and growth.

AO SPORTS ADVISORS

Garrick Jones - NFL Alumni Vice President Houston Chapter, NFL Huddle Foundation President. More than 20 years of experience in managing businesses, delivering real-time solutions, and groundbreaking expertise in the developmental sports space, including financial literacy, and entrepreneurship. Spent 12 years as a pro football player in the NFL and CFL.

Dr. Jen Welter - The first woman to coach in the NFL, and to play against men in professional football. She is the first woman in the Madden Franchise Series. She was first Head Coach for Team Australia in 2017. She coaches over 5,000 girls around the US in her Grid Iron Girls Flag Football Camp. She was voted one of the top voices in 2021 on LinkedIn. Has her PhD in Psychology, and Masters in Sports Psychology.

Greg D'Alba - Former COO/President for CNN for 28 years. Was the President of Global Partnerships for WME/IMG. Now is the CEO of Gregor West LLC, a media strategy company with a connection to ground-breaking technologies and break-through talent, guided by truthful metrics that matter.

Elia Infascelli – Former Head of Brand, and Motion Picture Agent, Co-Head International with WME for 17 years. Now is the Co-Founder and Founding CEO at KNOW BEAUTY. He attended Luiss Business School in Roma, Lazio, and Harvard Business School Online.

DeVone Claybrooks - Has a diverse background in entrepreneurship owning a cleaning company, restaurants, and coffee news business. He played professional NFL and CFL football for 13 years in which he won a Super Bowl. As a Coach in the CFL, he won a Grey Cup and has been a Head Coach in the CFL.

Gerald Smiley - CEO and Founder of Chip-in incentivizing giving app. Drafted by the Texas Rangers Baseball Club out of high school in the 9th round. Has coached and scouted at the pro level.

Damon Allen- Played professional football for 23 years and has the most yards from scrimmage than any quarterback to play football. He is in Canadian Football Hall of Fame and Canadian Sports Hall of Fame. He is the younger brother of NFL Pro Football Hall of Fame running back Marcus Allen. He has coaching experience with the Las Vegas Raiders.

Tad Kornegay - CEO of Legacy24 Consulting Firm, specializing in events, lifestyle, and business. Has been a top tier trainer at Test in New Jersey, training high school, college, and pro athletes. Played in the CFL for 8 years and is in the Fordham Football Hall of Fame.

Timothy Klund - United States Air Force Veteran. CEO and Founder of Verve Systems. Served as Executive Vice President in Fortune 500 company. He is the Founder of the Red River Celebrity benefiting Toby Keith Foundation, Roger Clemons Foundation, and J.K. Living Foundation founded by Matthew McConaughey. He is also the Founder of the Memorial Day Celebrity Classic that supports 2 Military Charities. TK is also an Author of the book "Stop Whining and Start Winning."

Exhibit B

Contributor/Connectivity

Orchestrated Connections focuses on building relationships through the power of trust. They work to amplify their voices through a community built around them. Purposely embracing diversity and share in relational value that positions itself as a value asset in business, impact, and philanthropy. The community now has over 840 connectors.

In discussion with top agencies in the US, Canada, UK and Africa to bring on top athletes globally.

Being a Hall of Famer is the top 1% of the 1%. There is great connectivity between Hall of Famers across all sports.

Exhibit C

Partnerships

AO has partnerships with a company with 7M active members and over 100M total lifetime users. AO has a partnership with Fireball Extreme Challenge (FXC) that is currently in 6 countries and quickly expanding into 16 other countries by the end of 2023. FXC is on pace to be in over 40 countries and become an Olympic sport by 2028 in Los Angeles. Another partnership is the Los Angeles Chargers who will be a cross promotion and community outreach partner. It gives AO the ability to extend its reach with the Chargers fanbase who drew 70,000 fans a game in 2021 at home. These partnerships give AO the opportunity to be seen by over 10M people to become AO members. We are in talks with the World Sports Games for distribution rights (See Below).

[We Are Future Tech](#)- partnership gives AO the ability to develop, mint, structure, sell, and track NFTs with crypto or fiat. AO will have its own digital wallet that is connected to the platform and can verify NFT holders in real time. AO will be able to create utility in the NFTs using the AO platform giving NFT holders access or opportunities to AO live and virtual events. Also, having exclusive AO NFT series for members that can gain in value as collectors' items.

[World Sports Games](#)- A major event with a couple of thousand international & local participants is a great platform for demonstration as well as promotion of new kind of sports, or sports that are seeking for higher level of visibility and for marketing & business activities. With over 40 countries, 230M registered athletes, recognized by the International Olympic Committee, and is a member of GAISF (Global Association of International Sports Federation).

AO Sports is currently working on Daughters of Legends produced by Kim Brown, daughter of NFL legend Jim Brown. Kim is bringing together other daughters of legends to tell their stories and empower women. Kim has partnered with Robyn Charles, daughter of Ray Charles, and daughters of Lawrence Taylor, Muhammad Ali, and more. There will be elements of this on AO Sports from longer form interviews and behind the scenes, i.e., with the main show being on Hulu, Amazon Prime, or Netflix. The traffic from this show will lead to more recognition for AO Sports. Also, Kim Brown's spinoff show, Daughters of Sports, will be on AO Sports.

Exhibit D
Global Impact

Since AO Sports is a global platform, and its FXC partnership will help AO introduce itself to fans and athletes worldwide. AO currently has athletes/creators in 9 countries and growing. The top sports globally by the amount of fanbase are Soccer 3.5B, Cricket 2.5B, Basketball 2.4B, Field/Ice Hockey 2B, Tennis 1B, Badminton 950M, Volleyball 900M, Table Tennis 875M, Baseball 500M, Rugby 475M. American Football is at 410M with the majority being in North America. AO Sports athletes include, but are not limited to, Basketball (international), Ice Hockey, Baseball, Rugby, and American Football. Their total fanbase is 5.875B. Capturing ONLY 0.1% of the 5.875B total fanbase worldwide results in AO generating \$41,125,000 in projected monthly subscription revenue. AO will leverage its partnerships, and athletes/creators to maximize its global opportunity.

Exhibit E
Sponsorship Value

AO Sports will monetize 100% of the sponsorships from its main and subpages excluding the contributor's channels. AO Sports will be able to use the names of its contributors, events, PPV and total number of free and paid members to maximize sponsorship monetization.

AO Sports will monetize 25% of the sponsorship from contributor's channels and events on the AO platform. AO Sports will utilize vetted companies to help its athletes and platform maximize sponsorship monetization. AO Sports has access to over 160,000 sponsors from around the world that can detail to a contributor's sport, location, or skill set. This access provides email addresses, phone numbers to directly contact individuals in companies one would not normally have access to. This includes information of how and where a sponsor is spending money in sponsorships globally.

AO Sports Impact Foundation & The Giving Back Fund

AO Sports Impact Foundation is the philanthropic arm of AO Sports. The Foundation facilitates impact initiatives and sponsorship on behalf of the athletes and content creators on the platform. AO Sports Impact Foundation has partnered with [The Giving Back Fund](#) and other philanthropic partners to amplify and support the charitable work of our athletes and content creators.

The Giving Back Fund has been in operation for more than 25 years and represents many athletes, celebrities, and ultra-high net worth individuals, including Nexus Global, Yao Ming, and Steve Gleason. Nicole M. Delaney, AO's Chief Impact Officer, has more than 7-years-experience partnering with the Giving Back Fund.

The Giving Back Fund (GBF) is a national nonprofit organization that encourages and facilitates charitable giving by professional athletes, celebrities, high net worth individuals, existing nonprofit organizations, corporations and others who truly desire to give back. It provides philanthropic consulting, management and administrative services while operating as a flexible, convenient vehicle for establishing individual foundations and fiscally sponsored projects under a governance structure like that of a community foundation. By offering a straightforward and cost-effective approach to philanthropy, high-level expertise and professional services, and carefully targeted giving opportunities, GBF helps those who want to give back to society and to the communities that have nurtured them. <https://www.givingback.org/>