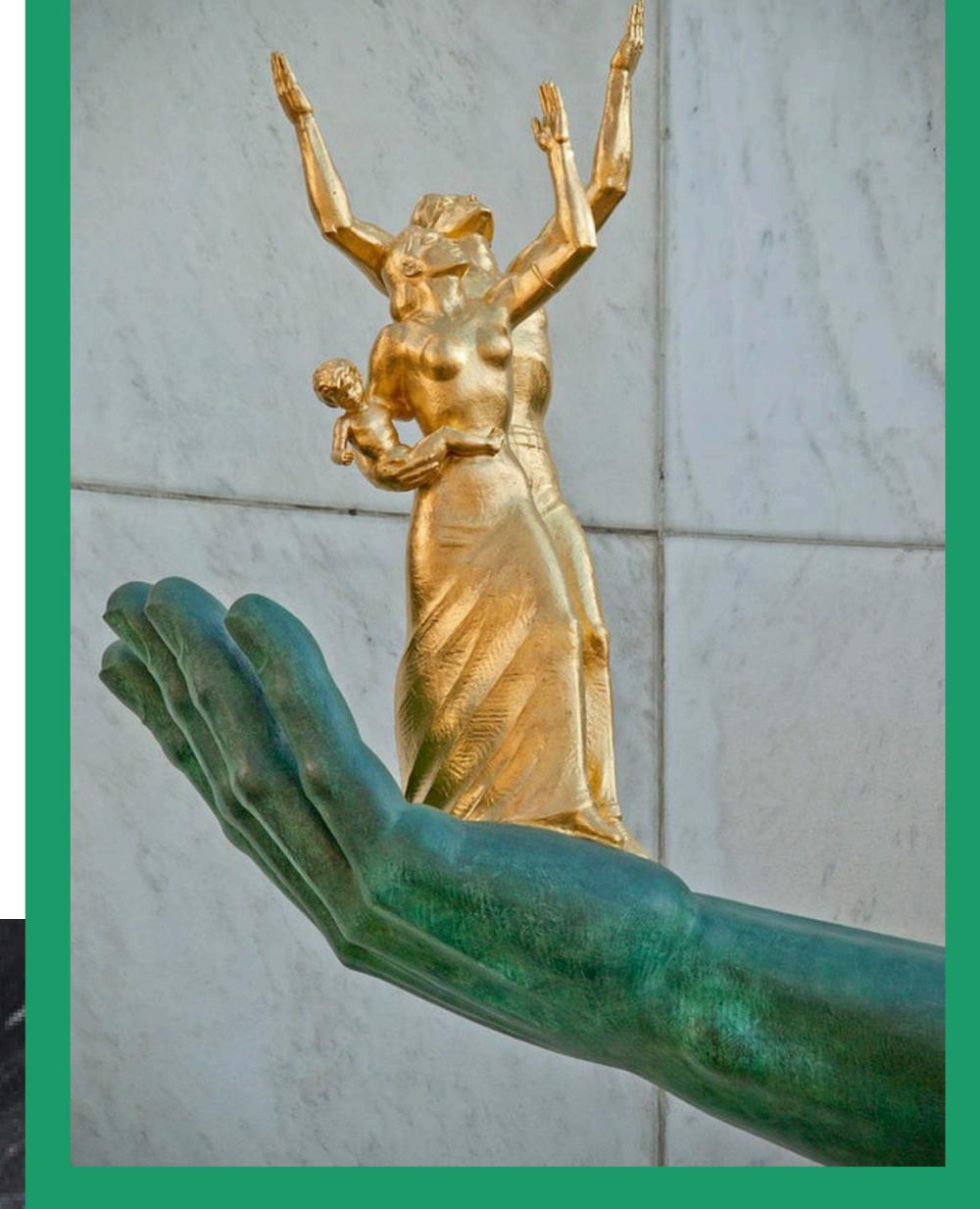


PROJECT MCKOP



MOTOR CITY KARTPLEX

PROJECT PROPOSAL

MOTOR CITY KARTPLEX

WHO WE ARE + MISSION

MCK(P) is Detroit's first and only multi-use automotive complex. Our focus on competitive gasoline and electric karts, state-of-the-art racing simulators, and partnerships with larger karting tournament regulatory bodies allows us to disrupt recreation as we know it in Detroit.

We do fast family fun. As we pilot in Detroit, we aim to become a regional, national, and international destination location. MCKP is the new anchor for community and a welcoming environment for Detroit's many local car group meet-ups, and dedicated walk/drive-in visitors.



MOTOR CITY KARTPLEX

GAP AND OPPORTUNITY

Karting is an internationally loved pastime, competitive sport, and the critical building block to creating champions. Though rich in automotive heritage and history, Detroit has no presence in regional or international karting tourneys. U.S. karting is a 175M industry that we are uniquely positioned to enter while reintroducing the world to Detroit in a cool new way.

Car culture in [Metro] Detroit is a thriving community across multiple styles, cultures, and disciplines. Though the “Motor City”, Detroit does not have a recognized place where this community is invited, celebrated, and enthusiastically engaged. Many locations can be openly hostile to congregated groups of enthusiasts, while car meets are restricted by seasonal change.

With our unique approach to automotive experiences and focus on competitive sportsmanship, MCKP provides a modernized hub for car lovers and families to meet year-round. We create a new starting line for the future of Detroit.



MOTOR CITY KARTPLEX

GAP AND OPPORTUNITY

MCKP is primed to uncover local and otherwise undiscovered talent in Detroit. Karting creates champions and MCKP will be in the forefront of refining new athletes for the world stage. Karting is the shared first step of all motorsport legends and our formula addresses key barriers to that journey; **access and support.**



MOTOR CITY KARTPLEX

MCKP GEARS

- G1 – Indoor EKarts**
- G2 – Outdoor Competitive Gas Karts**
- G3 – Direct-Drive Racing Sims**
- G4 – Parking Lot Programming**
- G5 – DAPCEP + STEM + Community Bridging**
 - Path to F1 – Training**
 - PAL Enrichment (Police Athletic League)**
- G6 – Self-sponsored national travel team**

PHOTO: 360K KARTING MULTILEVEL INDOOR + OUTDOOR



MOTOR CITY KARTPLEX

G1 ELECTRIC KARTS

- 365* MODEL - NOT CLIMATE LIMITED
- EASIER MAINTENANCE
- MULTIPLE SPEED, SKILL, AND CLASS LEVELS
- FUTURE-FLEXIBLE
- MICHIGAN'S LARGEST INDOOR TRACK



MOTOR CITY KARTPLEX

G2 GAS KARTS

- COMPETITION READY
- NATIONALLY RECOGNIZED CIRCUIT
- INTERNATIONAL DESTINATION TRACK
- INTRODUCTION INTO 175M ANNUAL MARKET
- PRO-AM INCUBATOR



MOTOR CITY KARTPLEX

G3 PRO SIMULATORS

- EXPAND THE RACING EXPERIENCE
- ESPORTS AND STREAMING READY
- JOURNEY TOWARDS ACCESSIBILITY
- 6/12/24H TEAM ENDURANCE EVENTS
- YOUNG DRIVERS TRAINING



MOTOR CITY KARTPLEX

G4 PARKING LOT PROGRAMMING

- THE "RELUCTANT DOLLAR" CAPTURE
- SPONSORED LOT TAKEOVERS
- RC CAR PARK
- FOOD TRUCK BAY
- MOBILE DETAILING
- KIDS' POWER WHEEL DRAG STRIP
- **THE SPOT, NEW CULTURE AND COMMUNITY ANCHOR**



MOTOR CITY KARTPLEX

G5 COMMUNITY IMPACT

- STUDENT-ATHLETE ENRICHMENT VIA DETROIT PAL
- STEM CLASS AND PROGRAMMING VIA DAPCEP
- COMMUNITY EDUCATE + ENGAGE EVENTS
- PATH TO F1 TRAINING CAMPS
- 3D PRINTING INNOVATION CENTER





"I WANT A LOCAL RECREATION FACILITY WHERE MY CHILDREN ARE SAFE AND HAVE FUN, SO I CAN RELAX AND HAVE FUN TOO."



"I WANT A PLACE COOL ENOUGH TO HANG WITH FRIENDS THAT IS ALSO AFFORDABLE AND WELCOMING TO MY AGE GROUP."



"WE NEED AN INTERESTING NEW ACTIVITY TO PLAN TEAM EVENTS AROUND, SOMETHING THAT BALANCES FUN WITH COMPETITION."



"I WANT A PLACE WHERE I CAN PRACTICE MY CRAFT, AND MEET OTHER KIDS WITH MY INTEREST IN RACING AS WELL."



"WE NEED A PLACE WE CAN MEET AFTER WORK OR WEEKENDS TO HANG WITH OUR CAR GROUPS AND CONNECT WITH OUR COMMUNITY."



"I WANT A NEW WAY TO CHALLENGE MY CHILD PHYSICALLY AND MENTALLY, WHILE IN A MONITORED AND CONTROLLED ENVIRONMENT."

MOTOR CITY KARTPLEX

“DETROIT DRIVES THE CONVERSATION. OUR HORSEPOWER HERITAGE FUELS A CULTURE THAT NEVER RUNS OUT OF GAS.”



COMPETITORS VS OUR SECRET SAUCE

MCK has broad but not entirely identical competition. Local competitive karting facilities are within 11 – 29 miles of Detroit. **K1 Speed** and **Full Throttle Adrenaline Park** would be the closest adjacent competitors regarding facility, resources, name recognition, and established reputation. These sites do not offer competitive on-site training, are not recognized on the national gasoline tournament schedules, or blend programming with this synergy.

MARKETING OPPORTUNITIES

Targeted digital advertising, large scale billboard advertising locally, word of mouth through car clubs and Facebook automotive groups + partnerships with sponsors to motivate their employee base to patronize through early discounts and incentives



INVESTMENT ASK + REVENUE OUTLOOK

- **Land/Location/Building**

- 5 acres, 100000 sq/ft projected ask.
- Building Costs - \$xxk

- **Capital costs**

- Track build - \$2.25M (\$750k p/track)
- E-Karts \$360-500k
- Gas Karts \$90k
- Racing Sims \$983k
- Run Money - \$xxx (3yrs)

- **Executive Partnership + Guidance**

- Advisor for refining budget, revenue forecasts, and general enterprise knowledge



COMPANY ROADMAP

YEAR 5 GOALS

Healthy and revenue-producing business model with processes and procedures that have been standardized for scaling to larger, or additional locations.

- Between years 3-5, **MCK** will have hosted events with nationally recognized motorsport drivers/brands.
- **MCK** has hosted and awarded its first local (Am and Pro-Am) E-Sport tournament and championship
- **MCK** will have begun forming its own sponsored and competitive team from the participants of the tourneys. **We** will have, or will soon be hosting our first national regulatory-body recognized event (World Kart Pro Series, National Kart, etc.)
- **MCK** has created a presence in the local car communities and created weekly program events to highlight lifestyle vehicles, brand events, drivetrain/horsepower groupings, and other automotive specific events to develop a dedicated customer base.

COMPANY ROADMAP

YEAR 10 GOALS

- **MCK** will be known as the premier location for metro Detroit family fun and entertainment. We will have created strong partnerships that allow us to provide world-class automotive adjacent events within our facilities.
- **MCK** is creating or continuing its local driver incubator program to provide access to Pro-Am/Pro racing careers.
- **MCK** hosts regularly scheduled meet and greet/fireside chats with automotive trailblazers.
- **MCK** has created strong relationships with DAPCEP and local community colleges to provide a span of automotive/STEM-related classes that make a continued connection with the love of racing, and their self-owned karts, and allow **MCK** to impact its community at large.
- **MCK** is hosting cadenced automotive events throughout the year for multiple amateur disciplines; auto-X weekends, drift pit/Sunday Funday, F1 and GT3 watch parties, etc.
- **MCK** has been able to extend its facilities for use to other hobby communities for hosting and events.

MAIN LOGO



MOTOR CITY
KARTPLEX

SUBMARK

MEK



A STAR IS BORN THROUGH IMMENSE PRESSURE.
WE HAVE HAD OUR FAIR SHARE.
THAT BEACON OF LIGHT YOU SEE IN THE DAY
FAIR CITY RISING FROM THE NIGHT SKY."



ABOUT THE FOUNDER

NILE TATE

FOUNDER + AUTO ENTHUSIAST

DETROIT NATIVE

HAMPTON ELEMENTARY
WINTERHALTER MIDDLE SCHOOL
CASS TECHNICAL HIGH SCHOOL



THANK
YOU