



## What is Phoenix Sports Partners?

Phoenix Sports Partners is a growth conduit specializing in sports technology and data. We own, control, and invest in disruptive technology and service companies targeting the amateur sports market – a highly fragmented market with opportunities for consolidation and scaling, currently valued at \$40 billion with more than 200 million stakeholders and growing rapidly.

## Our Experience

The Phoenix team is led by the founders, CEOs, chairmen, board members, and advisors of more than 25 companies, properties, and brands across the sports market. This gives our team - and our entrepreneurs - access to a broad network and key connections within the industry.

Our role is to support the company’s organic growth by providing access to the right tools, strategy, and mentorship. We are the behind-the-scenes thinkers looking at the big picture, opening the right doors, and lighting the path to success.

## Who We Work With

We choose our partners and portfolio companies carefully to ensure the right fit. We seek out passionate entrepreneurs and CEOs who are looking for a partner - not a check - and empower them to take their companies to the next level through collaboration, support, and growth.

Our portfolio companies have a proven record of growth, organic growth opportunities and value-creation opportunities, opportunities for cross-operational synergies, and a healthy culture.

## What We Do Differently

Phoenix carefully chooses companies that are at critical inflection points in their growth trajectory. Then we apply a unique Buy-and-Build strategy to each portfolio company, designed to enable scaling and accelerate growth.

Phoenix provides strategic advice, capital, and resources to fill capability gaps. Phoenix companies also have the opportunity for cross-company synergies and collaboration with our Market Access Partners - both of which provide new distribution channels and drive sales.

## The Phoenix Advantage



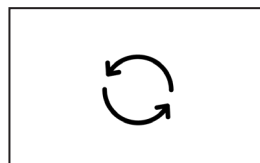
### INVESTMENT

Capital and resources to build companies.



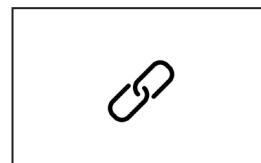
### EXPERTISE

Experience purchasing and developing many companies in the sports industry.



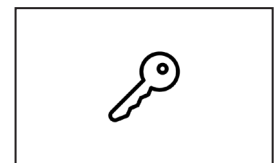
### SYNERGIES

Operational overlap, cross-selling and joint marketing opportunities.



### CONNECTIONS

Key relationships throughout the sports industry.



### MARKET ACCESS

Companies receive access to exclusive distribution channels.

## Phoenix Portfolio Companies



Atavus is a football and rugby tackling academy, analytics, certification, and consulting platform. Its clients include several athletic associations, Division I universities, and high schools across the country. Phoenix holds majority control of Atavus Football and committed to fund ongoing working capital.



FanFood is a platform for concessions management, ordering, delivery, and pickup. Several new clients from the past year include teams from the MLS, NCAA, AAA baseball, and several high schools. Phoenix has committed to invest \$2.5 million for a controlling investment.



Legacy Esports offers Esports consulting, and software and competition management. They have secured partnerships with multiple high school state athletic associations. Phoenix has committed to invest \$1.5- 2.5 million for majority control.



Monsterful is a virtual reality hitting training simulator. We connected them with Program 15, which gave them access to more than 100 baseball academies. Phoenix has committed to invest \$2-3 million for a controlling investment.



Vizual Edge is a visual skills evaluation and training platform. Their scientifically proven technology has been embedded throughout the industry. Phoenix has committed to invest \$2.5 million for majority control.



Block Six Analytics is a sports asset analytics and valuation platform. It is used by the NFL, NBA and several Fortune 500 companies. Phoenix has committed to invest \$575,000 for minority position.



Collegiate Sports Management Group is a collegiate multimedia rights partner that also acts as one of our market access partners. CSMG has access to more than 800 colleges through ownership of multimedia and data rights. Phoenix has committed to invest \$500,000 for a minority position.



fusesport is the global leader in helping sports organizations grow their communities by managing their events and data more effectively. They recently signed a 10-year extension with the Special Olympics. Phoenix has committed to invest \$2.5 million for 25% ownership.

### Invest with Phoenix

If you're passionate about changing the game, let's talk. Opportunities for investment are available in the Second Convert.

#### FOUNDERS AND SEED

Founders' Shares - \$150K in equity  
Seed Round - \$3.5M with \$5M  
conversion cap and targeted cash-on-  
cash return of 25.4x with IRR of 113%

[COMPLETED]

#### SECOND CONVERT

Opportunity to invest \$6.5M of  
convertible debt with a \$15M  
conversion cap, with a targeted cash-  
on-cash return of 7.8x with IRR of 67%

[\$800,000 LEFT]

#### SERIES A

The Series A Equity Round is an  
opportunity to invest \$7.5M with  
projected \$40M money pre-money  
valuation and targeted returns of  
cash-on-cash 2.9x with IRR of 30%

[UPCOMING]