

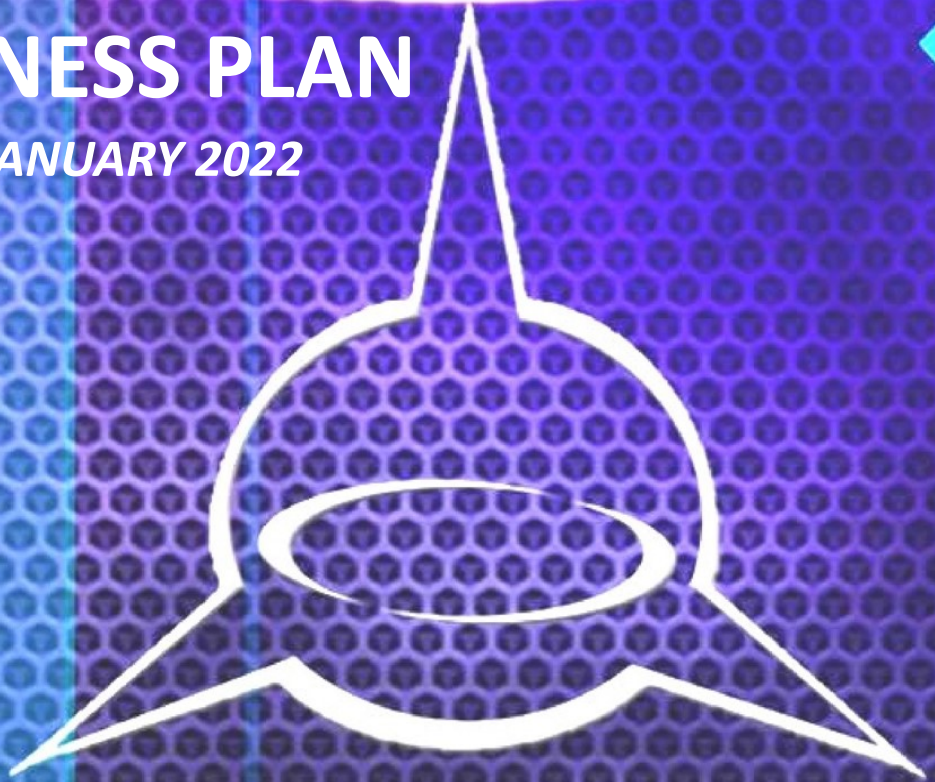


PREDATOR'S USA

The Race Car For Everyone

BUSINESS PLAN

JANUARY 2022



PREDATOR'S

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Business Plan

JANUARY 2022

Table of Contents

Vision and mission.....

Overview.....

History.....

Product Description.....

Competitive Advantage.....

Market.....

Overview.....

Growth Strategy.....

Marketing plan.....

Management Summary.....

Financial Discussion.....

Financial Projections.....





Business Plan

VISION & MISSION

The Formula Predator's (FP) are the cheapest and safest open wheels race cars with the shape of a Formula 1 in the world.

The Predator's Racing Academy will be the first racing school who will give the opportunity to everyone to race for free in the Predator's challenge, never happened before in the history, the drivers selected from the Predator's racing school will be drivers in the Predator's challenge for free or at a really low cost and with the help of our talent scouts, they will get the opportunity to upscale thanks to our sponsors to race in formula ERA or Formula E and become professionals.



The goal is to give the opportunity to an unknown racecar driver or to a beginner with no budget to become a professional race car driver.

Our sponsors will pay the championship costs in the Predator's challenge and also the winner will be upscaled to the superior categories and the dream will be reality for every race car driver, the minority drivers, the SIM drivers, the older drivers, the potential champions with no money etc.

No one is out of our dreams, cause we race as one. Everyone will be involved and everyone will get the opportunity to drive a Predator's at a cheap cost to become a race car driver, even for a few laps during our events, no one excluded.

Everyone of us wish to race and now all of us have the opportunity to be a race car driver as well, not only, we can have the opportunity to show our hidden talent, thanks to the media that will create a live event, to the world.





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We will create events for all the race car drivers who wanna truly become professionals, we are working for those drivers, minorities, who wanna become professionals.

We are glad to know the next neofite, he will be the next professional race car driver in our school, the neofite for us is a new potential professional race car driver.

We need Indeed new drivers to teach to others and share their skills, cause their skills will be our skills.

Predator's is also a very easy car to be driven and that's give to opportunity to the driver who wanna just drive for fun during the track days.

Every Predator's driver can become a coach and teach in our racing school.





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OVERVIEW

Predator's USA basically want to create 4 regional championships all over the states. One in the North east, from the Great Lakes to New York, another one around California, another one Mid West/Texas and another one in the South East.

The Idea is to create 6 double races like they do in Italy to give the chances to the drivers to run more time in the same week end because much more they challenge and much more they improve their skills.

Professional racing teams are going to give assistance on the tracks and feed backs on the performance of every single driver, using the telemetry and all the advance equipment as the professional do.





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Why Predator's ?

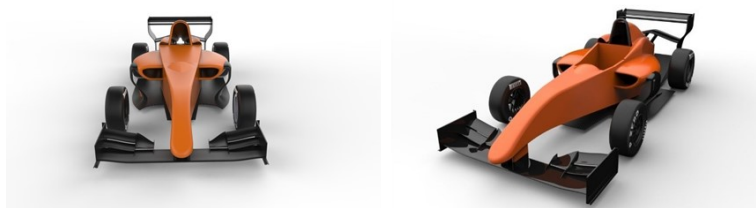
Predator's can be the perfect car for SimRacer dreamers, Formula 1 fans who wanna spend a day on the track driving a car with the shape of a little Formula 1, Predator's could be a birthday gift / Bucket list or whatever gift.

Predator's is the safest and cheapest open wheels with the shape of a small Formula 1, the light power keep the costs down and the robust chassis as a superior Formula car makes Predator's really safe.

Predator's is also easy to be driven and so fun cause of the brilliant motorcycle engine on a light chassis.

Predator's is the perfect step between the Go-Kart and the superior Formula Cars, for young driver who can't afford the costs of a regular Formula. Predator's is good for older drivers, old beginners, every level, every age.

A SIM driver dream to become a race car driver, thanks to the new Partnership between Starting Grid and SIM Racing World Series we are going to give the sponsorship to the winner to race for free in the Predator's challenge.





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HISTORY

Formula Predator's was born in 2003 in Italy in the garage of the constructor Corrado Cusi, who wanted to create a cheap open wheels using a motorcycle engine. The first Predator's was called PC001.

He started challenging with the "Formula Junior Monza" in 2005. Predator's started to challenge with the Unicef championship and the first winner was Raffaele Barile. The first trophy " Formula Minicar 600 " took place in 2006 with 8 cars and the championship win by Matteo Cogoni. After that the second trophy "Formula Minicar Predator's 600" took place in 2007, the championship was really hot and at the last Race the title has been awarded to Alfonso Chiarini.

Tony Padrone was one of the symbols of Predator's cars, he gave a big support and he upscale the whole project. Tony was a very popular Italian driver in many small categories, very known in the national scenario. Tony passed away at the age of 67 in a fatal crash in Ischia, Naples (his hometown) with his scooter.

Year by year Predator's become very popular in Italy as the cheapest open wheels Formula car, the race car of everyone. The car has been developed through the years, improving the performances, the safety, the looking of the car, but always keeping the costs down.

Now Predator's challenge is one of the most important category as the right step from the go-kart to the open wheels Formula. Predator's in Italy has a huge visibility trough Formula X events with many other open wheels like old Formula 3 and Formula Renault 2000 and the legendary "American" Formula Legend.

Giorgio Ribaldo tested the PC001 on July 2018 for the first time in Varano, Italy, right away 1 month before to immigrate permanently in USA, when he came up with the first vision of the American project, the racing school.





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PRODUCT DESCRIPTION

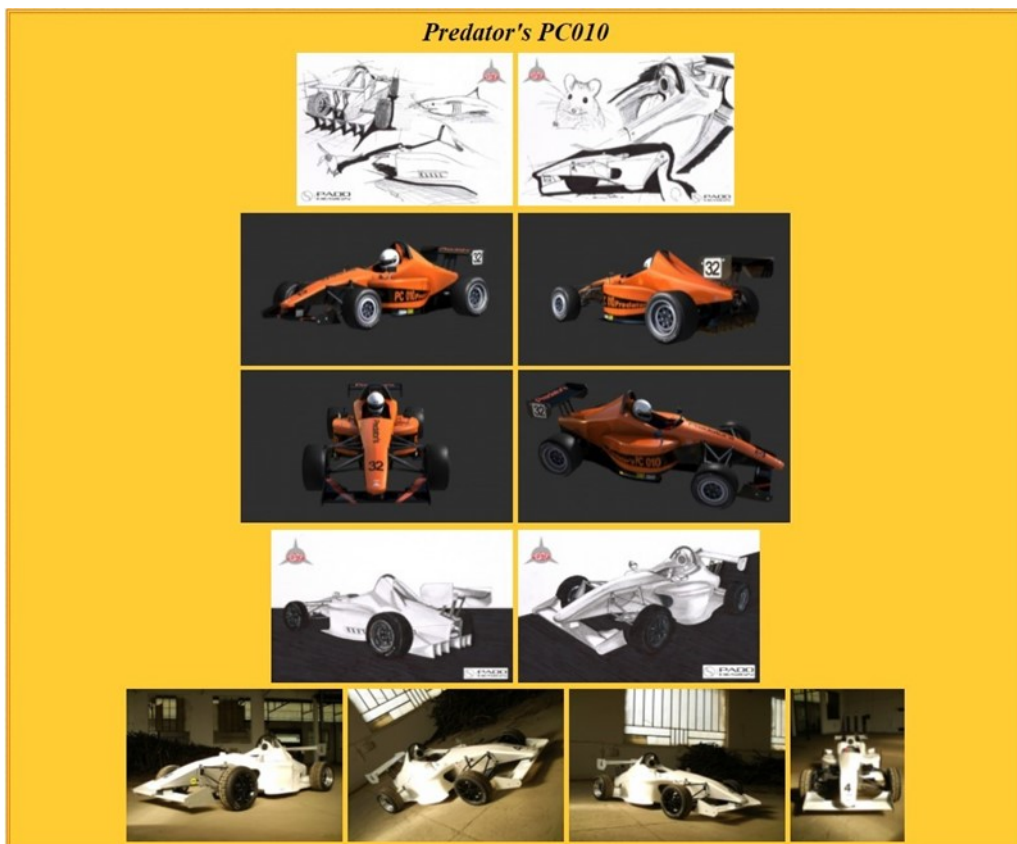
PC015/PC016 Presented in Maranello, at the Ferrari Museum. The PC015 is an evolution of the previous one and its conception was followed by Andrea Amico (Trident F2-F3 FIA team - Data Engineer F3 Open, Italian F4) through a painstaking CAD work. The machine was (as is traditional for the Corrado Cusani series) made in an attempt to reduce costs to a minimum.

The creators of the car, together with Andrea, are Corrado Cusi and Luca Panizzi (in addition to the Predator's staff) The car has higher sides, an elongated frame and a more tapered rear than its predecessor. The high bellies of the PC015 are an atypical element for modern formula cars, and combine with a lower, single-piece nose.

The car consists of a steel tube frame with aluminum side brushes, with a sequential six-speed gearbox. The roll-bar has been narrowed compared to the previous version.

"The main objective on which we based the design of this machine" Amico told us "was to reduce the Cx as much as possible" to decrease the resistance to advancement compared to the PC010.

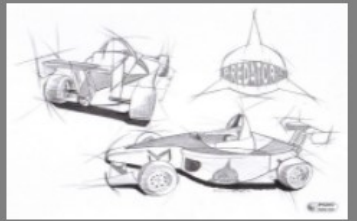
Motorcycle engine. The tires will be all-weather as for Formula E. The base weight is 360kg but will fluctuate based on the use of front or rear ballast. The dimensions correspond to 4050mm in length, 1630mm in maximum width, 1020mm in height and 2250 / 2270mm of wheelbase (slightly increased to the PC010).



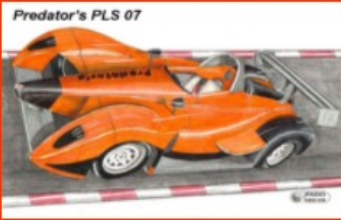
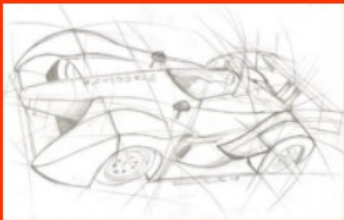


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Predator's PC008



Predator's PC007 SPL





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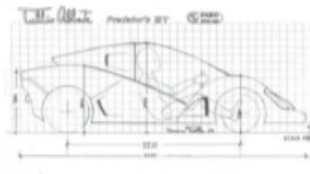
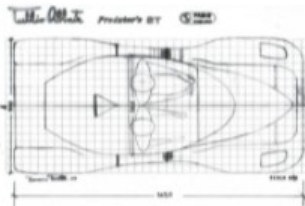
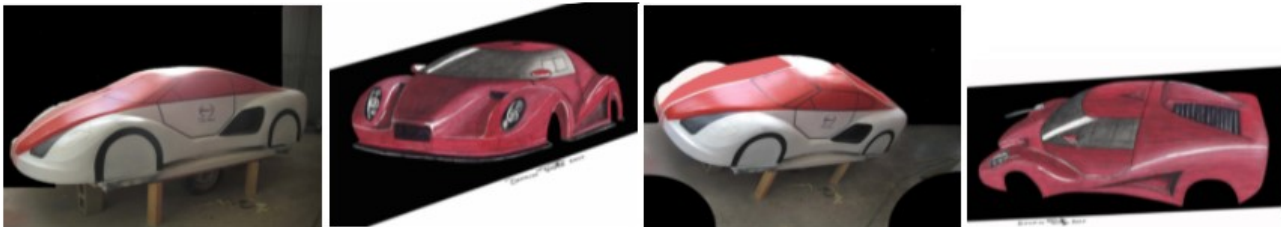
Predator's K

collaborazione 3D Massimo Ribattezzato



Predator's Stradale

Padodesign-Predator's-Tullio Abbate



Stradale Elettrica



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The version with motorcycle engine maintains a good quality / price compromise. Available the electric version and now FP also have a sports prototype version, the "SPYCE X", built on the PC016 chassis (extra large cockpit), available with 600cc and 1000cc engine (the most powerful).

PC016 ELECTRIC (TECH.SPEC. COMING SOON)

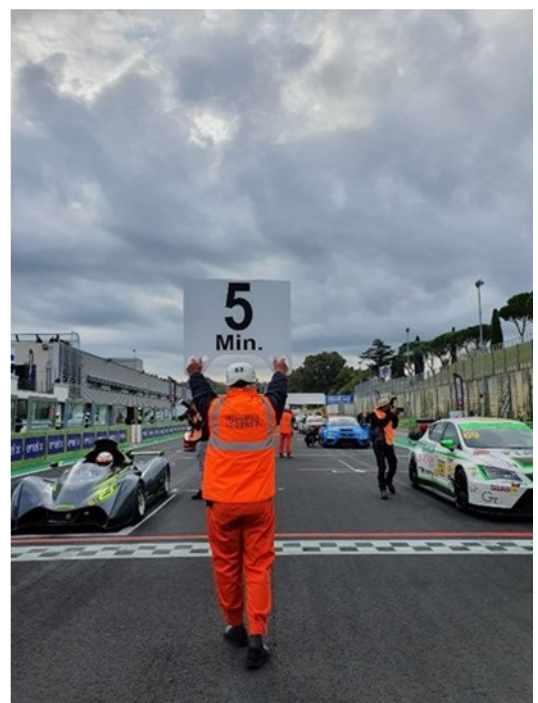




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SPICE X (TECH.SPEC. COMING SOON)

600cc, 1000cc, Electric





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FORMULA PREDATOR'S PC015/PC016 SAFETY

The fiberglass instead the carbon fiber keep the costs down in case of crash. The importance of the cockpit : What is the driver in the racing car ? The driver is not only the human element of the racing car but he is also the mind of a racing car, so, the cockpit must be robust and safe as a skull, that's why in case of crash the cockpit remain intact, and the driver too. The half moon behind the steering wheel in case of flipping contain the head of the driver safe.

Adhering to the FIA standards, the Formula Predator's PC016 is designed to ensure the highest level of safety. For example, in the unlikely event of a flip. The current roll bar height is tall enough to protect the driver, in addition of the half moon in the chassis behind the steering wheels, where the driver is safely cocooned inside the cockpit with the room enough to exit while upside down. The historical safety record of Predator's has been excellent for well over a decade.





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COMPETITIVE ADVANTAGE

Predator's is very easy to be driven, the maintenance cost is close to zero, either for the electric as with the motorcycle engines.

Predator's compare to the other cars is safe cause the top speed is not huge cause of the downforce dispute to a light power, but, the speed in the turns is very high, that gives a lot of fun and an impact of a real race car.

The E Predator's is going to be more expensive than the regular Predator's but is still cheaper than the competitors, the Formula ERA for example is a little more powerful but the cost is around the Formula 4, therefore the E Predator's is more convenient.

The wonderful and sexy shape of the Predator's is one of the attractive part of the car and the good point is that the body work is made in fiberglass, much cheaper than the carbon fiber, even in case of crashes and very easy to be fixed.

The car is very simple and so easy to be fixed, in the future we have in mind an industrialization of the car to make a massive number in a short time to satisfy the global need.





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MARKET OVERVIEW

The race cars has been for all the history a good for rich people, now never than before the motor-sport is so expensive.

There are a lot of open wheels Junior categories in the world but no one has the Predator's compromise Prize / shape / performance.

The electric engine is now booming all around the world because the maintenance cost is much cheaper than the regular gas, not only, because people are now more sensitized at the climax issue of our planet.

Actually the motorcycle engine and the electric are more successful than ever because the maintenance cost is cheaper and the performances are really good.

The motorsport is actually booming in the world and thanks to Liberty Media the Formula 1 is known more than ever in the United States, that's help to find more race car fans who wants to test or race for cheap a race car with the shape of a formula 1.

Actually many SIM racers are involved in the competitions on line and all of them would love to became a real race car driver, so, making a partnership with a SIM organization would be a great idea to give them some prizes for the winners to race with Predator's or Spice X etc.

Another cheap car very successful in America and in the world is the Legend Car, they sell around 500 cars per year but they are not open cockpit with the shape of a Formula 1. Yes the Legend is cheaper, but the Predator's is sexier, therefore the numbers could be the same or more.

The global market for Motorsport, which was predicted to be worth US\$4.8 billion in 2021, is expected to expand to US\$7.8 billion by 2026, with a CAGR of 7.2 per cent between 2021 and 2026. Motorsports are international competitions in which highly tuned and specialised automobiles engage in racing.

So the goal of Predator's Project is to get a certain percentage of this expansion.





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GROWTH STRATEGY

The primary goal to grow is to import a massive number of cars , losing a lot money at the beginning to promote the product , renting tracks , organizing testing days , events, exhibition etc.

The number of car to import is 40 to start and another 40 the following year to split in 4 different regions of United States , hiring racing teams to manage them with the option to acquire them as partners.

In the main time we would keep going to get business angels and “ Sponsors “ to grow the worth of the company and to give the choice to the best drivers to race for cheaper or for free once the series will take place .

The other goal is to create several racing schools all around the states , the racing schools are the starting point of the career of a race car driver , not only , the schools gives to everyone the chance to learn how to drive a race cars , very easy to be driven in this case ,the racing schools give to everyone the opportunity to feel a race car driver even just for a few days at a cheap cost .

The racing schools are also a good advertise for sales and to find drivers who want to race in the series , and obviously they could be very profitable if successful .

The next step in the growth strategy is going to be the acquisition of assets, like garages at the race tracks or , if affordable , race tracks etc.

With the race tracks acquisition the company could step up to new horizons, getting partner with new organizations etc .

Another goal is to get partner with the headquarter in Italy and create a global platform extending the racing school and the series to the globe as the race car for everyone .





Business Plan

MARKETING PLAN

Another important part of the plan is the sales organization , obviously a strong website can help , a website where you can choose options and make your own car . Sales can bring a very good take off at the project cause much more cars we introduce into the American market and much more interest we create , the goal is also to create a “Predator’s Club of America “ to create events , truck days , just for Predator’s owners who want to drive the car in the race track , we also can organize that during the racing school , splitting the track for testing just for a few hours with the Predator’s owners , or for people who want to rent a Predator’s .

The Racing school is also an important activity in this project , cause being the starting point of the career of a race car driver it might become the first partner of all the series all over the world .

We also have a new entry in the Predator’s project , the Spice X , it’s a Predator’s chassis PC016 with cover wheels , in a few world it’s a sport prototype , that’s allow the car to sign in in any competition without creating an own series . An Electric version is also available for the Spice X , the E car has also no issue for the importation in the U.S. , no EPA restrictions , the car is allowed to be imported ready to go , that’s give a big advantage to the drivers who want to buy the car and race in other categories etc .

Regarding the Marketing strategy the first step is a strong website , a promotion program , testing days all over the states and probably an “E track day” in the same racetrack .

A couple of exhibitions like in Las Vegas and New York would be more than enough to present the cars , but , better to show them during important event as Go kart competitions or Race cars competitions in the paddocks .

Banners and Boosters on the socials always helps to get visibility and this is not going to be an expensive investment , so a weekly boosting is going to be a must .





Business Plan

MANAGEMENT SUMMARY

Giorgio Ribaldo (CEO , President and Founder) Giorgio is owner at Gierre immobiliare s.r.l. and Gierre USA corp . a real estate corporation . Giorgio is actually the official dealer of Predator's s.r.l. in North America and in the past he was a race car driver in Italy , he performed in Formula Junior Monza , Formula Renault , Formula 3 and in Italian and European races with grand tourism with Ferrari GT in official teams in the early 2000 . Giorgio in the past was partner in Italy of a tooling company in the molds industry , he is a song writer , screen player , poet , philanthropist and philosopher . He is a graduated Actor and voice over as well in Vancouver , he also worked in Canada as a ski instructor for a few seasons in 2010 and 2011 , after this he projected in Miami an Italian restaurant called " Ciao Bella " . Giorgio attended at different University in Italy as Physics , Marketing and Law at the University of Milan and Reggio Emilia , before he did the college of science in a college in Monza "Collegio Villoresi San Giuseppe" in the 90's . He is an eclectic researcher of truth , with scientific skills in biology, quantum physics , geology , astrophysics etc. Giorgio is the creator of this project and the writer of this business plan as well .





Business Plan

FINANTIAL DISCUSSION

Revenues

Predator's USA will earn revenues renting cars basically , in the promotion events at the beginning and then with the racing school and with the series later . As a sport organization Predator's USA also will search sponsors that can increase the profit but a certain part of the sponsorships must be used for the prize for the winners to perform in a superior categories .

Expenses

In the first year Predator's will have a loss of 70% to 80% of the initial investment , as all the biggest companies of the planet the goal is to invest and loose a lot at the beginning to get a big return in the future.

The second year Predator's USA will loose much less , around 20% of the investment but will increase a lot the gross sales if the series will start . Obviously if it doesn't start any series yet Predator's USA will not import more cars in America to keep big cash in case of delays on the project , but still work on the sponsors and on business angels with the purpose to grow fast .

The first step is to import 20 to 40 cars to start , electric Predator's has no problem with the importation, cause the rules with the electric engines allow to import the car ready to go with no EPA restrictions .

Predator's USA will invest some money also in exhibitions like SEMA in Las Vegas and probably another couple .

Other expenses are going to be merchandising , equipment, office salaries , probably training for some race car engineers , trips and racing teams / mechanics expenses .

In the financial projection there is the option to buy the equipment and hire mechanics and facilities to store the cars but if racing teams will be available to store the cars and manage the cars it will be a little different .

Racing teams are more than welcome to be partners of this project .





Business Plan

Financial Business Plan

US. Series Predator's BP	Year 2023	Year 2024	Year 2025
Business Angels Investment	5,000,000 USD	2,000,000 USD	
40 Electric Predator's imported	2,600,000 USD -		
Race car Engeneer training 6 Guys trip	20,000 USD -		
Website - Marketing	50,000 USD-		
Exibitions - Events - Promotion	400,000 USD -	300,000 USD-	400,000 USD -
Profit Promotion test drive	300,000 USD	300,000 USD	600,000 USD
Employees, office, accountant	500,000 USD -	500,000 USD -	500,000 USD -
Merchandising , equipment	200,000 USD -	200,000 USD-	100,000 USD -
Facilities to store the cars and transportation	400,000 USD -	400,000USD -	600,000 USD -
Series 1 (Race tracks fees,salaries ,hotels ,trips)	0	150,000 USD -	200,000 USD -
Series 2 (Race tracks fees ,salaries,hotels,trips)	0	150,000 USD -	200,000 USD -
Series 3 (Race tracks fees,salaries,hotels,trips)	0	150,000 USD -	200,000 USD -
Series 4 (Race tracks fees,salaries,hotels,trips)	0	150,000 USD -	200,000 USD -
40 Electric Predator's Imported 2nd Purchase	0	2,600,000 USD -	
Gross Sales Races	0	2,400,000 USD	4,800,000 USD
Sponsors	0	1,000,000 USD	2,000,000 USD
Tot. Gross Sales	300,000 USD	3,700,000 USD	7,400,000 USD
Tot.Expenses	4,170,000 USD -	4,600,000 USD -	2,400,000 USD -
Net Profit	3,879,000 USD -	900,000 USD -	5,000,000 USD +
Total Invested	5,000,000 USD	2,000,000 USD	0
Balance	1,121,000 USD+	2,221,000 USD+	7,221,000 USD +

