




# MISSION STATEMENT

Our mission at Makani FC is to establish a professional Mens & Womens soccer team in Honolulu, Hawaii. We will use tech, crowdfunding & community passion to put the beautiful game into the hands of the people. We hope to inspire a youth development pipeline for Hawaii and the Pacific Rim thus sustaining our player development.



Ready to 



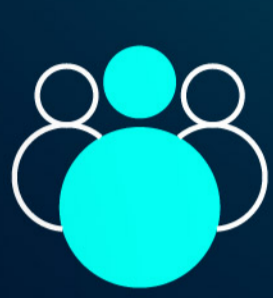
# U.S PRO SOCCER MARKET

Investing in soccer may be wise. The growth of soccer in the U.S. has actually been quite positive. With the U.S. hosting the World Cup in 2026, the popularity of soccer will continue to expand.



**GREG LEMKAU**  
GOLDMAN SACHS CO-HEAD OF INVESTMENT BANKING

## U.S. PRO SOCCER FAN DEMOGRAPHICS



**32%**  
OF TOTAL POPOULATION



**38%** MEN



**26%** WOMEN

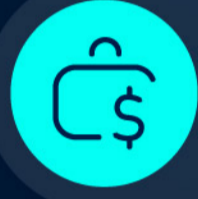
AGES **16-24** 55%

AGES **16-24** 50%

AGES **16-24** 29%

AGES **16-24** 22%

AGES **16-24** 14%



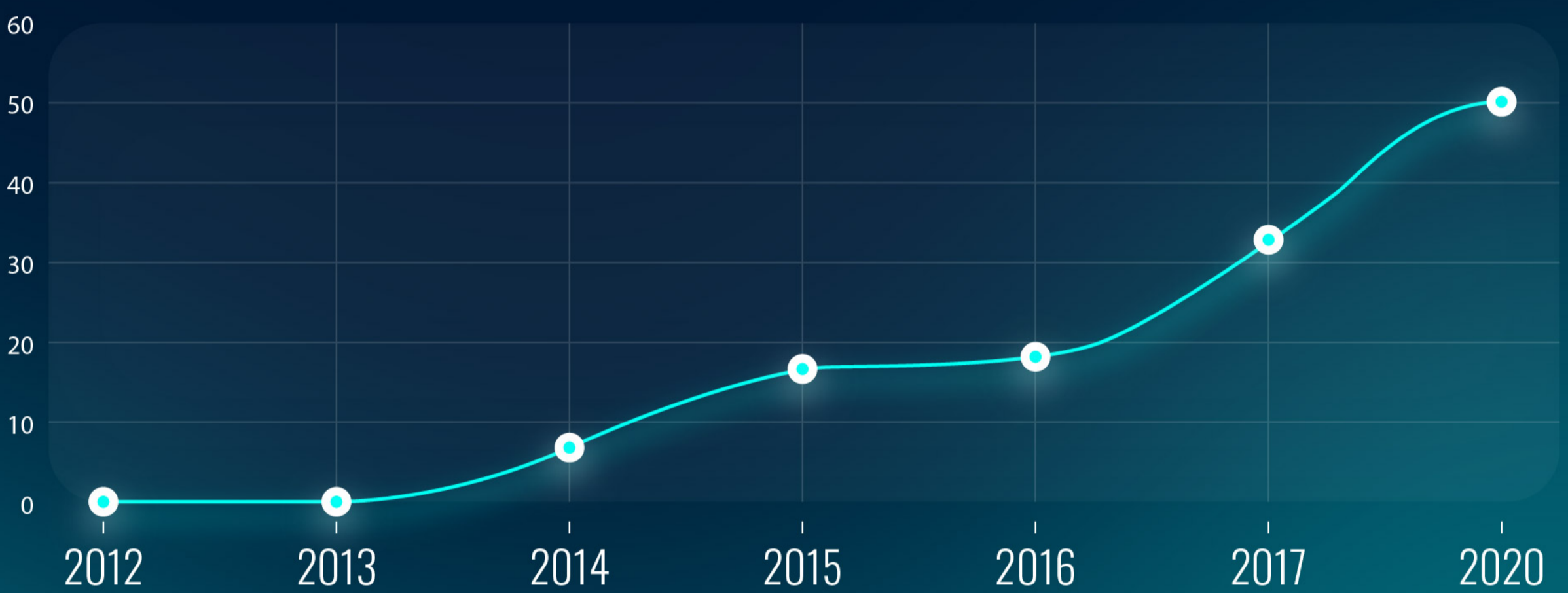
**38%**  
**Low** income earners

**41%**  
**Medium** income earners

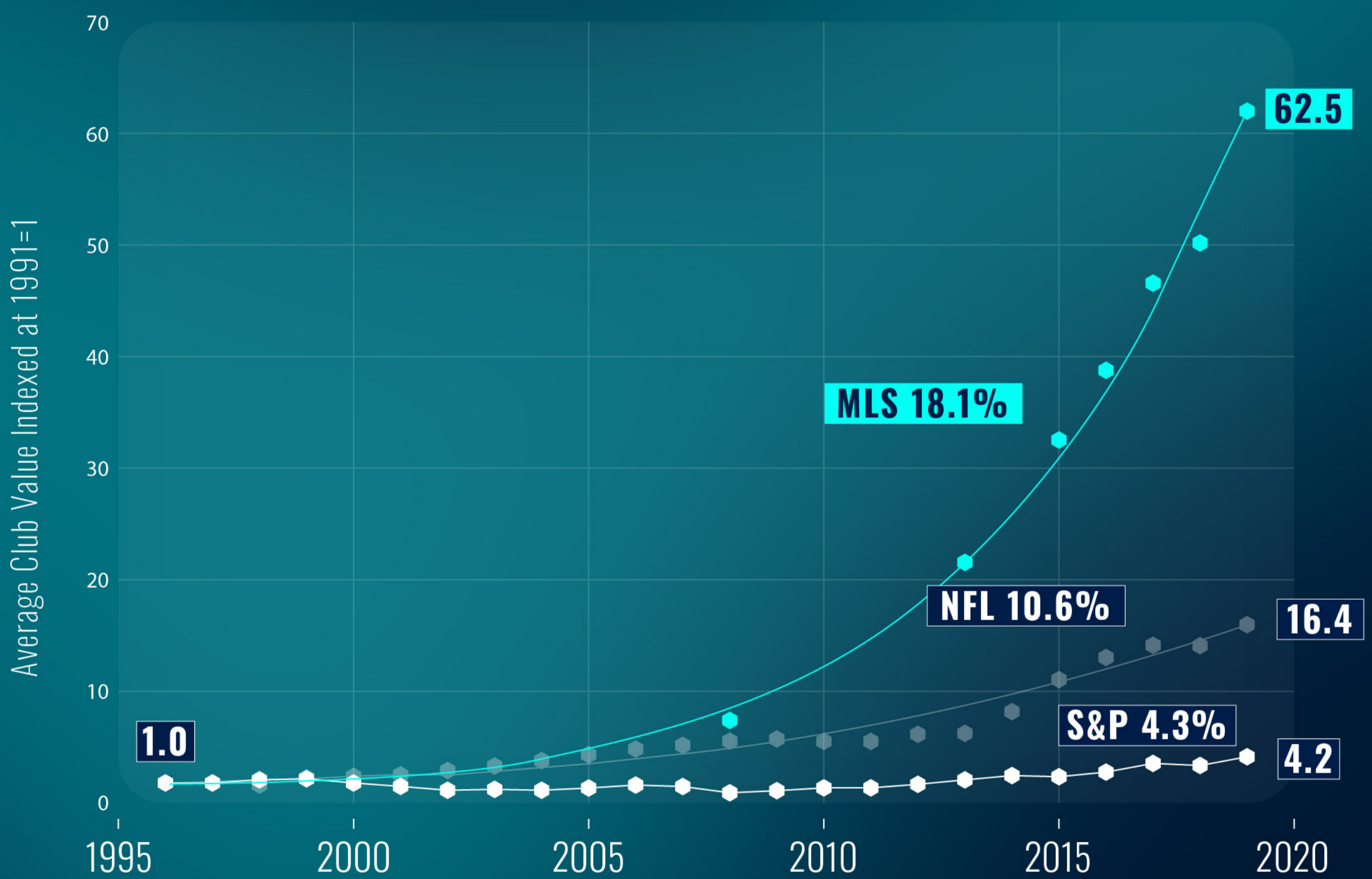
**40%**  
**High** income earners

Increasing franchise valuations per each owner is the goal of USL. Through stable operations and support services, the league provides a platform for each franchise to continue to grow within its market.

## VALUE OF PRIVATE TRANSACTIONS OF EXISTING TEAMS



## 25-YEAR EXPONENTIAL GROWTH OF MLS V NFL AND S&P 500



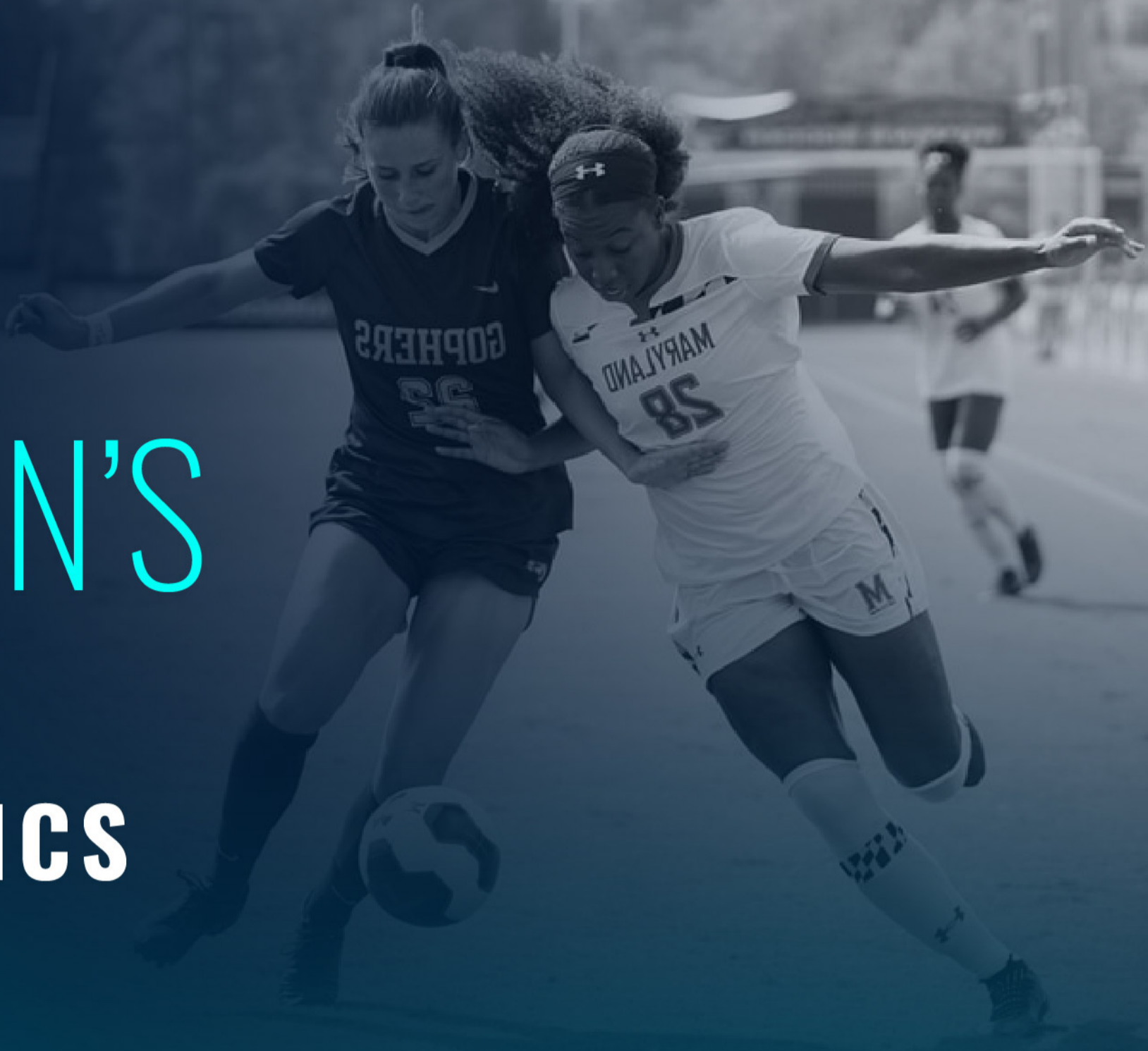
Source: John Vrooman/Vanderbilt and Forbes.



### GALLUP

In 2017, Gallup reported that soccer was the third-most watched team sport in the U.S., behind only basketball and American football.

Soccer is most followed by American adults ages 16-34, meaning the game is poised to see consistent growth for years to come.



# THE WOMEN'S GAME

## DEMOGRAPHICS



### FIFA 2019

Women's soccer viewership at an all time high - FIFA Women's World Cup drew 1B viewers

### NCAA 2019

In 2019, **28,910** female collegiate soccer players 2nd largest female college athlete group

### NFHS 2019

2018/2019 survey showed 394,105 high school female soccer participants 13% increase since 2020

# WAIPIO SOCCER STADIUM & COMPLEX

is located outside of downtown Honolulu, in Central Oahu. With multiple practice fields and 1 stadium that meets all prerequisites for NISL implementation, this complex is a perfect fit for our teams. Currently in use by youth and adult leagues.



## FACILITIES



5000 seat capacity and ability for more



Locker Rooms



Parking



PA System



Press Booth



Score Board



Concession Stands



For **NISA (National Independent Soccer Organization)** prerequisites it is important to note that Honolulu will be building a 35,000 capacity stadium, scheduled for completion in 2023.

Currently we have a 50,000 capacity stadium where past soccer tournaments have been held. The Pacific Rim Cup in 2017 had an attendance of 9,800 lacking the highest caliber of local marketing in the islands.



## Pancho Shoffeitt

CTO - FOUNDER

CTO - Founder of Makani FC and driving force behind establishing a pro soccer team in the islands. An avid football enthusiast, he volunteered for the Hawaiian Invitational - the precursor for the Pacific Rim Cup. Shoeffeitt offers his experience and insider perspective on market research required for hosting a professional soccer team in Hawaii.

## Sergio Bolioli

CEO - CO-FOUNDER

President of Major Island Soccer Organization (MISO), local representative for US SOCCER. MISO has been in operation for 24 years. Bolioli currently heads up operations for MISO youth and adult leagues, and organized Hawaii's first international women's exhibition game between Makani FC womens/MISO Select team vs Nojima Stella Japan D-1 team.



## Javier Risco-Garcia

DIRECTOR OF MARKETING

Originally from Madrid, Spain, Javier is currently the assistant coach for the Hawaii Pacific University men's and women soccer teams where he previously played for 3 years. On the U.S mainland, Risco has worked for Juventus Academy in Silicon Valley as Marketing Director and Director of Coaching, as well as Real Madrid FC as Technical Director. Also, Risco has collaborated with FC Barcelona to participate in sports summer camps in Hawaii, U.S and Canada.



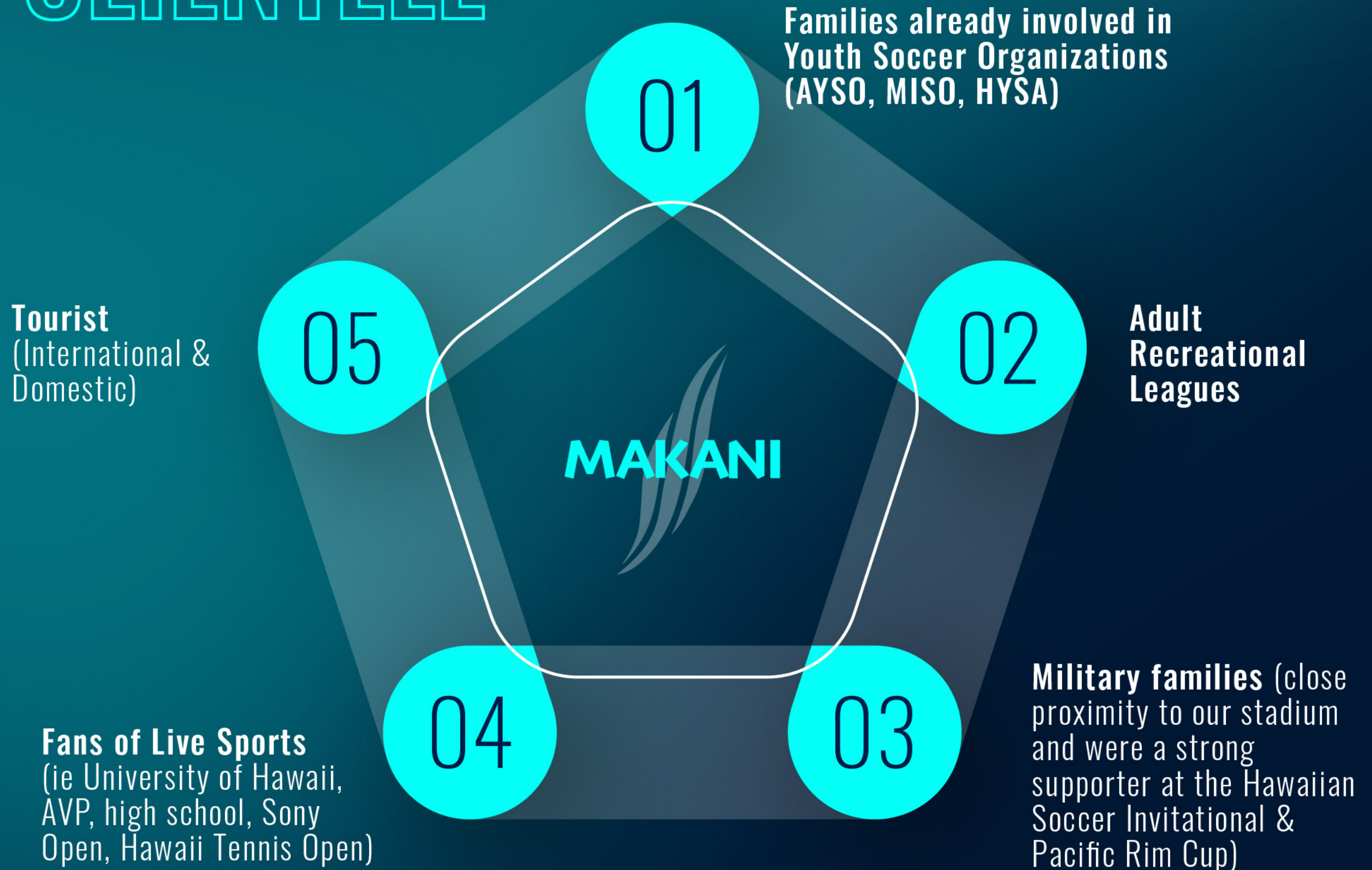
## Kenji Lee

CHIEF CONTENT OFFICER

Born and raised in Honolulu, Hawaii, Lee grew up playing soccer in Hawaii. Today, Lee is a business owner who specializes in video solutions for local entrepreneurs and businesses. Adjusting to market demands and adopting emerging technology is at the forefront of Lee's business.



# OUR CLIENTELE



# OUR COMPETITION



Non-Existent

There are no other professional sports teams in Hawaii

# OUR STRATEGIC MARKETING PLAN



Hawaii Tourism  
Authority Business  
Relationship



Blockchain Sales  
Of Tokens



MWR-ITT Desks  
For Military Ticket  
Sales



Show Transparency  
In Ownership Using  
Blockchain Tech



Local Cable  
Spectrum Sports  
Broadcast



Local Sponsors



Crowdfunding



Grassroots  
Community Organized  
Marketing



# OPERATIONS PLAN



Through our extensive market research we will be following in the footsteps of Chattanooga FC, Bay Cities FC and Minnesota Aurora.



Partnering with Tech Vavel, we will build a blockchain platform on EOS or Theos to utilize the marketing power of blockchain, encourage community engagement and investor transparency.

With our application fee accepted we will start as a NISA team in 2022, with full entry into the league and scheduling in 2023 ie Bay Cities FC.

# EXPENSE PROJECTIONS



## & DIVERSIFICATION FOR REVENUE STREAMS

01	Application Fee	\$250,000
02	League Affiliation & Player Registration Fees	\$5,300
03	General Liability Insurance	\$9,500
04	Referee Fees	\$129,000
05	Travel Pool Play-Offs	\$9,700
06	Broadcast	\$184,450
07	Transmission & Archiving	\$25,000
08	Competition Management Platform	\$1,335
09	Financial Reporting Fee	\$190
10	Web Hosting	\$1,575
11	Mobile App/Data Warehouse Fee	\$5,000
12	Travel Stipend	\$250,000
13	Technical Staff	\$130,000
14	Players Salaries	\$350,000
15	Game Day Operations	\$500,000

Total Expenses **\$1,851,050**

(DOUBLED IF WE START MEN'S & WOMENS) **\$3,702,100**

# REVENUE

## STREAMS

### Merchandise

Online, game day sales, local soccer retailers/sponsors



### Ticket Sales



### International Tournaments



### Pay to Play

Youth teams pipeline into Makani FC



### Sponsorship

Travel/Accommodation



### Crowdfunding/ Supporter Financed

[Wefunder.com](http://Wefunder.com)



### Possible Top-down Investment



### Outside Investment



# WORLD CUP

# 2002 26



For the first time since 1994, the U.S. will host the World Cup, accelerating the sport's already increasing fanbase.